A PRACTICAL GUIDE

The Pet Sitter's Client Welcome Pack

A step-by-step guide for independent pet sitters to create, publish, and deliver a professional welcome PDF

Made by the Braxis machine

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ABOUT THIS GUIDE

What this is

This guide is for independent pet sitters.

It is a practical method, not a promise of a result. It contains no invented statistics, no fake customers, and no guarantees. The words were drafted with AI assistance.

Use the checklist at the end on a real piece of work this week.

1. Plan Your Content Structure

Start by outlining the three core sections you will include: the meet-and-greet agenda, detailed care instructions, and emergency contact information. Write a brief introduction that explains who you are, your service philosophy, and what the client can expect. For the meet-and-greet, list the date, time, location, and any items the pet owner should bring (e.g., feeding schedule, medication list, favorite toys). In the care instructions, break down daily routines, feeding amounts, walking routes, and any special habits. Finally, create a clear emergency page with veterinary clinic details, after-hours contacts, and a space for the owner’s own emergency numbers. Keep headings consistent and use bullet points for readability. This blueprint will keep your PDF focused and easy to navigate.

2. Write Clear, Actionable Instructions

Translate each bullet point into concise sentences that leave no room for ambiguity. Use active verbs such as "Feed Bella ½ cup of kibble at 7 am" rather than vague phrasing. Include visual cues where possible, like icons for food, medication, and walks, but ensure they are royalty-free. For medication, specify dosage, timing, and method of administration. Add a short FAQ that anticipates common questions (e.g., "What if the pet refuses food?"). Proofread for spelling and grammar, then ask a trusted friend or colleague to review for clarity. Consistency in tone—friendly yet professional—helps build trust and reduces the chance of miscommunication during the sitting period.

3. Design a Simple, Branded PDF

Choose a clean layout with a single column and plenty of white space. Use a legible sans-serif font for body text and a slightly larger serif font for headings. Incorporate your logo or a simple header with your name and contact details; keep colors limited to two complementary shades that reflect your brand. Insert page numbers and a table of contents for easy navigation. Export the file as a PDF with high-resolution settings to ensure readability on all devices. Test the PDF on a phone, tablet, and computer to verify that text and any embedded images display correctly. A polished design reinforces professionalism and encourages clients to keep the document for reference.

4. Publish and Automate Delivery

Upload the finished PDF to a cloud storage service that provides a shareable link, such as Google Drive or Dropbox. Set the file permissions to "anyone with the link can view" to avoid access issues. Create a short email template that thanks the client for choosing your service and includes the PDF link, a brief reminder of the upcoming meet-and-greet, and a request for any additional pet information. Use an email automation tool or a simple mail-merge feature in your email client to send the message instantly after the booking is confirmed. Test the workflow by sending the email to yourself, confirming that the link opens correctly and the PDF downloads without errors.

5. Follow Up and Gather Feedback

After the client has received the welcome pack, schedule a brief follow-up call or message within 24-48 hours to confirm they were able to open the PDF and answer any questions. Use this conversation to note any missing information they might need, such as additional pet preferences or special instructions. Record the feedback in a simple spreadsheet so you can refine future versions of the pack. Over time, you will identify recurring client requests and can update the PDF accordingly, keeping it current and valuable. Consistent follow-up demonstrates reliability and helps build long-term client relationships.

USE THIS

Checklist

- [ ] Outline the three core sections: meet-and-greet, care instructions, emergency contacts
- [ ] Write concise, action-oriented sentences for each task
- [ ] Design a clean PDF with consistent branding and easy navigation
- [ ] Upload the PDF to cloud storage and create an instant-send email template
- [ ] Follow up with the client within 48 hours to confirm receipt and gather feedback

Where this came from

This guide is a digital product from Braxis AI. The machine wrote it with AI assistance. It contains no invented statistics, no fake customers, and no guarantees. The PDF is delivered immediately after checkout. If something is wrong, email braxisai@gmail.com and it will be fixed.

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