

Thriving Through Menopause



THE PET CARE BUSINESS OWNER'S COMPLETE GUIDE

How to Maintain Energy, Manage
Symptoms, and Grow Your Business
During Life's Most Challenging Transition

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*“Any glimpse into
the life of an
animal quickens
our own and makes
it so much the
larger and better in
every way.”
— John Muir*

ABOUT

I'm Barbie — and I'm so glad you're here!

As a certified **Girls Gone Strong (GGS) Menopause Coaching Specialist** with over ten years of experience in the fitness space, I thought I had all the tools to stay healthy, strong, and energized. When I'm not helping women navigate menopause, I'm running my pet care company, **2 Paws Up Inc**, which has been serving our community since 2003. Between managing a thriving business for over two decades and staying on top of the latest health and fitness trends, I believed I had everything under control.

But when menopause hit, everything changed.

Suddenly I was dealing with stubborn body fat that wouldn't budge despite all my fitness knowledge, increased inflammation throughout my body, and heart palpitations that left me feeling anxious and out of control. Even with all my education and a physically demanding business keeping me active, I felt stuck in a body that didn't feel like mine anymore. That's when my coach (yes, coaches have coaches too!) introduced me to the world of **peptides**. Being brand new to this approach, I was both curious and cautious. We started with micro-dosing a GLP-1, and I'm already beginning to see positive results that have me excited about this journey.

The transformation happening right now:

- The inflammation is decreasing — I'm waking up feeling less stiff and more energetic.
- That stubborn fat is finally starting to disappear — clothes fit better and confidence is returning.
- We're working on improving my sleep quality — because good sleep affects everything else.
- Most importantly, **I'm starting to feel like myself again** — something I wasn't sure would ever happen.

This renewed energy is even helping me show up better for my 2 Paws Up Inc clients and their furry family members! When you feel good in your body, everything else gets easier.

Why This Changes Everything

This personal experience has opened my eyes to the powerful role that peptides can play in helping women not just survive menopause, but **truly thrive** through every season of life. I understand the juggling act of managing responsibilities while your body feels like it's working against you, and I'm passionate about sharing what I'm learning and experiencing firsthand.

My unique combination brings together:

- **20+ years** of successful business ownership, understanding the demands of entrepreneurship during midlife.
- **GGS Menopause Coaching Specialist** certification with a decade of fitness experience.
- **Real-time peptide journey** — I'm not just teaching theory; I'm living the transformation.

I'm here to walk this journey with you — not as someone who has it all figured out, but as someone who's willing to keep learning, growing, and sharing what actually works.

Ready to feel like yourself again? If you're tired of feeling stuck in a body that doesn't feel like yours and ready to explore innovative approaches beyond standard "eat less, exercise more" advice, I'd love to connect with you.

Let's explore what's possible for your body, your energy, and your life.

Connect with Barbie at www.barbiescoaching.com

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Introduction: You Don't Have to Choose Between Your Business and Your Health

Dear Fellow Pet Care Business Owner,

If you're reading this, you're probably experiencing something no one prepared you for: trying to run a successful pet care business while your body goes through the most significant hormonal change since puberty.

Maybe you're dealing with hot flashes while walking dogs in summer heat. Perhaps you're struggling to maintain your energy for full days at the kennel, or finding that brain fog is affecting your ability to manage client schedules and staff. You might be wondering if you can continue doing the physical work you love, or if menopause means scaling back just when your business was hitting its stride.

I'm here to tell you: **You don't have to choose between your business success and managing menopause.**

As both a menopause specialist with my MBA and a current pet care business owner, I've lived through this exact challenge. I understand what it's like to have a hot flash while training a reactive dog, to feel exhausted after a full day of pet sitting visits, and to worry about whether your changing body can handle the physical demands of this work you're passionate about.

More importantly, I've discovered — through my own experience and working with hundreds of women — that menopause doesn't have to be the end of your business ambitions. With the right strategies, it can actually be the beginning of your most successful, sustainable chapter yet.

This ebook contains everything I wish I'd known when I first started experiencing perimenopausal symptoms while trying to grow my pet care business. These aren't generic menopause tips — they're specifically designed for women who spend their days caring for animals, managing clients, and running businesses that depend on their physical and mental energy.



Chapter 1: Understanding Menopause in the Context of Pet Care Work

Why Pet Care Work Makes Menopause Symptoms Worse

Pet care work presents unique challenges during menopause that women in office jobs simply don't face:

Physical Demands Meet Changing Bodies Your work requires physical stamina, strength, and endurance precisely when menopause is affecting all three. Declining estrogen levels impact muscle mass, bone density, and cardiovascular fitness — all crucial for walking multiple large dogs, lifting pets, and maintaining energy throughout 10-12 hour days.

Irregular Schedules Disrupt Hormonal Balance Early morning dog walks, late-night pet sitting visits, and weekend work interfere with your body's natural circadian rhythms. During menopause, when your hormonal system is already destabilized, irregular sleep patterns can intensify symptoms like hot flashes, mood swings, and fatigue.

Outdoor Work Amplifies Temperature Sensitivity Hot flashes become torture when you're walking dogs in 85 plus degree weather. Cold sensitivity makes winter dog walks unbearable. Weather-dependent work means you can't control your environment when your body's temperature regulation is haywire.

Client Stress Compounds Hormonal Stress Demanding pet parents, last-minute cancellations, and the emotional weight of caring for beloved family pets creates chronic stress. During menopause, your stress response system is already compromised, making normal work challenges feel overwhelming.

Financial Pressure from Service-Based Income Unlike salaried employees who can have "off days," your income depends on showing up and performing well every single day. The pressure to maintain service quality while feeling terrible creates a vicious cycle of stress and symptom escalation.

The Hidden Costs of Ignoring Menopause in Your Business

Many successful pet care business owners try to "push through" menopause symptoms, but this approach has serious consequences:

Decreased Service Quality

- Fatigue leads to shortened walks or less attentive pet care
- Brain fog causes scheduling mistakes and forgotten client requests
- Mood swings affect client relationships and team dynamics

- Physical limitations force you to turn down lucrative services

Health Deterioration

- Ignoring symptoms leads to more severe, longer-lasting effects
- Chronic stress accelerates bone loss and increases cardiovascular risk
- Sleep deprivation compounds all other menopausal symptoms
- Untreated depression and anxiety become clinical conditions

Business Stagnation

- Reduced capacity prevents business growth
- Inconsistent energy affects marketing and networking efforts
- Health issues lead to emergency schedule changes and lost clients
- Burnout results in selling the business below its potential value

Success Stories: Women Who Thrived During Transition

Sarah, Dog Walking Service Owner (52) "I thought menopause would end my walking business. Instead, I learned to work WITH my body's changes. I shifted my busiest hours to morning when my energy is highest, hired an assistant for afternoon routes, and specialized in senior dog care — turns out my new pace was perfect for older dogs. My revenue actually increased 30% because I could charge premium rates for specialized care."

Maria, Pet Sitting Business (49) "Hot flashes during overnight pet sits were killing me. I started being selective about which homes I'd stay in — only those with good AC and temperature control. I raised my rates to reflect this premium service and found clients were happy to pay more for someone who took such good care of both their pets and their home environment."

Carol, Sales Professional (64) "Menopause brain fog made me forget client details and sales strategies I'd used for 15 years. Instead of retiring, I created detailed CRM systems and client interaction protocols — not just for me, but as team resources. This systematization allowed me to hire and train junior sales staff, scale my territory, and position myself as the expert who developed 'the system' other sales professionals wanted to learn."

Before



After





Chapter 2: Managing Physical Symptoms While Running Your Business

Hot Flashes During Client Visits: Practical Solutions

Hot flashes don't care that you're in the middle of a training session or halfway through a dog walk. Here's how to manage them professionally:

Preparation Strategies:

- Dress in layers you can quickly remove/replace
- Carry a small battery-powered fan in your service bag
- Keep cooling towels in a small cooler in your vehicle
- Plan routes with shaded rest areas or air-conditioned stops
- Schedule indoor activities during your typical hot flash times

In-the-Moment Management:

- Excuse yourself briefly: "I need to check something in my car"
- Use the client's bathroom to cool down with cold water
- Remove layers while explaining you "run warm" when active
- Carry a water bottle and drink frequently
- Focus on deep, slow breathing to minimize duration

Client Communication:

- "I maintain high energy levels throughout our session, so I may need brief cooling breaks"
- "I dress in layers because I work up quite a sweat giving your dogs my full attention"
- Most clients are understanding — many are experiencing menopause themselves

Energy Management for Irregular Schedules

Work WITH Your Natural Energy Patterns:

- Track your energy levels for 2 weeks to identify patterns
- Schedule high-energy tasks (training, multiple dog walks) during your peak hours
- Reserve low-energy times for administrative work, equipment cleaning, or gentle activities
- Build 15-minute recovery breaks between demanding appointments



Strategic Scheduling:

- Batch similar services together (all training sessions on Tuesday/Thursday)
- Limit travel distance during low-energy periods
- Create "signature services" that match your current capacity
- Develop premium offerings that require less physical intensity

Energy Restoration Techniques:

- 10-minute power naps between appointments (set a timer)
- Protein-rich snacks every 3 hours to maintain blood sugar
- Brief meditation or breathing exercises in your car
- Gentle stretching to counteract physical demands

Joint Pain and Mobility: Adapting Your Services

Service Modifications:

- Use wheeled equipment carts instead of carrying heavy supplies
- Choose retractable leashes to reduce arm strain
- Implement height-adjustable grooming tables
- Invest in supportive, cushioned footwear
- Consider lifting aids for larger dogs

Alternative Service Offerings:

- Senior dog specialty services (slower pace, shorter distances)
- In-home training sessions (reduces travel, controlled environment)
- Group walks with compatible dogs (less individual handling)
- Consultation and behavior assessment services (less physical, higher value)
- Pet owner education workshops (leverages expertise, minimal physical demands)

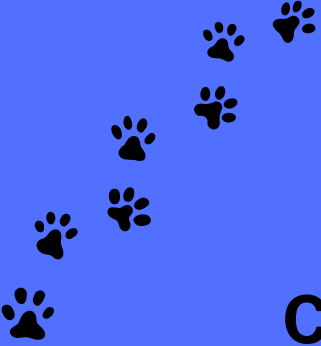
Sleep Solutions for Early Morning and Late Night Work

Creating Flexible Sleep Routines:

- Develop a 30-minute wind-down routine you can do anywhere, anytime
- Use blackout curtains and white noise for daytime sleep after night visits
- Implement strategic napping: 20 minutes maximum, not after 3 PM
- Maintain consistent wake times even when bedtimes vary
- Prioritize sleep debt recovery on lighter schedule days

Managing Sleep Disruptions:

- Keep night visit supplies organized for quiet, efficient check-ins
- Use blue light blocking glasses for late evening phone/computer work
- Practice progressive muscle relaxation for middle-of-the-night wake-ups
- Avoid caffeine after 2 PM if you have evening obligations
- Create a "sleep kit" for overnight pet sits: comfortable pajamas, your pillow, calming tea



Chapter 3: The Emotional Rollercoaster: Mental Health During Menopause

Anxiety and Client Interactions

Menopause can trigger anxiety that makes normal client interactions feel overwhelming. Here's how to manage:

Before Client Meetings:

- Practice 4-7-8 breathing: inhale 4 counts, hold 7, exhale 8
- Arrive 10 minutes early to sit quietly in your car and center yourself
- Review client notes to feel prepared and confident
- Remind yourself of your expertise and years of experience

During Difficult Conversations:

- Speak slowly and pause between thoughts
- Focus on facts rather than emotions
- Use phrases like "Let me consider that" to buy thinking time
- Remember: you're the professional expert
- It's okay to say "I'll get back to you on that" rather than making quick decisions

Managing Overwhelm:

- Limit difficult client conversations to your high-energy times
- Have a trusted colleague you can call for perspective
- Practice standard responses for common challenging situations
- Remember that some clients aren't worth keeping

Decision Fatigue and Business Management

Menopause brain fog can make even simple business decisions feel impossible:

Systematic Decision-Making:

- Create templates for recurring decisions (scheduling, pricing, service modifications)
- Batch similar decisions together (all scheduling on Mondays)
- Set decision deadlines to prevent endless consideration
- Trust your past self's systems and processes
- When in doubt, choose the option that requires less energy

Reducing Daily Decisions:

- Standardize your work "uniform" to eliminate clothing decisions
- Prepare work bags the night before
- Create set routes and schedules when possible
- Use scheduling software to reduce constant rescheduling decisions
- Develop "if-then" protocols for common situations

Mood Swings and Team Leadership

If you have employees or subcontractors, mood swings can affect team dynamics:

Communication Strategies:

- Be transparent about having "challenging days" without over-explaining
- Develop a check-in system with team members
- Create clear protocols so decisions don't depend solely on your mood
- Empower team members to handle routine issues independently
- Schedule important team discussions for your most stable times

Building Emotional Resilience:

- Regular exercise, even 10-minute walks, stabilizes mood
- Maintain consistent meal timing to avoid blood sugar crashes
- Practice gratitude journaling to counter negative thought patterns
- Build in "buffer time" around stressful tasks
- Develop relationships with other business owners for perspective





Chapter 4: Nutrition and Fitness That Works with Your Schedule

Eating for Energy Between Client Visits

Portable Energy Foods:

- Greek yogurt with nuts (protein + healthy fats)
- Apple slices with almond butter
- Hard-boiled eggs and whole grain crackers
- Trail mix with more nuts than dried fruit
- Protein bars with minimal sugar (read labels)

Strategic Meal Timing:

- Eat protein within 1 hour of waking to stabilize blood sugar
- Never go more than 4 hours without eating during work days
- Pack twice as much food as you think you'll need
- Keep emergency snacks in your car and service bag
- Plan larger meals around your most physically demanding work

Hydration for Hormone Balance:

- Start each day with 16 oz of water before coffee
- Carry a marked water bottle to track intake
- Add electrolytes during summer outdoor work
- Limit caffeine to before 2 PM to prevent sleep disruption
- Herbal teas count toward fluid intake and can help with anxiety

Quick Workouts for Physical Demanding Work

Your work is already physical, but menopause requires specific types of movement:

Morning Energy Boosters (10 minutes):

- Gentle yoga flow to mobilize joints
- 2 minutes of jumping jacks or marching in place for circulation
- Arm circles and shoulder rolls for upper body preparation
- Light stretching for areas you'll use most that day

Midday Reset (5 minutes):

- Wall push-ups to counteract leash pulling
- Calf raises while waiting for clients
- Neck and shoulder stretches in your car
- Deep breathing exercises



Evening Recovery (15 minutes):

- Hot bath with Epsom salts for muscle recovery
- Gentle stretching focusing on hips, back, and shoulders
- Light yoga or meditation
- Foam rolling if you have chronic tight spots

Strength Training for Longevity:

- 2-3 times per week, focus on functional movements
- Squats and deadlifts to maintain lifting capacity
- Core strengthening for back support during long days
- Balance exercises to prevent falls when handling reactive dogs

Supplements That Actually Help

Always consult your healthcare provider before starting new supplements.

For Energy and Mood:

- Vitamin D3 (most people are deficient, especially with irregular schedules)
- B-complex vitamins for stress and energy
- Omega-3 fatty acids for mood stability and joint health
- Magnesium for sleep quality and muscle relaxation

For Hormonal Support:

- Evening primrose oil for hot flash reduction
- Black cohosh for mood swings (monitor for liver sensitivity)
- Adaptogenic herbs like ashwagandha for stress response
- Probiotics for gut health and mood regulation

For Physical Demands:

- Glucosamine and chondroitin for joint support
- Turmeric for inflammation reduction
- Coenzyme Q10 for energy production
- Electrolyte supplements for hot weather work



Chapter 5: Business Strategies for Menopausal Entrepreneurs

When to Scale Back vs. Scale Up

This is the biggest strategic decision you'll face during menopause. Here's how to decide:

Scale Back When:

- You're consistently exhausted and symptoms are worsening
- Health issues are affecting service quality
- You're dreading work that used to bring joy
- Medical professionals recommend reducing stress
- You have other income sources or sufficient savings

Scale Up When:

- You've successfully managed initial symptoms and feel stable
- You want to build systems that don't depend on your physical capacity
- You have the energy to train and manage others
- Market demand exceeds your current capacity
- You want to create passive income streams

The Smart Middle Ground: Strategic Scaling

- Raise prices to maintain income while serving fewer clients
- Specialize in higher-value services that require less physical work
- Hire subcontractors for the most demanding tasks
- Develop consultation and training services
- Create online courses or resources that scale without your time

Adapting Services for Your Changing Body

Service Evolution Strategies:

From High-Impact to High-Value:

- Instead of walking 8 dogs daily, walk 4 dogs at premium rates
- Specialize in senior dogs who need gentler, shorter exercises
- Offer behavior consultation in addition to training
- Focus on problem-solving services that command higher fees

Leveraging Experience:

- Mentor new pet care professionals
- Create systematic training programs for your methods
- Offer expert consultations to other pet businesses
- Develop specialized certifications or workshops



Environmental Adaptations:

- Choose clients with air-conditioned homes for pet sitting
- Focus on indoor services during extreme weather
- Invest in climate-controlled vehicle for pet transportation
- Create indoor play areas or exercise facilities

Client Communication About Schedule Changes

Professional Messaging: "As my business has grown, I'm optimizing my schedule to provide the best possible care for each pet. This may mean some changes to appointment times, but it ensures I'm giving your furry family member my full attention and energy."

Setting Boundaries:

- "I maintain specific hours to ensure consistent, high-quality service"
- "I'm not available for emergency calls between 10 PM and 6 AM"
- "Weather policy: Services may be modified for extreme conditions"
- **"I book 2 weeks in advance to maintain schedule consistency"**

Value-Based Communication: Focus on what clients gain from your changes rather than what they're losing:

- Earlier morning walks mean cooler temperatures for their dogs
- Specialized senior dog services provide better care for older pets
- Your energy management ensures enthusiastic, attentive service
- Consistent scheduling creates routine that pets thrive on

Building Systems That Support Your Health

Administrative Systems:

- Online booking to reduce phone time and decision fatigue
- Automated reminders for both clients and yourself
- Standardized service descriptions to reduce custom quotes
- Clear policies to minimize negotiations and special requests

Physical Systems:

- Pre-packed service bags for different types of appointments
- Vehicle organization that minimizes lifting and reaching
- Supply automation (delivery services, bulk ordering)
- Equipment that reduces physical strain

Financial Systems:

- Consistent pricing without constant negotiation
- Automatic payment processing to reduce administrative work
- Emergency fund for times when you need to reduce work
- Retirement planning that doesn't depend solely on physical capacity

Chapter 6: Your 90-Day Menopause Thriving Action Plan

Month 1: Foundation Building

Week 1: Assessment

- Track symptoms, energy levels, and work challenges for 7 days
- Schedule appointments with primary care doctor and gynecologist
- Audit your current services for physical demands
- Calculate your true hourly earnings (including prep time, travel, etc.)

Week 2: Health Foundation

- Begin consistent sleep routine with 7-8 hour target
- Start basic supplement regimen (with doctor approval)
- Implement daily 10-minute morning movement routine
- Plan and prep nutritious snacks for work days

Week 3: Business Assessment

- Identify your 3 most profitable, least physically demanding services
- List your 3 most challenging clients or service types
- Calculate what 20% price increase would mean for your income
- Research competitors' pricing and service offerings

Week 4: Initial Changes

- Implement one small service modification (better equipment, route change, etc.)
- Have honest conversation with one challenging client about boundaries
- Begin saying no to new requests that don't align with your energy management
- Set up basic systems (online scheduling, automated reminders)

Month 2: Systems Implementation

Week 5-6: Service Optimization

- Restructure your schedule around your energy patterns
- Test higher pricing with new clients
- Begin transitioning away from least profitable services
- Create standard operating procedures for routine tasks



Week 7-8: Health System Integration

- Establish exercise routine that works with your schedule
- Fine-tune nutrition and supplement timing
- Implement stress management techniques during work day
- Create evening routine that supports quality sleep

Month 3: Optimization and Growth

Week 9-10: Business Refinement

- Analyze which changes have been most effective
- Address remaining challenging client relationships
- Launch refined service offerings at optimized pricing
- Develop marketing message that attracts ideal clients

Week 11-12: Future Planning

- Create 6-month vision for business and health
- Develop systems for scaling or transitioning services
- Build network of other professionals (health providers, business mentors)
- Establish measurement system for ongoing optimization



Chapter 7: Resources and Professional Support

When to Seek Medical Help

Immediate Medical Attention:

- Severe depression or thoughts of self-harm
- Bleeding that's heavier than normal periods
- Hot flashes so severe they interfere with sleep for weeks
- Joint pain that limits your ability to work
- Memory issues that affect safety

Routine Medical Support:

- Annual well-woman exams with hormone level testing
- Bone density screening
- Cardiovascular health monitoring
- Mental health check-ins with qualified therapist
- Regular review of supplement and medication effectiveness

Building Your Support Team

Healthcare Professionals:

- Menopause-knowledgeable gynecologist or primary care provider
- Mental health counselor experienced with midlife transitions
- Registered dietitian familiar with menopause nutrition needs
- Physical therapist for injury prevention and mobility maintenance
- Massage therapist or bodyworker for physical stress management

Business Support:

- Accountant familiar with service-based businesses
- Business mentor who has navigated health challenges
- Professional organizer to streamline systems
- Marketing consultant for repositioning services
- Legal advisor for contract and boundary issues

Personal Support:

- Other pet care business owners going through similar experiences
- Menopause support groups (online or local)
- Family members who understand your work demands
- Friends who provide emotional support and perspective
- Professional house/life management help as budget allows



Recommended Products and Tools

Health and Comfort:

- Cooling towels (Frogg Toggs or similar)
- Portable fans (handheld or neck-worn)
- Temperature-regulating sleepwear
- Supportive, comfortable work shoes
- Blue light blocking glasses

Business Efficiency:

- Scheduling software (Acuity, Calendly, or pet-specific platforms)
- Route optimization apps
- Inventory management systems
- Automated payment processing
- Customer communication templates

Physical Support:

- Ergonomic equipment (leashes, grooming tools)
- Wheeled supply carts or bags
- Supportive back braces for heavy lifting
- Compression wear for long days on feet
- Recovery tools (foam roller, heating pad)

Stress Management:

- Meditation apps (Headspace, Calm, Insight Timer)
- Journaling supplies and prompts
- Essential oils for calming (lavender, chamomile)
- Herbal teas for evening relaxation
- Audio books for mental stimulation during routine tasks





Conclusion: Your New Chapter Starts Now

Menopause in the pet care industry doesn't have to mean the end of your business dreams — it can be the beginning of your most intentional, sustainable, and profitable chapter yet.

The strategies in this guide aren't just about managing symptoms; they're about creating a business and lifestyle that honors both your expertise and your changing body. You've spent years building knowledge, relationships, and skills in the pet care industry. Menopause is simply asking you to apply that same wisdom to caring for yourself.

Remember:

- Your experience and expertise are more valuable now than ever
- Clients will pay premium rates for consistent, high-quality care
- Adapting your services isn't failure — it's smart business evolution
- Taking care of yourself enables you to better serve the pets and families who depend on you

You have everything you need to thrive through this transition. Your business can be more profitable, your health can be more stable, and your life can be more balanced than ever before.

The pets you serve, the clients who trust you, and the family who loves you all deserve the healthiest, happiest version of you. And that version is not only possible — she's waiting for you to implement these strategies and claim the life and business you deserve.

Your new chapter starts now. Let's make it extraordinary.

About the Author

Barbie holds an MBA and is a certified menopause specialist and fitness coach. As a current pet care business owner, she understands firsthand the challenges of managing menopause while running a demanding service-based business. She has helped women navigate this transition while maintaining successful careers and businesses.

For more resources, personalized coaching, and ongoing support, visit www.barbiescoaching.com

This ebook is for educational purposes only and should not replace professional medical advice. Always consult with qualified healthcare providers before making significant changes to your health management or business operations.

THANK YOU

I would like to express my sincere gratitude for your support and for choosing our Thriving Through Menopause: The Pet Care Business Owner's Complete Guide eBook.

I am thrilled to have you join me on this journey towards learning how to maintain energy, manage symptoms, and grow your business during life's most challenging transition.

My goal is to equip you with the knowledge and tools you need to make informed decisions for both your business and your health during menopause. I sincerely hope that this guide has exceeded your expectations and becomes a valuable resource that inspires and empowers you on your journey towards a healthier and more balanced lifestyle.

As a fellow pet care business owner who has navigated this transition myself, I understand the unique challenges you face. Remember, you don't have to choose between your business success and managing menopause — with the right strategies, this can be the beginning of your most intentional and profitable chapter yet.

The pets you serve, the clients who trust you, and the family who loves you all deserve the healthiest, happiest version of you. I'm honored to be part of your support system as you implement these strategies and claim the thriving business and life you deserve.

I wish you continued success and fulfillment in your pursuit of a nourishing and fulfilling life, both personally and professionally.

With gratitude and support,

Barbie Klapp

Menopause Specialist & Pet Care Business Owner

P.S. Remember, your new chapter starts now — let's make it extraordinary together. For ongoing support and resources, visit www.barbiescoaching.com.