

PREPARED BY NUNYA BUNYA

# BRAND BOOK

Everything Pawesome needs to launch, sell, communicate, and scale with one consistent brand system.

SAMPLE CLIENT

BRISBANE NORTHSIDE

APRIL 2026

## WHAT IS INSIDE

# A complete operating system for the brand.

This sample shows how the Brand Book combines strategy, style, marketing, website direction, templates, and operating systems into one practical document.

---

01	<b>How to Use This Brand Book</b>	003
02	<b>Business Plan</b>	004
03	<b>Style Guide</b>	008
04	<b>Customer Strategy</b>	011
05	<b>Marketing Strategy</b>	014
06	<b>Digital Product Library</b>	017
07	<b>Automation, CRM, and Handoff</b>	021

---

"The point is not to make a pretty document. The point is to make every decision after this easier."

Nunya Bunya Brand Book principle

## SECTION 01

# How to Use This Brand Book

This document is the command center for Pawesome. Use it before writing copy, designing assets, posting online, setting prices, hiring walkers, or changing the website.

**FOR STRATEGY**

Use the Business Plan pages to decide what to sell, who to prioritize, what makes Pawesome different, and which growth moves matter first.

**FOR MARKETING**

Use the customer, content, SEO, and campaign pages to turn the business plan into specific posts, ads, emails, and local outreach.

**FOR DESIGN**

Use the Style Guide before creating any graphic, sign, social profile, printed card, PDF, or website page.

**FOR OPERATIONS**

Use the booking, CRM, notification, and handoff pages to keep every new lead and client from falling through the cracks.

## The core rule

Every piece of the brand should make Brisbane dog owners feel three things: their dog will be safe, their guilt will be relieved, and Jake will care enough to notice the little things.

## SECTION 02

# Business Plan Snapshot

Pawesome Dog Walkers is the trusted local alternative to impersonal pet care apps for Brisbane professionals who feel guilty leaving their dogs alone all day.

## 12-15

dogs walked daily in the current operating rhythm.

## \$25-55

core offer range across group walks, solo walks, and adventure hikes.

## \$15k

three-year monthly revenue target with 3-4 trained walkers.

## Strategic summary

Pawesome was born from Jake's own guilt about leaving his dog home alone during long office days. That origin story gives the business an emotional honesty that marketplace apps cannot copy.

The immediate opportunity is to fill the remaining daily capacity, package recurring weekly walks, and convert current goodwill into a structured referral engine.

The long-term opportunity is to build a recognizable Brisbane Northside brand with trained walkers, repeatable client communication, and a service standard that still feels personal.



## POSITIONING

# What Pawesome Stands For

"Happy dogs. Guilt-free owners."

Primary tagline

**MISSION**

Give busy Brisbane dog owners peace of mind by turning lonely workdays into safe, joyful, well-communicated adventures.

**VISION**

Become Brisbane Northside's most trusted small-group dog walking service without losing the personal care that made customers refer their friends.

**PROMISE**

Your dog will be known by name, matched carefully, photographed daily, and cared for by someone who notices their quirks.

**PROOF**

Daily photo reports, small groups, meet-and-greets, consistent walkers, first aid training, and local route knowledge.

## The market gap

Apps offer convenience, but they often rotate walkers. Friends are free, but unreliable. Daycare is thorough, but expensive and inconvenient. Pawesome wins by combining personal trust, professional reliability, and regular communication.

## REVENUE MODEL

# Offers and Pricing

OFFER	PRICE	BEST FOR	STRATEGIC ROLE
Group Walk	\$25 per dog	Social dogs needing regular exercise.	Flagship revenue driver. Four dogs at once creates \$100 hourly potential.
Solo Walk	\$35	Reactive, senior, anxious, or high-attention dogs.	Premium trust builder and upsell from inquiry calls.
Puppy Visit	\$30	New puppy owners who need short visits and routine support.	Early relationship builder with strong lifetime value.
Weekend Adventure Hike	\$55	High-energy dogs and owners who want bigger weekend stimulation.	Premium content engine and margin booster.
Holiday Pet Sitting	\$70 per day	Existing clients travelling for work or holidays.	Trust-based add-on that increases annual client value.

## What to lead with

Lead with the Group Walk because it is clear, visual, emotionally desirable, and operationally efficient. Use Solo Walks and Puppy Visits as trust-sensitive alternatives when group walking is not the right fit.

## Package idea

Create a weekday recurring package at \$110 per week for Monday-Friday group walks. It makes the decision simple, increases predictable revenue, and anchors the brand around routine care.

## GROWTH PLAN

# 90-Day Go-to-Market Roadmap

## WEEKS 1-4

## Foundation

- Launch polished website and booking flow.
- Complete Google Business Profile.
- Ask current clients for reviews and referrals.
- Start email list and monthly client updates.

## WEEKS 5-8

## Growth

- Launch recurring weekday package.
- Post daily walk photos and client dog features.
- Partner with cafes, groomers, vets, and pet stores.
- Promote adventure hikes as a premium add-on.

## WEEKS 9-12

## Scale

- Document client communication standards.
- Build walker training checklist.
- Test adjacent suburb campaigns.
- Review CRM, booking, and capacity data weekly.



## SECTION 03

# Style Guide

The visual system should feel warm, local, trustworthy, energetic, and just polished enough to reassure premium pet owners without looking corporate.

#2E6B4F  
TRUST GREEN

#17382B  
DEEP PARK

#F4A742  
TREAT GOLD

#FDF8F0  
WARM CREAM

#1A1A1A  
LEAD INK

## HEADING TYPE

## Fredoka

Rounded, friendly, and confident. Use for headlines, service names, signage, and social graphics.

## BODY TYPE

## Nunito

Clear and approachable. Use for website copy, email, PDFs, service descriptions, and client instructions.

## Design rule

Every asset should look like it belongs to a caring local professional, not a national franchise and not a hobby side gig.

## IMAGERY

# Photo Direction

Images should show real joy, safe handling, local Brisbane environments, and the relief owners are buying.

**USE**

- Dogs in motion, not posed like stock photos.
- Hands, leashes, bags, grass, morning light.
- Small groups where every dog looks comfortable.
- Owner/Jake moments that show trust and care.

**AVOID**

- Corporate clinic-style pet imagery.
- Chaotic packs that make group walks feel unsafe.

- Overly polished images that feel disconnected from Brisbane.
- Generic smiling-dog photos with no service context.

## MESSAGING

# Voice and Copy Rules

## VOICE TRAITS

- Warm, specific, reassuring.
- Confident without sounding slick.
- Practical about safety and routines.
- Emotionally fluent about owner guilt.

## WORDS TO OWN

guilt-free    small group    daily photo updates    known by name    Brisbane Northside    safe adventure    trusted walker

## Messaging pillars

PILLAR	MEANING	USE IT FOR
Relief	Owners stop worrying about their dog being lonely all day.	Hero copy, ads, inquiry follow-up.
Trust	Dogs are matched carefully, handled safely, and known personally.	Service pages, booking page, objections.
Joy	The dog gets a better day, not just a bathroom break.	Social posts, photography, testimonials.
Consistency	Regular walks, regular reports, regular care.	Packages, retention emails, CRM notes.

## SECTION 04

# Ideal Customers

## PRIMARY PERSONA

### **Sarah, the guilty professional**

28-34, inner Brisbane, \$85k-\$110k income, apartment or townhouse, one young dog, busy office schedule, high emotional attachment.

- Searches "dog walker near me" after a guilt trigger.
- Needs trust, safety, photo proof, and consistency.
- Will pay more if she believes her dog is genuinely happier.

## SECONDARY PERSONA

### **Marcus, the practical owner**

35-45, works long days, cares deeply but does not want a fussy service. He wants proof the dog is exercised, safe, and tired.

- Responds to clear packages and simple booking.
- Needs reliability more than emotional language.
- Will refer friends if the service becomes invisible and easy.

## What triggers a booking

- The dog destroys furniture, barks all day, or seems depressed.
- The owner starts a new role with longer hours.
- A friend or colleague recommends a specific walker.
- The owner sees daily walk photos and imagines their dog in them.

## What they need to believe

They need to believe Jake will treat their dog like an individual, not a slot on a schedule.

## CUSTOMER JOURNEY

# From Guilt to Referral

STAGE	CUSTOMER THOUGHT	PAWESOME RESPONSE	ASSET NEEDED
Problem	"My dog is miserable while I work."	Name the guilt directly and kindly.	Hero copy, search ad, GBP post.
Research	"Can I trust this person?"	Show Jake, safety, photos, reviews, and small groups.	About page, service page, FAQ.
Inquiry	"Will this work for my dog?"	Offer meet-and-greet and match the right service.	Booking form, consultation script.
First Walk	"How did my dog go?"	Send photo report with specific dog details.	Photo report template.
Repeat	"This makes my week easier."	Offer recurring weekday package.	Email sequence, CRM reminder.
Referral	"My friend needs this too."	Give referral credit and simple share link.	Referral card, email, social graphic.



## SALES ENABLEMENT

# Objections and Answers

**CAN I TRUST A STRANGER?**

Start with a meet-and-greet, explain the daily photo report, and show that Jake learns each dog's quirks before committing them to a group.

**WILL MY DOG BE SAFE?**

Explain small groups, temperament matching, first aid training, route selection, and how reactive dogs are moved to solo walks.

**IS IT WORTH THE PRICE?**

Compare the service to furniture damage, anxiety, owner stress, neighbour complaints, and the value of a calmer dog at home.

**WHY NOT AN APP?**

Pawesome gives consistency. The same trusted care beats a rotating list of available gig workers.

## Sales script opener

"Tell me about your dog on a normal workday. What are they like when you leave, and what are they like when you get home?"

## Follow-up question

"Would they be happiest in a carefully matched small group, or do they need one-on-one attention first?"

## SECTION 05

# Marketing Strategy

Pawesome should win through local search, visual proof, referrals, and regular content that turns dog joy into trust.

## PRIORITY CHANNELS

- Google Business Profile.
- Local SEO pages for Brisbane Northside suburbs.
- Instagram Reels and Stories from daily walks.
- Facebook community groups.
- Partner referrals from cafes, vets, groomers, and pet stores.

## CONTENT RULES

- Show real dogs having better days.
- Name the suburb or park when relevant.
- Use captions that speak to owner guilt and relief.
- Convert every happy client into reviews, referrals, and repeat packages.

## Primary campaign angle

Your dog does not need to spend the workday waiting by the window. Pawesome turns lonely weekdays into safe, social, photo-documented adventures.

## CTA language

Book a meet-and-greet

Find the right walk

Get a happier weekday dog

Start with one walk

## SEARCH STRATEGY

# SEO and Website Map

PAGE	PRIMARY INTENT	KEYWORDS	CONVERSION GOAL
Home	Trust and overview.	dog walker Brisbane Northside, dog walking Brisbane	Book meet-and-greet.
Services	Compare options and pricing.	group dog walks Brisbane, solo dog walker Brisbane	Select walk type.
Suburb pages	Capture local search.	dog walker New Farm, dog walker Teneriffe, dog walking Paddington	Local inquiry.
About Jake	Trust and founder story.	trusted dog walker Brisbane, professional dog walker Brisbane	Meet-and-greet.
Booking	Action and scheduling.	book dog walker Brisbane	Completed inquiry.

## Lead magnet idea

Offer a downloadable "Guilt-Free Workday Dog Checklist" that helps owners decide whether their dog needs group walks, solo walks, training support, or more enrichment at home.

## Website structure

Home, Services, About Jake, Service Areas, Reviews, Book a Meet-and-Greet, Blog/Guides, Contact.

## CONTENT SYSTEM

# 30-Day Content Starter Plan

WEEK	THEME	POSTS	BUSINESS GOAL
1	Relief	Before/after workday dog story, Jake origin story, "signs your dog is bored" guide.	Turn guilt into inquiries.
2	Trust	Meet-and-greet walkthrough, small group matching, first walk photo report sample.	Reduce booking anxiety.
3	Joy	Park clips, happy dog carousel, adventure hike recap, client dog feature.	Make the service desirable.
4	Routine	Recurring weekday package, referral offer, local suburb post, review request.	Drive repeat bookings and referrals.

## Sample caption

"Biscuit used to spend the day chewing couch cushions. Now he spends it with three carefully matched walk buddies, a park route he loves, and a photo update waiting for his owner before lunch."



## SECTION 06

# Digital Product Library

These are the individual branded assets that can be bought separately, but work best as one complete Brand Book system.

## BUSINESS CARDS



Use at cafes, dog parks, vets, groomers, apartment lobbies, and referral handoffs.

## DOOR SIGN



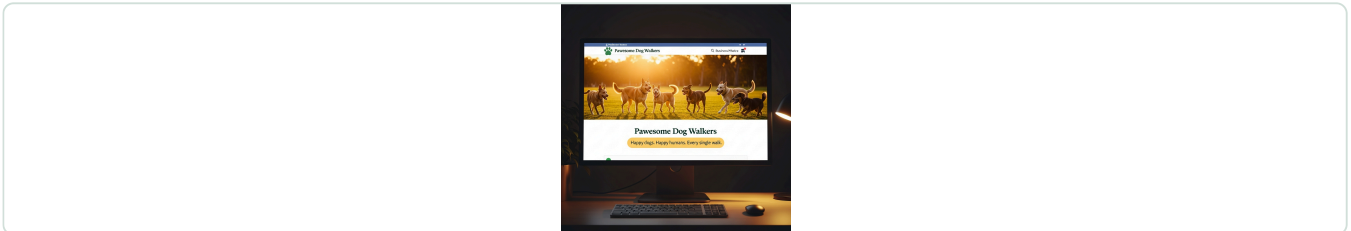
Use for partner locations, events, pop-ups, and local visibility.

## EMAIL HEADER



Use in newsletters, nurture emails, booking confirmations, and client updates.

## FACEBOOK COVER



Use to make the local discovery surface feel finished and trustworthy.

## WHAT THE BUNDLE INCLUDES

# Core Deliverable Value Stack

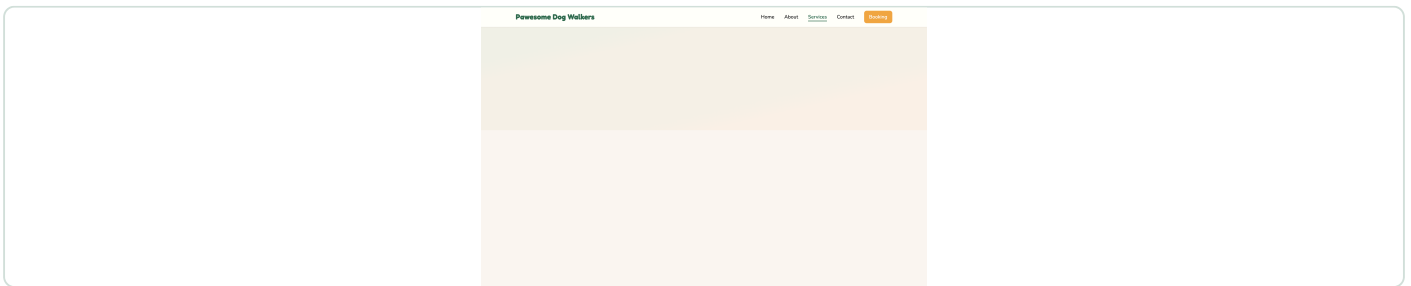
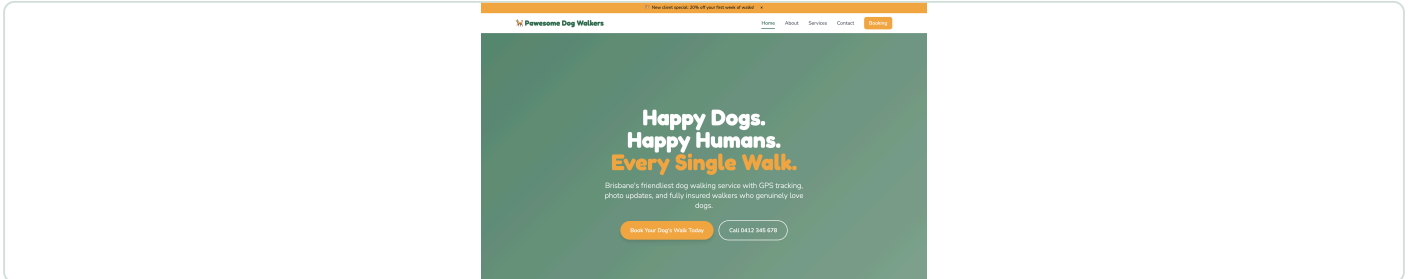
DOCUMENT OR ASSET	PURPOSE	INDIVIDUAL PRICE
Business Plan	Clarifies offer, market, positioning, revenue model, and growth plan.	\$499
Style Guide	Sets colors, type, image rules, and design standards.	\$299
Customer Personas	Defines who the brand is selling to and what they need to believe.	\$199
Customer Journey Map	Shows how strangers become leads, clients, repeat buyers, and referrers.	\$199
Offer and Pricing Sheet	Packages services clearly for sales and website pages.	\$149
Website Structure and Copy Guide	Maps pages, messages, SEO, CTAs, and conversion flow.	\$349
Lead Magnet PDF Concept	Creates a reason for leads to join the email list.	\$249
5-Email Welcome Sequence	Nurtures new leads into calls, bookings, or purchases.	\$349
Social Profile Kit	Creates branded headers, bios, and platform alignment.	\$199
Business Card Design	Turns local encounters into trackable referrals.	\$149
Invoice and Quote Templates	Makes admin documents feel branded and professional.	\$99
CRM and Automation Strategy	Defines lead stages, notifications, reminders, and handoff rules.	\$299
Analytics and KPI Dashboard	Clarifies what to track weekly.	\$199
Handoff Guide	Explains how to use the full system after delivery.	\$199

**Current itemized total:** \$3,241 before the additional templates, scripts, SOPs, dashboards, and companion assets. **Brand Book bundle:** \$999 printed and delivered.

WEBSITE DIRECTION

# Website Structure

The website should move anxious owners from "Can I trust this?" to "I want Jake to meet my dog."



PAGE	JOB	PRIMARY CTA
Home	Explain the transformation and build immediate trust.	Book a meet-and-greet.
Services	Help owners pick group, solo, puppy, adventure, or sitting.	Find the right walk.
About	Make Jake feel trustworthy and human.	Meet Jake.
Reviews	Prove the service works through specific client stories.	Start with one walk.
Booking	Collect the minimum information needed to match the dog.	Submit inquiry.

## NURTURE

# 5-Email Welcome Sequence

EMAIL	SUBJECT	PURPOSE	CTA
1	Your dog does not have to spend the workday alone	Validate guilt and introduce Pawesome's service promise.	Book a meet-and-greet.
2	How small group walks actually work	Explain matching, safety, photo reports, and route choices.	See service options.
3	Biscuit stopped chewing the couch	Use a concrete client story to show the result.	Start with one walk.
4	Which walk is right for your dog?	Help the lead choose group, solo, puppy, or adventure.	Reply with your dog's name.
5	Ready for a guilt-free workday?	Make a clear final invitation with low pressure.	Book this week.

## Notification rule

Every form submission should notify Jake immediately by email or Slack with the dog's name, suburb, age, temperament notes, preferred service, and callback number.

## SECTION 07

# CRM and Automation Map

STAGE	TRIGGER	AUTOMATION	HUMAN ACTION
New Lead	Website form submitted.	Create CRM record, send notification, send confirmation email.	Review dog details within 2 hours.
Consult Booked	Meet-and-greet scheduled.	Add calendar event, send prep checklist, create follow-up task.	Call or text if details are unclear.
First Walk	Walk completed.	Send photo report template and satisfaction check.	Add dog notes to CRM.
Recurring Client	Second booking completed.	Offer weekday package and referral credit.	Recommend best package personally.
At Risk	No booking for 21 days.	Send friendly check-in.	Ask what changed and offer a new schedule.

## Basic CRM fields

**Owner name**    **Dog name**    **Suburb**    **Breed/age**    **Temperament**    **Service fit**    **Walk buddies**    **Photo permission**  
**Referral source**    **Next action**

## HANDOFF GUIDE

# What to Do First

## THIS WEEK

- Publish the website and test every form.
- Set up Google Business Profile posts and review link.
- Upload social headers and profile assets.
- Create the CRM pipeline and lead notification.

## THIS MONTH

- Ask every happy client for one review and one referral.
- Launch the weekday recurring package.
- Post 4-5 walk stories per week.
- Track inquiry source, booking rate, and repeat bookings.

## Weekly scorecard

METRIC	TARGET	WHY IT MATTERS
New inquiries	5-8 per week	Shows whether local search and content are working.
Meet-and-greet conversion	60%+	Shows whether trust and service fit are clear.
Recurring package clients	10+	Creates predictable revenue.
Reviews requested	3 per week	Builds local proof and search visibility.
Referral asks	5 per week	Turns happy clients into distribution.

**"Build the brand around the owner feeling relieved and the dog having a visibly better day."**

Final strategic north star

## BRAND ASSETS

# Tagline Bank and Brand Rules

Use these when writing ads, flyers, social captions, website headlines, or referral cards.

**PRIMARY TAGLINES**

- Happy dogs. Guilt-free owners.
- Better weekdays for Brisbane dogs.
- Your dog's favorite hour of the day.
- Small-group walks for dogs who deserve more than waiting.
- Safe walks. Real updates. Happier dogs.

**BRAND RULES**

- Lead with owner relief, then prove dog joy.
- Use specific dog details whenever possible.
- Never make the service feel like a generic app.
- Always show safety, small groups, and daily communication.
- Use Brisbane Northside specificity to build local trust.

## Words to avoid

cheap   gig   random walker   dog minder   basic walk   pet chore

## Words to own

known by name   carefully matched   daily photo report   guilt-free workday   trusted local walker

## TRUST BUILDERS

# FAQ Bank, Reviews, and Testimonials

QUESTION	ANSWER DIRECTION	WHERE TO USE
How do you choose dogs for group walks?	Explain meet-and-greet, temperament matching, small groups, and gradual introductions.	FAQ, services page, inquiry email.
What happens if my dog is nervous?	Recommend solo walks first, then optional transition into a matched small group.	Booking page, sales call.
Will I get updates?	Promise daily photo reports with specific notes about the dog's walk, mood, and buddies.	Home page, welcome email.
Are you insured?	State insurance and safety process clearly once confirmed by the business.	FAQ, trust section.
What suburbs do you cover?	List core Brisbane Northside service areas and invite nearby inquiries.	Service area page, GBP.

## Review request script

"If Pawesome has made your workdays easier, would you mind leaving a quick Google review? The most helpful reviews mention your dog's name, what changed after regular walks, and what made you feel comfortable trusting us."

## Testimonial prompts

- What was happening with your dog before you booked?
- What made you trust Jake?
- What changed after the first few walks?
- What would you tell another owner who feels guilty leaving their dog alone?

## CONVERSION COPY

# CTA Bank and Metadata Pack

## PRIMARY CTAS

- Book a meet-and-greet
- Find the right walk
- Start with one walk
- Ask about your suburb
- Get a guilt-free workday

## SECONDARY CTAS

- See how group walks work
- Meet Jake
- Read client stories
- View service areas
- Compare walk options

## Metadata examples

PAGE	TITLE TAG	DESCRIPTION
Home	Dog Walker Brisbane Northside   Pawesome Dog Walkers	Small-group dog walks, solo walks, and daily photo updates for busy Brisbane dog owners.
Group Walks	Small Group Dog Walks Brisbane   Safe, Social Walks	Carefully matched group walks for dogs who need exercise, stimulation, and a happier workday routine.
New Farm	Dog Walker New Farm   Pawesome Dog Walkers	Trusted local dog walking in New Farm with meet-and-greets, small groups, and photo reports.

## Thank you page copy

"Thanks. We have your details, and Jake will review your dog's needs before recommending the right walk. In the meantime, check your inbox for what happens next."

## LIST BUILDER

# Lead Magnet Outline

Use a simple PDF to capture owners who are problem-aware but not ready to book today.

## The Guilt-Free Workday Dog Checklist

Lead magnet title

SECTION	CONTENT	CONVERSION ROLE
1	Signs your dog is under-stimulated during workdays.	Names the problem.
2	How to tell whether your dog needs solo walks, group walks, training, or enrichment.	Builds expertise.
3	What a safe dog walking service should provide.	Frames buying criteria around Pawesome strengths.
4	A weekly routine planner for exercise, enrichment, and rest.	Gives practical value.
5	Invitation to book a meet-and-greet.	Turns readers into leads.

## Form fields

Owner name    Email    Dog name    Suburb    Biggest workday worry

## LAUNCH COPY

# Ad Copy and Creative Direction

## AD ANGLE 1

## The waiting dog

"Your dog should not spend every workday waiting by the window. Pawesome gives Brisbane dogs safe small-group walks, daily photo updates, and a better weekday routine."

## AD ANGLE 2

## The couch chewer

"If your dog is chewing, barking, pacing, or sulking while you work, they may need more exercise and stimulation. Start with one Pawesome walk."

## AD ANGLE 3

## The trust question

"Not every dog belongs in a big pack. Pawesome uses meet-and-greets, small groups, and photo reports so you know your dog is safe and happy."

## CREATIVE RULES

- Use real-feeling outdoor images.
- Show one clear dog emotion per ad.
- Keep text short and specific.
- Use local suburb targeting.



## DISTRIBUTION

# Google Business and Social Templates

TEMPLATE	COPY STARTER	GOAL
GBP Post	Busy week in New Farm? We have limited small-group walk spots available for dogs who need more exercise during the workday.	Local search action.
GBP Post	This week's happiest walk buddy: Biscuit. Two weeks into regular walks and his owner says the couch chewing has stopped.	Social proof.
Instagram	Three signs your dog might need a better weekday routine.	Education.
Instagram	What we check before adding a dog to a small group walk.	Trust.
Facebook Group	Hi neighbours, Jake from Pawesome here. I have a few weekday dog walking spots opening near New Farm/Teneriffe.	Community lead generation.

## 10 repeatable social post themes

[Dog of the week](#)  
 [Route spotlight](#)  
 [Small group explainer](#)  
 [Owner guilt tip](#)  
 [Before/after story](#)  
 [Meet Jake](#)  
 [Safety standard](#)  
[Suburb availability](#)  
[Review screenshot](#)  
[Referral reminder](#)

## LOCAL GROWTH

# Referral and Partnership Campaign

**CLIENT REFERRAL OFFER**

Give existing clients a \$25 walk credit when a referred owner completes their first paid walk.

**Message**

"Know another dog who needs a better workday? Send them our way and get \$25 off your next walk once they book."

**PARTNER TARGETS**

- Vets
- Groomers
- Dog-friendly cafes
- Pet supply shops
- Apartment managers

## Partnership outreach script

"Hi, I am Jake from Pawesome Dog Walkers. I help Brisbane Northside dog owners with small-group walks and daily photo updates. A lot of your customers probably struggle with long workdays, so I wanted to drop off a few cards in case anyone asks about trusted local walkers."

## Leave-behind copy

"Workday dog guilt? Pawesome offers small-group and solo walks for Brisbane dogs who need more than waiting at home."

## BUSINESS DOCUMENTS

# Admin Template Pack

TEMPLATE	REQUIRED FIELDS	HOW PAWESOME USES IT
Email Signature	Name, phone, service areas, booking link, social links.	Every email reinforces trust and makes booking easy.
Letterhead	Logo, contact, ABN/registration if applicable, brand colors.	Used for formal client notices, partner letters, and policies.
Invoice	Client, dog, service dates, payment terms, package details.	Makes billing feel professional and consistent.
Quote / Estimate	Recommended walk type, weekly frequency, monthly estimate.	Helps owners understand the right plan before committing.
Proposal	Problem, recommended routine, price, next step.	Used for higher-value recurring packages and apartment partnerships.

## Email signature copy

Jake Mitchell | Pawesome Dog Walkers | Small-group and solo dog walks across Brisbane Northside | Book a meet-and-greet: [pawesome.example/book](https://pawesome.example/book)

## OPERATIONS

# Intake Form and Service SOPs

## INTAKE FIELDS

- Owner name, email, phone, suburb.
- Dog name, breed, age, size, temperament.
- Current workday routine and problem behavior.
- Preferred walk type and weekly frequency.
- Medical, reactivity, recall, and permission notes.

## LEAD FOLLOW-UP SOP

- Respond within two business hours.
- Ask one clarifying question about the dog's routine.
- Recommend group, solo, or puppy visit.
- Offer a meet-and-greet time.
- Log outcome in CRM.

## Customer onboarding SOP

STEP	ACTION	OWNER EXPERIENCE
1	Confirm dog details and service fit.	Feels heard and understood.
2	Schedule meet-and-greet.	Low-pressure trust building.
3	Complete first walk.	Receives photo report and specific notes.
4	Suggest recurring plan.	Clear next step if first walk goes well.

## MEASUREMENT

# Analytics Setup and KPI Dashboard

METRIC	WHERE IT COMES FROM	DECISION IT HELPS MAKE
Website visits by suburb page	Analytics / Search Console.	Which local pages deserve more content.
Inquiry conversion rate	Website forms and CRM.	Whether page copy and CTAs are working.
Meet-and-greet booking rate	CRM pipeline.	Whether follow-up is fast and persuasive.
Recurring package count	Booking/payment system.	How predictable monthly revenue is becoming.
Referral source	Intake form.	Which partners and clients generate growth.
Review velocity	Google Business Profile.	Whether local trust is compounding.

## Weekly dashboard questions

- Which channel produced the best leads this week?
- Which service is easiest to sell?
- Which suburb is showing the most intent?
- Which clients should be asked for reviews or referrals?
- Where are leads getting stuck?

## HANDOFF

# File Organization Guide

A Brand Book is only useful if the owner can find the assets after delivery.

FOLDER	CONTENTS	USE
01 Brand Book	Final PDF, print PDF, source notes.	Main reference.
02 Logo and Style	Logo files, colors, fonts, style guide.	Design consistency.
03 Website	Copy docs, SEO map, metadata, forms.	Build and updates.
04 Marketing	Ads, posts, calendar, GBP copy, flyer copy.	Distribution.
05 Templates	Invoice, quote, proposal, email signature, letterhead.	Admin and sales.
06 Systems	CRM map, SOPs, automation rules, dashboard.	Operations.

## Delivery rule

Every Brand Book delivery should include the PDF plus a folder of editable companion assets. The printed book sells the premium feeling; the folders make the product usable.

## EXECUTION

# First 30 Days Checklist

**WEEK 1**

- Publish website and test every form.
- Set up CRM pipeline and notifications.
- Upload social profile kit.
- Complete Google Business Profile.

**WEEK 2**

- Send welcome sequence to current leads.
- Ask five happy clients for reviews.
- Launch referral credit.
- Post four walk stories.

**WEEK 3**

- Visit five local partners with cards.
- Publish first suburb page.
- Run one small ad test.
- Offer recurring packages to warm clients.

**WEEK 4**

- Review dashboard.
- Identify best lead source.
- Refine CTAs and follow-up script.
- Plan next 30 days from actual data.

**"If it does not help the owner sell, post, follow up, decide, or operate, it does not belong in the Brand Book."**

Everything standard