

Dog Training Business Launch Plan

Simple steps to build a business that's professional and protected from day one. For the detailed list of resources and tips, see the [How to Start a Dog Training Business](#) blog.

Clarify Your Foundation

- Define your training niche and specialty
- List the services you'll offer (private, group, behavior consults, etc.)
- Set your pricing structure (per session, packages, programs)
- Estimate startup costs and monthly income (see the startup cost snapshot)
- Write a simple [pet business plan](#)

Strengthen Your Skills & Credibility

- Choose a training program (if you need skill development)
- Pursue a professional credential (if it supports your goals)

Make It Legal & Official

- Choose your business name
- Select a business structure (Sole Proprietorship or LLC)
- Register your business and pay state or local fees
- Get an EIN
- Open a dedicated business bank account
- Confirm local permits and regulations
- Create a client contract

Protect What You're Building

- Buy dog trainer liability insurance
- Confirm coverage includes:
 - General Liability
 - Animal Bailee
 - Veterinarian Reimbursement
 - Lost Key Liability

Build Visibility & Start Growing

- Launch a simple website
- Set up your Google Business Profile
- Create at least one business social media account
- Collect your first client reviews
- Raise your profile locally (business partnerships, referral programs, etc.)