



## Starting Your Cooper's Scoopers Business

### Business Essentials

#### OBTAIN EIN

- Apply for an Employer Identification Number (EIN) from the IRS at [IRS.gov](https://www.irs.gov).

#### BUSINESS LICENSE

- Check with city, county, and state agencies for required business licenses and permits.

#### DBA (Doing Business As)

- Register your business under the appropriate DBA.
- (Fictitious Name DBA) Every entity should be set up with Doing Business as Cooper's Scoopers and your city or a 4-digit number you choose for example DBA Cooper's Scoopers Virginia Beach 1234

#### SALES TAX

- Verify sales tax requirements with local and state authorities.
- Integrate with your CRM.

#### INSURANCE

- Obtain quotes for liability, workers' compensation, auto, and any other state/county-mandated insurances. Options Below:
  - [Pet Care Insurance for Pet Business Professionals | PCI](#)
  - State Farm
  - Clearview Insurance
  - Chubb
  - Progressive
  - Farm Bureau

#### ACCOUNTING

- Set up payroll and bookkeeping services.
- Contact Lisa Baker with Ledgers at 407-906-3890 or [lbaker60103@ledgersusa.com](mailto:lbaker60103@ledgersusa.com).



## **BUDGET**

- Create three budget scenarios: best, worst, and average.

## **Operations Setup**

- Jobber Set Up

## **BUSINESS OPERATIONS**

- **Phone & Voicemail:** Set up a business phone and email number to [hello@coopersscoopers.com](mailto:hello@coopersscoopers.com).
- **Market Research:** Research other pet waste removal businesses and pricing structures using our pricing homework guide.
- **Starter Kit:** Purchase initial supplies from vendors.
- **Order Tech:** Secure necessary technology (iPads, phones, and payment platforms).
- **Scheduling:** Begin scheduling once ads are launched, staff is hired, and the vehicle is secured.
- **Soft Launch:** Start with friends and family before servicing actual clients.

## **Marketing & Community Engagement**

### **SOCIAL MEDIA**

- Use SOCi for social media management.
- Post regularly on Facebook and Instagram.
- Build engagement and a strong online presence.

### **BIO & HEADSHOTS FOR PR**

- Submit a brief bio with a preferred photo to [hello@coopersscoopers.com](mailto:hello@coopersscoopers.com).

### **MARKETING PLAN**

- Utilize Cooper's Scoopers templates to create a One-Page Marketing Plan and submit for approval.

### **STRATEGIC VEHICLE PLACEMENT**



- Position company vehicles in high-traffic areas such as parks and pet-friendly businesses.

#### **LAUNCH ADS**

- Start advertising campaigns ~3 weeks before opening.
- Target all relevant zip codes in your service area.

#### **COMMUNITY INVOLVEMENT**

- Attend local community and pet-friendly events to build brand awareness.

#### **CLIENT GIVEAWAYS**

- Offer promotional items from suppliers listed on Cooper's Scoopers vendor platform.

### **Fleet Management**

#### **SECURE VEHICLE**

- Leasing options through our partner, D&M Leasing.
- Pick-Up Truck is Required to operate your business.
- Make and Model recommendations:
  - Ford Maverick
  - Toyota Tacoma
  - Nissan Frontier
  - Honda Ridgeline
  - Chevrolet Colorado
- Ensure that your vehicle complies with current emission standards based on its manufacturing year. Additionally, confirm that the vehicle is in optimal physical and working condition.
- Submit Photos of your vehicle as well as mileage prior to purchasing your vehicle to [hello@coopersscoopers.com](mailto:hello@coopersscoopers.com)

#### **SECURE VEHICLE INSURANCE**

- Obtain vehicle insurance before any vehicle modifications.

#### **VEHICLE WRAP**

- Take and submit four photos (all sides and VIN) to AG Wraps.
- Schedule installation with Jason & Julie at [jason@agwraps.com](mailto:jason@agwraps.com) or call 757-548-5255.



## **STOCKING SUPPLIES**

- Equip the vehicle or storage facility with necessary supplies, including those from the starter kit.

## **Hiring & Staffing**

### **JOB POSTING**

- Use a pre-approved job description to attract candidates.
- Update the job post as necessary to fit your location's needs.

### **SOCIAL MEDIA HIRING**

- Post hiring announcements and updates on social media.
- Maintain a professional and engaging online presence to attract top talent.

### **INTERVIEWS**

- Review applications and schedule interviews.

### **AUTO INSURANCE**

- Ensure all employees added to company vehicle insurance have clean driving records.

### **OFFER LETTERS**

- Provide new hires with an official offer letter detailing compensation, schedule, and start date.

### **BRAND PROTECTION AGREEMENT**

- Use the staffing agreement template from Cooper's Scoopers to ensure brand compliance and employee expectations.