



# PetCloud Pet Sitter Success Manual



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## Overview & Thank you

Thank you for choosing to be a Pet Sitter with PetCloud – we love having you a part of our community! Your role is vital in helping busy people manage the care of their pets when their family, holiday and work commitments intervene, and your help is greatly appreciated by the Owners you will meet.

Even if you have years of experience caring for pets, each pet is different: different needs, different temperaments, and different joys. We'll share those lessons with you to help you run a successful business and have a lot of fun, no matter what experience level you're starting from.

Whether you are brand new to PetCloud or you've been a part of our pet loving community for years, **we're here to give you the latest information on how to use PetCloud and safely care for pets of all kinds.**

In this handbook, we cover;

- The tools you need to succeed as a PetCloud Minder.
- How to find pets—and pet owners—who are a good fit for you.
- The best methods for communicating with pet parents.
- How to prepare for a safe, fun stay - whether you're hosting pets in your home, or staying at the owner's home, or both.

Of course, if you ever have a question or need some extra assistance we're here for you. You can contact the PetCloud Support team anytime at 1300 66 77 85 or email [service@petcloud.com.au](mailto:service@petcloud.com.au)

**Thank you & never underestimate the difference that you make!**

PetCloud Team.

## How to create a strong listing

Your listing inspires pet owners to contact you—or to scan past you and onto another available Pet Sitter. Just like applying for a job, you need to demonstrate that you're trustworthy and the right fit for their pet. The stronger your listing is, the more requests you'll get.

Your listing includes -

- Your profile photo
- Your gallery photos
- Services + Prices that you choose to offer
- Testimonials (if you have them)
- Any badges for verifications or skills.
- Reviews by Pet Owners

In your listing talk about;

- Your own pets and volunteer or professional experience with animals, like caring for a neighbour's dog or working at an animal rescue organisation.
- Include any pet certifications you have and explain what they mean, whether it's pet first aid, grooming, dog behaviour, or something else.
- Do you work full-time or part-time? How much time do you spend at home? Is your schedule consistent or does it vary?

## The kinds of pets you love caring for

Your profile should include your preferences as well as your deal breakers. Discuss what types of pets you're willing to care for, including breeds, temperaments, and sizes you're comfortable working with. Ensure you research a pet's breed online before agreeing to a Meet & Greet. This was you understand their care requirements, their energy levels, and whether your home and yard

Be sure to also include any qualities you aren't comfortable with, too, like dogs with separation anxiety or aggressive behaviours.

Avoid topics like needing money or the illnesses of past dogs you've owned.

## **Talk About What Makes You Stand Out**

Highlight your uniqueness as a sitter. If you can offer additional services, say so on your profile. Do you offer a bath for stays that last a week or longer? Are you located next to a pet-friendly cafe or dog park? Let owners know! Upload photos of them!

## **Include Photos That Attract Business**

- Upload a photo that portrays you as a friendly professional animal lover — remember to take off those sunglasses.
- Show photos of where their Pet/s will sleep
- Show photos of where their Pet/s will safely play
- A neatly mown lawn (if you have a backyard) with a secure tall fence and gate.

*Don't include photos that are blurry or cropped poorly.*

## **Earn Credibility with Testimonials**

Pet owners want to get to know you. We've found that our top Pet Sitters have at least three testimonials. Request testimonials from people who can attest to your love of pets—and what an awesome, responsible pet minder you are.

## **Set Competitive Prices**

Setting your nightly rate may seem intimidating—but don't worry, we can help you figure it out. Keep in mind that you can gradually raise your nightly rate as you gain more PetCloud experience.

We recommend searching your suburb on PetCloud to see what other Pet Sitters are charging. Set your prices at 5–10% lower than the average price in your area to start.

(Here's a tip: Your main price is per pet & overnight stay. An overnight is a literal interpretation of a day crossing over midnight, so a stay could be from 7 a.m. on Saturday to 10 p.m. on Sunday and still count as one overnight.)



When you set your nightly rate, keep in mind that you keep 81% of the cost of a stay. The portion that is deducted by the website is 19% and this covers national liability insurance, Paypal transaction fees, Customer & Tech Support, RSPCA partner rescue donation, ongoing website development, and marketing.

### **Get Trained and verified.**

Pet owners love their pets and want to make sure they're left in good hands when they're away. Earning pet parent trust takes some time, but you can get ahead of the game by getting verified and taking the online accredited Pet Sitter training.

You'll get a profile badge for each so pet owners can see you've taken these steps.

### **Here's what you need to do from here:**

- Get your mobile number verified on your account & upload a valid driver's license or passport.
- If you don't have experience with pets, then make sure you complete the accredited learning modules on Cats & Dogs.

### **Get Approved**

*Pet owners won't be able to see your listing until you have added your services and prices and have been approved by PetCloud. Once your listing is approved, pet owners will be able to find it.*

## **Communication**

### **Respond Within an Hour**

The quicker you respond, the more stays you'll book. It'll also boost your response time displayed on your profile—which means other pet owners searching for sitters will see that you're communicative—always a plus. We recommend that you have text notifications enabled so you know right away when you get a request.

### **Show Enthusiasm for the Stay**

Compliment the pet and thank the pet parents for reaching out to you.

### **Double-Check Your Calendar**

Keeping your availability up-to-date is one of the best ways to ensure you get requests you can accept.



## **Make Sure the Pet Is Compatible with your own pets (if you have any)**

If you own a pet ask the owner if their pet has ever been around other animals, and how they typically interact with them.

## **Meet & Greets**

Meet & Greets usually take place at the home where the stay will occur. However, you're welcome to arrange the first meeting in a public place like a coffee shop or dog park if that makes you more comfortable.

*For safety reasons, if you have applied to do a house sitting job (in the home of the owner) and you have a Meet & Greet at the home of the Owner, that you take a friend.*

*If after meeting you feel you feel uncomfortable about staying at the Owners home for any reason, then offer to have the Pet/s stay at your home or get in touch with the PetCloud team. You are under no obligation to proceed with a job, even after a Meet & Greet – we just ask you to tell us as soon as possible: [service@petcloud.com.au](mailto:service@petcloud.com.au)*

## **Prepare for a Meet & Greet**

If you're preparing for a Meet & Greet in your home:

- Clean and Pet-Proof - Make sure your home is spotless and safe for a pet.
- Be Ready on Time - You should be the one to open the door, and you should stay for the whole Meet & Greet. If anyone else will be caring for the pet, it's a good idea for them to be there too.
- Get Your Pet Ready - If you have a pet already, keep it in a crate or separate room when the new pet first comes to your home.
- Property Check List – Make sure your space meets the requirement of Property Check List.

## **If it's a dog, Practice Walking the Dog**

Go on a walk around the block where you hold the leash. Learn if you have the physical strength to handle their dog, whether their dog likes to pick up things on the ground, has particular surfaces they're used to toileting on, and how they react to other dogs and people.

## **Routine**

Pet Sitters must familiarise themselves with the pet's routine and ask questions regarding

- Toileting times
- Meal schedules
- Exercise schedules

*Remember to ask Pet Owners about their Pet's diet and make sure you don't feed them anything else other than what they are used to. E.g. Not all dogs are used to eating bones and some of them may vomit if you feed them bones. Pet sitters have to ask the Owners for a dietary checklist of all the do's and don'ts.*

## Special Needs or Concerns

Sitters should always have a checklist of things they should know about before hosting a pet. Special needs or concerns include the following:

- Health issues
- Medication
- Emergency contact

## Determine and Communicate Next Steps

By the end of the Meet & Greet, hopefully you have a good idea of whether or not it's a good fit. If you decide you want to mind their pet, make sure you ask the owner if they have any questions for you.

### **If you feel its compatible, tell the owner you would love to mind their pet**

Make sure you accept that request as soon as you can.

### **If You Don't Feel Compatible, Let the Owner Know**

Let the pet owner know if you don't think it's a good fit. Thank them for taking the time to meet with you.

If you can think of another PetCloud Sitter who would be a better fit, let the owner know, or recommend they call PetCloud's support team.

*Say **"No Thanks"** if the Owner offers to pay you directly instead of booking through PetCloud*

Sometimes repeat clients, or Owners who are unfamiliar with PetCloud, will offer to pay you directly, thinking that they're doing you a favour. If this happens, say "no thanks" and then explain to the owner that it's in both of your best interests to book every stay through PetCloud.

## Book the Stay

Congrats—you've had your Meet & Greet, asked your questions and agreed to book the stay. So what's next?



Now, it's time to book the stay. You can book stays online directly from the PetCloud website. Once the owner has clicked to book the stay, go to your inbox and confirm the request. And **Voila**, your stay is booked!

## Getting Paid

24 hours after a stay ends, you'll get paid (yay!). Before you receive your money, we automatically take out 19%. We then transfer your remaining earnings to your Paypal account. Head to your Paypal wallet and withdraw it into your own bank account.

### The 19% deduction

We want our owners and sitters to have peace of mind when they book a stay through PetCloud. Sitters who book through PetCloud are covered by insurance and receive ongoing support. PetCloud's 19% fee covers those services so that minders can focus on the most rewarding (and fun) parts of pet minding

## Skilled Customer Support

Our PetCloud support agents are here to guide you through any problems you may encounter. If you ever have questions, please give us a call 1300 66 77 85 or send us an email at (we suggest adding it to your contacts) or [service@petcloud.com.au](mailto:service@petcloud.com.au)

## Site Features

Our team of product designers and developers are constantly working to turn your feedback into new site features that make it easier to run your business. We'll worry about running the website so you can spend your time enjoying taking care of pets.

That's one of the advantages of working with PetCloud—you get out of it what you put into it. The more you promote your business, the more stays you'll have; the more glowing reviews owners leave for you, the more business you'll get.

If you're willing to keep your price low when you're starting (and then raise it once you have a few stays under your belt), that'll also factor into the number of requests you'll get.



At PetCloud, safety is our number-one priority. Even if you have years of experience caring for pets, it's important to note that pet sitting is not like caring for your own pet.

## **Before the Stay**

Read the Pet's Profile and write down the Owners name. Research the pet's breed and energy levels.

Make sure you have the owner's phone number. Also make sure the pet's care instructions are updated with:

- ✓ Current vet information
- ✓ An emergency contact who can make decisions for the pet while the owner is away. Email or call that emergency contact before the stay begins, just to introduce yourself and let them know you'll be the one who reaches out to them in case of emergency.
- ✓ Other important care information, such as feeding instructions, toileting routine, and exercise schedule.

## **Prepare for Medical Situations**

Write down the name, address, phone number, and hours of the emergency animal hospital nearest to your (or the pet owner's) home, and check that you know how to get there. Do the same for the pet's regular vet.

## **Send the Owner This Reminder Packing List:**

- ✓ Crate (if crate-trained)
- ✓ Bed
- ✓ Enough food for the full stay
- ✓ Food bowl
- ✓ A few favourite toys
- ✓ Anything that will help the pet be comfortable (blankets or old, worn shirts that smell like their family can help)
- ✓ Any medications the pet needs



## During the Stay

Send photos to let pet owners know their pet is having a good time.

Owners miss their pets when they're away. One sure way to alleviate owner anxiety? Send them adorable photo updates (we recommend at least one photo per day). You can message them with a photo from the PetCloud website (doing it this way is free), or you can attach a photo directly to a text message. Let them know what kind of activities or adventures you've taken their dog on, or the kinds of games you have played with their cat to show how much fun they're having.

## Health Concerns and Emergencies

We hope you'll never have to deal with a pet emergency. But if such a situation does arise, please phone your nearest emergency Vet. Our website has a list of [Emergency Vets across Australia](#) but if you know of a closer 24hr Vet, take the Pet to that one. If you have a medical concern but its not life threatening but you still want to speak with a Vet, you can book a 15 minute online video call with Dr Sue <https://www.i-vet.com.au/> or Dr Claire from [www.vetchat.com.au](http://www.vetchat.com.au) this is for a small fee which the Pet Owner will gladly reimburse you for.

## Caring for Other Pets

Talk to the owner to estimate how much work it will be to care for their pets. You can adjust the price of any stay to include additional services, so you can mutually agree on the cost of caring for other animals.

Make sure you get detailed written care instructions for other species of pets, as their diet, cleaning, and medication can often be very different from dogs and cats.

## Earn Loyal Clients

One of the more rewarding parts of being a PetCloud sitter —apart from getting paid to mind—is the joy of owners asking you to take care of their pets again.

Earning repeat clients is a great self-esteem boost, but it also reduces the amount of work you need to do to prepare for a stay.



**Ready to get your name out there?** Check out our blog for more tips on how you can promote your business, and the Pet Sitter Marketing Secrets pdf. On page 9 of the Pet Sitter Marketing Secrets guide is a PetCloud DL flyer template you can get printed and delivered to you through [www.vistaprint.com.au](http://www.vistaprint.com.au) Once delivered, you can personalise with your name and suburb and pin the flyers in strategic places around your community.

### **Refresh Your Listing**

For an easy way to stand out from other minders, give your profile a polish every few months. Browse through nearby minder profiles and then examine your profile with a critical eye. This will help you figure out what makes you stand out from other minders in your area. We recommend updating your profile with these tips in mind:

### **Talk About How You Make Safety a Priority**

Letting the owner know that you take safety seriously will help them trust you to take care of their pet. What are some measures you take to make sure each pet is safe? Do you have baby gates set up as double barriers at the door? Did you fill the space below your fence with concrete to prevent digging? Do you bring an exercise pen with you to keep dogs from dashing out the door?

### **Discuss Add-On Services**

Think about the small ways you can set yourself apart from other minders. Do you offer a dog bath for stays of a week or longer? Do you take the dogs jogging? Can you offer an outdoor cat enclosure? You could even justify raising your rate depending on the add-on services you offer.

### **Check Your Spelling and Grammar**

Of course, we want you to have fun with your profile, but making sure your profile looks and sounds professional is one way to earn instant credibility. When you're done editing, make sure to give it a final proofread. It only takes a few minutes and pays off forever.

Our goal at PetCloud is to help you build the kind of business you want—whether that means earning \$1,000 a month or spending an occasional weekend playing with pets.

We believe our Pet Sitters are the best out there, and we're here to support you every step of the way.



**PetCloud Support 1300 66 77 85**

[service@petcloud.com.au](mailto:service@petcloud.com.au)

**Help Centre/Frequently Asked Questions**

<https://www.petcloud.com.au/faq>

### **Solutions Portal**

We have an online Solutions portal filled with FAQs

<https://support.petcloud.com.au/support/solutions/25000015956>

### **Blog**

Check back often to read about pet safety, helpful tips, and new site features:

[www.petcloud.com.au/blog](http://www.petcloud.com.au/blog)