



WORKING *with* DOG™

MARKETING GENIUS FOR PETPRENEURS™

101 IDEAS CHECKLIST

101 IDEAS: *for Content & Opt-Ins*

TOP 10's / 5 BEST's / ROUNDUPS

- ☐ 1. Local Dog-Friendly Restaurants
- ☐ 2. Local Dog-Friendly Coffee Shops
- ☐ 3. Local Dog-Friendly Shops
- ☐ 4. Local Dog-Friendly Beaches
- ☐ 5. Local Dog-Friendly Hikes
- ☐ 6. Local Dog-Friendly Camping
- ☐ 7. Local Dog-Friendly Bars / Pubs
- ☐ 8. Local Dog-Friendly Parks
- ☐ 9. Local Dog-Friendly Hotels
- ☐ 10. Best Dog Shops
- ☐ 11. Best Doggy Daycares
- ☐ 12. Best Dog Walkers
- ☐ 13. Best Dog Washes
- ☐ 14. Best Vets
- ☐ 15. Best Trainers
- ☐ 16. Cool Products: Seasonally
- ☐ 17. Cool Products: Local
- ☐ 18. Cool Products: Eco
- ☐ 19. Cool Products: Toys
- ☐ 20. Cool Products: Outdoor
- ☐ 21. Cool Products: Beds
- ☐ 22. Cool Products: Puppy
- ☐ 23. Cool Products: Training
- ☐ 24. Cool Products: Collars/Leads
- ☐ 25. Cool Products: Books
- ☐ 26. Best Dog Books
- ☐ 27. Best Dog Movies
- ☐ 28. Best Dogs in History
- ☐ 29. Best Dogs is Art / Culture
- ☐ 30. Best Dogs in Hollywood

INTERVIEW / SPOTLIGHT

- ☐ 31. Local Dog Biz Owner
- ☐ 32. Local Dog-Friendly Biz Owner
- ☐ 33. Local Chef with Dogs
- ☐ 34. Local Sports personality
- ☐ 35. Local TV personality
- ☐ 36. Local Shelter
- ☐ 37. Local Volunteers

HOW-TO

- ☐ 38. How-to Train (each behavior)
- ☐ 39. How-to Wash (at home)
- ☐ 40. How-to Scent
- ☐ 41. How-to Do Tricks
- ☐ 42. How-to Teach 'speak'
- ☐ 43. How-to Hike / Camp
- ☐ 44. Basic Puppy How-to's
- ☐ 45. Basic Photography How-to's
- ☐ 46. Basic RAW feeding How-to's
- ☐ 47. Basic Trick How-to's
- ☐ 48. Basic Scent-work How-to's
- ☐ 49. Basic Agility How-to's
- ☐ 50. Basic Good Citizen How-to's

INFOGRAPHICS

- ☐ 51. Canine Cognition
- ☐ 52. Canine Body Language
- ☐ 53. Canine Nutrition
- ☐ 54. Canine Disease



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INFOGRAPHICS continued...

- ☐ 55. Canine Health (seasonal)
- ☐ 56. Popular Dog Names
- ☐ 57. Travel with Dogs
- ☐ 58. Camping with Dogs
- ☐ 59. Moving with Dogs
- ☐ 60. Sports with Dogs
- ☐ 61. Dog Law (property)
- ☐ 62. Dog Legislation (gov)
- ☐ 63. Dog Overpopulation
- ☐ 64. Dog Vaccination
- ☐ 65. Dog Breeds
- ☐ 66. Dog Development / Psych
- ☐ 67. Dog Vaccination
- ☐ 68. Dog Issues (separation anxiety)
- ☐ 69. Dog Issues (fireworks/noise)
- ☐ 70. Dog Issues (need-of-space)

D.I.Y

- ☐ 71. D.I.Y. Dog Toy
- ☐ 72. D.I.Y. Dog Bed
- ☐ 73. D.I.Y. Dog Leash/Collar
- ☐ 74. D.I.Y. Dog Room / House
- ☐ 75. D.I.Y. Dog Crate Cover
- ☐ 76. Recipes: Dog Treats
- ☐ 77. Recipes: Dog Food
- ☐ 78. Recipes: Doggy Ice Cream
- ☐ 79. Recipes: Dog balm
- ☐ 80. Recipes: Flea treatment
- ☐ 81. Recipes: Dog Shampoo
- ☐ 82. Hacks for Dogs in the office
- ☐ 83. Hacks for Dogs in cars
- ☐ 84. Hacks for Dogs at home alone
- ☐ 85. Hacks for Dogs in cars

TIMELY / SEASONAL

- ☐ 86. Dog-Friendly Events
- ☐ 87. Dog Shows
- ☐ 88. Dog Mom Gifts
- ☐ 89. Dog Dad Gifts
- ☐ 90. New Baby + Dog Gifts
- ☐ 91. Dog Lovers Xmas Gifts
- ☐ 92. Dog Xmas Gifts
- ☐ 93. Dog Lovers Xmas Gifts
- ☐ 94. Doggy Holiday Decorations
- ☐ 95. Dog Safety (seasonal)
- ☐ 96. Doggy Weekend Getaways

MEDIA

- ☐ 97. Best Dog Magazines
- ☐ 98. Best Dog Podcasts
- ☐ 99. Best Dog TV Shows
- ☐ 100. Best Dogs on YouTube
- ☐ 101. Best Dogs on Instagram