

# 10 Steps to a Thriving Animal Communication Business



Val Heart  
The Real Dr Doolittle™



*The Heart School*  
of Animal Communication

How to generate a steady income and create  
a sustainable business doing exactly what you  
love, communicating with animals

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Dear Animal Lover,

Do you ever wish you could have a fabulous career doing something other than your day job?

Do the animals tell you that they want you, that they need you to be their voice? And they are so appreciative when you talk to them because they know you understand them?

Perhaps you have a passion for helping animals and feel a calling to be a professional animal communicator, but you don't know where to begin?

If so, then not to worry. You're in the right place.

I was interviewed for an Animal Healing Summit and that's exactly what they wanted to know too.

Things like, how have I created a business talking with animals generating more than \$10,000 a month since 2005?

How do you attract clients? What about websites, social media, content marketing, and legal rules and requirements? Where do you begin?

Can you make enough money to take care of yourself communicating with animals?

What are the steps to take to make your dream a reality?

Is that you too? Then Read on, my fellow animal lover!

Because you too can do this IF you have what it takes and are willing to walk the path less traveled.

What follows is exactly what you've been looking for!

Enjoy!

# How did you become an Animal Communicator?

Today I'm known as the Real Dr Doolittle, animal communicator to the stars. I have an international following with clients and students all over the world, and have been generating well over 6 figures since 2005. I've been in the media, featured on tv, was a columnist and contributing author in several magazines. I've done 2 TEDx Talks and my client schedule is currently full for well over a month in advance with a wait list.

The Heart School of Animal Communication is growing and the Animal Talk Coaching & Mastery Club is expanding. We are blessed to have fabulous students all over the world, many of whom are going professional. It's very exciting and fulfilling to me personally.

I love what I do. But it hasn't always been this way.

I had a traditional career – I worked for the Texas Employment Commission, then I got a great job at IBM. I received my bachelors and masters degrees in Business Administration and Marketing from The University of Texas at San Antonio, graduating magna cum laude in 1992. Straight out of college I started my own market research corporation with 2 of my professors and my colleagues in 1988.

But in 1992, I was seriously depressed. I didn't enjoy what I was doing anymore, it just wasn't my calling, my purpose.

So I started experimenting with animal communication.

In an extraordinary communication with my husband and my 2 cats, their behavior changed and it probably saved their life! They'd been using my husband's expensive Bose speakers as scratching posts, and he wasn't too happy about that as you might can imagine.

After I connected with them about it, they stopped abusing his speakers!

I was so excited! Wow, right? This is way cool, so I continued to talk to animals and they guided me.

A couple of months later in January 1993, I was helping with an injured Percheron mare named Valkyrie with a huge knot or bump on her hip. When she told me what happened, and she felt the relief of being heard and understood, the bump simply disappeared before our eyes!

Another month or so after that, I worked with Grand Prix horse and rider competing in a pre-olympic trial dressage competition. Before I worked with them, they were doing great in practice but messing up badly in the show ring.

After my conversation with them, they went out and won their competition!

The next morning the trainer called me asking me to go to Houston to work with other horses who needed my help.

And that's how I got started doing this work professionally with clients and students all over the world.

I've worked with race horses, hunter jumpers, dressage horses, world champion cutting horses, endurance horses and of course dogs, cats, birds, ferrets, rabbits, goats, and many more.

Later I found out about Penelope Smith and decided to train with her to improve my skills. I was certified to teach her beginning course in 1996 and have gone on to build my own education and training program in what is now known as The Heart School of Animal Communication. You can find more about that at [www.LearnHowToTalkToAnimals.com](http://www.LearnHowToTalkToAnimals.com)

When I realized that many of the problems animals struggle with are actually coming from their people, I determined to find ways to help people too. The Human Animal BodyMind Connection is a phenomenon where animals mirror and reflect their human's stress, wounds and illness.

So in order to be able to help the animals, I've also spent many years learning how to help people heal, evolve and grow too.

Among other things, I graduated from the Lionheart Institute of Healing, pioneered what I call the Quantum Leap Therapies based on Dr Ernesto Fernandez's body mind assessment and balance techniques. I've studied neuromuscular healing technique. I graduated from the Baron Mastery Institute, and I'm a PaRama level practitioner in the BodyTalk System of Healing.

I'm also known for my proprietary system of solving problems with pets. I call it the HEART system, and it works with every animal, every time!

# How long have you been a professional?

Since 1993. I started working just part time, making just a little bit of money here and there. Clients found me was mostly by word of mouth although when I became a columnist for the Whole Health Magazine, that helped me reach a lot more people.

Then in 2001 I went through a divorce and was horribly ill. My ACL (knee ligament) snapped and I'd just had knee surgery.

I decided I would try going professional full time with the communication work because honestly?

I couldn't really do anything else. At the time, I was only good for working maybe 2 hours or so a day.

So I learned some very cool shamanic manifestation techniques, and before I knew it, I was making \$500/week with more clients coming in every day.

And it just grew from there! Soon I had a waiting list a couple months in advance. I've never looked back, I know this is what I'm meant to do.

It's not always been easy. But it has been quite a journey. I'm grateful for everyone and everything who has helped me get here.



# How can our viewers start their businesses?

First get really good at communicating with animals. If your skills are not at an advanced level, then do that first.

Consider the 3 Pillars in the Heart School of Animal Communication Curriculum:

## **Pillar 1: Get a Proper Foundation With the [Beginning Core Foundations Course](#)**

There are no prerequisites to becoming an animal communicator other than a sincere love of animals. All you need is willingness, commitment and a dedication to learning how. Begin at the beginning with a solid understanding of how this works, the right ways to connect and communicate, how it feels.

Now that you have the proper foundation to build on, it's time to put your new skills, techniques and love into action! The perfect place to practice communicating with animals is the Animal Talk Coaching Club.

The best online community of its kind, you'll find support, answers to your questions, animals to practice talking with, feedback and guidance, ongoing training, and much more.

Do what it takes to learn how to connect and tune in and be willing to practice until you master your intuitive abilities and skills.

## **Pillar 2: Practice to Improve Your Skills, Confidence and Accuracy in the [Animal Talk Coaching & Mastery Club](#)**

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## **[Platinum Animal Talk Coaching & Mastery Club Masterclass Series!](#)**



The Platinum Club Members receive the highest level of advanced student training. This is especially for students who want it all and/or would love to turn your passion for this important work into your career.

### **Pillar 3: Advance Your Skills and MASTER the Art of Animal Talk in the [Advanced Animal Talk Topics Course](#)**

With a proper foundation and a great place to practice, it's now time to advance to mastery. Knowing the right questions to ask in the right way and time makes all the difference in the world. Knowing how to apply the art of animal communication to work with pets who are behaving badly, who aren't feeling well, are in pain or who need your help healing, working with fosters, rescues, abused and adopted animals so they recover and go on to live long, healthy happy lives, talking with animals preparing to make their transition or connecting with them in the afterlife...

The gift of animal communication is a very powerful skill. Mastering your intuitive, telepathic skills will forever and profoundly change your life, and all the animals you come into contact with.

Beyond getting a good foundation to master your skills, you may also be interested in learning from our specialty courses, like how to help people who are grieving with pet loss, how to help prepare animals to cross over and reconnect on the other side, how to help animals afraid of fireworks, thunder and noises.

The Heart School has other specialty courses on the Human Animal BodyMind Connection called Barometers of Our Souls, Exploring the Mysteries of the Human Animal Connection. Awaken Your Inner Guidance System, the Heart of the Conversation 7 Step Blueprint for Successful Conversations With Animals, and 3 Easy Ways to Heal Animals With Animal Talk and Animal Reiki.

**Want more?**

[Go Here to see the Heart School Course Catalog](#)

When you feel your skills are ready, then get some good case studies under your belt, continue to improve your training so you can advance and master your skills, and be sure to get some testimonials from the people you've helped.

Remember though that intuitive skills are mostly a right brain ability.

Launching and running a successful practice is mostly a left brain ability, although the two definitely need to overlap to support each other.

Then you need to know that there's a lot to know and learn about running a thriving business as an animal communicator beyond mastering your skills with animals.





# Here are the 10 Steps to Growing Your Business

## **Step 1) Have the right mindset and attitude.**

If you don't have a steady flow of ideal clients coming in, don't blame your marketing or business or skills (or lack thereof). Even the best systems and strategies in the world can't help you if your mindset sucks.

The right mindset will turn you into a client attraction machine, with zero stress. And it's FUN too!

Do your inner work and connect with your inner business experts so you heal, evolve and grow without sabotaging or undermining your efforts.

Things will get tough occasionally, you need to know how to sort through what comes up, how to handle rejection, how to be resilient and how to overcome obstacles and challenges, and how to make great use of opportunities.

In my Go Pro Business Building Program the FIRST thing I teach is the right mindset along with my favorite manifestation techniques – it's that important.

## **Step 2) Know how to attract and work successfully with your ideal clients.**

I know you love animals, but if you're like me I didn't start out loving people so much. I had to learn how to love people, how to meet them where they are.

You need to help manage their expectations, to educate them properly on what is it you do. You must have policies in place about what to do if they are unhappy with your service. You need a proper strategy and plan in place that attracts your ideal clients, and be able to nurture them through the process so they feel taken care of.

Who will you serve?

Where are they and how can you find them?

What programs or types of services will you offer?

How much should you charge?

All these questions and more need to be answered and clear, because they will guide you like a beacon of light towards your goals.

Every business needs to have systems, policies, and procedures. You need to know when and how to automate things.

So when you grow, you won't have to keep doing everything yourself manually. It's one thing to only work with 1 or 2 clients a week. It's another thing when you're working with 100 clients a month and on the verge of burnout.

At that point your business is running (ruining?) your life. You don't want that.

One of the secrets of having a thriving sustainable business is the importance of self care, having enough time to live your life well with time out for what's important to you.

## **Step 3) Set up your business, your systems and automation and support.**

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## Step 4) Get good at marketing and sales.

Generating cash flow is the life blood of your business. Marketing is how you get in front of your potential ideal clients. What you say, and how you say it, is what helps them decide whether to work with you or not.

Choose the marketing strategies that work for you, that are fun for you so that you can do this right and the rest is easy!

## Step 5) Websites and online businesses and techy stuff.

While it's true that you can start your business without a website, in our internet world today, it's increasingly important to have an online presence. Most folks when they meet you will want to do their due diligence and find out more about you online before they hire you.

If what they find – or don't find – doesn't do you and your work justice, then they probably won't want to work with you. They'll choose someone else to help them.

There are also rules and regulations about being online. Did you know that if you don't have a privacy policy and legal protection, then you could be risking a huge fine? And what about GDPR? The European policies about collecting people's names and personal information and their privacy – if you are out of compliance, then you could be shut down.

What about pictures? If you use pictures that are not royalty free but are in fact licensed without paying for the right to use them, then you can be sued!

Be sure your website and systems and techy bits are working for you, not against you.

## Step 6) Social Media is where the people are.

How do you decide which social media is right for you? Choose between LinkedIn, Pinterest, Instagram, YouTube, Facebook, Google plus, Twitter, Facebook messenger bots, Snapchat... the list seems endless and more social media outlets are coming along all the time...

Where should you start?

Beware! All these social media channels can be huge time sucks with little actual results to show for your efforts.

So, how do you get in front of your people? Which are necessary and which are a waste of time? Which will help you the most? Where should you put the majority of your time and effort and when should you step back and just say "No!"?



How do you grow your tribe, your audience, the people who know like and trust you?

Nurturing people and inviting them to join you is important because it's how your ideal clients find you in the first place. Do this part wrong and you'll lose all credibility and trust, and that's a bad thing.

## Step 7) Branding your business so you stand out.

Your brand is like your fingerprint – it's unique just like you are. There are many other animal communicators out there and more coming along every day.



You might think of them as the competition, but in reality they are your colleagues. You are not competing with each other, because their people are not your people. Their clients are not yours, and your ideal clients are not theirs.

Ideally when your ideal people find you, they resonate strongly with you and they know in their heart of hearts that YOU are who they want to work with.

But, how do you present yourself in such a way that they see YOU as the one they want to work with? You do it through the colors you use (tip: choose 3 main colors that feel good), the words you say, the stories you tell, the tagline and title you adopt, your unique branded proposition and your signature programs and services should all reflect who you are.

Your heart, your passion, what you stand for. Do this right and when people see you, they say I want to work with you! When you tell them your rates? They say ok! When can we start?

## Step 8) Harnessing the power of teleseminars and webinars

Teaching and speaking can be the cornerstone of a good thriving growing business. You may or may not want to teach or speak, and if you don't, then that's okay.

But if you do, then there are many wonderful ways to do it so people clamor to get in and work with you.

Speaking for someone else's audience can be a great way to go too because it puts you front and center as an expert to their tribe. That helps your credibility and trustworthiness. You can also use the recordings to edit and create study courses or gifts for your clients. You can upload them to youtube to find a bigger audience. You can post them on your or someone else's blog.

## Step 9) Blogging like an expert.

Even if you don't have a blog on your own website, you can offer your posts and articles and stories to other people's blogs who have a big audience. There are many wonderful ways to do this, and lots of ways that won't help you much. Avoid making mistakes with your blogging, don't be afraid of it, and it will help you grow quickly.

There are even ways to monetize your blog so it makes you money in a passive income stream!

Would you like to have money coming into your checking account every day that you don't have to work for beyond the effort of setting it up and the initial write?

Writing good copy is important though, and there are easy ways to write and there are not so easy ways to write. Effective copy has a "formula", a process, it's how you take your people on a journey with you. At the end of the story, if you do it right they will feel compelled to look you up!



## Step 10) Hire an expert business coach/mentor that understands you and your business.

You want someone who understands the nature of your business. We aren't selling widgets! Invest in mentoring and coaching because without it you'll find yourself without help or support when things go wrong. You'll miss important things and nobody knows everything so masterminding and brainstorming your unique business and strategies will save you a ton of wasted time, energy, effort and money.

Even if you think you know what you're doing, you could be missing important things that will leave you open to risk or being blindsided by what you don't know yet.

Having someone in your corner who supports you 100%, who celebrates you, and can guide you through the challenges, opportunities and pitfalls you will face can make THE difference between succeeding and failing. Also being accountable to someone you trust is important because overwhelm is all too real and can take you completely offtrack fast.

Speeding up if you're going in the wrong direction isn't going to get you where you want to go.

You'll spin your wheels, waste your time and resources, procrastinate, and won't ever see the return on your investments. As I often say, that's really expensive guesswork chasing your tail with little to show for it.

Be sure to hire someone that really understands what it takes to be a professional animal communicator. I've learned the hard way that business coaches can only teach what they know, and if their specialty is business to business marketing then that won't help you much when your goal is business to consumer/client marketing and being communicator practitioner. There are many good business models and coaches out there, choose wisely.

## Is there an 11th Step?

Indeed there is!! Keep reading to find out what it is.

# What is the #1 KEY to starting and growing an animal communication business?

Tune in and find your vision. It's aligned with your purpose. Be brave and dream BIG!

Don't let fear or the unknown suck the life out of your dream.

John Wayne, the actor, said: *"Courage is being scared to death but saddling up anyway."*

Your vision will be your guiding force, the candle in the darkness. It will help illuminate your path.

From there, create your mission. Your mission consists of the steps you take to fulfill your vision.

What will you do, in what order, in what timeframe to accomplish your vision? How will you know if you're succeeding or not?

For instance, my vision is to reach and teach one million animal lovers how to understand and communicate with animals. I want to be remembered for helping to save the planet one awakened animal lover at a time. My vision is of a world where everyone understands how intelligent animals really are, that they think, they feel, they know things we do not.

Some day humankind will look back on the unawakened, ignorant people with great sadness at the things we've done to animals, and wonder at a time when humans didn't know how to communicate with them.

## **What about non-believers or skeptics?**

We're not here for the unbelievers. There will always be skeptics who cannot open their minds or their hearts to get how intelligent animals really are. They are afraid.

We are here for the people who know this is true work, who feel it, who want to know more so they can heal, evolve and grow.

I keep my passion and I keep going because animals are my heart, my joy, my love. I hear from my students and clients every day about the extraordinary difference I've made in their lives, about what's changing for them, and how much better they're doing.

That makes my heart sing, and it's why I do what I do.

## **Any final words or message or advice you want to share?**

I'm glad we had this time together. Thank you for loving and caring about animals, and for being their voice when they are voiceless. Please pay attention when they try to tell you something. It's important, for you and for them.

If you feel a passion and a calling to become an animal communicator, then please, do yourself and the world a favor and GO FOR IT!

You are being called to this, it is part of your purpose. What you want, wants you. The Universe will help you, the animals will help you. There are animals and people trying to find you to help them right now but they can't find you yet.

So be willing to step out, be heard and seen, and take the next step in service to the highest good.

Together we can change the world.



## **Are you ready to take the NEXT STEP?**

The 11th Step is all about taking action to make your dream a REALITY.

This self study and business coaching Program is designed to teach you exactly what you need to know in a step by step, guided way.

If you are ready to Go Pro and enjoy your own thriving animal communicator business then this quote is for you:

*"Whatever you do or dream you can, begin it. Boldness has genius, power and magic in it." ~ Goethe*

**Start now!**

**[Click Here to Find Out More About  
Go Pro! Professional Animal Communicator Business Building Program](#)**

## Check out what other students (your colleagues) said after going through this Program:

Ann Angelo said:

*"Val's \$10k Month Animal Communicator Business Building Program has been so valuable in helping me to focus on what is important in the world of business marketing. Her background as a professional animal communicator is inspirational."*

*"I've been working professionally for 7 years and my business wasn't growing very much. But now, I have seen my email contact list increase greatly and dramatically with a simple campaign that I developed with Val's assistance. Val is also extremely encouraging and supportive."*

*"I felt so alone and isolated before I joined the Program and often didn't know what to do or how to do it, I felt so discouraged. Seeing what the other members are creating is motivating and also I find myself so excited to see my fellow coaching classmates succeed. I highly recommend Val's program if you are striving to increase (or start) your animal communication business."*

Deborah Poynter said:

*"Why do I recommend this Program? First of all, Val is just a wealth of information on marketing, advertising, setting up your online business and all of the many details that are involved in these enterprises. She also has endless great ideas for each student, specifically, to help them create what they want for their business. And she will give you tips to improve what you are currently doing to make it better."*

*"Second, this Program is designed from the inside out and gives you the opportunity to look at where you might be blocking your own success. Val teaches you how to move through these blocks and have the right mindset to create a solid foundation for a successful business. And finally, it's a safe place to try out your ideas, talk about your doubts, and fears, and just let yourself be vulnerable."*

*"It can be scary putting yourself out there to the world and this Program gives you a safety net to try things out first, fine tune and work out the kinks within a supportive and nurturing environment. So now I have a direction to take my business and I have a better understanding of how to market, advertise successfully, really engage people and bring them in. I'm so excited to move my business forward to the next level!!"*

Stephanie L Brown said:

*"Why did I decide to work with Val? I have one word for you – SUCCESS! No sooner had I agreed to my commitment with Val Heart, Animal Communicator Coach & Business Mentor extraordinaire (lovingly laughing), I immediately received more client phone calls. The world often sees us as operating in a gray area of society and business although we may see ourselves walking in the LIGHT. We do it to ourselves by walking with one foot in the spiritual world and one foot in the physical world and not shining as brightly in the physical world as we truly are in our spiritual world.*

*"We might be really comfortable in the spiritual world and not so much in the physical one... THIS is where Val Heart comes in and shows her brilliance at helping, guiding and encouraging us to be solid and shining equally in both worlds. She is a lovely warm soul armed with pointy questions that encourage and allow you to develop into everything you choose to be.*

*"My advice to you: take your personal limitations off and reach for the moon with your business. If that is what you want, Val Heart will be right there with you to guide the way."*

Can you relate?

If so you're in the right place.

It's time to take the next step to making your dream of being a professional animal communicator a reality.

**Want more?**

If you are ready to take the NEXT STEP, check out the Go Pro! Professional Animal Communicator Business Building Program

This self study and business coaching Program is designed to teach you exactly what you need to know in a step by step, guided way.

**Are you ready to Go Pro and enjoy your own thriving animal communicator business?**

*"Whatever you do or dream you can, begin it. Boldness has genius, power and magic in it." ~ Goethe*

**[Click Here and Start now!](#)**

Val Heart, The Heart School of Animal Communication  
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## About Val Heart



Val Heart has the gift of gab...with animals. Val is called the real life Dr. Doolittle, she is a leading animal communication expert and animal communicator to the stars. She is the bestselling author and contributing author of several books, including "Don't Screw Up Your Dog," and has been a featured expert on ABC, NBC and Fox News, as well as in People Magazine, My San Antonio, and Great Day San Antonio. She is an instrument for the healing of the world through the animals.

She helps people communicate with their pets so that animal lovers can take better care of their animals, discover health problems before they become emergencies and have a deeper relationship with their pets.

She is the founder of the Heart School of Animal Communication and the Animal Talk Coaching & Mastery Club at [www.LearnHowToTalkToAnimals.com](http://www.LearnHowToTalkToAnimals.com).

Based on her more than 25 years of experience, she created the HEART System, a 5-step program for solving problems with pets. You can find out more about her private work with clients at [www.ValHeart.com](http://www.ValHeart.com) and [www.ShowHorseExpert.com](http://www.ShowHorseExpert.com)