

how to breed your dog

breeding & marketing guide
by jack and carol daly



How to Breed Your Dog
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WHAT'S INSIDE THE BREEDER'S TOOLKIT

Dog Breeder's Logo Maker

- Over 60 icons, 100% royalty free and approved for commercial use.
- Fonts, logos, and shapes.
- Easy to use, drag-and-drop logo templates.
- Build your brand and make logos your own.

Example



Adoption and Reservation Contracts

<p style="text-align: center;">PUPPY ADOPTION</p> <p>SELLER INFORMATION: Your Name youremail@email.com 123 Street, City, ST 11111 555-555-5555</p> <p>PUPPY INFORMATION: Name: Dog Name Sex: Female Date of Birth: Month 01, 2019 Color: Dog Color Breed: Dog Breed Markings: Dog Markings</p> <p>CONTRACT: I, _____, hereafter referred to as the adopter, hereby agree that the puppy above is being adopted by me solely as a pet for myself and/or my immediate family.</p> <p>I agree that I will not sell, give away or otherwise dispose of this animal to any person(s), dealer, retailer, auction, institute or any other entity for any reason.</p> <p>If at a later date I am unable or unwilling to keep this pet, I agree to first contact the seller above and give them the option to reclaim said pet.</p> <p>I hereby agree to care for the animal above in a humane and responsible manner and to provide it with clean and adequate shelter, food, water and veterinary care.</p> <p>I further agree that said pet shall reside inside my home and shall not be allowed to roam freely.</p> <p>I hereby agree that this pet shall wear a collar or harness with identification tags at all times.</p>	<p>I hereby agree that the adoption fee of \$your-fee helps to cover the current owner's expense of raising and caring for the animal and is not refundable.</p> <p>I hereby understand and agree that the current owner makes no representations or warranties, expressed or implied, about the <u>above mentioned</u> puppy's temperament and is hereby absolved from any liability for future damages or injuries caused by said animal.</p> <p>I also understand and agree that the current owner further gives no guarantees, expressed or implied, of the suitability of the animal to the adopter and/or his family.</p> <p>ADOPTER INFORMAITON:</p> <p>I certify that all statements made by me on this adoption agreement are true and correct. I agree that the current owner has the right to confiscate the animal described above in the event that any statements made by me are found to be false and/or my check for the adoption fee is returned for insufficient funds.</p> <p>_____</p> <p>SIGNATURE</p> <p>NAME _____</p> <p>PHONE _____</p> <p>EMAIL _____</p> <p>ADDRESS _____</p>
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Breeding Planning Calculator

ADD DATE HERE

When do you expect bleeding to begin for your dog's next heat cycle? --->
 When did the last mating occur? --->

Jan-1

BREEDING MILESTONE	DATE
KEY DATES	
PREPARE: Schedule a health check for your dog.	
HEAT CYCLE: Bleeding begins for your dog.	
MATING DAY: Puppies are conceived.	
DUE DATE: Puppies are born.	
ADOPTION DAY: Puppies are 8 weeks old.	
PLANNING + PREPWORK	
Vet appointment for Mom to make sure she's fit to breed	
Decide what breed of puppies you will have	
Find a stud	
Interview breeders and decide on a stud	
HEAT CYCLE + BREEDING	
You may be noticing signs that she's in heat	
Dab her vulva periodically to check bleeding. Keep the stud's owner up to date on expected timing	
The bleeding should have faded to a pinkish-red by the ninth or tenth day after it begins.	
Playdate: Time for coitus - Around this time of her heat cycle, your dog should be willing to allow a male to mount her.	

DATES AUTO-POPULATE HERE

Budget and Profit Calculator

What will be your average cost per puppy? **\$2,000**
 If you have 6 puppies, you can expect to make between
 Based on your actual costs, you can expect to make

ADD PUPPY PRICE HERE

and based on typical investment levels.
 on a litter of 6 puppies.

SEE PROFIT HERE

DYNAMIC COST WORKSHEET	LOW	HIGH	ACTUAL
TOTAL UPFRONT COST			
STUD FEE			
Stud Fee			
SERVICES			
Genetic Testing			
(x2)			
Vaccinations + Worming (per puppy)			
Expense 1			
Expense 2			
Expense 3			
MARKETING			
Domain Name			
Hosting (3 month)			
Expense 1			
Expense 2			
ADOPTION PACKAGES			
Collars (pack of 14)			
Leashes (per puppy)			
Extra Food (per 25-lb bag)			
Blankets (pack of 5)			
Toys (pack of 14)			

SEE ESTIMATED COSTS HERE

LOW INVESTMENT - PROFIT ESTIMATE				
Litter Size	Upfront Costs	Sales	Net Profit	ROI
2				
3				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

TRACK COSTS HERE

HIGH INVESTMENT - PROFIT ESTIMATE				
Litter Size	Upfront Costs	Sales	Net Profit	ROI
2				
3				
4				
5				