



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

Start a Personalized Pet Accessories Business!

Pet parents want their fur babies to look special. You make that happen — with a personal touch.

Ages 10 - 14

Best for: THE MAKER entrepreneur type

Pet Parents Will Pay Anything for Their Babies 🐾

Here's what you need to know about pet owners: **they treat their pets like family**. Americans spent over \$136 billion on their pets last year, and personalized products are the fastest-growing segment. A plain dog bandana costs \$3 at a store. A bandana with their dog's name hand-painted or embroidered on it? That's \$10-15 — and they'll buy three in different colors. Pet accessories with a personal touch feel special in a way that mass-produced products never can. And you, the creative kid who can add that personal touch, just found a VERY profitable niche.

< \$20

STARTUP COST

\$8-20

PER ITEM

65%+

PROFIT MARGIN

♥ The Emotional Selling Advantage

People don't buy personalized pet accessories because they NEED them — they buy them because they **love their pets and want to show it off**. That's emotional buying, and it's the most powerful kind. When someone sees their dog's name beautifully written on a bandana, they don't think about price. They think about how cute Bella is going to look wearing it. This emotional connection means customers rarely haggle, frequently buy multiples, and always come back for gifts and seasonal designs.

✅ Why Personalized Pet Gear Sells

✓ Every pet has a name — and every owner wants to see it on something cute

✓ Plain bandanas, collars, and tags are cheap wholesale — personalization adds value

✓ Dog parks, pet stores, and groomers are all potential sales channels

✓ Holiday themes drive repeat purchases (Halloween, Christmas, 4th of July)

✓ Pet owners show off their purchases on social media — free advertising

✓ Multi-pet households buy one for EACH pet

🎀 Products You Can Personalize



Custom Name Bandanas



Hand-Stamped ID Tags



Treat Jar Labels



Pet Portrait Ornaments

🔓 Sneak Peek: From the Full Guide

"The 'New Pet Welcome Pack' is your highest-value offer. When someone in the neighborhood gets a new puppy or kitten (and people ALWAYS post about it on social media), reach out and offer a 'Welcome Home Pack': a personalized bandana with the pet's name, a hand-painted food bowl label, and a cute pet ornament — bundled for \$25-30. New pet owners are in full shopping mode already and will happily pay for something this thoughtful. One welcome pack per month adds \$300+ per year to your income."

The Full Startup Guide Covers:

✓ 5 personalization techniques: hand-painting, fabric markers, stamps, stencils, beading

✓ Where to buy blank bandanas, tags, and accessories cheaply in bulk

✓ The "New Pet Welcome Pack" premium bundle strategy

✓ Pricing: individual items vs. bundles vs. seasonal collections

✓ Selling at dog parks, pet stores (consignment), and online

✓ Seasonal designs that drive repeat purchases all year

✓ Taking custom orders and managing turnaround time

✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

Unlock the Full Guide →

Ready to Make Every Pet the Best-Dressed on the Block? 🐾

Pet owners spend with their hearts. Your creativity speaks their language.

NEXT STEP

Pet Accessories Complete Startup Guide

8 pages covering 5 techniques, sourcing, the Welcome Pack strategy, pricing, selling channels, seasonal designs, custom orders, 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: All pet accessories in this guide use pet-safe, non-toxic materials. We specifically cover which paints, markers, and materials are safe for (items) pets will wear or interact with. Fabric markers and acrylic paints used on bandanas should be heat-set (ironed) to be wash-safe — parents should handle ironing for younger kids. For selling at dog parks or pet stores, a parent should accompany kids ages 10-12. This business teaches creativity, customer service, and the art of personalization.