



NOVEMBER 1, 2023 | VOLUME 1

Buzzworthy Betches

Meet the Founder

AMY SCHWAB, OWNER AND FOUNDER



Welcome to the very first newsletter of Betches Walking Betches! There is no better time to switch things up than the beginning of Fall. Cheers to new beginnings and fun ways to stay connected!

I often get asked why I started Betches Walking Betches, and what motivated me to leave my 5-year career in the tech industry. When I was about 6 years old, they asked us in school what we wanted to be when we grew up. I proudly stated I wanted to be a veterinarian. Later that evening, my mother broke the sad news to me that veterinarians don't just get to play with animals all day - they have really difficult jobs and tough decisions to make. I was heartbroken, and decided to choose a different career that didn't involve operating on animals.

Now, over two decades later, with years of life experience, financial stability, and the confidence to break away from my extremely demanding desk job, I launched my dream business of caring for animals all day. Not only do I get to spend the majority of my days hanging out with dogs in the beautiful Santa Monica neighborhood, but I'm so proud to be the chosen pet care business for more than 80 animals west of the 405. My inner 6-year old is pinching herself for finally making this dream a reality.

Newsletter Highlights

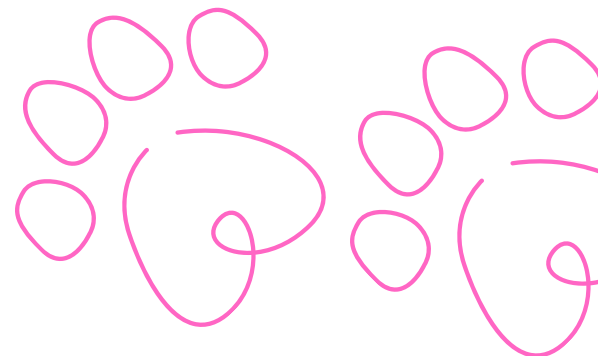
THE FIRST VOLUME

NEWS & UPDATES

PUP OF THE MONTH

TEAM MEMBER OF THE
MONTH

REFER A FRIEND



News & Updates



MEET THIS MONTH'S FEATURED PUP, **LOLA**! SHE WAS OUR VERY FIRST CLIENT IN MARCH, 2023 AND HOLDS A VERY SPECIAL PLACE IN OUR HEARTS.

2024 Calendar

DOES YOUR DOG HAVE WHAT IT TAKES TO BE IN A **CALENDAR**? SUBMIT PHOTOS AND A BRIEF BIO OF YOUR PUP BY SUNDAY, NOVEMBER 12TH. SIMPLY EMAIL **BETCHESWALKINGBETCHES@GMAIL.COM**

FINALISTS WILL BE CHOSEN THE FOLLOWING WEEK AND WINNERS WILL BE NOTIFIED VIA EMAIL ON WEDNESDAY, NOV 15TH



We are a proud partner of PetPocketbook!

Did you know you can use PetPocketbook to make modifications to your scheduled walks, and request new walks? Bookmark the website www.petpocketbook.com



WE RECENTLY LAUNCHED BETCHES WALKING BETCHES IN THE **SAN FRANCISCO AREA AND DALLAS, TX**



WE ARE CURRENTLY CARING FOR 82 CLIENTS IN:
**VENICE
SANTA MONICA
BRENTWOOD**



THIS YEAR WE HAVE COMPLETED **822 WALKS & OVERNIGHT STAYS**



WE HAVE A **5-STAR RATING ON GOOGLE**

Team Member of the Month

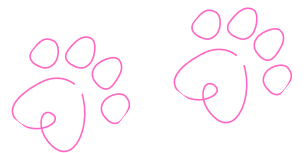


KATIE

CONGRATULATIONS TO **KATIE** FOR WINNING OUR FIRST EVER TEAM MEMBER OF THE MONTH!

OF WALKS COMPLETED: 50
OF RECURRING WALKS EACH WEEK (AKA REPEAT CLIENTS): 12
TEAM MEMBER SINCE: 9/2/23

Katie has been an essential team member for Betches Walking Betches. Although a newer team member, she is far from new to pet care. She is skilled with even the most anxious pups, and is always quick to cover walks when another team member is out. She also helped schedule over **50** walks in October. We are so lucky to have you, Katie!



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