LAUNCHTAILOR

Your Personalized Side-Hustle Launch Playbook

Dog Walking

PERSONALIZED PLANNING DOCUMENT

Contents

CHAPTER 01

Your Launch Snapshot

What was chosen for you, and why

The model and the fit score

Business model	**Dog Walking**
Fit score	**98 / 100**
Confidence	**Medium**

Why this fits your answers

Based on the answers you gave, dog walking is the business model recommended for you, with a fit score of 98 / 100 and a confidence level of Medium. This is a flexible local dog-walking service, built to run alongside full-time work. What you would be selling is straightforward: dog walking visits for local owners who need someone reliable while they are busy or away. It is written for someone who already has a job, has some evenings and Saturdays free, is comfortable talking to customers, and already owns a vehicle and a smartphone to manage bookings and travel.

The fit score is not a prediction that customers will book you, and it is not a measure of local demand. It simply reflects how closely the answers you gave line up with what this kind of service typically needs. Nothing in this plan has checked your local market, your competitors, or whether people nearby actually want this service. That verification is yours to do.

- The skills you reported cover what this business needs, with some useful extras on top.
- Your budget range covers the basic planning minimum with some room to spare.
- Your stated weekly availability meets the level generally recommended for this kind of service.
- This business is delivered in the format you said you wanted, using equipment you already have.
- Your comfort with customer contact and willingness to do physical work both match what this service involves.

CHAPTER 05

Pricing Strategy

Three prices to test, and how to read them

The three prices

THREE PRICES TO TEST

TIER	PRICE PER WALK
Starter	**£14**
Core	**£20**
Premium	**£30**

Planning assumptions calculated from your answers, not verified local rates. No one nearby has agreed to pay them.

When to use each one

The three tiers you have been given are not three different services. They are the same dog-walking visit offered at three different lengths and price points, calculated from your own inputs as planning anchors rather than confirmed local rates. The Starter tier is a shorter walk, the Core tier is the standard-length walk this plan is built around, and the Premium tier is a longer walk. None of the figures behind them should be treated as what anyone nearby actually charges or will pay - they are starting points for you to test once you are talking to real customers.

Because the three tiers differ only in length, the situations where each one fits follow naturally from that. The Starter tier works well when someone is trying you out for the first time and a lower commitment makes it easier for them to say yes. The Core tier is where most of your regular bookings are likely to sit, since it matches the walk length this plan assumes for the bulk of your available time. The Premium tier suits an owner who specifically wants more time spent with their dog, or a chance to offer more once a customer already trusts you.

Read the price attached to each tier as a number to test rather than a number to defend. If you quote £20 in GBP and someone hesitates, that is useful information about this local reaction, not proof the figure is wrong in general. The same goes for £14 and £30. Treat every quote as a small experiment and keep track of what happens, since that record is what will eventually tell you more than the plan alone can.

CHAPTER 06

Capacity and Revenue Scenarios

What the hours allow, and what that could bring in

Your available time

THE TIME YOU HAVE AVAILABLE

TIME	AMOUNT
Representative week	**13 hours/week**
Available per month	**56.3 hours/month**
Delivery time	**39.4 hours/month**
Marketing and admin	**16.9 hours/month**

Delivery time and marketing time together make up the monthly total. These are hours available, not hours already worked.

Three scenarios

THREE REVENUE SCENARIOS

SCENARIO	MONTHLY GROSS REVENUE
Conservative	**£252**
Target	**£460**
Stretch	**£630**

Gross revenue, before any cost is taken out. None of these is a forecast, including the stretch figure.

CHAPTER 09

Your First 30 Days

Four weeks, and what finishing each one looks like

How to use these four weeks

The four weeks that follow build on each other: what you learn in one shapes what you do in the next. Together they turn the plan set out earlier in this Playbook into a sequence of concrete steps, fitted around the working pattern you already have, including your employment and other commitments. Treat the sequence as a guide rather than a fixed schedule — if a week runs long, or an action raises more questions than it answers, that is useful information, not a failure. What matters is that you complete the actions and record what you find, not that any particular response comes back from the people you contact. A week is finished by what you did and decided, never by whether it produced a booking or a sale.

WEEK 1

> **FOCUS**
>
> **Ground the plan in local facts before contacting anyone**

Week 1 is about groundwork, not outreach. Before you talk to anyone, you are building the pieces you will rely on for the rest of the month: a plain description of what you offer, a working price, a simple way of keeping records, and clarity about which local rules and requirements still need checking. Treat the requirement checks honestly — if something stays unclear after a reasonable look, write down exactly what remains unresolved rather than assuming it is fine. That note becomes something to follow up on later, not a reason to stop now. Comparing your planning price against what others locally charge is meant to sharpen your starting figure, not to guarantee it will hold; expect to adjust it as you learn more. Working within your available evening and Saturday hours, use this week to get your equipment, records and description in order calmly, before any pressure to respond to an enquiry exists. Completion this week rests entirely on your own preparation — a description written, questions noted, a system in place, a price chosen — regardless of whether you have spoken to a single customer yet.

CHAPTER 11

What You Must Verify Locally

The checks nobody has done for you

The checklist

Check each of these where you live

- [ ] Local prices
- [ ] Tax
- [ ] Registration
- [ ] Insurance
- [ ] Permits
- [ ] Payment processing fees
- [ ] Travel costs
- [ ] Advertising costs
- [ ] Cancellation rates
- [ ] Supplier prices

Why each one matters, and where to check

Your plan for a dog walking business rests on a set of assumptions that have not yet been checked against your local situation. None of the figures elsewhere in this Playbook confirm what applies where you live — they show what the numbers would look like under stated conditions. The topics below are the ones you still need to look into before you rely on this plan for real decisions. None of them are answered here, and none of them should be treated as settled until you have checked them yourself with the right source.

This is not a legal, tax or insurance opinion, and nothing in this chapter should be read as one. The purpose is narrower: to name what is still open, explain briefly why it matters for a dog walking service specifically, and point you toward the kind of authority, provider or record that can actually confirm it. Some of these questions are about money you might owe or fees you might pay; others are about whether this way of