

Wild Hearts

— Dog Club —

The *First* 60 Days

A *simple guide* to what the first 60 days can actually look like when stepping into the world of structured dog socialization.

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You Don't Need To Have It All Figured Out To Begin

Maybe you're here because you love dogs... but feel disconnected from the life you're currently living.

Maybe you're burned out from vet med.

Maybe you're exhausted from sitting indoors all day.

Maybe you've dreamed about working with dogs for years but assumed you needed certifications, acres of land, or years of experience before you could ever start.

I'm here to share with you- that you're in luck 😊

Many successful structured socialization business owners started with none of those things!

No giant property.

No fancy facility.

No professional dog training background.

No huge following online.

Just a deep love for dogs and a desire to build a life that felt more meaningful.
Resonate?

Wild Hearts Dog Club™ was created to help ordinary dog lovers safely learn how to work with dogs in structured group settings while building a business and lifestyle around something they genuinely love (while making something that can feel daunting to some- fun!).

And one of the most important things I want you to know is this:

You do not have to do it alone (I mean we're never *really* alone with our dogs but sometimes we need some good people in our lives ya know?).

You also... don't have to guess your way through dog behavior.

You don't have to figure out the business side alone.

You don't need to magically "know what you're doing" before you begin.

You simply need *a place to start and to know what you want*. This handout will help you with these two things. 🎉

A Structured Socialization Business Is More Than Just Walking Dogs

A properly structured socialization service is designed to help dogs experience:

- **healthy socialization**
- **adventure**
- **structure**
- **emotional balance**
- **enrichment**
- **exercise in a safe and purposeful way**

Unlike chaotic daycare environments, a dog camp (structured outdoor adventures) or day school (structured indoor dog daycare) focuses on calm leadership, advocacy, carefully selected groups, and helping dogs learn how to successfully exist around one another.

Some people begin with:

- **backyard socialization sessions**
- **on-leash structured walks**
- **one or two dogs at a time**
- **local trails**
- **quiet outdoor spaces**
- **small playgroups**
- **even inside their garage or basement**

You do not need a giant property or massive setup to begin learning these skills.

Many successful structured socialization services start very small.

Over time, students learn how to:

- **safely structure groups**
- **understand dog behavior**
- **create routines**
- **advocate for dogs**
- **build confidence handling multiple dogs**
- **create calm and enjoyable experiences for both dogs and owners**
- **expand any existing dog service they have**

And for many people...

What begins as a dream slowly becomes a real lifestyle.

You're Not Just Learning About Dogs — You're Learning How To Build A Life Around Them

One of the biggest fears people have is:

“But I've never run a business before.”

That's completely okay.

Inside Wild Hearts Dog Club™, we help students learn both:

- **the dog side through our Mastering Canine Socialization System™**
AND
- **the business side through our Pro Dog Business Essentials**

Because building a successful dog socialization business requires more than simply loving dogs.

It also requires structure, systems, and support.

Inside the program, students learn our things like:

- **choosing a business name**
- **setting up social media pages**
- **creating a simple brand people trust**
- **registering an LLC and EIN**
- **pricing services**
- **finding their first clients**
- **creating routines and schedules**
- **selecting dogs carefully**
- **choosing a vehicle for transport**
- **using their own car to start if needed**
- **finding hiking locations or outdoor spaces**
- **understanding dog behavior and socialization**
- **creating safe structured experiences for dogs**

Most people are shocked by how possible this becomes once they finally have a clear roadmap to follow.

You do not need to build everything overnight.

You simply begin one step at a time.

What The First 60 Days Can Actually Look Like

DAYS 1–14

Learning dog behavior, body language, socialization, and how structured group experiences work. You also need to choose if you want to run a dog camp or day school (or a hybrid of this) and where to operate the business.

DAYS 15–30

Beginning the business foundations:
creating social media pages, choosing a name, building confidence, and learning structure

DAYS 31–45

Practicing with small groups, on-leash walks, backyard sessions, and carefully selected dogs

DAYS 46–60

Starting to build momentum, confidence, and attracting your first clients

The beginning is not about perfection.

It's about building skills slowly, safely, and intentionally.

Many students begin with:

- **a few dogs**
- **simple setups**
- **public trails**
- **their own vehicle**
- **basic equipment**
- **small structured sessions**

You do not need to look like a huge professional business immediately to start building experience and momentum.

Which Dog Business is Right for You?

A Simple Self-Assessment for Dog Lovers Who Want to Build a Meaningful Life Working With Dogs

One of the biggest mistakes aspiring dog professionals make is assuming there's only one way to work with dogs. The truth is there are many different paths available, and each offers unique benefits depending on your personality, lifestyle, goals, location, and experience.

Some people thrive leading groups of dogs through the woods, others prefer caring for dogs in their homes (I am the former). Some love teaching and training, while others enjoy providing safe, structured environments where dogs can simply learn and grow.

This assessment will help you identify which path may be the best fit for you.

Remember: there are no right or wrong answers. The goal is not to find the perfect business. The goal is to discover which path excites you enough to begin.

PART 1: YOUR DREAM WORKDAY

Which of the following sounds most exciting?

Check all that apply.

- ☐ Hiking trails with groups of dogs
- ☐ Running structured outdoor adventures
- ☐ Working with dogs in a fenced yard
- ☐ Teaching dogs new skills
- ☐ Helping owners solve behavior problems
- ☐ Caring for dogs in my home
- ☐ Hosting dogs overnight
- ☐ Creating enrichment activities
- ☐ Managing dog playgroups
- ☐ Spending one-on-one time with dogs
- ☐ Running a business with multiple services

PART 2: YOUR CURRENT ENVIRONMENT

What do you currently have access to?

Check all that apply.

- ☐ Large backyard
- ☐ Small fenced yard
- ☐ Acreage
- ☐ Public trails
- ☐ Beaches
- ☐ Parks
- ☐ State forests
- ☐ Farm property
- ☐ Horse property
- ☐ Commercial building
- ☐ Barn or garage
- ☐ Spare room
- ☐ Extra bedrooms
- ☐ None of the above (*you can always find places to rent via SniffSpot*)

PART 3: YOUR PERSONALITY

Which statements sound most like you?

Check all that apply.

- ☐ I love being outdoors.
- ☐ I enjoy movement and adventure.
- ☐ I like structure and routines.
- ☐ I enjoy teaching.
- ☐ I love helping others.
- ☐ I enjoy caring for animals.
- ☐ I prefer working independently.
- ☐ I enjoy managing groups.
- ☐ I like variety and flexibility.
- ☐ I want every day to look different.

PART 4: YOUR GOALS

What are you hoping to create?

Check all that apply.

- ☐ Side income
- ☐ Part-time income
- ☐ Full-time income
- ☐ Replace my current job
- ☐ Build a six-figure business
- ☐ Work with dogs every day
- ☐ Create more freedom
- ☐ Spend more time outdoors
- ☐ Build a business that can grow

PART 5: YOUR IDEAL SCHEDULE

Which work schedule sounds most appealing?

Check all that apply.

- ☐ Mornings outdoors
- ☐ Traditional daytime hours
- ☐ Flexible scheduling
- ☐ Weekends
- ☐ Evenings
- ☐ Overnight care
- ☐ A mix of different services

YOUR RESULTS

DOG CAMP™ - off-leash structured socialization

You may be a great fit for Dog Camp if you selected many of the outdoor, adventure, hiking, or group-management answers.

Typical Activities

- Group hikes
- Off-leash adventures
- Structured socialization
- Nature-based enrichment
- Pack walks

Best For People Who

- ✓ Love being outside
- ✓ Enjoy movement and exercise

- ✓ Prefer active workdays
- ✓ Like working with groups of dogs
- ✓ Want freedom from traditional indoor work

Find locations- Best Places to Start

- ✓ Use your backyard or local trails that are dog friendly
- ✓ Post on social media and ask if anyone has private land you can use
- ✓ Call family & friends and see if they have land
- ✓ Ask neighbors with farm land
- ✓ Rent a spot on Sniff Spot (a guarantee you'll secure a spot)

DOG DAY SCHOOL™ - indoor structured socialization

You may be a great fit for Dog Day School if you enjoy teaching, structure, learning, and helping dogs develop social skills.

Typical Activities

- Socialization
- Enrichment
- Training
- Confidence-building exercises
- Emotional regulation work
- Group learning

Best For People Who

- ✓ Enjoy teaching
- ✓ Like creating systems
- ✓ Prefer predictable schedules
- ✓ Want to help dogs improve behavior
- ✓ Love learning about dog psychology

Find locations- Best Places to Start

- ✓ Use your own spare room, basement, garage
- ✓ Rent out local facilities
- ✓ Partner with a dog trainer or vet and use their spare spaces

DOG SITTING

You may be a great fit for Dog Sitting if you enjoy nurturing, caregiving, and flexibility.

Typical Activities

- Home visits
- Walks
- Feeding
- Medication administration
- Overnight stays

Best For People Who

- ✓ Prefer one-on-one relationships
- ✓ Want a low-cost startup
- ✓ Enjoy caring for animals
- ✓ Need a flexible schedule

Find locations- Best Places to Start

- ✓ Use your own space or the clients home

DOG BOARDING

You may be a great fit for Dog Boarding if you enjoy caring for dogs in your home for extended periods.

Typical Activities

- Overnight care
- Vacation care
- Long-term stays
- Daily routines

Best For People Who

- ✓ Have extra space at their home
- ✓ Enjoy hosting
- ✓ Don't mind weekends and holidays
- ✓ Want recurring clients

DOG DAYCARE

You may be a great fit for Dog Daycare if you enjoy managing groups of dogs throughout the day.

Typical Activities

- Group supervision
- Playgroup management
- Enrichment activities
- Daily exercise

Best For People Who

- ✓ Enjoy fast-paced environments
- ✓ Like working with groups
- ✓ Want recurring revenue
- ✓ Have access to an appropriate facility

HYBRID BUSINESS MODEL

Many of the most successful dog professionals eventually combine multiple services.

Examples include:

Dog Camp + Training

Morning hikes and socialization

Private lessons in the afternoon

Day School + Boarding

Structured learning during the day

Overnight stays for clients

Dog Sitting + Training

Helping clients while they travel

Providing training support when needed

Camp + Day School

Outdoor adventures combined with structured learning

Remember: You don't need to choose one forever.

Most successful businesses evolve over time.

REFLECTION QUESTIONS

1. Which business excites me the most?

2. Which business best fits where I currently live?

3. Which business could I realistically start within the next 60 days?

4. Which business would allow me to spend the most time doing what I love?

5. If fear wasn't a factor, which option would I choose?

The biggest misconception in the dog industry is that you need a massive facility, years of experience, or the perfect property before you can begin.

The truth is that many successful dog professionals started with what they already had: a backyard, a local trail system, a spare room, a borrowed field, or simply a passion for helping dogs.

You don't need everything figured out.

You simply need a starting point.

Choose the path that excites you most and take the first step.

Learning To See Dogs Differently

Now that you generally know which model suits you best, it's time to learn about dog psychology. One of the biggest transformations people experience early on is learning how much dogs communicate without words.

You begin noticing:

- **body language**
- **overstimulation**
- **nervous energy**
- **play styles**
- **social pressure**
- **confidence levels**
- **stress signals**
- **emotional regulation**

Suddenly, dog behavior starts making more sense.

You begin understanding why some dogs struggle socially while others remain calm and balanced.

Most importantly...

You realize these are skills you can learn easily online.

You do not need years of experience to begin understanding dogs better. You need a proven system that's been time tested and approved by hundreds of students (we've got that!).

This is how confidence is built- through observation, practice, mentorship, and repetition over time.



Most Successful Structured Dog Business' Start Small

This is important.

Most people do NOT begin with giant off-leash packs hiking through the mountains.

Many students start with:

- **one or two client dogs**
- **friends' dogs**
- **backyard sessions**
- **on-leash walks**
- **small practice groups**
- **calm structured outings**
- **indoor sessions (garage or basement)**

The goal in the beginning is not impressing people.

The goal is building:

- **confidence**
- **handling skills**
- **structure**
- **timing**
- **leadership**
- **understanding of group dynamics**

Inside Wild Hearts Dog Club™, students learn how to safely progress step-by-step rather than feeling thrown into situations they are not ready for.

You do not need to become an expert overnight.

You simply continue building experience one small win at a time.

This Is Usually Where Everything Starts Changing

At some point, many students notice something emotional shifting.

They begin waking up excited.

They spend more time doing what they love.

They feel connected to their work again.

They stop dreading their days.

They begin building relationships with both dogs and people.

They start feeling proud of what they're creating.

And slowly...

What once felt impossible starts feeling real.

Many students realize:

“This could actually become my life.”

But because they finally found something that felt meaningful to build toward.



You may be wondering....

“What if I don’t have experience?”

Many successful students started with little or no professional experience working with dogs.

“What if I don’t have land?”

Many people begin with public trails, backyards, parks, or small outdoor spaces.

“What if I only have my own car?”

That’s completely okay. Many students begin using their personal vehicle before upgrading later.

“What if I’m not confident enough?”

Confidence is built through structure, repetition, mentorship, and experience over time. Most start small and build confidence gradually.

“What if I’ve never owned a business before?”

Many students come from completely different careers and learn the business side step-by-step inside the program.

“What if I feel overwhelmed?”

That’s exactly why support and guidance matter. You do not have to figure this out alone.



People Just Like You Are Doing This

“Today I am the happiest I have ever been in my career.”



“My Dog Camp flourished into a bustling small business where I’m making more than I did in my traditional marketing career.” — Sara of Green Mountain Canine

“My mental health is worlds better.”



“It was emotional stepping away from vet med, but the improvement in my quality of life speaks for itself.” — Courtney of Touchstone Pack Walks

“The course helped me finally build a life I love.”



“I’m now spending my days outdoors with dogs instead of stuck in work that drained me.” — Chelsea of Buddy’s Buddies Dog Camp

“It genuinely changed my life.”



“I followed the program step-by-step and it became one of the most positive life changes I’ve ever made.” — Alexx of Chance’s Canine Club

You Have the Plan. Now What?

If you've made it all the way here, you now know exactly what I would focus on during your first 60 days of building a dog business like this.

But knowing **what to do** and actually doing it are two very different things.

That's exactly why I created **Wild Hearts Dog Club™**.

Inside WHDC, we take this framework and actually **do it together**—with the complete My Dog Camp™ and SAFE School for Dogs™ programs, step-by-step business education, live coaching, community support, and a pathway to becoming professionally certified.

Remember, the special opportunity I shared with you at the end of the masterclass is only available for a **limited 5-day window** after you watch.

So if that little voice is still saying, *"I think I could actually do this..."*

Listen to it.

You already have the roadmap.

Now come build it with us. ❤️

[Join Us Inside Wild Hearts Dog Club Here](#)

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