PUPPY PASSPORT / FREE TOOLKIT

Breeder operations workbook

Make quality records a repeatable professional practice

Practical planning support only. Not a veterinary diagnosis, official registration or legally recognized travel passport.

1. Review your breeder record quality

Make the next litter easier to document

[ ] 1. Inspect a few completed puppy histories for missing sources

[ ] 2. Find repeated questions families asked at handover

[ ] 3. Update the reusable handover checklist

[ ] 4. Assign one process improvement for the next litter

Open this tool online:
https://puppypassport.theknowledgeformula.com/tools/review-your-breeder-record-quality

2. Build a new litter kickoff template

Reduce repeated setup work

[ ] 1. Create a standard naming and record checklist

[ ] 2. Define handover document responsibilities

[ ] 3. Write reusable care instructions only when factually applicable

[ ] 4. Review the template before using it for another litter

Open this tool online:
https://puppypassport.theknowledgeformula.com/tools/build-a-new-litter-kickoff-template

3. Prepare a breeder website trust FAQ

Answer buyers' practical questions clearly

[ ] 1. Describe which records buyers actually receive

[ ] 2. Explain how ownership handover access works

[ ] 3. Avoid unsupported health or certification claims

[ ] 4. Link to a genuine sample and privacy explanation

Open this tool online:
https://puppypassport.theknowledgeformula.com/tools/prepare-a-breeder-website-trust-faq

4. Create a breeder referral conversation guide

Share a useful tool without sales pressure

[ ] 1. Identify another breeder who may benefit from clearer handovers

[ ] 2. Share a free checklist first

[ ] 3. Explain the product only if it solves their specific problem

[ ] 4. Let the recipient decide whether to register

Open this tool online:
https://puppypassport.theknowledgeformula.com/tools/create-a-breeder-referral-conversation-guide

5. Plan a post handover service check

Learn what was confusing without sending spam

[ ] 1. Ask consenting families one concise practical question

[ ] 2. Record recurring documentation gaps without saving private details

[ ] 3. Improve the next handover guide based on feedback

[ ] 4. Respect communication preferences and avoid repeated requests

Open this tool online:
https://puppypassport.theknowledgeformula.com/tools/plan-a-post-handover-service-check