



How Much Money Do I Need? Costs To Consider

Start-Up Costs To Consider

Vehicle (if needed)

Facility (if using)

- initial lease money down or down payment for purchase
- build-out costs

Communication

- phone installation and/or cell phone purchase
- initial internet fees—service installation

Initial Marketing

- website development
- URL purchase
- logo and identity design
- material design and printing, as needed
- advertising, if doing
- other one-time initial project costs specific to your plans

Professional Fees & Assistance

- paperwork fees
- contracts
- accountancy support
- lawyer, if using (not necessary in most cases)

Education

- school and seminar fees
- books and DVDs
- business coaching support

Office Supplies

- hardware—computer, printer, etc.
- software—Quickbooks Pro, kennel software if needed, etc.

Dog Supplies

- trainers—training tools
- walkers—leashes, tags, first aid kit, etc.
- sitters—toys if using
- daycares—beds, dishes, toys, training aids, first aid kit, etc.

On-Going Costs To Consider

Vehicle

- maintenance
- gas

Facility (if using)

- lease or mortgage
- utilities
- phone
- repair and maintenance
- insurance

Communication

- cell phone
- internet service

Marketing

- website maintenance, hosting fees, URL renewal
- ongoing project costs
- replacement printing
- advertising, if doing

Professional Fees & Assistance

- professional insurance
- accountancy and/or bookkeeping

Professional Development & Continuing Education

- association fees
- seminars (don't forget travel expenses for conferences)
- books & DVDs
- business support services

Office Supplies

Dog Supplies

- trainers—treats, tools, etc.
- walkers—treats, replacement leashes, etc.
- sitters—treats and toys if using
- daycares—treats, food (if supplying), replacement beds, toys, etc.

Employment or Independent Contractor Costs (if using)

- pay
- payroll taxes and fees