

BUSINESS IN A BOX

Client Launch Kit

Scripts, checklists, and the real numbers for starting a pet waste side hustle. Written by someone who has done this, for someone who is thinking about doing it.

● 7 Day Launch Timeline

● Talk Tracks & Copy

● Ops Playbook



Emerald

Amber

Slate

Sage

What this actually is

You walk a yard on a set day, bag the dog waste, take a photo, and leave. Neighbors book on your Scoopie page, pick weekly, every other week, or just when it gets bad, and pay after you scoop. You do not need a shop, a franchise, or a truck full of machines.

Scoopie is the signup page, the visit reminders, SKIP, the proof photo, and Stripe. You bring the neighborhood and the scooper. That is the whole split.

Why startup stays cheap

This is one of the cheapest side hustles in the family. You need a scooper, bags, gloves, sanitizer, and a sealed tote in the car. A few hundred dollars gets you going. Door hangers and flyers are nice. They are not required.

What you buy	Need it?	What it usually costs
Scooper (rake and pan, or a claw) plus a backup	Yes	\$20 to \$40. Hardware store or Amazon is fine.
Heavy bags, nitrile gloves, sanitizer, disinfectant spray	Yes	\$30 to \$60 to start. Restock as yards fill.
Sealed tote or bucket for the car	Yes	\$15 to \$30. Never leave loose bags on a seat.
Boots, a cap, and a phone for photos and gate codes	Yes	Use what you already have.
Door hangers	No	\$40 to \$60 if you want them. Skip them if you are talking to dog owners you already know.
Flyers	No	\$30 to \$50 at home or a local print shop.

What 5 weekly yards actually pay

Scoopie starts you at about **\$20 a visit** for the first dog, **\$5 more** for each extra dog, and about **\$45** for a first clean (yards that have been sitting). You set what your streets will pay.

Five weekly yards at \$20 is about **\$100 a week**, or about **\$400 a month**, before extra dogs and first cleans. That is proof, not a ceiling. Ten weekly yards is about \$800 a month. After bags and gas, most of that is yours minus Stripe and Scoopie's 1% fee.

Recurring weekly work beats one off "please come once." Get 5 families who stay. Then add the next street.

Who this is for

Stay at home parents

Yards do not need a 6 AM alarm. Scoop after drop off. Back before pickup.

Neighborhood connectors

Dog park, Nextdoor, HOA chat. Those rooms are your first five yards.

Retirees & outdoor types

Stay moving, help busy pet parents, keep a tight local area on your hours.

Your first week, explained

Days 1 to 3 are setup. Days 4 to 7 are momentum. Do not skip the dog owners you already know.

Day 1	Claim your Scoopie page, name the business, set visit rates
Day 2	Connect Stripe and pack your scooper kit
Day 3	Snap local photos and get print pieces ready
Day 4	Coming Soon warm outreach
Day 5	We are Live announcement and optional hanger drop
Day 6	Secure your first 5 founding yards
Day 7	First scoops, proof photos, first reviews

Day 1

Claim your Scoopie page, name the business, set visit rates

Do this on a laptop. Name the business, finish your profile, set base visit, extra dog, and first clean prices, and claim [hiscoopie.com/\[YOUR-SLUG\]](https://hiscoopie.com/[YOUR-SLUG]).

Day 2

Connect Stripe and pack your scooper kit

Finish Stripe Express so payouts can land. Pack scooper, bags, gloves, sanitizer, and a sealed tote. Confirm how your city wants bagged pet waste in the trash. Never dump it in a storm drain.

Day 3

Snap local photos and get print pieces ready

Take 4 or 5 phone photos from the shot list in Getting Set Up. Drop them into flyers and hangers if you are printing any.

Day 4

Coming Soon warm outreach

Text and email 15 to 20 friends, neighbors, and sports parents who have dogs. Post a Coming Soon note on your own social.

Day 5

We are Live announcement and optional hanger drop

Post Nextdoor and the We are Live captions. Hang 25 to 50 door hangers only on streets where you actually see dogs in the yard.

Day 6

Secure your first 5 founding yards

Follow up with anyone who replied. Push weekly over a one time rescue. Recurring is the business.

Day 7

First scoops, proof photos, first reviews

Walk the yard, bag the waste, snap the completion photo in Scoopie, then send the review text. They get billed **after** you scoop, not before.

Computer first, then your phone

Name, rates, Stripe, and ZIP codes on a laptop. Adding the site to your phone comes after that.

Desktop

Open **hiscoopie.com**, click Login, and finish setup in a full browser. Rate card, Stripe, and templates are much easier on a real screen.

iPhone

Open **hiscoopie.com/[YOUR-SLUG]** in Safari. Tap Share (the square with the up arrow). Tap Add to Home Screen.

Android (Chrome)

Open **hiscoopie.com/[YOUR-SLUG]**. Tap the 3 dots in the top right. Tap Add to Home Screen or Install App.

Must have in the first buy

- A sturdy scooper and a backup. Things break in wet grass.
- Heavy duty waste bags, nitrile gloves, hand sanitizer, disinfectant spray.
- A sealed tote in the vehicle. Never loose bags on a seat.
- Weather boots, a cap, and your phone for proof photos and gate codes.
- Know your city's trash rules for bagged pet waste. Most municipal carts are fine. Storm drains are never fine.

Colors for anything you make



Lawn Emerald

#00A86B · headlines, buttons



Golden Amber

#F59E0B · badges, the
scooper mark



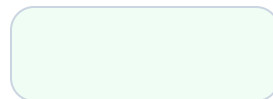
Deep Slate

#0F172A · body text



Fresh Mint

#10B981 · success, done
states



Soft Sage

#F0FDF4 · backgrounds

Keep layouts bright. One job per piece. Local name plus hiscoopie.com/[SLUG] at the top and bottom. Real yard photos beat stock. Skip bathroom humor on a vet counter card. Skip purple AI gradients.

Five photos on your phone

Daylight. No close ups of waste. These go on hangers, posts, and your page.

1. Clean lawn

A tidy backyard after a visit. Green grass, no mess in frame.

2. Your kit

Scooper, tote, and gloves packed in the car. Looks ready, not grim.

3 to 5. You, a gate, a dog (with permission)

You in the neighborhood, a latch you deal with daily, a happy dog whose owner said yes.

Name it like a neighbor, not a franchise

Scoopie is the software. You are the local name people trust. Keep it easy to say, spell, and type.

Simple structure

[Neighborhood / Landmark / Town] + [Scoopie / Yard Scoop / Pet Waste Co.]

Examples that work

Scoopie Miramar Beach

Coosa Valley Scoopie

Oak Mountain Yard Scoop

Northwood Pets

Do

- Use a name people already say for your streets or town.
- Keep it short enough to text without thinking.

Do not

- Sound like a factory. Citywide Waste Solutions is a no.
- Lean only on bathroom jokes. A vet will not put that on the counter.

Webfront taglines

Pick one for [hiscoopie.com/\[YOUR-SLUG\]](https://hiscoopie.com/[YOUR-SLUG])

1. **Relief:** “We scoop. You don’t.”
2. **Local:** “Your neighborhood’s favorite way to get the yard back.”
3. **Health:** “A clean yard is a health issue, not a nicety.”
4. **Plain:** “Weekly, every other week, or when you need us. Photo when we’re done. Skip anytime.”

Instagram bio

Pet waste pickup in [NEIGHBORHOOD]
Weekly, every other week, or on demand
Photo proof. Skip any week.
Book: [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG])

Facebook About

Welcome to [BUSINESS NAME]! We are a local pet waste pickup powered by Scoopie, serving busy dog owners in [NEIGHBORHOOD / TOWN]. We walk the yard on a cadence you choose, bag the waste, send a photo when we are done, and bill after the visit. No long contracts. Skip a week by text. Book at [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG]).

Nextdoor profile

Hi neighbors! I'm [YOUR NAME], long time resident of [NEIGHBORHOOD] and founder of [BUSINESS NAME]. We help busy local dog owners get the backyard back. Weekly scoops, a proof photo, no contract. Message me or tap [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG]).

Brand reminder

Pair your local name with Scoopie: “[BUSINESS NAME], powered by Scoopie.” Your page lives at [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG]).

What to say out loud

Dog park, school drop off, or a driveway chat.

30 SECOND PITCH

"Hey, real question. How's the backyard looking with the dogs? I just started a local pet waste pickup called [BUSINESS NAME]. I come on a set day, scoop the yard, send you a photo when I'm done, and you don't lift a finger. Weekly, every other week, or just when it gets out of hand. No long contract. Skip a week by text. I'm taking on first yards this week if you want a spot."

WHAT IS SCOOPIE, FOR FAMILIES

"Scoopie is yard scooping for busy dog owners. You pick weekly, every other week, or on demand. We walk the yard, bag the waste, and send a photo when we're done. You're billed after the visit, not before. Skip a week anytime. Use us so kids, guests, and bare feet can actually use the grass again. See Pricing & FAQ if they ask about plans."

When they push back

1. Price. "I can just do it myself."

"You can. Most of our customers used to. Then piles stack up between work, kids, and dark evenings, and somebody steps in it. A weekly visit is often about the same as a lunch out, and you get the yard back without the 20 minute hunt. No contract. Skip any week you don't need us."

2. Trust. "A stranger in my backyard?"

"I'm your neighbor, not a random national van. You add gate codes and dog notes in the app. I send a photo every visit so you know it was done, even if you're at work. If a dog is loose or aggressive, I skip the yard and we reschedule. Your safety and mine both matter."

3. Habit. "We already pick it up."

"Most of our families still grab the obvious piles on a walk. They use us for the rest. The backyard they stopped looking at, the corners by the fence, the week they were out of town. Left waste attracts pests and isn't great for kids or other dogs."

4. Schedule. "What if I'm not home?"

"You don't need to be. Leave the gate unlocked or drop the code in your Scoopie notes. We scoop, take a photo, and you're billed after. The night before your visit you'll get a reminder text. Out of town or the yard is already clean? Reply SKIP. That visit is cancelled and you aren't charged. STOP is how you unsubscribe from texts entirely."

5. First clean. "Why is the first visit more?"

"The first visit is a real cleanup, not a maintenance pass. Yards that have been sitting take longer. After that, weekly or every other week is the lower locked rate. If the first clean is a true hazard, we may adjust once we've seen the yard, then lock the regular visit price."

The two pitches that get you running

VET, GROOMER, PET STORE, TRAINER, HOA

"Hey [OWNER NAME]! I live right up the street in [NEIGHBORHOOD]. I'm starting a local pet waste pickup, [BUSINESS NAME], so busy dog owners don't have to hunt the backyard every week. Families book on my Scoopie page. I scoop, send a photo, and bill after the visit. I'd love to leave a small stack of cards at your counter and offer your clients \$[DISCOUNT] off their first clean."

NEIGHBOR HELPER

"Hey [NAME]! I'm launching pet waste pickup called [BUSINESS NAME] and thought of you. I need help with daytime yard

Your money, then theirs

How you should think about it

Families see an instant quote on your Scoopie page: dogs plus cadence. First visit uses the first clean price. Recurring visits use the locked per visit rate. Extra dogs add a small bump. You scoop first. Then the card on file is charged.

Scoopie's starting point is **\$20** for the first dog each visit, **\$5** per extra dog, and **\$45** for a first clean or on demand rescue. Raise it if your neighborhood will pay more. Families pay you through Stripe. Stripe takes its card fee. Scoopie's 1% platform fee comes out through Stripe Connect.

No long contract. They pay per visit. SKIP cancels that visit only. STOP unsubscribes from texts. Say that once. If it comes up again, point them here.

Weekly / every other week (easy to explain)

"\$[BASE_VISIT] covers the first dog each visit. Each extra dog is \$[EXTRA_DOG]. Most families start weekly so the yard never gets ahead of them."

First clean / on demand

"The first visit is \$[FIRST_CLEAN] because it's a real cleanup, not a maintenance pass. One off rescues use that same first clean fee."

Answers families ask most

Q: How do I book?

A: Create a free account on [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG]), tell us how many dogs and weekly / every other week / on demand, and we lock the quote. We scoop first, then charge the card on file.

Q: Do I have to sign a contract?

A: No. Stay as long as the yard stays nicer. Skip a week by replying SKIP to the reminder text. STOP unsubscribes you from Scoopie texts entirely.

Q: Do I need to be home?

A: No. Share gate codes, dog notes, and where not to go in your profile. We'll send a photo when the visit is done.

Q: What if it rains?

A: Light rain is fine. If storms or lightning make a yard unsafe, we skip and you aren't billed for that visit. We'll catch the next cadence day.

Q: Why does leftover waste matter?

A: It's not just ugly. Pet waste can spread parasites, attract pests, and ruin shoes, kids' play, and other dogs. A regular scoop is a health habit, not a luxury.

Your first 10 yards

The first ten come from people you can text, not from a billboard.

Step 1. The personal 5

Text 10 friends, neighbors, or dog park contacts using the SMS in the swipe file. Aim for 5 founding weekly yards in the first three weeks.

Step 2. The Nextdoor drop

Post Nextdoor Variant 1 Monday 8:00 AM or Sunday 7:00 PM in your neighborhood group.

Step 3. Hanger walk (optional)

Walk 50 homes on streets where you actually see dogs. Hang door hangers if you printed them.

Step 4. First scoop done right

Whole yard, bagged waste off the property, proof photo, then the review text.

Visit day checklist

- ☐ Pull the day's yards in Scoopie. Confirm dog count, gate codes, and notes.
- ☐ Pack scooper, bags, gloves, sanitizer, and empty tote space.
- ☐ Walk the whole yard, not just the obvious path.
- ☐ Bag it, seal it, photo from a clean angle (no waste close ups).
- ☐ Send the done photo. Charge happens after the visit. Dispose of bags per city rules.

If they come outside

YARD GREETING

"Hi [CLIENT_NAME]! I'm [YOUR NAME] with [BUSINESS NAME]. I'm doing today's scoop. I'll send a photo when I'm done. If anything looks off in the yard, text me. Thanks for trusting us with it!"

Waitlist (outside your area)

OUTSIDE YOUR ZIP / NEIGHBORHOOD

"Hi [NAME]! Thanks for reaching out to [BUSINESS NAME]. Right now we cover [NEIGHBORHOOD / ZIP CODE], so we aren't scooping on [THEIR STREET] yet. I added you to the waitlist. When we get 3 more families in your pocket of town, we'll open that area. Drop your email here to stay first in line: [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG])."

Keep it clear so you can sleep

Say what you do. You scoop yards. You are not a vet, a trainer, or a landscaper.

No contracts

They pay per visit on [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG]). See Pricing & FAQ.

Point to platform terms

Your page links to Scoopie's Terms. SKIP cancels one visit. STOP ends texts. Aggressive dogs: skip the yard and reschedule.

Carry your own insurance

Keep general liability and valid auto insurance on any vehicle you use. You are on other people's property with dogs present. Scoopie does not buy this for you.

Scoopie is not your insurer

Scoopie / Mahy Group LLC is not on the hook for bites, wrecks, or claims from your (or a helper's) mistakes, and does not pay customer claims for you.

What not to promise

- **Every pile, every time, in tall grass after a storm.** Say: "We walk the whole yard. Hidden waste in thick cover can get missed."
- **Exact minute arrival.** Say: "We scoop on your visit day in a daytime window."
- **Vet advice or lawn treatment.** Say: "We remove waste. We don't diagnose pets or treat turf."
- **Dumping anywhere convenient.** Bag it. Follow city trash rules. Never storm drains.

Website footer one liner

Pet waste visits provided by [BUSINESS NAME] are subject to terms at hiscoopie.com/terms. Visits are billed after completion. SKIP cancels that visit only.

On you, not on Scoopie

- **No profit promise.** Scoopie gives you software, brand files, and this roadmap. It does not guarantee a dollar amount.
- **Supplies and fuel are yours.** Bags, gloves, gas, and replacements come out of your pocket.
- **Marketing is your job.** The model works when you actually talk to dog owners on your streets.

Print this. Cross it off.

This is Launch Day. Most of this maps to Day 5 of the timeline. Your kit should already be in the car.

1 to 2 days before

- ☐ Scooper, backup scooper, bags, gloves, sanitizer, sealed tote packed.
- ☐ Scoopie URL claimed (hiscoopie.com/[SLUG]) and profile done.
- ☐ Stripe Connect linked so payouts can land.
- ☐ Visit rates set: base, extra dog, first clean.
- ☐ Flyers or hangers printed only if you chose them. Custom link and local photos on them.

Launch morning

- ☐ **8:00 AM:** Publish We are Live on Nextdoor (swipe file, Variant 1).
- ☐ **8:30 AM:** Publish We are Live graphics and the Instagram Stories sequence.
- ☐ **9:00 AM:** Text the SMS invite to 15 local friends and neighbors with dogs.
- ☐ **10:00 AM:** Hang 25 to 50 door hangers on dog heavy streets if you printed them.

Afternoon and evening

- ☐ Answer comments, DMs, and texts using Talk Tracks.
- ☐ Confirm first bookings in your Scoopie dashboard.
- ☐ Stage the car for the first scoop day.
- ☐ Take the win. You launched a pet waste side hustle.

Scoopie HQ · For people building this in their own neighborhood · hiscoopie.com

Grab what you need

You do not need to use all of these. Pick the pieces you will actually send this week.

When to post or drop

Type	Best time	Where
Nextdoor	Sunday 6pm to 8pm, or Monday 7:30am	Your local neighborhood group
Door hangers	Tuesday to Thursday, 9:00am to 11:30am	Streets where you see dogs in the yard
Instagram Stories	Monday morning and Thursday afternoon	Personal and business Stories. Use a poll and a link.
Forwardable text	Sunday 2pm to 5pm	10 to 15 friends, PTA parents, dog people
Neighborhood flyer	Saturday morning or after school drop off	Vet, groomer, pet store, coffee shop, dog park kiosk

Nextdoor Variant 1. Launch day

Hi neighbors! Real question... is anyone else's backyard winning the war right now?

I started [BUSINESS NAME], a local pet waste pickup for [NEIGHBORHOOD] (powered by Scoopie).

How it works:

1. You pick weekly, every other week, or just when it gets bad.
2. I walk the yard, bag it, and send a photo when I'm done.
3. You're billed after the visit. Skip a week by text.

No long contract. I'm capping launch so I can keep this personal. Grab a spot:
[hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG])

Nextdoor + social captions

Nextdoor Variant 2. Bare feet season

Kids in the grass again? Guests coming over this weekend?

Don't spend Sunday night hunting the backyard. Let [BUSINESS NAME] handle the scoop.

We come on a set day, bag it, send a photo, and bill after. Weekly or every other week.

Book: [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG])

(Local owner: [YOUR NAME], serving [NEIGHBORHOOD])

Caption 1. The minefield

The backyard minefield is real. Your Saturday isn't.

Stop spending off hours hunting piles. [BUSINESS NAME] scoops in [NEIGHBORHOOD], sends a photo, and bills after the visit.

Link in bio. [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG])

#Scoopie #PetWaste #[NEIGHBORHOOD]Dogs #YardBack

Caption 2. Photo when we're done

You don't have to be home. You don't have to wonder if it got done.

[BUSINESS NAME] scoops the yard and texts a photo. Skip any week. No long contract.

Book this week: [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG])

Caption 3. How it works

3 steps to a yard you can actually use with [BUSINESS NAME]:

1. Book weekly, every other week, or on demand.
2. We scoop and send a photo.
3. You're billed after the visit.

No long contracts. Serving [NEIGHBORHOOD] dog owners. Link in bio.

Caption 4. First clean

Yard been sitting? Vacation pileup? That's a first clean, not a maintenance pass.

Book the cleanup in [NEIGHBORHOOD], then lock a weekly visit so it never gets that far again.

Grab a day: [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG])

Stories, texts, email

Instagram Stories (5 frames)

Frame 1. Hook

Visual: Back door and a patch of grass (no waste close up).

Overlay: “Be honest... how long since you really walked the whole yard?”

Sticker: Poll. This morning / Don’t ask

Frame 2. Idea

Visual: Your scooper kit packed in the tote.

Overlay: “What if the yard was done before you got home from work?”

Frame 3. Reveal

Visual: Clean lawn, phone with a “done” photo on screen.

Overlay: “We scoop. We send a photo. You get the yard back.”

Frame 4. Freedom

Visual: Kids or guests on grass (your family, or a customer who said yes).

Overlay: “No long contract. Skip any week. Help when you need it in [NEIGHBORHOOD].”

Frame 5. Ask

Visual: Emerald and amber graphic.

Overlay: “Save \$[DISCOUNT] on your first clean. Tap below.”

Link sticker: hiscoopie.com/[SLUG]

Forwardable text

Hey [NAME]! I just launched a pet waste pickup for our neighborhood called [BUSINESS NAME] (powered by Scoopie). I come on a set day, scoop the yard, send a photo, and bill after. Weekly or every other week. First clean \$[DISCOUNT] off with code [CODE]: hiscoopie.com/[SLUG]

Email to friends

Subject: A quick favor (and a backyard shortcut)

Hi [NAME],

I hope your week is off to a decent start.

I launched a local business for dog owners here in [NEIGHBORHOOD] called [BUSINESS NAME] (powered by Scoopie).

Pet waste pickup. You pick weekly, every other week, or on demand. I walk the yard, bag it, send a photo, and bill after the visit.

No long contract. Skip a week by text.

I'd love for you to try it. \$[DISCOUNT] off your first clean:

hiscopie.com/[SLUG]

(Promo: NEIGHBOR[DISCOUNT])

Know another dog owner who would want the yard back? Pass this along.

Thanks for supporting local,

[YOUR NAME]

Owner, [BUSINESS NAME]

Text: [PHONE] | Web: hiscoopie.com/[SLUG]

Coming Soon, We are Live, review ask

Coming Soon

Something cleaner is coming to [NEIGHBORHOOD]!

[BUSINESS NAME] is launching pet waste pickup starting [LAUNCH DATE]. Weekly scoops, a photo when we're done, no long contract.

Want in before we fill the book? Drop your email at [hiscoopie.com/\[SLUG\]](mailto:hiscoopie.com/[SLUG]).

We are Live

WE ARE LIVE IN [NEIGHBORHOOD]!

Pet waste pickup is open. We scoop, send a photo, and bill after the visit. Weekly, every other week, or on demand.

First 10 yards save \$[DISCOUNT] on the first clean with code: LAUNCH10

Book: [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG])

After the visit. Review and referral

Hi [CLIENT_NAME]! This is [YOUR NAME] from [BUSINESS NAME]. Today's scoop is done and the photo is in your texts.

If the yard feels like yours again, would you take 30 seconds for a Nextdoor or Facebook review? Word of mouth is how a small neighborhood business grows.

Bonus: Give \$[DISCOUNT], get \$[DISCOUNT]. Share [hiscoopie.com/\[SLUG\]](https://hiscoopie.com/[SLUG]) with a friend in [NEIGHBORHOOD]. When they book their first clean, you both get \$[DISCOUNT] off a visit.

That is the kit

Read sections 1 through 9 in order. Use this swipe file when you sit down to post or text. If a family asks about paying or skipping, send them to Pricing & FAQ instead of rewriting it in a caption.

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