Dog Walking & Business Training Course

Professional Development Training Course Outline

Category	Veterinary and Animal Science	**Duration**	5 Days
Base Fee	$0 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Dog walking and pet business management is rapidly evolving into a thriving industry. With pet ownership at an all-time high, professional dog walkers are now expected to offer more than simple walks they must provide enriched experiences, ensure pet safety, and deliver professional customer service. Dog Walking & Business Training Course is designed for aspiring and existing dog walkers and pet entrepreneurs, equipping them with cutting-edge techniques, business growth strategies, and marketing skills to thrive in the competitive pet services market. Participants will gain practical knowledge and actionable skills that can immediately be applied to create a profitable, ethical, and sustainable dog walking business.

In addition to hands-on dog handling, this course emphasizes business development, digital marketing, client retention strategies, and pet behavior management. By combining operational skills with entrepreneurial expertise, participants will be empowered to build a strong brand, attract loyal clients, and scale their services effectively. Through interactive modules, real-world case studies, and expert guidance, this program ensures learners are fully prepared to launch, grow, and manage a successful dog walking business while maximizing both pet welfare and customer satisfaction.

Programme Curriculum

Dog Walking & Business Training Course

Introduction

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Course Duration

5 days

Course Objectives

1. Master professional dog walking techniques for safety, engagement, and exercise optimization.
2. Understand canine behavior, body language, and training basics for positive interactions.
3. Develop pet first aid and emergency response skills for critical situations.
4. Create and implement a structured dog walking schedule for diverse breeds.
5. Learn effective communication skills to build strong client relationships.
6. Apply modern digital marketing strategies to attract and retain clients.
7. Optimize pricing models and revenue streams for profitability.
8. Design customized dog walking packages to meet client needs.
9. Establish a strong online presence using social media, SEO, and branding.
10. Leverage pet tech tools for scheduling, tracking, and client reporting.
11. Implement business compliance and insurance best practices.
12. Gain insights from case studies of successful dog walking businesses.
13. Develop strategies for scaling the business, including hiring and franchise options.

Target Audience

1. Aspiring dog walkers and pet care professionals
2. Existing dog walking business owners looking to scale
3. Pet sitters wanting to expand services
4. Entrepreneurs entering the pet services market
5. Dog trainers seeking complementary business skills
6. Pet daycare or boarding facility managers
7. Animal welfare advocates interested in professional skills
8. Freelancers looking for side income in the pet industry

Course Modules

Module 1: Canine Behavior & Handling

- Understanding breed-specific traits and temperaments
- Reading body language and signals
- Basic obedience commands and leash training
- Handling aggressive or anxious dogs safely
- Case study: Managing multi-dog walks in urban areas

Module 2: Dog Walking Techniques

- Proper walking equipment selection (leashes, harnesses, tech collars)
- Exercise planning and route mapping
- Safety protocols in parks, streets, and public spaces
- Enrichment activities during walks
- Case study: Walk optimization for high-energy breeds

Module 3: Pet Health & Safety

- Pet first aid essentials
- Recognizing signs of illness or distress
- Emergency preparedness for dog walkers
- Nutrition and hydration during walks
- Case study: Handling heatstroke incidents during summer walks

Module 4: Client Relationship Management

- Professional communication strategies
- Managing client expectations and feedback
- Building trust and loyalty with pet owners
- Handling difficult clients professionally
- Case study: Retaining high-value clients through personalized service

Module 5: Business Setup & Legal Compliance

- Registering a dog walking business
- Insurance and liability considerations
- Contracts, waivers, and service agreements
- Local regulations and licensing requirements
- Case study: Avoiding legal pitfalls in urban dog walking

Module 6: Digital Marketing & Branding

- Social media strategies for pet services
- SEO for local dog walking businesses
- Email marketing campaigns for client retention
- Content creation: photos, videos, blogs
- Case study: Growing a small business to 100+ regular clients via Instagram

Module 7: Financial Management & Growth Strategies

- Pricing strategies and service packages
- Bookkeeping and budgeting for pet businesses
- Tracking KPIs and client profitability
- Upselling and cross-selling services
- Case study: Scaling from solo walker to team management

Module 8: Advanced Operations & Technology Tools

- Scheduling apps and client portals
- GPS tracking and reporting tools
- Using analytics to improve business efficiency
- Integrating tech for client transparency and accountability

- Case study: Implementing software solutions to streamline operations

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com