

The Secrets of Creating a Successful Kennels



KENNEL DESIGN
The Essential Guide
to Creating Your Perfect Kennels

Secrets of Creating a Successful Kennels

The idea of starting or improving a boarding kennels may have been in the back of your mind for some time. Something may have happened recently that has caused you to look at the idea again and start to think about it more seriously.

If your circumstances have changed, or you are suddenly in a position to do something about it - congratulations!

In all instances, David Key and myself (Kay) at KennelDesign.com will be delighted to help you. We provide **encouragement, ideas, inspiration and support**, as well as the **advice** you will need along the way.

*There is a great deal to think about,
many decisions to be made, and a lot to learn!*

It will really help if you can **think of starting a boarding kennels as a journey**, as a path to be followed with several landmarks along the way. It will be an exciting journey, but it is also filled with ups and downs, so a rollercoaster might be a better term to use!

This journey can lead to a major change in lifestyle!

In this eBook we want to give you the **basic guidelines** on what you will need to think about, and what lies ahead, so you can follow the path to starting your boarding kennels with as little stress as possible.

Well, let's now get started - and introduce you to some of the major concepts behind creating a successful boarding kennels...



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GOOD REASONS FOR STARTING A KENNELS

The love of dogs

As a dog lover (and probably a lover of animals and nature in general) you have a love of dogs, even a passion - and you would love to make a living from providing a safe, knowledgeable haven for dogs when their owners are unable to look after them. What could be better?

Making a difference

No doubt about it, this is all about dog welfare. You really feel you need to do something with your life that will make a difference - and if you can combine it with your love of dogs it would be a real dream come true.

I can do better

Ah, how often have I heard "the kennels down the road is *awful*". This can be a powerful driving force - and I completely understand as a kennels down the road from us has kennels just 2 ft (60cm) wide with *NO* outdoor runs -- and yes, it is *licensed!!!* This is exactly the kind of place we want to see either improve, or close.

Thank goodness there *are* lovely people like you who want to do it REALLY well - and are prepared to invest and do it RIGHT. We will give you all the help and support you need. You are probably thinking that you can do better than your local kennels - in fact, MUCH better - and this may be the strong motivating factor for you.

Doing something worthwhile

The satisfaction of creating a business that you love is incredibly rewarding and enjoyable. You will be so proud of yourself! The freedom of working for yourself, making your own rules, and being in charge of your own income, work ethic and lifestyle are wonderful. It's LOTS of hard work though, which is why you MUST feel it is all worthwhile!

Already worked with dogs

If you have worked with a dog rescue, a vet, fostering, in boarding or breeding you already have invaluable experience. And if not..... well, just contact your local dog rescue and offer to volunteer your services!

Change of lifestyle

Starting your own business, moving house, doing something you LOVE, being in charge of everything from answering the phones and taking bookings to dog care, and building and grounds maintenance -- is challenging.

Don't underestimate how much of a life change this will be!

It will have an amazing affect on your outlook, health and wellbeing. Of course, it can work well or badly, which is why we suggest you create a high quality business with fewer number of kennels so you can really *enjoy* it.

That way you have more fun running your business and getting to know your clients - without the extra stress of financing a bigger build cost, or staff and business issues.



MORE GOOD REASONS:

Does the thought of living in the country in a rural location appeal? or are you already lucky enough to have found that elusive property?

Creating a kennels is probably not the only dream you want to make come true - we have already talked about the massive change in lifestyle this new life would bring, but there are bound to be other dreams that can also be fulfilled with running a kennels

I expect a larger house or cottage is on your wish list, with enough land for building your business. However, if you are buying an existing business, then there are obviously limitations in your choices - an existing house (which could be extended) and an existing business (which might need pulling down and rebuilding!).

Have you thought about how much **extra cleaning and maintenance** will be required with a larger property -- or considered the other implications? (No, I don't blame you - focusing on the dream is much nicer!). Still, I feel duty bound to make you think about all the changes you might be making to your life, and try to provide a more balanced view. That way, you can **grab the opportunity with both hands - and with FULL confidence.**

Are these amongst your dreams?

- Having space and wide views
- Healthy environment and fresh air
- The change to a slower pace of life
- Going for long walks
- Having a big garden
- Being part of a community
- Being near trees and wild flowers
- Being near water
- Somewhere safe to bring up children
- Growing your own vegetables
- Having a big kitchen with an aga/ range
- Being aware of the seasons passing
- Getting back to nature
- Having open fires or wood burners
- Sending the children to a better school
- Keeping chickens
- Keeping a horse/donkey
- Doing up an old barn
- A creative place to write, paint or crafts
- Playing host to friends and family
- A cottage with roses round the door
- Making your own jam
- Driving a land rover/ tractor
- Peace and quiet

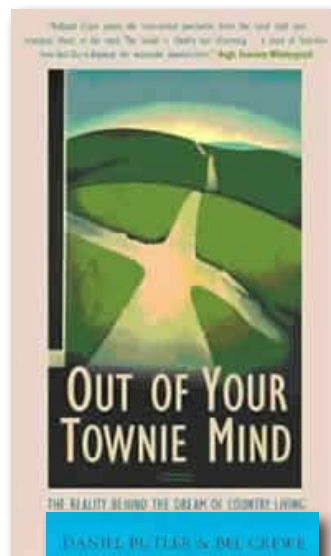
I'm sure a few of these dreams are yours too!

In which case, I'm going to tell you about a couple of wonderfully funny, entertaining & enlightening books.

Out of Your Townie Mind:

***The Reality of Country Living* by Richard Craze**

This book will help you to identify the important issues, and will give you the information you need to make the right decisions. Don't abandon your dream; learn to recognise its shortcomings and find out how to enjoy it despite them. That way, the reality of country living really will live up to your dreams.



Having already made the move from a small country house & garden to a larger country cottage with land (I was previously a townie!) - I *really* enjoyed this, and have bought some as gifts for friends!

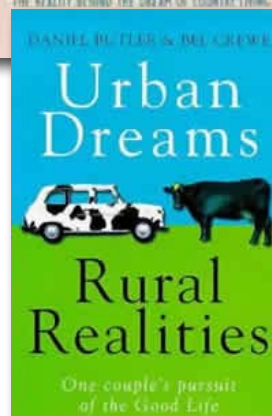
Available from:

[Amazon UK](#)

[Amazon USA](#)

[Amazon Canada](#)

(Either of these books will be excellent for while you are property-hunting, or waiting for your planning decision!)



The other book I would recommend (purely for entertainment!) is ***Urban Dreams, Rural Realities* by Daniel Butler**, from:

[Amazon UK](#)

[Amazon USA](#)

[Amazon Canada](#)

IS IT RIGHT FOR YOU?

Running a kennels is a hands-on, physical, practical job. You need to understand as much about **dog care and handling -- and especially dog welfare and behaviour** as you can. It is a **responsibility** to look after your own dogs, and even more so when you are professionally looking after someone else's.

As you start looking deeper into the possibilities, you will be faced with several dilemmas. These can vary from being concerned about moving house or starting up a business, finding out if it's what you really want to do - and whether you will make a good kennel and business owner.

It won't suit everyone! But part of our job is to help you look realistically at everything - and learn how to set up extremely successful kennels. Not only for financial reasons, but personal and satisfaction ones too. You may start out thinking you want or need X amount of kennels to make a good income, wonder if your ideas for starting a kennels that is high quality are financially feasible, or imagine you have to do 'what everyone else out there is doing'.

The one thing you can expect is to have your expectations changed! I have had calls from people thinking they need a massive amount of kennels like 40 or 100 to make a good income. Others have started out thinking they want 20 kennels and been much happier with half that!

If starting a kennels is for you, or you have a multi-dog family yourself, then you will find it easy to throw yourself into the books and websites we suggest, and start to understand just how important social contact, physical activity, environment and living space is to dogs, and how to improve it. I am sure you will REALLY enjoy it and find it fascinating.

**At the moment, you don't know
what it is you don't know!**

We can help you work out if creating a kennels business is right for you AND the dogs and their owners. However, in our experience, the people who create a successful business 'just know' that it is right, want to do it well, and just need to know where to get the information to create the best kennels they can.

*We will be delighted to help you,
and we're SO glad you found us!*



WILL YOU MAKE A GOOD KENNEL OWNER?

The **physical demands of maintaining a rural property with land** are quite a consideration (and you will be more understanding of this once you've read *Out of Your Townie Mind!*). Running a kennels requires **stamina and high level of physical fitness** as you will be cleaning units, preparing meals and delivering them, providing fresh water (some dogs will also love to play with water and splash it around!), grooming, administering medicines, scrubbing and disinfecting between occupants, working outside (if you haven't included an inside play barn/area in your design) in hot and cold weather.

And I hope that one of your goals is that **dogs will be walked and played with every day**. Not only does this higher level of service mean clients will be more attracted to your kennels, but the most important thing for dogs is to get out of the kennels and have social contact every day. I'm sure you can easily see how providing this more personal level of service will be much more satisfying and fun for you - rather than running so many kennels that you just about have time to feed and water the dogs and clean the kennels. It is easy to guess which service clients will pay more for!!!

You will be taking **complete responsibility** for your clients' dogs, including their care, comfort, safety & LIVES. **Never forget you are dealing with people, not just dogs**. Some customers will be nervous and afraid of going on holiday and leaving their dogs, some won't go on holiday (we will talk later about how you will convert these customers so you will become their first port of call by winning them over with your wonderful kennels, considerable knowledge and caring attitude).

Working with people requires **good communication skills, patience, and an ability to listen**. A few times I have received a phone call from someone interested in getting advice, only to have them tell me what it is they are doing, 'talk over' me and not listen to any suggestions! I wonder why they phoned.....? It makes you wonder how closely they will listen to their customers requirements doesn't it?

You need to be confident, knowledgeable, caring, professional & PASSIONATE about your kennels

On the business side, there is paperwork, administration, computer inputting & dealing with emails, telephone, bookings, vet visits, health cards, web cams, forms and letters, correspondence... the list goes on. There is an **excellent software program** which you can download a trial version of. It is sold internationally, and the customer service is second to none. The company is called PetAdmin and the software can generate lots of the paperwork and handle all your queries and information in depth on every cat (including photos!). It is also a **great way to 'play kennels' with your ideas**. [Click here to download a trial copy of PetAdmin](#)

Demands on your time, early starts and late finishes, 24 hour cover, living on site, avoiding taking your own holidays during peak times (easter, summer, christmas), and taking breaks when there are quiet times such as February. On the other hand, by following the suggestions in the *Kennel Design* book and *Kennel Business Plan* you should have no trouble achieving 85% occupancy!

My big tip is that being a 24 hour business, you might consider employing staff - however, rather than entrusting staff with dogs in your care, why not get a cleaner/gardener? Their services should be less expensive than employing good quality kennel staff. (I thought the idea of getting a cleaner would appeal to you!)

A quality caring kennels with high occupancy, will be very busy and make more demands on your time as your reputation grows.



FEASIBILITY & FINANCE

Amongst the many questions you will be asking yourself will include “is it feasible” and “can I afford it”?

Create a BUSINESS PLAN:

If you have already created one, well done! However, most people don't know where to start, so to help you with this, we have put together a **Kennels Business Plan** that will help you piece together these issues, feasibility, competition, getting your pricing right and how long it will take to pay back - with automatic calculations and statistics such as how to estimate the cat population for your area and density of existing businesses.

Create a kennels that will be HYGIENIC:

The legacy of setting up a kennels 'just because you can' can be seen everywhere. Places that have been running for 20 to 40 years without investment in the buildings are easy to find - tired, run-down buildings made with timber and chainlink, or even just cages. How do you think people can clean or disinfect timber, unsealed or damaged surfaces, or wire thoroughly? The answer is usually that the materials can't be cleaned thoroughly, and so they don't. (Your nose will guide you here!)

Create a kennel building that will LAST:

Old, poorly designed buildings with inadequate finishes and low levels of natural daylight have only a certain amount of life in them, and are often well past the point of adequacy when updating is considered. What happens to these old kennels? Well, they get to a point where the licensing officer informs the owner that the licence will not be renewed unless improvements are made, the units fail, or customers take their business elsewhere. Probably to a lovely new kennels that has just opened!

The owners then choose to either retire and close down (usually the buildings have no value left and cannot be sold on), or the owners no longer want the upkeep and maintenance of a large property with land, so they sell up and try to make good on how much properties with land have increased in price. Occasionally they upgrade -- however, it is usually left to someone else to tackle, with new energy and finances!

Make your FINANCES WORK HARD for you:

Times have changed. The above scenarios are no longer the case for people setting up a kennels today. Modern materials and new research has been combined to help you **create kennels that will last much, much longer** and be able to take the cleaning and maintenance processes. It is this you need to capitalise on, and is what will help make your kennels successful. When you come to sell in 10-20 years time, they will still look as good as new - sell faster - and be a **much better investment for your future financially**.

We suggest you make much better use of your finances, lower building costs and create a greater investment for your future by building fewer kennels, but to a much higher standard.

You will soon see from visiting other kennels locally what the standard is.
You will be aiming MUCH higher!

No Competition:

You may find that you will **create a whole new set of customers** who have not previously felt confident enough to use a kennels, people who haven't felt able to take a holiday.

‘Competition’ as such, will not
really be an issue for you!

There are **many potential customers for kennels who just don't take holidays** because they do not feel there is anywhere that will **provide the level of care and personal attention** they feel their dogs deserve.

Trusting their dogs to the care of someone else is extremely difficult, some will find it impossible.

With fewer kennels to fill, you will find that it is easier to keep fully booked all year round, and your care and attention may give customers enough confidence to take more breaks and holidays, knowing they can entrust their dog to you without worry or guilt.

Passports For Pets:

The **Passports for Pets** scheme is a wonderful idea for dogs, who are used to travelling and 'going places' with their owners. However, the scheme is involved, and dog owners have to do their research.

Relying on Friends, Neighbours and Relatives:

Whilst **relying on relatives, friends and neighbours** for the short-term (e.g. a weekend) is feasible, any longer is not. It is also an option that cannot be over-relied on, as it is a **favour** and not a **professional service**, and at some point this informal arrangement will fail, leaving the owner to look at other options.

Anyone with a dog requiring medication or special
care may have little choice - either find a lovely
kennels you can trust, or go without holidays!

Pet Sitting:

Professional pet sitting is an option, but will usually consist of water, feeding and being let out into the garden or taken for short walks. Time spent with dogs may be low if the pet sitters are not 'house sitting' as well.

With **personal favours and pet sitting** comes a warning - these can only be relied on for the short term (e.g. a weekend). And it is much easier to find people to look after a small dog than a large one, or several dogs!

For longer-term options where the 'sitter' lives in the house, the trust situation increases, perhaps to an uncomfortable level, where you are leaving someone in charge, and with access to the whole house.

Lack of Community Spirit:

So many people move house because of work, that old traditions such as living near family and friends where you grew up is no longer there, and so no longer providing the community spirit of old. Families are found scattered across the world, and we communicate with computers.

However, the need for communities is strong, and new friends with similar interests may be made by joining e-groups and internet communities. We shop online for gifts, books and even groceries. So our communities are becoming more and more 'virtual'.

As a result, local communities are less self-contained than they ever were for previous generations -- with many of us no longer having the opportunity (or the time) to get to know our geographic neighbours very well. **And today, we may not even know our neighbours names!**

Everything moves in cycles, and the community spirit we have lost due to moving and the increase in work and travel options is something that people are now starting to miss. House buyers wishing to move house for lifestyle reasons will probably include 'a sense of community' in their wish list.

A survey by a property developer recently put a '**sense of community**' high on a list of priorities for people looking to buy a new home, outstripping affordability and even location. When asked what makes a positive living environment, people listed a **feeling of safety** as most important followed by **green open spaces** and **sense of community**.

The survey also found that many people want to improve their relations with their neighbours. 31% of people said that they wanted to feel confident enough to trust their house keys to their neighbours, or feed pets while they are away from home. But sadly, we can no longer leave doors unlocked these days - so although a lovely idea, is this really a credible option for today?

If the community spirit does increase, or you are in such an area, try not to think of neighbours, friends and relatives pet sitting as competition. By creating fewer kennels with larger, better units in a high quality building you will be providing both short and long term facilities - and the dogs will come to know and bond with you.

In this way, you will be creating your own community spirit, not just with the owners, but also their dogs! A sense of community may be even be part of the lifestyle change you wish to have yourself, so you understand. This is easier to 'see' where a community spirit is strong - and this is often in country villages and small country towns, and our need for community drives us towards places where there is already community spirit.

A kennels can become part of a community,
when it is so highly thought of by its customers,
that they do the marketing for you!



From the Last Resort -- to -- the First Port of Call:

Even if a dog owner is lucky enough to have neighbours, friends and family help out, sometimes it is not always possible for them (holidays, hospitalisation, illness etc) and other sources of help will need to be found. **There is always the possibility that kennel care will be required** - but it may well be treated as a **last resort**... at least initially, before they have visited your wonderful kennels and met YOU!

With a kennels of high standard, low number of units and obvious care and attention to detail, plus knowledgeable and caring manager/ staff - you will tap into an area of the market that is new.

For those dog owners lucky enough to have found a kennels they love and trust - it will open up possibilities to them and suddenly become their **first port of call**, and this is exactly what successful new kennels are doing today - and we want to help you achieve the same success.

Certainly, if you have ever visited a kennels and thought 'I can do better' or had problems with a kennels yourself, you will be able to identify strongly with this customer need - and that will come across to owners immediately.

Higher standard kennels and dog hotels will not just appeal to the affluent - it will appeal to dog owners who **care deeply about their dogs** and who will happily pay more for a better, more personal service, care and level of comfort they feel they can trust.

By creating such a wonderful environment for customers and their dogs, you will gain a great deal of satisfaction, be able to spend time and ENJOY running a kennels and creating relationships with your customers. You will be creating your own community of dog lovers and customers!

If you have had, or are still in a 'real job' (I class this as one you tolerate, or perhaps even hate! but definitely one to swap) this change of lifestyle, for yourself, your customers and their dogs, cannot fail to appeal. The lifestyle, career and financial considerations need careful thought - and we will help you with your decisions.

You might find out that although running a kennels is not for you, you **start to realise** the aspects of running a **business or moving house and location that WILL appeal** -- and this is bound to help you discover what it is you REALLY want to do.

However, if you are starting to realise that this really MIGHT well be the career you are looking for, that is wonderful! You are now well on the path to creating that ideal kennels of yours.

If you cannot find a high standard kennels near you to visit, look on the internet. In fact, look on the internet any way - it is such an amazing resource and time saver, and a great way to do your research! When you are looking at kennels websites, few will have large photos and many will have none at all. The **better kennels will be so proud** they will want to **'show off' their building** - so you will probably find it easy to spot these!

Once you start learning about **dog behaviour** you will be able to look at kennel websites photo galleries of guests - and **see how many of the dogs are truly happy, or showing signs of stress and problem behaviour**. It is amazing how many kennel owners don't realise they have photos of scared, stressed and unhappy dogs on their websites! Some will even describe problem dog behaviours as normal.

Customers will understand that the fewer kennels you have, the more time you will have to spend with each dog, providing excellent dog behaviour and care knowledge and be happy to pay for the increased level of care & services

THE JOURNEY

I'm sure you have thought a great deal about how happy you want your dog boarders to be, how you will make life better for them while they are in the kennels, and all the care you will provide for the dogs.

But have you thought about how you may affect the owners lives too?

Owners may suddenly feel able to go away for more short breaks or holidays, having felt unable to for years! They will have someone they can entrust their dogs to, and someone caring they can rely on to take care of their dogs when no-one else is able (or willing) to. Some will book again immediately on their return, and some will become good friends!

Great kennels make a difference to the lives of customers & their dogs

Earlier we talked about thinking of starting a kennels as being a journey, and at every stage there are ups and downs. The journey is listed very simply below, showing both **the difficulties and the joys of every stage** - so you know where you're going, and you know what to expect on your way to starting a successful kennels:

The Journey:

DOWNSDIFFICULTIES:

- Is it realistic, can you afford to do it?
- The frustration of not knowing where to start, or where to get help
- Researching the practicalities, legislation, feasibility, costs, materials, products etc
- The frustration of the long search for the right property, moving, financial stress
- Researching what makes a design good for dog welfare, provides the image you want, will be easy to maintain and clean
- The stress of dealing with planning/zoning, objections and difficulties, having to prove the need for a new kennels in the area
- Finding a builder, comparing costs
- Researching where/how to start advertising and the worry of getting the pricing right
- Delays, things going wrong, mistakes, misunderstandings and site difficulties
- Organising an open day, getting all your promotional materials finished
- The problems of running your own business
- Having the knowledge, patience and experience to deal with difficult dog owners, dog problems such as stress or depression, practical issues, complaints, maintenance

UPS/JOYS:

- Having the idea, imagining the possibilities
- Finding people to help you, having advice and help with the many decisions
- Deciding the business style and image you want to create
- Buying/ having the ideal property with land where things can start to take shape
- Deciding the design and site layout to 'wow' customers initially, understanding dog welfare and expressing this easily to customers, creating a high-end business
- Getting planning/zoning permission. That wonderful day when you are told/the piece of paper arrives, giving you the green light!
- Building starts
- Your first bookings
- Building work finishes
- Opening day - hearing all the lovely comments and compliments
- The joys of running your own business
- Having customers treasure you, tell you how delighted they are they found you, and tell all their friends about your kennels. The satisfaction of providing a caring service that changes lives for owners & dogs!

TODAY'S REQUIREMENTS

Dogs as 'Babies' or 'Children':

The anthropomorphic trends today ('humanising' pets) are happening alongside the new demand from owners for products and services that meet their desires and wishes for their pets. The ongoing fascination with celebrity/fashion and material things, and putting off having a family until much later have **supplied the pet product industries with a demand** that they are only too happy to fill.

When humans 'project' what they would like their pets to have, and buy them anything from gourmet food, diamond-encrusted collars (real and fake), interactive and plush toys to designer beds and keeping pets 'protected' from the world - they believe they are just 'doing their best' and 'spoiling' their pet.

However, dogs need different things from us. Unless, for a health reason, a pet has to be kept warm, there is no need for dogs to have 'jumpers' and 'tee-shirts'. And in fact this can be downright dangerous (you should never leave anything that can cause strangulation with an unsupervised pet - including toys with long or strings or ribbons, loose collars and anything in which legs can get trapped).

It is human nature to want the best for our 'babies' - but an awful lot of stress can be caused by well-meaning owners.

Understanding what Dogs Need:

What you will need to do is to understand as much about DOG BEHAVIOUR as you can.

If an owner 'spoils their dog rotten' with toys, collars, beds, food etc, but doesn't understand enough about the daily practicalities of looking after their pet such as claw-cutting, checking teeth, cleaning mucky bottoms or flea treatments - you can bet everything will be noticed when they owner comes to collect the dog from you!

The [*Kennel Design book*](#) will help you understand what dogs need from confined accommodation, and help you to work out what options you will want to provide for multiple dogs, or special needs dogs.

Multi-dog Households:

Statistics on USA households show that 40% of dog owners have two or more dogs (other country statistics will be similar figures to this). **This will have a HUGE impact on your business!** Your accommodation will need to provide flexibility for various options. Some dogs will not get on from the same household, and you may need to supply separate accommodation, or kennels that can be joined to give dogs more room and choices, or large family units.

High Standards Expected:

With the internet and TV pet documentaries providing easily accessible information for dog owners, their expectations will rise considerably when they compare such facilities to any kennels. How to arrange care for their dogs is a real cause for concern to dog owners when they go on holiday, short breaks or to work away.

For dog owners, problems arise over any absence, whether this is long workdays or business trips, those required at short notice, and especially so for pets with medical problems that require daily medication which friends or family may be unwilling/unable to provide.

Knowledgeable, trustworthy, safe, hygienic and high quality boarding facilities provide an invaluable service to dog owners. Kennels and kennel owners who embody the high standards dog owners expect, and even exceed them, will flourish -- because, as mentioned earlier -- their customers do their marketing for them!

Not just the Locals:

Traditionally people wouldn't travel far to go to a kennels (just accept the nearest one) but car ownership, the internet and television means a greater awareness of what levels of service are available and accessible. Alongside the 'humanisation' of pets, you can see how dog owners wanting 'more' for their pets find current facilities lacking - their willingness to find high-end services is let down by the lack of such availability!

Websites:

Don't underestimate the impact your website (and being listed on ours) will have on your business. We talk to hundreds of kennel and cattery owners worldwide, and the successful, caring and quality ones all achieve **60% OR MORE of their business through websites.**

The widespread use and ownership of **cars** makes it easier for cat owners to travel further afield to find their ideal kennels. We hear time and time again from kennels who have **customers from counties away** come to them because **they found them on the internet and loved what they saw** enough to travel there with their dogs.

The down side of this (from the dog's perspective) may be that they don't like car travel, in which case dog appeasing pheromone and familiar smelling bedding, carriers that feel safer (with walls, not just mesh), and any gradual introducing to a non-moving car via feeding and handling there will help.

Holidaying with Dogs in a nearby Kennels:

This is a recent trend -- owners travelling in the same country may consider taking their pets with them to board nearby, and are prepared to travel greater distances to find a great kennels. Some of our customers find that owners book the kennels first - and then book a holiday!

Reasons for using a Kennels:

Customers will bring their dogs to you for many different reasons, but particularly for holidays. With the proliferation of internet offers such as short breaks, last minute discounts and round-the-world cruises - all mean **increases in the times of year that customers are taking holidays and breaks.**

This will mean a more steady trade for high-end services throughout the year, rather than the old-style kennels' traditional peaks and troughs, and of course - more people booking at short notice.

Customers who are **away on business or travelling** a great deal will want to have a 'regular' kennels they can rely on, especially at short notice, and may require 'flexible' accommodation if they are unexpectedly delayed or early on their return trip.

You will get to know your 'regular' customers very quickly and will probably be able to anticipate when to set aside time for them. Have you heard of the 80/20 rule for businesses? It is basically that 80% of your business comes through 20% of your customers. With a small, caring kennels this is even more likely to be true (and exceeded!). When customers move house, renovate or work abroad for a while, a kennels will be an option they consider. Where there is great (or even minimal!) disruption to the home, dogs will become stressed. Other reasons may include bereavement, divorce, hospitalisation, becoming parents and any change of circumstances.

**The more nervous and unsure of changes
a dog is, the more likely a known
and trusted kennels will help.**

Acclimatising dogs to a kennels for a few short spells will be of benefit before a longer stay, **especially** if they have not stayed in a kennels before.

DOG APPEASING PHEROMONE

One of the quickest and easiest ways to reduce stress in dogs is to use dog appeasing pheromones. And remember, **dogs show stress in both obvious and subtle ways** - you probably are yet to become a master of this. *Anything* that will help reduce stress in a multi-dog environment such as kennels, is a **MUST!** If you have a **multi-dog home**, you may already be aware there is a **problem between certain individuals**, but you probably don't know the depth of it, or how greatly your dogs are affected. To learn **MUCH** more about this we suggest you look at books on dog welfare (find recommendations on our website).

So what are these dog appeasing pheromones?

Dog appeasing pheromones convey a message of wellbeing, calm, & absence of stress.

Dog Appeasing Pheromone (D.A.P.) is a synthetic version of the natural dog pheromone released by lactating females to reassure and calm their offspring. This enhances the attachment between the puppy and its mother, and **conveys signals of well-being**. The reassuring properties of canine appeasing pheromone persist into adulthood, explaining why DAP is so effective.

Have you ever walked into a place and been immediately affected by the calm, relaxed atmosphere? If not, just imagine for a moment walking into a calm oasis such as a spa or meditation centre in beautiful surroundings. Wouldn't that make you feel different instantly? Safe, calm, relaxed -- a sanctuary?

The actual concentration of pheromone in the air at any one time is tiny - but it has an INCREDIBLE effect.

At all difficult and disruptive times, using dog appeasing pheromone will be exceptionally useful to help the dog feel more happy and secure, and adjust to their new surroundings be it a kennels or new home



PLUG-IN for home & kennel

So, where can you buy this wonderful stuff? Well, your vets should certainly stock it.

However, we have found a company run by a vet that sell these products at around HALF PRICE! (After reading their website testimonials, I checked this against the fees from our own vets - and yes, they are half the price!!!)

[International: Click here for around 50% off DAP at Vet UK](#)

(this company is run by a vet and **ships internationally**, and as the products are very light, the postage will be minimal)



SPRAY - car travel, vets etc



USA/ Canada:

customers requiring a **2-PIN PLUG** can purchase the plug-in diffuser and refills direct from [PetCo](#)

HELP WITH THE NEXT STAGES OF YOUR JOURNEY

Hopefully you now have a much clearer idea of what you need to start researching, where to start, and what lies ahead is now a known path, instead of just an unknown and frustrating feeling.

Sometimes you will need to **look something up quickly**, such as a product or service, or to **download a helpful tool or guide**. And at other times you will want to sit down and soak up information like a sponge! This could be just because you are trying to work out if this is the **right career and lifestyle change for you** -- or you have decided to **go ahead and want to move to the next level** -- and even that you already own a kennel or having multiple dogs at home and want to **learn how you can improve your kennel**.

Your next step will depend on your circumstances and stage you are at. By that I mean whether you are:-

Thinking:

If you are at the 'thinking' stage of starting a kennels, and deciding whether it is right for you - the things that will be of most help to you are:

- **Learn about starting kennels & making the decision:**
if you would like help with making the decision, learning about starting a kennels business and property hunting. This is the first of a range of kits we are working on.
Starting a Kennels Kit at www.kenneldesign.com
- **Learn about dog welfare & kennel management:**
You can find recommendations on our website
Dog welfare and kennel management books at www.kenneldesign.com

Seriously Considering, Decided, or Existing Kennels:

If you are fairly well down the line with your decision and are now looking realistically at the opportunity, you will want to start looking at things like a Kennel Business Plan, start learning about dog welfare and management in kennels, and you may have specific queries about your future plans or site.

If you are ready to upgrade existing kennels. You will need to research lots of products, ideas and materials. Our website provides links to many other resources and products, knowledge and information. It will help you find out **where to buy** particular products and materials and how to assess which ones will be of the most benefit to you.

As well as looking at the above suggestions for the 'thinking' stage, you could look at:

- The *Kennel Design* book at www.kenneldesign.com
- *Membership*
- **Creating a business plan for your kennels**
Even if you don't need a loan or funding - you should do this exercise **for your own benefit** to check the business viability and soundness. Plus, it's a good idea to see if there's anything you've forgotten about! If you would like to quickly get together & try out your fees, approximate income, business viability, start up costs & catchment area -- we have a Business Plan you can download. Use for banks/ loans/ funding. Includes statistics and sources and **AUTOMATIC calculations!** It will help you to think about **key issues that will affect your kennels** & help you prepare for them, and provide you with **statistics to work out potential business averages** for your area. *Kennel Business Plan*



KEEP IN TOUCH!

By now you will be **eagerly anticipating the arrival** of your *Kennel Design* book and the dog welfare knowledge books we recommend on the website. If you haven't ordered these yet, please do - I promise - you will be amazed at how arranging things 'human style' affects your dogs -- plus these will always be an invaluable part of your book collection and knowledge as a dog lover - and more importantly for the caring dog owner).

Of course, I realise this **is all a lot to take in...** but don't worry, it WILL all sink in!

If you have a genuine passion for dogs, you will want to truly understand them - and if you understand dogs and their needs and requirements, it will all come very naturally to you. It doesn't seem like hard work when you are enjoying something and getting benefit from it!

I expect **you are starting to realise just how exciting learning about dog welfare can be.**

With the knowledge you will gain from the kennel and welfare books, and trying out the dog appeasing pheromone diffuser at home - I expect that you will make a HUGE impact on your own dogs.

And this is your dogs, who are staying in their home - not being moved anywhere!

Imagine the difference you will make to the lives of your customers and their dogs once you start applying all the knowledge and information - are you starting to see why **your customers will treasure you** so much?

Excellent!!! That is exactly what we wanted you to 'get' right away!

We have so much more information to share with you...

We will **keep you in touch** with the best of the **new and exciting products and developments** that will help you improve your own dogs' lives -- and of course, your kennels if you decide to go ahead.

There will be many more additions to our website, and new products are coming out all the time that will help you create a wonderful kennels. Some serious, some fun -- but I will keep in touch with you about it all.

I hope you have enjoyed what you have read so far, and that it has given you a clear view of where you are headed. Alongside the information, research and advice I'm sure you will get to a stage where you are feeling much more confident about creating an amazing kennels business that will get people talking.

If you would like to **keep me in the loop about how you are getting on**, I would be delighted to hear from you - and it is often over an informal chat that you will hear stories of how other people are doing, and share experiences. It all goes in the melting pot - and with our background in animal welfare - you can be sure we will be only too pleased to share the information and help encourage lovely people like you to set up wonderful kennels that do everything you can for the dogs with your new found knowledge on dog welfare.

Whether you are looking for a property or are ready to build or upgrade, we are here for you.

Please let me know if this eBook, or anything else we do, helps or inspires you, makes you feel more confident, or takes you another step towards your dreams. All your feedback helps us keep improving what we do, so we can help more people create better places for dogs to stay.

with best wishes for now and the future,



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