



Dog Wedding *Kit*

FREE PRINTABLE MINI-WORKBOOK

Dog Wedding Chaperone Startup Checklist

A practical checklist for planning a professional dog wedding chaperone service.

PLAN • CHECK • CUSTOMISE

Designed for printing, handwriting and honest readiness decisions.

HOW TO USE THIS WORKBOOK

Start with the decisions, not the stationery

Work through the pages in order, mark what is complete and write a next action beside anything that needs research, professional advice or testing.

Workbook map

- 03 Define the service
- 04 Requirements and insurance
- 05 Packages and pricing
- 06 Client journey and dog details
- 07 Suitability and venue
- 08 Suppliers and equipment
- 09 Documents and safety
- 10 Website and marketing
- 11 Readiness and 30-day plan

Is this service right for you?

- ☐ Practical dog-handling experience
- ☐ Calm handling in busy environments
- ☐ Professional communication and reliability
- ☐ Safe transport capability if offered
- ☐ Ability to recognise when a dog needs space
- ☐ Comfort coordinating with wedding suppliers
- ☐ Willingness to decline unsuitable situations
- ☐ Time to test processes before paid bookings

This checklist is a planning tool

It is not legal, insurance, veterinary or behaviour advice, and it cannot verify that a dog, venue or service is suitable. This business kit does not replace practical dog-handling competence. Requirements and professional titles vary by location.

03 · SERVICE DESIGN

Define the service you genuinely intend to offer

Begin with a plain-language description of what you will do. Tick only activities you are prepared, competent and equipped to deliver, then make your boundaries explicit.

Define your actual service — tick only what you intend to offer

- ☐ Service area and realistic travel radius
- ☐ Ceremony-only attendance
- ☐ Ceremony and portrait support
- ☐ Half-day service
- ☐ Full wedding-day service
- ☐ Multi-dog bookings
- ☐ Additional handler
- ☐ Transport
- ☐ Rehearsal
- ☐ Overnight care
- ☐ What you will not provide

04 · REQUIREMENTS

Verify local requirements and prepare the insurance conversation

Activity, location, transport, premises and staffing can all change the checks you need. Describe the real service precisely and keep confirmed answers current.

Check local requirements

- ☐ Business registration and tax or reporting
- ☐ Insurance
- ☐ Pet-care licensing where applicable
- ☐ Business vehicle and animal-transport considerations
- ☐ Consumer terms
- ☐ Privacy and data obligations
- ☐ Employment or contractor considerations
- ☐ Overnight or boarding rules if applicable

Requirements vary by country and locality. Verify them with appropriate local authorities and professional advisers.

Prepare the insurance conversation

- ☐ Dogs in your care
- ☐ Public or general liability
- ☐ Transport
- ☐ Client property access
- ☐ Additional handlers
- ☐ Overnight care
- ☐ Venue certificates
- ☐ Policy exclusions and conditions

Describe your real activities. Do not assume a universal policy name, product or limit.

Shape packages and price the real workload

Packages should make buying easier without hiding the work. Build them from scope, time, costs and capacity before choosing names or price points.

Create clear packages

- ☐ Choose a core outcome and package duration
- ☐ Define included services and exclusions
- ☐ Set the travel approach
- ☐ Set boundaries or additions for extra dogs
- ☐ Identify when an additional handler is required
- ☐ Define extra-time and overnight extensions
- ☐ Decide when a custom quote is appropriate
- ☐ Write assumptions in client-friendly language

Test sustainable pricing

- ☐ Estimate enquiry, consultation, planning, meet-and-greet and admin time
- ☐ Add travel time, mileage, parking, equipment, payment fees and overhead allocation
- ☐ Include a sensible allowance for contingency and profit
- ☐ Test how late finishes, distant venues, second handlers or overnight care change cost
- ☐ Compare price against value and capacity—not another provider's headline figure

Use your local currency and tax treatment. This workbook intentionally avoids prescribing universal prices.

Design the enquiry path and gather useful dog information

A calm client experience asks for the right detail at the right stage. Keep the first enquiry short, then deepen the information after basic fit is established.

Map the client journey

- ☐ Set an enquiry response standard you can maintain
- ☐ Create discovery-call questions and a simple fit decision
- ☐ Plan quote, agreement, payment and confirmation stages
- ☐ Schedule dog meetings, venue checks and final-detail deadlines
- ☐ Define wedding-day updates, return and post-event follow-up

Build the dog information record

- ☐ Routine, temperament, handling preferences and known triggers
- ☐ Harness, collar, lead, crate, feeding, toileting and rest details
- ☐ Relevant health, medication and veterinary instructions within your competence
- ☐ Emergency and backup contacts plus handover authority
- ☐ Photography, social media, transport and property access as separate permissions

Collect only what is relevant, protect sensitive information and make optional marketing consent genuinely optional.

Assess dog suitability and prepare the environment

Wedding participation is not automatically suitable. Decisions should reflect the individual dog, the proposed environment, the planned duration and your competence.

Assess suitability

- ☐ Observe comfort with the handler, equipment, travel and unfamiliar environments
- ☐ Discuss noise, crowds, children, other dogs, food and photography expectations
- ☐ Identify stress signals and agree specific exit criteria
- ☐ Plan quiet rest, water, toileting, breaks and realistic participation time
- ☐ Create an alternative plan that does not depend on the dog attending

Prepare the venue

- ☐ Confirm the current dog policy with an authorised venue contact
- ☐ Map access, parking, entrances, ceremony route and handover points
- ☐ Identify secure rest, toileting and weather-alternative areas
- ☐ Check escape points, food hazards, surfaces, noise and guest interaction
- ☐ Confirm evidence, timing and supplier-information requests before the deadline

A venue allowing dogs does not establish suitability for this dog or approve every service activity.

Coordinate suppliers and prepare wedding-day equipment

The chaperone works inside a wider event. Clear role boundaries and a deliberately packed kit reduce improvisation when timings shift.

Coordinate the people

- ☐ Confirm one operational contact for the couple, venue and planner
- ☐ Share only the dog details and timing each supplier genuinely needs
- ☐ Clarify photographer, groomer and pet-sitter roles where relevant
- ☐ Confirm dog arrival, portrait timing and departure
- ☐ Agree what happens if timing, weather or dog comfort changes
- ☐ Keep every supplier's responsibility distinct

Pack and test the equipment

- ☐ Handling — secure lead, backup lead and appropriate harness or collar
- ☐ Handling — owner-approved equipment only
- ☐ Comfort — water, clean bowl, towel and familiar rest mat or bedding where useful
- ☐ Routine — owner-provided food, owner-approved treats and waste bags
- ☐ Practical — charged phone, charger or power bank
- ☐ Practical — cleaning supplies and weather items
- ☐ Practical — current dog and wedding-day documents

Avoid unfamiliar decorative equipment and medication products. Check fit, condition and safe use in advance.

Create the essential documents and a safety plan

Documents should support decisions and handover—not create a pile of duplicate forms. Keep client-facing choices separate from internal operational assessments.

Essential documents

- ☐ Concise enquiry and discovery record
- ☐ Dog profile, care instructions and emergency contacts
- ☐ Service summary, agreement, payment record and change log
- ☐ Venue information, supplier contacts and final run sheet
- ☐ Handover record plus factual incident form
- ☐ Privacy, access, transport and media permissions where relevant

Safety and escalation plan

- ☐ Define weather, travel, equipment, guest and escape controls
- ☐ Write the dog-specific stop or exit criteria
- ☐ Identify the client, venue, veterinary and backup contacts
- ☐ Clarify who can authorise decisions and collect the dog
- ☐ Record when to pause, shorten, relocate or end participation
- ☐ Rehearse one delay, one weather change and one early-exit scenario

Forms do not make an unsafe plan safe. Update the plan when the dog, venue, scope or timing changes.

Publish the essential website and start measured marketing

Marketing works best when the service is easy to understand and the enquiry route filters for fit. Build a small trustworthy presence before chasing volume.

Essential website

- ☐ Home page with audience, outcome and operating area
- ☐ Service page with process, package boundaries and welfare approach
- ☐ About page with relevant experience and professional limitations
- ☐ FAQ covering suitability, timings, venues, transport and next steps
- ☐ Clear contact form, privacy information and accessible mobile experience

Get known for the right reasons

- ☐ Create a complete Google Business Profile where eligible and appropriate
- ☐ Use real service imagery and existing pet-care relationships
- ☐ Introduce the service to suitable venues, planners and photographers
- ☐ Build pet-professional referral relationships
- ☐ Assess relevant wedding directories and wedding fairs
- ☐ Publish useful social content around real client questions
- ☐ Request genuine reviews without scripts, incentives or invented claims
- ☐ Track enquiry source, fit, response, booking outcome and follow-up date

Choose a manageable channel mix. Do not claim qualifications, partnerships or results you cannot substantiate.

11 · FINAL READINESS

Turn the checklist into a 30-day launch plan

A useful launch date follows completed foundations. Use these four weeks as a sequence, not a promise that every business should open in exactly one month.

WEEK 1

Define

Write the service scope, operating area and package boundaries.
List every local, insurance and competence question still open.

WEEK 2

Build

Create the enquiry path, client information flow, suitability process, venue checklist and essential working documents.

WEEK 3

Test

Rehearse a realistic booking from enquiry to handover. Time the work, pack the bag and revise weak points.

WEEK 4

Publish

Finish the core website pages, introduce the service to suitable local partners and choose a measured follow-up routine.

Before the first booking: can you answer YES?

- ☐ I understand exactly which services I am offering
- ☐ I have confirmed relevant local business requirements
- ☐ I have discussed every planned activity with my insurer or broker
- ☐ I have clear packages, boundaries and exclusions
- ☐ I understand my time, costs and pricing assumptions
- ☐ I have a professional enquiry and booking process
- ☐ I collect appropriate, current dog information
- ☐ I have safety, emergency and early-exit procedures
- ☐ I know how I will coordinate with venues and suppliers
- ☐ I have a clear return and handover process
- ☐ I have a professional contact method
- ☐ I am prepared to decline an unsuitable booking

If an answer is uncertain, make that the next action rather than treating the checkbox as complete.



YOUR NEXT STEP

Build a service that feels calm before the wedding day.

Use the free Dog Wedding Kit guides to deepen each decision. When you want connected editable resources for pricing, clients, dog care, venues, operations, safety and marketing, explore the complete business kit.

[Read the free guides →](#)

[Explore the complete kit →](#)

A final reminder

A polished document does not replace skill, judgement or local checks. Keep the individual dog's welfare central, communicate limits early and revise the service when your activities change.