

Digital Product Test: The Better Dog Walk Planner

Product concept

Working title: The Better Dog Walk Planner

Format: Printable PDF / simple digital workbook

Audience: Dog owners who want calmer, more useful walks without complicated training systems

Source content: Based on the published pillar post, "How to Build a Better Daily Walk Routine for Your Dog"

Product promise

Help dog owners plan better daily walks by giving them a simple weekly structure, checklists, and reflection prompts.

This should not promise to "fix" behavior problems. A better promise is:

Make your dog's daily walks calmer, more consistent, and easier to understand.

What is included

1. Weekly Dog Walk Planner

- Day of week
- Walk time
- Main purpose of walk: potty, exercise, sniff walk, training, decompression
- Route/location
- Notes

2. Loose Leash Practice Tracker

- Date
- Distraction level
- What went well
- What was hard
- Next small goal

3. Sniff Walk Log

- Location
- How long the dog sniffed
- Mood before walk
- Mood after walk
- Good sniff spots to revisit

4. Trigger and Stress Notes

- What the dog reacted to
- Distance from trigger
- Body language noticed
- What helped
- What to try next time

5. Walk Gear Checklist

- Leash
- Collar/harness
- Waste bags
- Treats
- Water
- Weather-specific item
- ID tag check

6. Monthly Walk Review

- Best route
- Hardest route
- Biggest improvement
- Repeating problem
- Goal for next month

Draft printable copy

Page 1: Quick Start

A better dog walk is not about doing more. It is about making the walk useful for your dog and manageable for you.

Use this planner to notice patterns: when your dog walks calmly, where they get overstimulated, what routes help, and what kind of walk they need most.

Pick one small improvement at a time. That is enough.

Page 2: Weekly Dog Walk Planner

Day	Time	Walk Purpose	Route / Location	How It Went	Notes
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					

Walk purpose examples: potty break, exercise walk, sniff walk, training walk, calm decompression walk.

Page 3: Loose Leash Practice Tracker

Use this when you want to work on pulling without turning the whole walk into a training session.

Date	Route	Distractions	What Went Well	What Was Hard	Next Small Goal
		Low / Medium / High			
		Low / Medium / High			
		Low / Medium / High			

Small goals can be simple: “reward check-ins,” “turn before the leash gets tight,” or “practice for five minutes only.”

Page 4: Sniff Walk Log

Sniff walks give your dog a chance to use their brain. Use this page to track which routes leave your dog calmer.

Date	Location	Mood Before	Sniff Time	Mood After	Notes

Page 5: Trigger and Stress Notes

If your dog reacts to other dogs, people, traffic, sounds, or busy places, track what happened without judging yourself or your dog.

Date	Trigger	Distance	Body Language	What Helped	Next Time

If your dog lunges, bites, panics, redirects onto you, or cannot recover after seeing a trigger, work with a qualified trainer or behavior professional.

Page 6: Walk Gear Checklist

Before longer walks, check:

- Leash
- Collar or harness
- ID tag
- Waste bags
- Treats
- Water
- Weather item: towel, jacket, cooling gear, or paw protection

- Phone
- Any medication or special item your dog needs

Page 7: Monthly Walk Review

Best route this month:

Hardest route this month:

Biggest improvement:

Repeating problem:

One thing my dog seems to enjoy:

One thing I want to practice next month:

Simple sales page angle

Headline: Make Your Dog's Daily Walks Easier to Plan and Understand

Subhead: A printable planner for tracking walk routines, leash practice, sniff walks, triggers, and monthly progress.

Who it is for:

- Dog owners who feel like walks are inconsistent
- Owners working on pulling or overexcitement
- People who want a simple routine without a complicated training program
- Owners of dogs who need more sniffing, structure, or calmer routes

Who it is not for:

- Serious aggression cases needing professional help
- Medical or mobility issues that need a veterinarian
- People looking for instant behavior fixes

Possible pricing test

- Starter PDF: \$5–\$9
- Expanded workbook: \$12–\$19
- Bundle with puppy checklist / enrichment planner: \$19–\$29

Affiliate opportunities

Use carefully and only when helpful:

- Front-clip harness
- Standard leash
- Treat pouch
- Waste bags
- Portable water bottle
- Puzzle toys / enrichment toys

Notes for later

This product could pair well with the pillar post and future supporting posts on loose leash walking, sniff walks, reactive dog walks, and walking gear.