



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

Start a **Homemade Dog Treats Business!**

Bake simple, healthy treats that dogs go crazy for — and their owners happily pay for.

Ages 8 - 14

Best for: **THE MAKER** entrepreneur type

Dog Owners Spend Like **CRAZY** on Their Pets 🐾

Here's a number that should make you sit up: **Americans spend over \$60 billion a year on their pets** — and treats are one of the fastest-growing categories. Pet parents are reading ingredient labels more than ever. They want to know exactly what's in their dog's food. When you can hand someone a treat bag and say "It's peanut butter, oats, and pumpkin — that's it," their eyes light up. You're not competing with Milk-Bones. You're offering something better: fresh, healthy, homemade treats from a local kid they trust. Dog owners will drive across town for that.

<\$15

STARTUP COST

\$5-8

PER TREAT BAG

70%+

PROFIT MARGIN

💰 The Repeat Customer Machine

Here's the beautiful thing about dog treats: **dogs eat them and they're gone**. Unlike a bracelet or a painted rock (which a customer buys once), dog treats get consumed. That means every customer comes back — weekly, biweekly, or monthly. One neighborhood with 10 dog owners buying a \$6 bag every two weeks is \$120/month in recurring income. That's the power of a consumable product. You don't need to constantly find new customers — you just need to keep your existing ones happy (and their dogs happier).

✅ Why Dog Treats Are a Brilliant First Business

- ✓ Ingredients are cheap — peanut butter, oats, pumpkin, flour, eggs
- ✓ One batch makes 30-50 treats in under an hour of work
- ✓ Consumable product = guaranteed repeat customers
- ✓ Dog owners talk to each other — word of mouth spreads FAST at dog parks
- ✓ You can sell at farmers markets, pet stores (on consignment), and door-to-door
- ✓ Seasonal flavors keep things fresh (pumpkin in fall, peppermint in winter)

🦷 Treat Flavors Dogs Love



Peanut Butter Bites



Pumpkin Crunchies



Banana Oat Cookies



Blueberry Bones



Sweet Potato Chews



Cheese Crackers

👁️ Sneak Peek: From the Full Guide

"The 'Sample Bag' strategy is the fastest way to get your first 10 customers. Bake a big batch of your best recipe, then bag 3-4 treats in small cellophane bags with a cute label and your contact info. Walk your neighborhood and hand them out FREE to every dog owner you see. Say: 'Hi! I make homemade dog treats with all-natural ingredients. Can I give your dog a free sample?' Dogs will go nuts. Owners will see their dog's reaction. Within a week, at least half of those people will contact you to buy a full bag."

The Full Startup Guide Covers:

- ✓ 5 vet-approved recipes that use only dog-safe ingredients
- ✓ The complete list of ingredients that are TOXIC to dogs (critical knowledge)
- ✓ The "Sample Bag" strategy to get your first 10 customers fast
- ✓ Packaging, labeling, and shelf life — how to keep treats fresh
- ✓ Pricing by bag size, flavor, and subscription models
- ✓ Selling at farmers markets and getting into local pet shops
- ✓ Seasonal flavors calendar — what to bake and when
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

Ready to Bake Your Way to Business? 🐾

Happy dogs. Happy owners. Happy bank account. The treats practically sell themselves.

NEXT STEP

Homemade Dog Treats Complete Startup Guide

8 pages covering 5 recipes, toxic food safety, the Sample Bag strategy, packaging, pricing, selling channels, seasonal flavors, and your first-week plan.

\$7.99

instant download

[Get the Full Guide →](#)

THE FULL ADVENTURE

Little Leaders LaunchPad Activity Book

The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

\$24.99

on Amazon

[Get the Book on Amazon →](#)

Parents: This guide takes food safety very seriously. All recipes use only vet-approved, dog-safe ingredients, and we include a complete list of toxic foods to NEVER use (chocolate, xylitol, grapes, onions, garlic, macadamia nuts, etc.). All baking should happen with parental supervision, especially oven use for younger kids (ages 8-10). We recommend parents review all recipes before baking and help with ingredient sourcing. Treats should be stored properly and labeled with ingredients for allergy-aware pet owners. This business teaches kitchen skills, food safety, and responsibility.