



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 behaviour)
- 39. How-to Wash (at home)
- 40. How-to Massage
- 41. How-to Exercise with your dog
- 42. How-to Draw your dog
- 43. How-to Choose décor for Dog
- 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