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# The Dog Walkers Club ADVANCED Email:

## Authority & Boundaries Email Pack

***Problem Prevention, not 'Damage Control'***



## Why this pack exists

Most problems with clients don't start with bad intentions.

They start with:

- small exceptions
- unclear expectations
- "just this once" requests
- routines slowly slipping

By the time frustration appears, authority has already leaked.

This pack gives you **calm, professional emails** you can send **before** problems exist — so boundaries feel normal, not confrontational.

## HOW TO USE THIS PACK

- These emails are **not** for arguing
- They are **not** for correcting people emotionally
- They are for **setting the frame**

Use them:

- proactively
- calmly
- without apology

Each email installs the idea:

"This is how things work here — and it's why dogs do well."

### **PACK STRUCTURE**

You get **12 fully written emails**, grouped into **6 boundary categories**.

Each email includes:

- subject line
- full body copy



- belief / boundary being installed (make sure to delete these out, when you copy and paste)

### ◆ CATEGORY 1: ROUTINE PROTECTION

*(When consistency starts slipping)*

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#### **Email 1: Protecting routines**

**Subject:** A quick note about routines

Hi [Name],

I just wanted to share something that helps dogs settle and stay relaxed long-term.

Dogs do best when routines stay predictable — not just on walks, but around timings, handovers, and expectations.

Even small changes can sometimes make dogs feel less sure of what's coming next.

That's why we're careful to keep things consistent wherever possible. It's one of the main reasons dogs settle so well over time.

If anything ever needs to change on your side, just let us know — the earlier we know, the easier it is to keep things calm for [Dog's Name].

— [Your Name]

**Installs:** Routine > convenience

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#### **Email 2: Why consistency matters**

**Subject:** Why consistency matters more than people realise

Hi [Name],

One thing we see again and again is how quickly dogs relax when they know what to expect.



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Same structure.  
Same pace.  
Same handling.

That familiarity builds confidence — and confidence leads to calmer behaviour.

It's why we're quite protective of routines. Not to be inflexible, but because it genuinely benefits the dogs.

Thanks for helping us keep things steady.

— [Your Name]

**Installs:** Professional reasoning for boundaries

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◆ **CATEGORY 2: EXPECTATION RESET**

*(When owners misunderstand how things work)*

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**Email 3: Clarifying how we work**

**Subject:** A quick clarification that helps everyone

Hi [Name],

I just wanted to clarify something that often helps avoid confusion later on.

Our approach focuses on calm, structured walks rather than maximum distance or speed.

That means you might sometimes notice that we:

- move at a steadier pace
- prioritise calm behaviour
- adjust walks based on how dogs are feeling

This isn't a sign something's wrong — it's how we keep walks safe and relaxed long-term.

If you ever have questions about how things look from the outside, just ask.

— [Your Name]

**Installs:** You define what "good" looks like

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#### **Email 4: Reframing expectations**

**Subject:** What good progress usually looks like

Hi [Name],

Progress with dogs often looks quieter than people expect.

Instead of dramatic changes, we usually see:

- smoother transitions
- less tension
- easier settling at home

Those are the signs we look for.

If you ever feel unsure about how things are going, we're always happy to talk it through — clarity helps everyone.

— [Your Name]

**Installs:** Calm progress > visible excitement

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#### ◆ **CATEGORY 3: EXCEPTION PREVENTION**

*(Before "just this once" becomes a pattern)*

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#### **Email 5: Why we avoid exceptions**

**Subject:** A note on exceptions (and why we're careful)

Hi [Name],

From time to time, owners understandably ask for small exceptions.

We're careful with those — not because we want to be difficult, but because dogs rely on patterns.

What feels like a one-off to us can feel confusing to a dog.

That's why we try to keep expectations consistent across the board. It protects the group and helps dogs feel secure.

Thanks for understanding.



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— [Your Name]

**Installs:** Exceptions = confusion

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### **Email 6: Protecting the group**

**Subject:** Keeping things fair for everyone

Hi [Name],

One of our responsibilities is to make sure the whole group stays calm and balanced.

That sometimes means saying no to things that might work for one dog, but disrupt the group dynamic.

This approach keeps walks predictable and safe — which benefits everyone involved.

— [Your Name]

**Installs:** Group safety > individual convenience

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#### ◆ **CATEGORY 4: SCHEDULE & NOTICE**

*(Without apologising)*

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### **Email 7: Advance notice**

**Subject:** A quick note about notice

Hi [Name],

Just a quick note to say that advance notice really helps us keep walks running smoothly.

It allows us to:

- plan calmly
- keep group sizes balanced
- avoid rushing

We know things come up — just letting us know as early as possible makes a big difference.

— [Your Name]



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**Installs:** Planning = professionalism

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### **Email 8: Why last-minute changes are tricky**

**Subject:** Why we try to avoid last-minute changes

Hi [Name],

Last-minute changes can sometimes disrupt the calm rhythm dogs rely on.

That's why we aim to keep schedules steady wherever possible — it helps dogs feel secure and prevents unnecessary stress.

Thanks for helping us keep things predictable.

— [Your Name]

**Installs:** Calm systems > flexibility

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### ◆ **CATEGORY 5: SCOPE OF SERVICE**

*(What you do — and don't do)*

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### **Email 9: What our service focuses on**

**Subject:** What our service is designed to do

Hi [Name],

Our service is designed around one core goal: calm, safe, structured care.

That means we focus on:

- controlled group sizes
- steady routines
- long-term behaviour

There are lots of different styles of dog care — this is simply the one we've found works best for the dogs we walk.

— [Your Name]



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**Installs:** Clear positioning without comparison

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### **Email 10: Staying within our lane**

**Subject:** Staying within what works best

Hi [Name],

We're always happy to answer questions, but we're careful to stay within the areas we know work best for dogs.

Clear boundaries help us deliver consistent care — and that's what dogs respond to most positively.

— [Your Name]

**Installs:** Authority without defensiveness

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### ◆ **CATEGORY 6: PROFESSIONAL RE-POSITIONING**

*(When familiarity starts eroding respect)*

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### **Email 11: Resetting the professional frame**

**Subject:** A quick professional note

Hi [Name],

As relationships settle in, it's natural for things to feel more relaxed.

We just like to keep one thing clear: our role is to provide calm, professional care — not to improvise or react on the fly.

That clarity helps dogs feel secure and keeps everything running smoothly.

— [Your Name]

**Installs:** Professional > casual

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### **Email 12: Why structure protects everyone**

**Subject:** Why structure matters — even when things are going well



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Hi [Name],

When things are going smoothly, it can be tempting to loosen structure.

In our experience, structure is actually what keeps things smooth.

It protects:

- dogs
- owners
- and the service itself

That's why we keep it in place — even when everything feels easy.

— [Your Name]

**Installs:** Structure = care

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### **This Gives you...**

- ✓ Fewer boundary pushes
- ✓ Less resentment
- ✓ More respect
- ✓ Calmer clients
- ✓ Stronger authority
- ✓ Better dogs

This is **insurance**, not extra work.

REMEMBER – You can edit these – or choose not to use any of them, as you wish.