

Down Dog Digest

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In this packed issue

Main feature: What five hurdles you need to overcome to become a dog trainer

Education feature: What's in the Doggy Doctor Professional Academy?

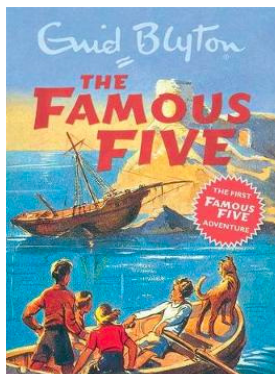
Carol's Challenge: Set yourself up for success

Want to become a dog trainer? Here's the five hurdles to overcome

Do you want to jack in your current job and work with dogs? But you don't know where to start? Perhaps you lack the confidence to take the plunge?

My journey started with some books.

My favourite books as a child were Enid Blyton's Famous Five books. I always fancied myself as George because she had a dog, Timmy who was the fifth character in their adventures. There were lots of dogs in our neighbourhood, nearly all good-natured mongrels, who often joined us when we played in the local parks, woods and recreation ground. I needed a Timmy, so we involved them in our adventure games.



My best friend had a small terrier cross, so on wet days we spent our time trying hamfistedly to train her to do tricks. All the dogs tolerated our efforts, but generally just did their own thing. I knew I was definitely not a dog trainer – I couldn't even keep the dogs attention, they just used to wander off.

I've been a dog trainer and behaviourist for nearly 30 years now. Over the years I've learnt so much - often from my mistakes, in

training dogs and especially when setting up my business.

When I started I was scared I didn't know enough or have enough experience. It's taken me quite some time (years) to build up my confidence.

My aim now is to assist people wanting to become dog trainers by helping you build your knowledge and confidence, giving you the support you need to begin your new career – and far quicker than it took me to do it.

If you want to become a dog trainer there are five big hurdles to overcome.

Hurdle 1: not knowing enough

- 80% of people from my survey said they felt they didn't know enough – about dogs, about training, about handling and about teaching.
- They felt their educational experience was outdated, or didn't know what courses to do, or whether they needed any qualifications.

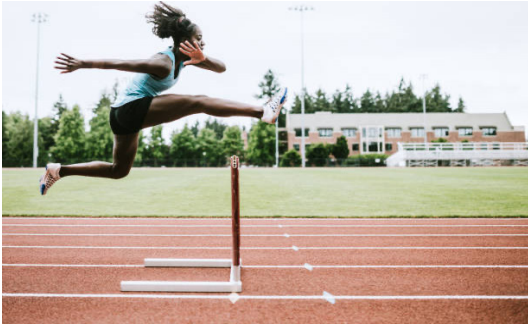
Many trainers I know are seminar junkies, going on course after course, year after year. You can spend a lot of money on training yourself about dogs and dog training.

But I'll let you into a secret.

- You don't need any formal qualifications to become a dog trainer.
- And you don't need to attend loads of courses.

Five hurdles to overcome to be a trainer

Most clients just want their dogs to have good manners in the house, with visitors and when meeting people and other dogs, to walk nicely on lead and to come when called. They also want to build a great relationship with their dogs and have fun when training them. If you can deliver that, then you know enough.



Hurdle 2: not having enough experience

55% of people worried about not having enough experience – with dogs, with handling, or with training. They were also worried about how they could gain that experience. And there are so many beliefs and methods, how do you choose what's right for you? People also worried about not being able to fix a problem.

Being able to show people what to do is important, so you need some experience with handling, training and controlling a range of different breeds. There are several ways to get hands-on experience.

You can ask to:

- Walk friends and family dogs,
- Help at a rescue centre,
- Help at a dog club, or
- Shadow another trainer

Hurdle 3: not knowing how to teach people

Here's the biggest dog trainer's secret: Dog training isn't all about dogs. It's about helping and training people together with their dogs.

Understanding and motivating clients and keeping engagement is just as important as being able to train dogs. People can be a challenge far greater than those most dogs give!

Dogs are pretty straightforward creatures who generally do what you expect and react in the

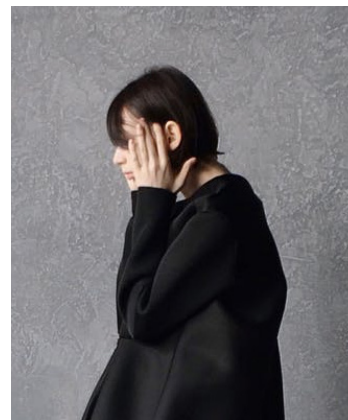
ways you expect. People, on the other hand, are very unpredictable.

Hurdle 4: not knowing how to set up a business

I had no business sense when I started. I wasted a bucketload of money on SEO and advert nonsense. I've written a workbook on setting up your business (available from downdog.co.uk/Academy) to help people with the myriad questions they have. It covers:

- Your business plan
- Getting known
- Protecting yourself and your business
- Finding help and support

Clients will not flock to your door. It's not enough to be great at training people and their dogs. You'll need to work hard to create awareness of your new business and at building your reputation, which takes time.



Hurdle 5: lack of confidence

67% of people said "I'm not good enough" and 50% said "I'd feel like an imposter".

This is the biggest hurdle for most people. You'll go from feeling confident one moment to feeling despair the next. Your inner voices will be questioning your abilities and telling you you're not good enough. You'll have sleepless nights over not knowing the answer to a client's problem.

You need good support, someone who'll be in your corner to advise, guide and help you set up and run your business and to support you when you inevitably meet problems, difficulties and barriers.

That's what I'm here for.

I'll help you overcome these hurdles. Just ask.

Visit downdog.co.uk/Academy to find out more.

What help is there?

Take a look at our Professional Academy

My journey to become The Doggy Doctor has been one of highs and lows, mistakes and successes, joy and heartache. It's been hard work, almost too much at times, but most of all it's been fun.

I'd love to help you in your journey too. That's why I've set up the Doggy Doctor Professional Academy (<https://downdoggy.co.uk/academy>)

Have a browse. You can watch my free webinar where I wax lyrical and give far more information about the five hurdles I mentioned earlier, sign up to get my free Seven Steps to Success ebook, book a short Confidence Call or, for a mind-blowing session with me, a Turbo Call.

You'll also find details of the Membership Programme, launching in October 2020. The basic membership includes a monthly Coaching Confab session where, once each month, we meet over Zoom and a coffee (other drinks are available) to develop your knowledge and experience dealing with dogs.

We'll discuss any training problem questions you might have, or review a case study together and you can ask any questions you want about

your journey to becoming a dog trainer. And it doesn't matter if you can't make the live call each time, as the recordings will be sent to you so you can watch them at your leisure.

Members also get access to the foundation Dog Trainer Basic Building Blocks course. After that you can tailor your learning to get access to the courses you need.

The Canine Communication course teaches you how dogs communicate with each other and with us humans - you'll get hooked on watching dogs, I promise!

The Behaviour Basics course gives you a good basic knowledge about dog behaviour and helps you put that knowledge into practice so you can become a more effective trainer.

The Handling Humans course is designed to give you a good basic knowledge about human behaviour and how to communicate effectively.

There's the business set-up support, too and more. Not to be missed if you want to become an effective, successful dog trainer.



CONTACT US

Doggy Doctor
Professional Academy
With **Carol Clark**

Helping Dog Trainers Succeed with Confidence
Dog Training Help from Ireland's only KC Accredited Behaviourist

Carol's Challenge

Each month I'm going to set you a challenge. of your new career.

This month your challenge, should you wish to accept it, is: Set yourself up for success. You'll need:

I made so many silly and expensive mistakes when I set up Down Dog. I hadn't a clue about how to market myself and my business and I wasted money and time doing pointless and expensive things. The one good thing about that is I can now help you to avoid those pitfalls.

Learn from my mistakes and please, for the love of dogs, never, ever, respond to the slew of emails, ads and telephone calls that I can guarantee you'll start to receive once you've set your business up.

They will persuasively tell you that they'll get you top spot on Google, or raise your SEO, or sort your website out, or give you any and every other too-good-to-be-true proposal, such as circulating your ad in a magazine to 60,000 people in your local area which they guarantee you'll get results from... You won't.

What you do need is a good foundation to your business. Stuff that has nothing to do directly with training dogs but which you need to build your successful new business. Setting these basic building blocks up from the start will give you the firm foundation you need to make a success

- A business plan, which describes what you're going to do, how you'll attract and bring in clients, what you're going to offer and a basic financial plan - how you will actually make money,

- A way for people to find out about you and book your services - as a minimum you'll need a basic website, some business cards and some flyers or leaflets, and

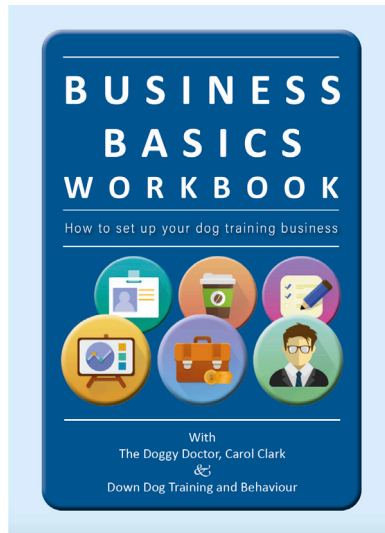
- Insurance, for your own protection, including public liability cover as a minimum.

Finally, you need good support, someone or some people who'll be in your corner to advise, guide and help you set

up and run your business and to support you when you inevitably meet problems, difficulties and barriers.

Setting up and running your own business is hard work. Only you can decide what you want to do - but I can help you do it.

Buy my Business Basics Workbook and book a half hour Confidence Consultation Call or Turbo Call with me and I'll help you through it step by step. All the details can be found here: downdog.co.uk/Academy.



We hope you've enjoyed this Down Dog Digest.

Please feel free to share it with any friends, neighbours or family members you think might find it interesting.

To get more information, tips, and advice about owning, training, caring for and enjoying your dog more, become a Down Dog Devotee. You'll get these regular newsletters sent to your home. You'll also get access to our huge range of training tips, videos, information sheets, webinars and podcasts as well as access to our Discussion Forum where you can ask any doggy related questions you need answers to. You get big discounts off all of our online and in-person classes too.

Go to the website, www.downdog.co.uk, to find out more.