

CERTIFICATION
COURSE IN PROFESSIONAL DOG TRAINING

W elcome to the “Certification Course in Dog Training” provided by the **Canine Club Academy**

Now, more than ever, is a great time to start working in the pet industry. Whether you just want to make a little extra money doing something you love, or you are ready to embark on a full-fledged lifetime career, becoming a certified dog trainer could be one the best decisions you'll make in your professional life.

The dog industry is booming!

In every community, there are hundreds of dog owners seeking businesses and certified professionals to care for and help train their best friends. This is not to mention doggie daycare, dog walking, pet photography, and a host of other needed services.

The opportunities are numerous and always growing.

For those who are interested in complete online training, we have the solution for you. Enroll today and take your first step into a rewarding new career by becoming a Certified Dog Trainer.

We have worked hard to make this Course informative, skill-building, and fun. We care about your success, and are excited to walk by your side and welcome you to the professional canine community.

To your future success!

Canine Club Academy



ABOUT THE COURSE

All of us here at the Canine Club Academy got where we are because like you, we had a passion for dogs.

Wherever you are right now, we want you to know that we believe in you, and understand where you're coming from. We wouldn't be where we are today if someone hadn't once believed in us.

During your study time you will be instructed in many aspects of professional canine care by the Academy's course authors, who are some of the top freelance dog care professionals out there. The Course equips you with their wealth of ac-

cumulated knowledge, together with effective ways to apply this knowledge to the areas of canine care that most interest you.

This is not just a "theory" course.

The Course focuses on the practical aspects: the current market demand for specific dog services, getting your business up and running, and being paid for your efforts.

This Course has also been designed for students with little or no experience in professional dog handling. In fact, we encourage beginners. Why? **Because we were once beginners too!**



8 GOOD REASONS TO GET CERTIFIED

- 1) Remain as competitive as possible
- 2) Show that your skills are current
- 3) Separate you from your peers and the competition
- 4) Provide the recognition to excel in your career
- 5) Provide potential dog clients (and employers) with validation of your skills
- 6) Provide yourself with confidence and personal satisfaction that you've mastered the material
- 7) Improve your earning potential
- 8) Increase your value and marketability no matter current market conditions

Whether you are just starting the journey or are well on the path to a successful future working with dogs, adding CCA-CDT (Canine Club Academy - Certified Dog Trainer) to your business card could be your key to career enhancement, attracting new clients, and greater success in your professional development.

BUSINESS IN A BOX

The "Certification Course in Dog Training" is all about making money doing what you enjoy.

One of the most important aspects of the Course is helping you make money working with dogs. As one of the first steps to being able to attract new clients, you will receive a professionally designed logo and website.

You are also provided with a Corporate ID (pictured to the right) and various forms and unique marketing pieces (using your new logo) to give you a range of options to promote the services your new business will offer.



WHAT IS SPECIAL ABOUT THE COURSE?

The "Certification Course in Dog Training" is authored and directed by current working professionals in the dog industry.

The goal of the course is to educate and certify dog lovers so they can start dog-related careers.

The course is designed to take approximately 24 weeks, with a workload of 4-6 hours/week (although it can be completed more quickly or slowly if desired).

There are quizzes and interactive projects and assignments with each module.

What do you get when you enroll?

- 1) Online Course authored by working canine professionals
- 2) Interactive Assignments and Business Building Exercises
- 3) Professional logo and marketing materials
- 4) Professionally printed Certificate of Completion (see below)
- 5) One-on-one personal tutor

Start an Exciting New Career as a Dog Professional!



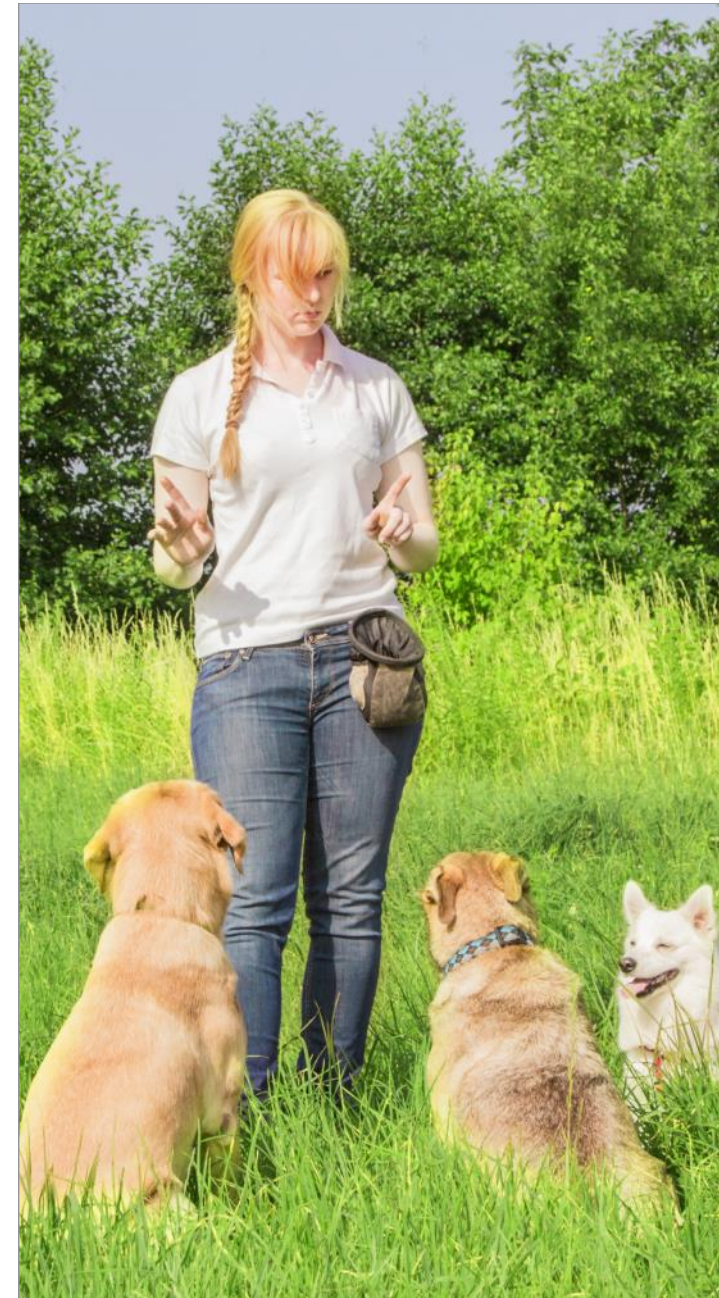
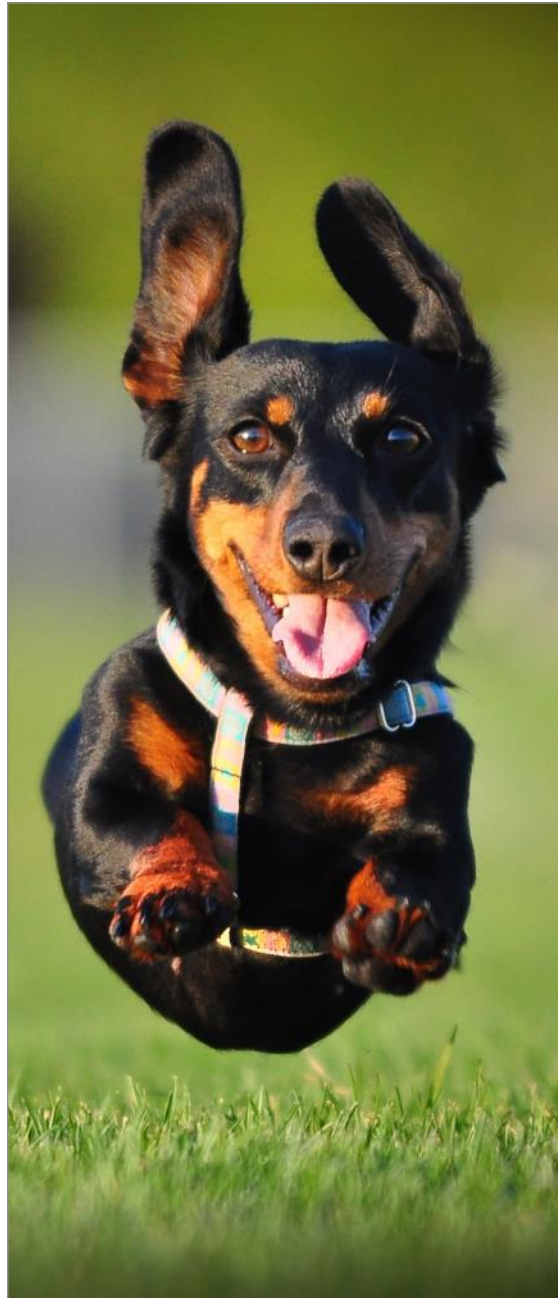
WHAT IS REQUIRED ON YOUR PART?

In addition to the Course Authors, all of our Tutors are also current working professionals, handpicked for their own professional success and their ability to pass on what they know.

You do not need to have previously bred, trained, groomed or worked in the pet care industry to successfully complete the course.

You will work hand-in-hand with your Tutor throughout the entire course.

Your Tutor only asks that you have enthusiasm for a truly fascinating subject.





WHERE THE DOG JOBS ARE

Almost everywhere you look, there are potential clients for a certified dog trainer:

- Obedience Training
- Dog Walking
- Behavioral Counselor
- Dog Sitting
- Gourmet Pet Treats
- Pet Photography
- Grooming
- Doggie Daycare

The "Certification Course in Dog Training" supplies you with everything you need to gain access to the dog industry. By the end of this

course you will have the knowledge, skills, and credentials to begin enjoying the benefits of working as a dog service professional!

You will be able to start your own dog business. We can help.

Being a dog professional is both a rewarding career and an enriching lifestyle. You will be your own boss. The ability to work from home and manage your own business can afford you the flexibility to work around other important responsibilities in your life.

COURSE OUTLINE

Module 1: History & Psychology of Dogs

Lesson 1: History and Evolution of the Domestic Dog

The Evolution of Dogs
Ancient and Rare Breeds
Breathing New Life into Declining Breeds
Famous Dogs in History

Lesson 2: Specialization and Breeding

The History of Breeding
The Cutting Edge of New Dog Breeds
Breed-Specific Inherited Characteristics
Dogs with Jobs

Lesson 3: Dog Psychology

Cynology
Developmental Stages of Dogs
Dog Intelligence
Ivan Pavlov and B.F. Skinner
The Alpha Dog - Fact or Myth?

Module 2: Dog Training -- From Theory To Practice

Lesson 1: Canine Training Theory

Defining the Owner-Pet Relationship
A Trained Dog Is a Happy Dog
Compulsion Training vs. Positive Reinforcement
Primary and Secondary Reinforcers

Lesson 2: Getting Started With Training

Basic Dog Training Equipment
Training Accessories
How to Use Your Clicker (or Your Voice or Hand Signals)
Teaching Your First Command
The Four Commands All Dogs Should Know
More Obedience Commands for Fun and Utility

Lesson 3: Developing and Fine-Tuning Your Training Style

Scoring a Dog's Level of Obedience
Comparing Training Techniques and When to Use Them
Troubleshooting
Obedience Training vs. Behavior Modification
Not Overreacting to Spontaneous Recovery
The Alpha Dog - Fact or Myth?



COURSE OUTLINE (continued...)

Module 3: Basic Training for Puppies (and their New Humans)

Lesson 1: Becoming Your Puppy's Perfect Person

Proper Puppy/Owner Matching
Personality Tests for Dogs

If You Want a Good Dog, You Must Become a Good Owner
Lessons from the Pack: Becoming Pack Leader
Don't be Shocked When Your Puppy Acts Like, Well a Puppy

Lesson 2: Puppy Training 101

Why You are the Best Trainer for Your Puppy
We Crate Train Our Puppies for Their Benefit
How To Train A Puppy - The Essential Steps
You MUST Catch Him in the Act

Lesson 3: Taking Care of Your All Your Puppy's Needs

The Importance of an Initial Health Evaluation
Keeping Your Puppy Healthy
Puppy Socialization
Keep Your Puppy From Driving You Crazy

Module 4: Bringing out the Best in a Rescue Dog

Lesson 1: Laying the Foundation for Success

"What's a nice girl like you doing in a place like this?"
Different types of rescue organizations
A Match Made in Heaven

Helping Your Rescue Dog Feel Secure in Your Home
Getting Along with Children, Dogs, Cats, and Other Pets

Lesson 2: Training (or Re-Training) for Re-Homed Dogs

The Good, The Bad, and the Beautiful
Developing a Relationship - The Only Way to Have a Friend
Building Trust - Above All, Your Dog Wants a Great Leader
Good Dog Trainer Never Needs to Use Bad Methods

Lesson 3: Helping a Dog Recover from Trauma

Pooch on the Couch - Being Your Dog's Psychologist
Canine Obsessions and Phobias
Developing a Strong Human/Dog Bond

Module 5: Health Care, Nutrition and First Aid

Lesson 1: Maintaining Proper Canine Health

Basic Dog Anatomy
A Well-Groomed Dog is a Healthy Dog

Common Behaviors that Signal Health Issues
Giving Medication Properly
Dealing with Pests and Parasites
Breed-Specific Health Problems
Special Considerations for Elderly Dogs

Lesson 2: Your Dog is What He Eats -- Nutrition and Diet

Canine Nutritional Requirements
Are Commercial Pet Foods Good for Your Dog?
Considering Homemade Food
Raw or Not?

Diets and Supplements for Dogs With Special Conditions
Doggie Gourmet - Make Your Own Dog Treats

Lesson 3: Basic First Aid and Going to the Vet

Giving Your Dog a Practice Vet Exam
Routine Visits to the Vet
Vaccines for Dogs that Don't Eat Off of Sterilized Plates
Tail Docking and Ear Cropping
Keep a Canine First Aid Kit
When Dogs Get Messy
Doggie 911 - Simple Things that Could Save Your Dog's Life

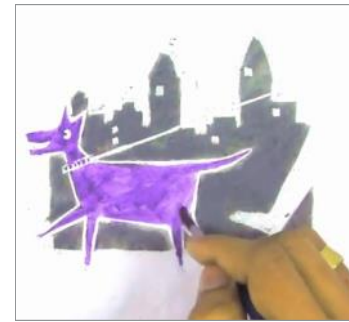
Module 6: Identifying and Correcting Behavioral Issues

Lesson 1: The Roots of Behavioral Problems

"No Tail-wagging Allowed!"
Using Physical and Mental Exercise to Solve Problems
Evaluating a Dog For Behavioral Issues
When is a Personality Trait Not a Personality Trait?
Don't Take it Out on the Dog!
Help for Canine Separation Anxiety
The Dominant Dog and The Cure

Lesson 2: Solving Common Issues

First, a Word About What NOT to Do
Top 12 Most Common Behavioral Problems - And Solutions
The Root of Digging
Handling Potty Problems
Why Do Dogs Jump?
Why Do Dogs Whine?
Why Do Dogs Bark?
Why Do Dogs Chase?
The Escape Artist



COURSE OUTLINE (continued...)

Handling Potty Problems
The Escape Artist
Rebellious and Complaint Biting
Out of Control Begging
Is Walking Your Dog a Real “Drag?”

Lesson 3: Maintaining Relationships While Disciplining

The Relationship Checking Account
Who is Misbehaving Here? Teaching the Humans
Choose Your Battles: Deal with One Problem at a Time
Love Your Dog Like He Loves You

Module 7: Raising the Bar - Advanced Training

Lesson 1: Finding and Developing Your Dog's Strengths

The World of Canine Occupations
What Job Was Your Dog Born to Do?
Who's Up for a Game of “Pass the Seaweed?”
Making Playtime Fun for Your Dog -- AND For You

Lesson 2: Is Your Dog a Circus Dog?

Every Dog - Young and Old - Can Learn New Tricks
Advanced Tricks
Funny Tricks

Lesson 3: Taking Your Dog to the Pro Level

Competitive Dog Obedience Training, Trials, and Titles
Agility Training at Home for Your Dog
Is Your Dog a Show Dog?
Specialized Trials and Training for Specific Breeds
Specialized Dog Training - Helping Dogs do Serious Jobs

Module 8: Landing a Job in the Dog Industry

Lesson 1: Create Your Resumé

Your Resumé is an Advertisement of You
The 7 Second Rule
Compile Professional References
Start to Finish -- Bringing it All Together

Lesson 2: Finding and Applying for the Right Job

Career Paths in the Pet Industry
Where Do You Picture Yourself in Five Years?
The Most Important Step to Getting Hired
Where to Look for Jobs

Lesson 3: The Interview

Companies Post Jobs Because They Need to Hire Someone
The Interviewer is Part Matchmaker and Part Detective
The Stages of the Hiring Process
Preparing for the First Interview
Staying In Control and Making the Right Impression

Module 9: Business Toolkit and Marketing Strategies

Lesson 1: Direct Mailers and Traditional Marketing

Overview of the Marketing Materials
How to Customize and Use Your Marketing Materials
Reaching the Right Prospects
The Yellow Pages and Newspaper Advertising
How to Approach Local Businesses to Hang Fliers
Co-Op and Coupon Ads

Lesson 2: Social Marketing and Getting Found On-Line

All Roads Lead to Your URL
Getting Found Locally
Free Website Submission and Online Pet Directories
Leveraging Online Social Media Tools and Blogs
Article Writing and Search Engine Optimization (SEO)

Lesson 3: Sales 101

The Art of Soft Selling
Persuade and Sell Using Urgency
Anticipating and Handling Objections
How to “Tell About Yourself”
The “Free Consultation”

Module 10: The CanineClub Professional

Lesson 1: Keys to Becoming a True Professional

A Helpful Resource, Not a Pushy Salesperson
Take Every Opportunity to Speak at Public Events
Never Talk Badly About Your Competition
A Note About Competing on Price
Your Reputation is Your Most Valuable Asset
Joining Professional Associations
A True Professional Never Stops Learning

Lesson 2: The Administrative Side of a Business

Forming and Registering Your Business
Permits and Licenses for Home Dog Businesses
Do You Need to be Bonded and Insured?



COURSE OUTLINE (continued...)

Lesson 2: The Administrative Side of a Business

Forming and Registering Your Business
Permits and Licenses for Home Dog Businesses
Do You Need to be Bonded and Insured?
Record Keeping and Bookkeeping
Invoicing Customers and When to Get Paid
Accounts Methods and Cash Flow
Deducting Business Expenses
Preparing and Filing Taxes

Lesson 3: Managing Growth and Hiring Help

Increasing Your Revenue by Combining Services
Focus on Your Best Customers
Managing Customer Complaints
Knowing When to Hire Help
Independent Contractor vs Employee
Using Freelance Designers to Develop New Materials

Business Module 1: Dog Walking

Lesson 1: How to Start a Dog Walking Service

Dog Walking Service Overview and Earning Potential
Equipment Checklist and Calculating Start-Up Costs
Local Bylaws that Could Affect Dog Walkers
How to Set Your Fees

Lesson 2: Dog Walking Services

Conducting a Consultation with a New Dog Walking Client
How to Assess If a Dog Is Suited for Group Dog Walks
The Walk – Before, During, and After
Difficult Dogs and Maintaining Control Over the Pack
On the Walk Emergency First Aid
Introduce and Supervise Off-leash Play Time with Dogs

Business Module 2: Behavioral Counseling

Lesson 1: How to Start Offering Behavioral Counseling

Behavioral Counseling Overview and Earning Potential
Equipment Checklist of Calculating Start-Up Costs
How to Set Your Fees

Lesson 2: Private Behavioral Counseling

Conducting a Consultation with a New Client
Setting Expectations and Realistic Goals
Presenting a Personalized Plan of Action

Deciding Which Tools are Appropriate
Homework and Follow-up for the Owner
STORY – Caramel the Run Away

Business Module 3: Doggie Daycare

Lesson 1: How to Start a Doggie Daycare

Doggie Daycare Overview and Earning Potential
Equipment Checklist and Calculating Start-Up Costs
Local Bylaws that Could Affect Daycares
Developing Safety and Health Policies
How to Set Your Fees

Lesson 2: Running Your Daycare

Design and Layout Considerations of Your Daycare
Conducting a Consultation with a New Client
What Do the Dogs Do All Day?
Safe Play and Recommended Games
Dealing with Difficult Dogs
Maintaining Control Over the Pack
Emergency First Aid

Business Module 4: Pet Sitting Service

Lesson 1: How to Start a Pet Sitting Service

Pet Sitting Service Overview and Earning Potential
Different Services to Bundle with Pet Sitting
How to Set Your Fees

Lesson 2: Managing Your Pet Sitting Service

Learn About Each Dog/Pet
Handling Challenging Dogs/Owners
Pet Sitting as an Add-On

Course contents may change or be updated at the discretion of The Canine Club Academy.

**Would you like to
work with dogs
?**

**Join the thousands
of dog professionals**

**Get
certified
and start
an exciting
new
career!**

THE ACADEMY

The Canine Club Academy offers you the most advanced and comprehensive online solution to becoming a certified dog trainer available today. Online education has quickly become the preferred method of study for people around the world, who are looking for additional skills to enable them to make more money, start successful careers, turn a favorite interest into something more rewarding or accomplish a personal quest for self-improvement.

Learn on your own time and at your own pace.

All of us here at the Canine Club Academy are where we are at, because like you, we had a passion for dogs. Wherever you are right now, we want you to know that we believe in you, and understand where you're coming from. We wouldn't be where we are today if someone hadn't once believed in us.

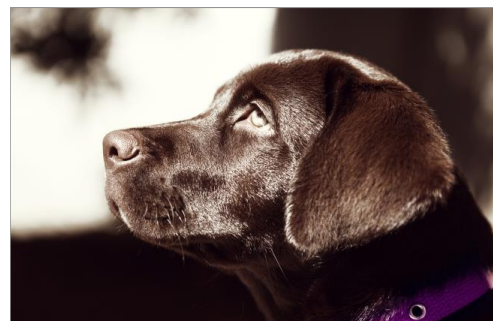
Our course brings you everything you need to achieve the success you desire.

Although some conventional schools run dog training, grooming, and other correspondence courses as a sideline, we have specialized in teaching canine care solely by the home study method, online using the internet. The days of corresponding via video or audio tapes, CD's or DVD's or paperwork through the mail are over.

Our commitment to providing the highest quality training program has resulted in unique teaching and student support systems, which allow you to learn in the way that works best for you, while receiving constant personalized attention. The continuing achievements of our students and the professional recognition and external validation of our programs is a testimony to the high quality of instruction.

If you are interested in complete online training, we have the solution to your needs. Discover your true potential now by taking the next step - enroll today and further your education with online distance learning.

The Canine Club Academy, your partner to a better future.



A WORD FROM THE AUTHORS

The purpose of the Canine Club Academy is to help you become a successful dog professional. To accomplish that goal, you need to do two things. First, you need to gain the knowledge and skills to be able to care for and train dogs. Secondly, you will need to learn how to start and run a business. We will teach you both.

Audrey
Harvey



Erika
Tracy



THE AUTHORS

Our strength as an institution is based in large part on our Authors' commitment to providing the highest quality training program. Their collaborative effort has resulted in unique teaching and student support systems, which produce unparalleled results. In short, our graduates consistently achieve higher levels of proficiency, in a shorter period of time, than other teaching methods can provide.

Audrey Harvey BVSc(Hons)

Audrey has been a practicing small animal veterinarian for the past 20+ years. She was born in Scotland, and emigrated to Australia with her family when she was a child. Even in those early years, her love of animals was evident in the way she cared for her family's dogs and cats. It was no surprise that after finishing her public schooling, she applied to study veterinary science at the University of Queensland.

After graduating with honors in 1990, she spent the next five years as an employee of a small vet clinic overlooking the beach in Redcliffe, Queens-

land before buying it herself. She later sold it and now works part-time at a clinic in order to be able to spend more time with her young family and homeschool her two children.

Although Audrey is primarily responsible for the course material focusing on dog psychology, health care, nutrition and first aid, she also has a strong background in dog training. Her Australian Cattle Dog "Cody" was the first dog in Australia to gain a Masters Title in agility, and she has successfully earned obedience and agility titles with many of her dogs over the years.

Website: www.poochto5k.com

Erika Tracy

Born a week after a litter of collie puppies joined the household, Erika Tracy has been a dog-friend since infancy. Her more recent canine activities include Conformation Showing, Obedience, Agility, Rally-o, Herding, Schutzhund, and Search and Rescue.

For a number of years, Erika collaborated with the esteemed German Shepard Dog expert, Dr. Mary Belle Brazil-Adelman, and has since written

and published her own book on training, "Homeschool Your Puppy" (see below). She is currently the Training Director for the German Shepherd Dog Club of the city of Atlanta.

When Erika is not adding conformation and performance titles to her German Shepherd Dog, Dustin, she enjoys developing the intellects of her two rescued dogs, Bronwyn and Piglet.

Book: Homeschool Your Puppy

"By choosing to do something you are passionate about and enjoy, you are setting the stage for success."

Kimberly



Sarah Bringham



Jerry Sticker



Audrey Harvey



Erika Tracy



MEET OUR SPECIALIZED TEAM

Being a dog professional is both a rewarding career and an enriching lifestyle. Looking back, we're so happy we chose to follow our passion, and we'd love to help you achieve your dreams too.

THE TUTORS

All of our Tutors are current working professionals, handpicked for their own professional success and their ability to pass on what they know. You will work hand-in-hand with your Tutor throughout the entire course.

Please regard your relationship with your Tutor as a "partnership." It's your Tutor's job to assess your assignments, develop your skills and work with you every step of the way. Within a short time you will have the knowledge and skills required to provide the level of professional care required by dog owners in your community.

Why are these professionals successful? Because they know how to go about it! And don't forget, every successful dog professional was once a complete beginner. There is no need to feel overwhelmed with the prospect of running your own dog business. Even a dozen or so regular clients can provide you with a significant side-line income. As a working professional, your Tutor understands how to develop a regular clientele and expand into new services/markets.

At all times throughout the course you will have regular interaction with your Tutor, especially as you evaluate your own strengths and interests and work towards starting your own business. If you are planning to search for outside employment first and start your business gradually on the side, your Tutor will also help you develop a strategy and identify your best avenues for success.

This one-on-one association with a professional who has been specially chosen to help you achieve your career objectives is one of the great benefits of this course!

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