IACP

INTERNATIONAL ASSOCIATION OF CANINE PROFESSIONALS



Safe Hands Journal

Volume 9
Issue 4
Winter 08-09

SAFEHANDS IS THE OFFICIAL JOURNAL OF THE

Newsletter Staff

Editor Marc Goldberg
Publisher Martin Deeley

The editors reserve the right to refuse any advertising or any article or letter submitted for publication. Copy subject for grammar/length.

Legal Notices
The International Association of Canine Professionals Journal Safehands is intended as an education and communication vehicle for fostering learning, cooperation, exchange of information, and networking across the canine professions. Safehands is published quarterly. The IACP does not assume any legal responsibilities for published articles. The views expressed are those of the authors and do not necessarily reflect the views of the IACP, its officers or editorial staff.

Reprint Permission/Submission
Copyright 2007 IACP. All Rights Reserved. No items may be reprinted without the written permission of the IACP and authors. Members should mail requests to the journal Editor. Original letters/articles may be submitted to the Editor for consideration. Email submissions to Marc Goldberg at CanineShrink@aol.com.

Advertising and Application Address
Per issue Rate:
Business Cards $45.00, ¼ page $350.00, ½ page $450.00, full page $750.00. Ads may be traded for articles. Please consult the editor.
Send black and white camera ready copy together with check made out to IACP to:
IACP Journal, P.O. Box 560156, Monteverde, FL 34756-0156

Deadlines
Please submit well in advance of publication. Submissions will be considered for the next available issue.

IACP Membership/Journal Information
International Association of Canine Professionals
P.O. Box 560156
Monteverde, FL 34756-0156
(877) THE-IACP or (407) 469-2008; Fax (407) 469-7127
www.dogpro.org

Newsletter Subscription
Available to non-members $30.00; or included free with membership

Officers

Executive Director	Martin Deeley
President	Marc Goldberg
Vice President	Chad Mackin
Secretary/Treasurer	Pat Trichter

Directors
Martin Deeley, Cyndy Douan, Marc Goldberg, Pat Trichter, Bob Jervis, Chad Mackin, Tawni McBee, Paula McCollum, Jill Skorochod, Margot Woods.

IACP Hall of Fame
Frank Inn, Vicki Hearne, Carol Lea Benjamin, Winifred Gibson Strickland, Lois Meistrell, Edi Munneke, Weatherwax brothers, Dr. Ian Dunbar, Arthur "Captain" Haggerty, Jack & Wendy Volhard, Bill Koehler, Captain Max Emil Frederick V. Stephanitz, Will Judy, Monks of New Skete, Barbara Woodhouse, William E. Campbell

Honorary Members
Brian Kilcommons, Bash Dibra, Gary Wilkes, Cesar Millan, Ilusion Millan

International Association of Canine Professionals

OUR MISSION STATEMENT

The International Association of Canine Professionals is an organization established to maintain the highest standards of professional and business practice among canine professionals. Its aim is to provide support and representation for all professional occupations involved with any aspect of canine management, health, training and husbandry.

The International Association of Canine Professionals' commitment is to develop professional recognition, communication, education, understanding and cooperation across the wide diversity of canine expertise and knowledge.

For Those Dedicated to the Well Being of Dogs

How to Join IACP

PROFESSIONAL MEMBER – At least five years experience as a canine professional. Can vote on IACP issues and use IACP name and logo on business materials.

ASSOCIATE MEMBER – Less than five years experience as a canine professional but practicing as a professional. Can use the IACP name and logo on business materials. May not vote.

AFFILIATE MEMBER – An active interest in a career as a canine professional but lacking the experience to be an Associate or Professional member, i.e., apprentices, students of canine professions, trainees, volunteers, part-time, and devotees of canine related occupations. Cannot use the IACP name or logo for business purposes and may not vote.

Annual Fees:
Professional $100.00; Associate $75.00; Affiliate $50.00
An additional $25 fee applies for initial processing costs of Professional and Associate members only.

Benefits:
All IACP members receive our SafeHands Journal, have access to our email list, seminars, educational materials, business support materials, events and activity calendars, regional group participation, and our Certification Programs. Discounts for sponsor services are available to members.

Applications and renewals can now be paid through MasterCard, Visa and AMEX.

International Association of Canine Professionals
P.O. Box 56016
Monteverde, FL 34756-0156
(877) THE-IACP or (407) 469-2008; Fax (407) 469-7127
Email: IACP@mindspring.com
www.dogpro.org

Register now for the IACP conference...

IN THIS ISSUE

President's Letter.....Marc Goldberg.....4

Don't Play With Your Dog Food!.....Julia McDonough.....5

A Moment of Peace and Calm.....Mary Mazzeri.....10

Economic First Aid..... .Thom Somes 16

Training Tips.....Martin Deeley 19

How to Talk to Clients.....Larry Sontag 21

Increasing Cash Flow.....Robin MacFarlane 23

SAFEHANDS JOURNAL IS PROUDLY SPONSORED BY

PetSafe®

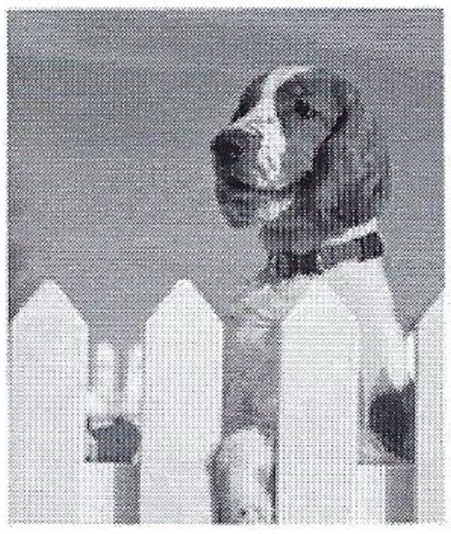
PREMIER™

Your Pets, Our Passion™



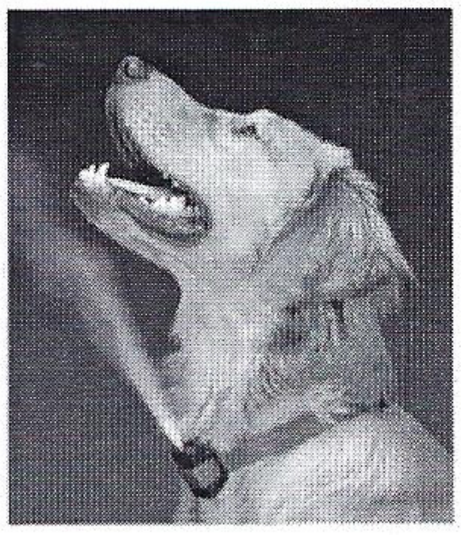
Gentle Leader® Headcollar

Quickly controls jumping, pulling and lunging



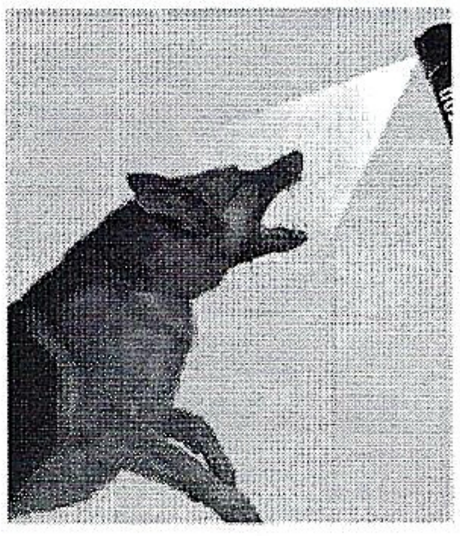
KeepSafe™ Break-Away Collar

Prevents collar strangulation accidents



Gentle Spray™ Citronella Anti-Bark Collar

Twice as effective as shock collars



Direct Stop® Animal Deterrent Spray

Humanely interrupts dog aggression

800.933.5595

premier.com

From the President

Time to Make New Friends...

by Marc Goldberg, CDT

This issue talks about dog behavior, training and gives you food for thought on how to continue to prosper in a difficult economy. It's no secret that many people are suffering economic uncertainty and even trauma in some cases. I remember a number of recessions, but I don't recall a time in which so many factors seemed lined up against us all at the same time.



Are my clients feeling the pinch? Of course they are. Some have lost their homes and have moved into apartments or are sharing quarters with relatives. And their dogs are feeling the effects of the tension and displacement.

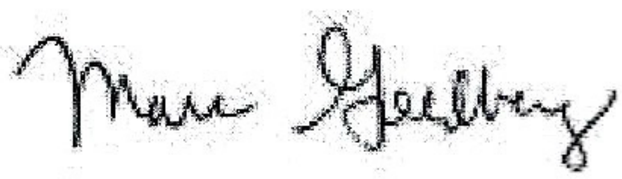
Does this mean I'm not doing business? Not at all. At first glance it might seem odd that people who have been laid off or reduced in income are calling me about their pets. But the reality is most people don't keep dogs in this day and age for their herding, ratting or guarding abilities. Instead, the family dog has long since become an emotional security blanket, a touchstone for comfort and stability.

When the dog is not stable, no one in the house is comfortable. For this reason, clients still call from all walks of life. Here's a strange fact. Rich people always seem to have money. Wealthy dog owners still have plenty to shower on their dogs. But today, more than ever, they want to know that they are getting good value for their money. Value is a word I would stress when selling dog services. Speak in value oriented terms about your follow ups, and guarantees if you have them. And if you don't, introduce them now, even if it's just an offer for telephone support after the sale. Mention the value obtained when the clients can have peace and tranquility in the home. Remind them of the money they will save when they don't have to replace the soiled carpet, or the chewed furniture.

Not everyone is rich and I still hear from many normal people, some of whom are strapped for cash. The funny thing is that many of these folks are willing to sacrifice mightily for the well-being of their dogs. Just remember they are dealing with an emotional problem, so rather than just focus on whatever naughty behaviors their dog is doing, ask them how it makes them *feel*. Then ask that client if they would feel better living with and loving a dog who doesn't growl at them, who doesn't run away, etc.

When we spend hours on the phone talking to possible clients, we have a tendency to fall into a canned speech, one we have spouted a thousand times. But if you can relay that information to each new person as if it were the first time you ever discussed it, if you can let them hear the passion in your voice, your client will engage with you on a personal level.

You will prosper by making more friends. Every phone call is an opportunity to make a new friend.



Details on IACP Conference...

The Canine Contrarian

Unintended Consequences:

Don't play with your dog food!

By Julia V. McDonough, CDT

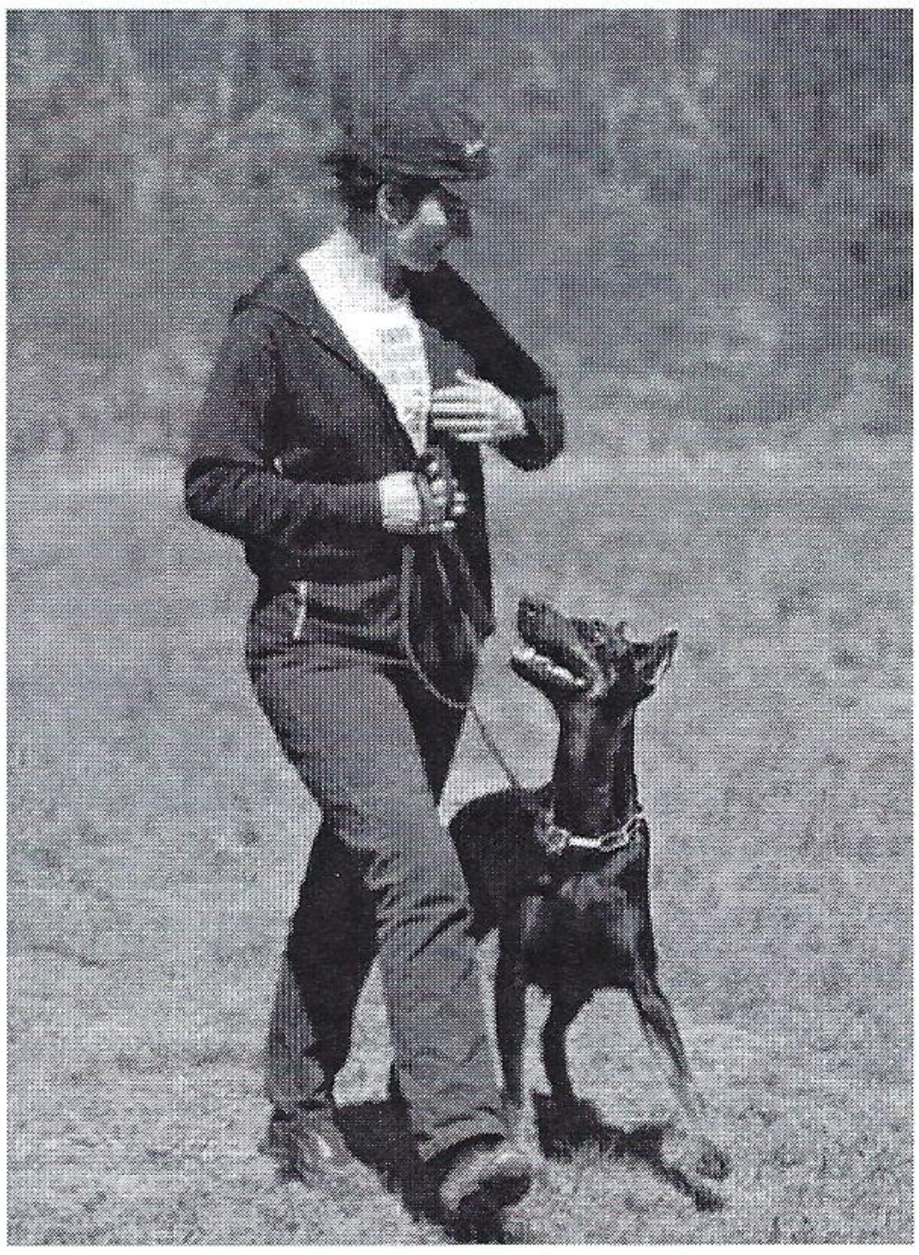
Mary adopts a dog from the shelter and based on nothing but her own feelings and the dog's inherent shyness, assumes he has been "abused". She spends the first year of his life with her coddling and protecting him, turning him into a nervous, defensive wreck.

John is fed up with his puppy peeing every time she sees him. He corrects her harshly every time she greets him but it only makes the problem worse.

Lisa wants to compete in obedience trials and has practiced her recall out of a sit so many times that when she leaves her dog in the lineup for the sit/stay at their first trial, he breaks and runs to her five seconds after she turns to face him.

Those of us who are dog trainers are accustomed to dealing with unintended consequences as practiced by owners like the ones above. We like to think that we can see around those corners and predict where well-meaning humans are sending their dogs into potential failure. However, as dog training has become a more popular vocation, there has been a demonstrable loss of the long view. Subsequently, certain training and behavioral management practices currently in vogue are producing unintended consequences of their own.

One of the most obvious examples that I've experienced has been the increase in dogs with food-bowl guarding issues. A few years ago, I saw half a dozen dogs in a six month period, all around the same age, all generally decent, easy-going pets. Except for one thing: each owner reported that their dog had become unacceptably possessive of its dish in the past year. A little reviewing of their history showed that all of them had been through "training" with someone who strongly encouraged owners to put their hands in their dogs' dishes while the dogs were eating, to remove the dish at least once every meal and then replace it, and to have their children do the same. This was practiced with no system of rewards or consequences stronger than giving the bowl back to the complacent dog, or removing it from the growly dog with a chirpy "Too bad!"



The author and Corazon

My very first thought was "But… that means you are TRAINING THE DOG TO GUARD ITS DISH!"

Of course, some of the owners ended up getting "trained" themselves. They would give an extremely wide berth to the more determined of the dish-guarders, as the dog had handily learned that he could prevent these dinnertime molestations by lifting a lip and snarling, keeping his horrified masters completely out of the kitchen.

In the years since then, I have seen many more of these dogs, and have heard the same story: in the interest of demonstrating leadership to a dog in a non aversive manner, a trainer or self-declared "dog expert" has recommended that the owner do everything short

of putting his own face into Rufus's bowl (and one gentleman protested that he actually *had* pretended to eat out of his dog's dish to show the pup that the owner was dominant… "So why is the dog growling at me now?").

Things like this make me wonder if today's average dog expert actually lives with dogs, or has tried these recommended practices *firsthand* on enough animals to judge that the advice is sound. In all of the years I've owned dogs, mostly Dobes, but a few GSDs, an APBT and a JRT, I have never had a food guarding issue that began *after* a dog started living with me. I have owned several adult dogs who came in with the issue, and depending on the actual case have stopped the specific act using approaches from basic counter-conditioning to strong aversives.

This is practiced with the goal of my dog and I having an agreement: if I tell you OUT, you stop doing whatever it is you are doing with your jaws: eating, chewing, playing, barking or murdering a chipmunk. If I happen to bump into you while you are eating, you will yield to me without protest. If I need to relocate your half-finished bowl (not that my dogs often give me that chance, as I also encourage expedient mealtimes), you will out, sit and allow me to do so. In return, I will not deliberately mess with you when you are eating. None of this was accomplished by dangling my fingers in a bowl of kibble or constantly playing keep away with a dog dish. Instead, it is the result of creating a healthy dog/handler relationship, in which my dog trusts my leadership because I am very clear about explaining things through my actions. If I suddenly need to extricate something from her mouth, whether it's a tennis ball, a hunk of raw food, or a decoy's arm, it simply isn't a surprise to her even if she disagrees with the concept.

But there's that long view, broad spectrum thing again. The one that defines true obedience training as what you can count on your dog to do at the time she's least likely to do it. It's the one that views every scenario as a potential train-to-task opportunity.

Many owners with the food-guarding issue seem unclear what the bigger picture of successful leadership means. They may have vague recollections of their prior trainers' advice about management, about not letting dogs go through doors first, about practicing their obedience routines for ten minutes at a time to keep the dog interested. But many of these habits will fall to the wayside due to inconvenience, lack of trainer support, or simple laziness. The one "leadership" exercise that is easy to practice is food bowl interference, if only because one has to feed the dog every day, so it doesn't take much effort.

Meanwhile, as the context of a balanced pack erodes, the only remaining piece of the matrix is the one that puts the dog and handler in direct conflict over a valuable resource: dinner. The trainer who haphazardly encourages this exercise lacks the long view, which understands that creating the balanced relationship is what *allows* one to take a dog's dish away. Taking a dog's dish away does not *create* the balanced relationship. But there you have it: from the best intentions and the purest motives, unintended consequences can grow up to come back and bite you, literally.

Conditioning a dog to certain scenarios and using his food as the catalyst is nothing new. When working dog people raise a pup, they'll feed him on all sorts of weird surfaces, they'll place his dish under a tarpaulin and let him nose around until he finds it and eats with the tarp draped over him, or in my case, when I lived near a shooting range I'd feed my pups at times when the range was very active. That way Pup associates those potentially scary things with his favorite pastime: eating. The point of the practice is to show Pup that nothing: not a slippery bathtub surface, a gently rattling tarp or the local gun club, is going to mess with his food. Eating should always trump everything in a normal puppy. And capitalizing on a puppy's appetite is one of the easiest things a trainer can do.

One the other hand, deliberate food bowl interference teaches Pup that something *is* going to mess with his food: and that something is the human being. If this is done as a simple stand-alone exercise, it will only create a problem. It may take more effort, but teaching Pup a reliable recall away from distractions including a food dish will be a good investment in the owner's ability to do so when Pup is older. It also teaches Pup in the best tradition of real dog training that he actually has a choice to make, and that the right choice can pay off very well.

Using a full food dish as a training prop for sit and stay distractions apart from Pup's mealtime is another approach, during which you may or may not decide to let him eat out of the dish as a reward. We teach pups

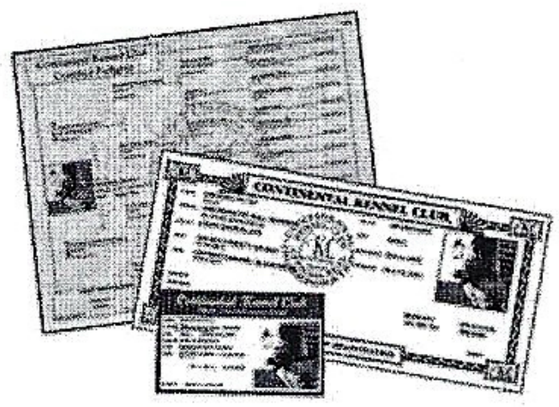
Continental
KENNEL CLUB

1-800-952-3376 www.ckcusa.com

"Offering the dog world a choice in canine registration services since 1991."

Continental Kennel Club's Mission Goals:

1. To provide dog owners with quality registration services for keeping track of the ancestry and progeny of their dogs
2. To officially sanction and sponsor a variety of canine events for its club members and their dogs
3. To provide canine-related services and products to its club members and their dogs



Registration Services



CKC Quarterly Magazine

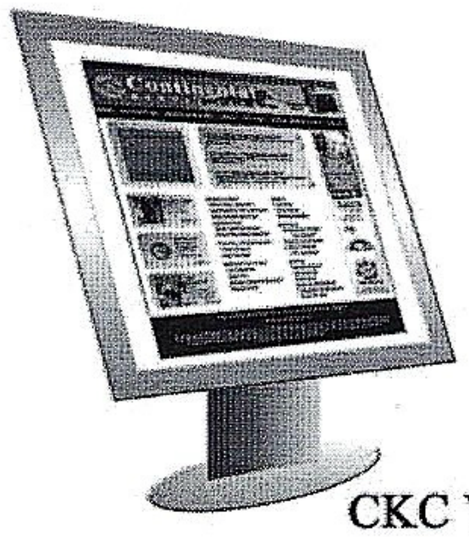
Continental Kennel Club provides:

- Free litter registration papers to CKC breeders
- CKC Quarterly Magazine
- Monthly Newsletter
- Educational material such as books, magazine publications, training seminars, and its online presence.

CKC Website offers great information for a wide audience in:

- advertising
- registration services
- articles
- events

AND MUCH MORE!



CKC Website

Continental
KENNEL CLUB
TRAINING CENTER
1 (877) CKC-DOGS

The Continental Kennel Club Training Center caters to all dog enthusiasts by offering:

- courses for instructor training, junior handler training, along with many other educational programs
- an on-site Pro Shop filled with excellent products to benefit your dog's needs
- events and activities in obedience, agility, conformation and more for the whole family to enjoy.

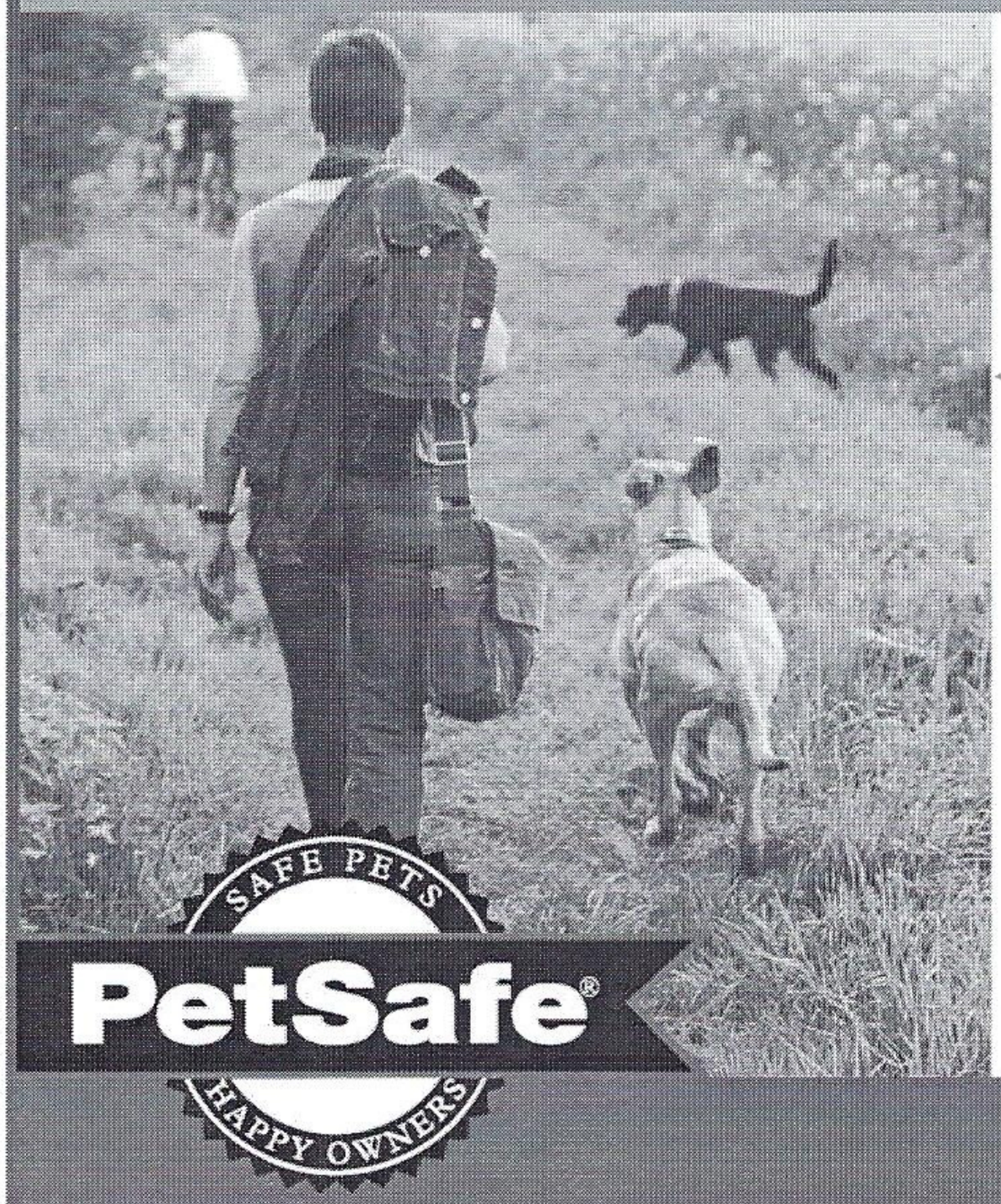
in our Pup Prep School to ignore treats thrown on the ground so that they don't develop the common mentality of thinking that whatever is closer to them than to the handler is theirs by right of proximity. Using food like this has Pup learning that food is a resource that you control, and around which he can have *self* control: very early on, you can teach Pup about the right action of obedience. Therefore, your interaction with Pup becomes less about the food bowl and more about you and him and the expectations you have of one another.

If an owner does the right thing by his dog from day one, and raises the pup in a balanced, coherent environment, then dish guarding shouldn't come up at all. However, if owners *did* do the right thing by their dogs from day one, many of us would be tending bar or pushing pencils for work. Also, there are some breeds, types and individuals for whom possessive behavior is more likely, and even with a perfect upbringing, that dog may fall into the groove of his DNA and make an attempt at what is most definitely the Wrong Thing To Do.

There are many variations on the theme of dish guarding, ranging from an adolescent dog trying on his "big boy pants", to a recovering neglect case who has learned that the only way to eat is to protect the source, all the way to an experienced and successful aggressive who may use mealtimes as another battlefield in the war he is waging on his humans.

In my years as the Training Director at a major breed rescue shelter for Dobermans, the kennel runs would sometimes have occupants who met each of the descriptions above. One of the most neutral and successful ways we had of addressing it *before* establishing individual training relationships with the dogs was deceptively simple. A known food guarder would have his dish placed close to the inside gate of his kennel. When he was let back in from his outside run through

my pet and me the best place to be



PetSafe® products take care of your pet's safety, comfort and everyday needs so you have more time for all those things you like to do together.

See the full line of PetSafe products for pets of all shapes and sizes at www.petsafe.net

- Pet Containment
- Pet Training
- Bark Control
- Pet Doors
- Beds
- Feeders
- Agility Equipment
- Pet Accessories

PetSafe is doing its part to contribute to saving the lives of pets. Every year we give product and monetary donations to deserving causes that make the world a better place for unwanted animals.

the guillotine door, a human would pass down the hallway, and would toss something extra tasty in or near the dog's dish. There was no speaking, no eye contact, and no pausing except to line up a decent shot. This would happen as many times as we could make it happen during the dog's eating time, without letting it get hectic. Timing was everything: a dog who actively growled or aggressed would only see a human pass by and would not be fed, lest he believe that he was being rewarded with string cheese for acting like Satan: we didn't want to create any more Unintended Consequences ourselves! But a dog who wasn't entirely committed or who stopped growling at the right moment would find his concentration broken by a bit of odiferous manna from Human, a Human who didn't seem to care about the dog one way or the other, and who was just passing through, shedding bits of hot dog.

Counter-conditioning takes time, and it takes a certain amount of faith in the process. But when the previously growly-guardey dogs would start to look up from their dishes with softer eyes, and sometimes even an expectant wag of their tail at the approach of a neutral human, the payoff was worth the patience. Many of the Dobes would adapt to shelter life and change how they viewed people based on this exercise in conjuction with a predictable schedule. However, if the successful dogs were placed where they were over-indulged or simply allowed to exist without structure, the behavior would often crop up again in the ambiguous world of the typical pet home.

There is an old saying that a good lawyer never asks a witness a question for which the lawyer doesn't know the correct answer. As dog trainers, we should make sure that we can answer the question "What's the worst that can happen?" honestly and intelligently about every technique we use to develop desirable behaviors in our canine students. Just because something sounds good on paper or at a seminar doesn't mean that a flesh-and-blood dog would agree with our theory. Many unintended consequences could be avoided by simply putting on our dog's-eye glasses and seeing a Big Picture that we humans, in our blindness, so often overlook.

"Socialization" has provided another all too common unintended consequence in modern dog training, and its repercussions are far more lasting and damaging than food bowl interference. You'll have to wait until the next issue of Safehands to learn about that. In the meantime, get your hands out of that kibble and go train your dog!

©2008 dobermind press

The author owns and operates Fortunate K9. Visit her on the web at www.fortunatek9.com.

iacp





A Moment of Peace & Calm

by Mary Mazzeri, PDTI

Although I consider myself a dog trainer, occasionally I get a call from a 'cat person' who has a problem cat. I received such a call just this morning while catching up on life's necessities, folding a week's worth of laundry. She called to ask if I worked with exotic cats. She proudly announced that she had a Bengal cat. They are very vocal, she went on to explain. The problem? He meows and yowls all the time…

Go figure. They have been careful to keep him well fed, lavish 'attention on demand', keep his litter box sparkling clean and even bought him another cat to burn off some of his energy. But the other cat doesn't play with him anymore because he keeps beating her up. And he just keeps 'talking' to them - all the time, and they just don't know what he wants…

After telling her I don't really do cats, I did tell the caller what my cat friend uses to interrupt unwanted behavior in her cats. "Sounds like he has become a bit demanding, so when the vocalizations are inappropriate or excessive, start teaching him "Quiet". Get a small squirt bottle filled with water and maybe a little vinegar. Set the nozzle on a stream. When your Bengal yowls inappropriately, aim it at your cat's face, say 'Quiet' and spray. You must be subtle with the sprayer. Don't let your cat see you point it. Don't 'threaten' the cat with it. No waving the bottle at him and menacing him with it. You must catch the cat in the act. You need to be calm and firm but with no tone of threat or irritation in your voice. You also need to stop jumping up to placate him every time he orders you to do something."

"On the other hand, you want to start noticing and rewarding him when he is being quiet and relaxed. That's the time to go to him and give him attention. You'll be rewarding the quieter behavior you want him to exhibit."

Part of the problem with dogs that get into trouble is that they have often accidentally and quite innocently discovered that when they grab the___? (fill in the blank with the dog's object of choice e.g.: sock, towel, remote control, underwear, etc.), they suddenly realize that they have your rapt attention! Oh sure, it might be negative attention, "No, no, bad puppy! Give me that!" And a merry chase often ensues. You can bet that, given these circumstances, the next time the puppy is bored, just watch it look for the object and go for a repeat performance. It's really rather ingenious if you think about it: Puppies manipulating their humans…

Bad habits often develop in a pet dog because the dog's life is largely unstructured. While the puppy may have been taught a couple of tricks and to sit for a cookie while they have the owner's rapt attention, they often are never shown 'how to do', or how to spend their down time. When they're not sleeping, they spend their time figuring out how to engage the family's attention or how to amuse themselves. Frequently, these activities are NOT what the family wants them to do. Things like uprooting houseplants, redesigning furniture, fluffing carpeting, finding their own snacks in forbidden places, the list is long.

When a puppy is young or a dog is new to a home, they embark on these adventures in purely innocent exploration. It is of course a family's responsibility to oversee a puppy or new dog's activity. How humans react to that exploration often determines what the puppy will do the next time when presented with similar circumstances.

Why do people think that they can control their dogs with 'Verbal Volume'? Oh, sure, some dogs will

cower from the 'tone' of the conversation, and perhaps from the menacing body language that may accompany the outburst, but what are they learning? The 'yeller' surely seems unstable and threatening. Dogs don't follow unbalanced leadership. Some dogs will go into defense drive or seek to avoid. Negative emotions don't give much useful information to a dog when it has crossed some invisible line of behavior. We need to "show and tell" the dog what it should be doing in that circumstance. A behavior will always fill the vacuum -it's helpful to teach the dog acceptable alternatives.

Dog owners need to learn to stop inadvertently giving what the dog perceives as attention/reward for unwanted behaviors. Even if it is negative, it is still attention. Over reaction, emotional outbursts give the pup that impression that the pack leader is unhinged. Dogs prefer calm, self-confident leaders. Don't get me wrong, undesirable behaviors must be interrupted -unemotionally, but after the interruption the dog or pup will benefit from being taught 'what TO DO instead'.

Some behaviors are self-rewarding to a dog and no amount of extinction protocol will stop them. They are just too much fun. Ignoring a dog that is etching a new design in the antique cherry wood table leg will not motivate it to stop chewing. You must make the activity, in and of itself, unrewarding. But there are ways you can stop unwanted behavior without appearing to be involved. Environmental interruptions, whether a 'penny-can', anti-chew products, throw chain, sharp tug on a dragging leash, a nick with a remote electronic collar etc. can disrupt the behaviors. The less you are involved with the consequence the better.

Have clients become aware of and then stop giving attention for unwanted behavior! Teach them to be emotionally detached and provide an 'environmental' correction whenever possible. An environmental correction is one that the dog attributes as a consequence to its own actions. The remote training

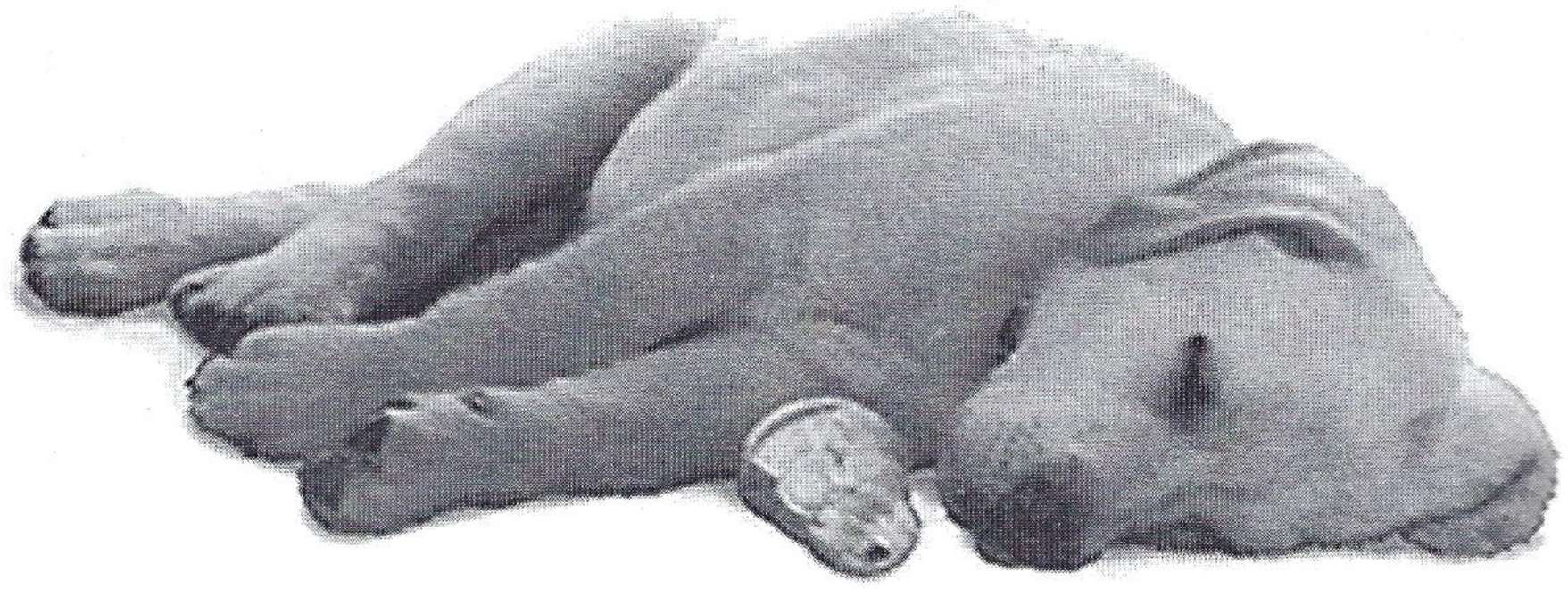
Help Protect Your Profession—Join the Pac.



THE LEGISLATIVE FOUNDATION FOR CANINE PROFESSIONALS

cpac
CANINE POLITICAL ACTION CORPS

866.465.CPAC • www.CaninePAC.org • 1443 Farmside Drive • Foristell, MO 63348



KONG
company

16191-D Table Mountain Parkway, Golden, CO 80403-1641
Phone: (303) 216-2626 • Fax: (303) 216-2627 • www.kongcompany.com



Dog Trainer Insurance

Offered by: Business Insurers of the Carolinas

Here's Great News!

IACP has partnered with Business Insurers of the Carolinas to offer a group liability protection policy to IACP members. In addition to the advantage of affordable group rates, this policy includes a special care, custody, and control endorsement which provides you up to $10,000 coverage per occurrence for the property and pets in your care. This policy also includes a $1,000,000 per occurrence liability limit. It covers you, the professional dog trainer, when your negligence causes bodily injury to a third party.

We are proud to introduce our new Professional Liability Policy, which provides coverage on a claims-made basis with limit options of $250,000, $500,000,or $1,000.000. This coverage is designed to protect you, the professional dog trainer, against alleged negligence in performing or failing to perform the applicable training you agree to with your client. It provides defense costs for allegations of intentional, dishonest, and fraudulent acts, as well as you gaining personal profit not legally entitled to, unless proven by judgement.

Call today for more information!
1-800-968-4611 ext 224 or 220
http://www.dogtrainerins.com

collar is excellent for this type of consequence, for stopping unwanted behaviors. Used sensibly and with good timing, you can convince a terrier that the hole he is actively digging in the yard is 'infested with fleas'. Without saying a word, and preferably watching through a window from inside the house, the button can deliver a sensation that feels pretty creepy-crawly and makes digging the hole much less rewarding than it used to be. By timing the sensation to match the digging motions of the dog's paws, he will associate the consequence with his own actions. By carefully controlling the dog's access to the yard and only allowing it right of entry when discreet observation is possible, it is possible to extinguish this behavior, especially when other interesting alternatives are available.

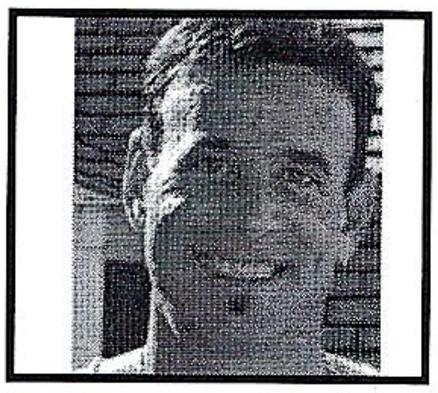
The concept of 'redirection' comes into play in the canine education system. Don't "Just say NO" if you can direct your dog into some acceptable alternative behavior. Let the dog know what it should do INSTEAD. Make that alternative rewarding and GIVE the dog ATTENTION for engaging in the new behavior. A dog that goes ballistic when someone rings the front door bell, for example, can be taught to give the alert and then get out of the way by going to a bed or station on the far side of the room until released. That way the dog learns that its 'job' is to sound the alarm, then to get out of the way and yield the space by the door back to its humans. This applies to over exuberant, aggressive, shy and normal dogs. Once the initial burst of adrenalin has subsided, the dog may be allowed to greet politely at your discretion.

Another way to acquire more peace and quiet in your relationship with the dog is simply to look for the good and praise it? When a dog does something useful, name it and praise/reward it. When the puppy comes running up to you enthusiastically and looks at you, why not 'name' that action. Even though you didn't request it, much good is accomplished by 'noticing' the puppy and praising it with "Good COME". The puppy is getting attention for giving you attention. When is the last time you gave your dog/puppy attention and perhaps a slow massage for laying quietly at your side. "Good down." Cue relaxation.

I had a collie years ago that stretched ritualistically every morning upon arising. I started telling

Martin Deeley and Marc Goldberg will change the way you look at dog training...





E-Touch and ForceFree Methods 2009 Workshops

May 11-15 Elgin, IL (Chicago area)
Oct. 5-9 Montverde, FL (Orlando area)
Advanced: Nov. 2-6 Montverde, FL

Become double certified in these compatible and rewarding methods of remote collar training. Learn to use low level remote collar in conjunction with crystal clear body language to engage the dog's natural Pack Drive. Doesn't that sound like more fun than correction after correction?

Bring client dogs and return them off leash reliable. Clients pay all or part of your tuition. Turbo-charge your income!

The May and October workshops cover everything the average client and dog need for happy living, on leash politeness, off leash reliability and house problems. The November workshop will cover advanced techniques including aggression and retrieving.

Contact: Martin Deeley 407 469 5583
http://www.internationaldogschool.com/id21.html

Contact: Marc Goldberg 630-709-DOGS
www.TrainingDogsInChicago.com

him "Take a bow." every time I saw him do it. Eventually he would 'Take a bow' whenever I said that phrase. Capture and reward wanted behaviors. Certainly some behaviors must be taught through more conventional means, but capturing natural behaviors can offer positive attention, help a dog know what pleases you, and make it more secure in knowing its role in the 'pack'. Natural behaviors -desirable or undesirable -tend to endure as they are habituated. Start directing them from the start.

When we talked that morning, the cat caller thought about what I'd told her for a 'long pause', then I heard her gasp, "Omigosh, he's being quiet right now! I'm gonna go give him some attention right away!" "I reminded her to 'do it CALMLY'. She offered, "Thanks for the help!" and there was a sudden click. Hopefully she was able to sort out when to squirt and when to praise. I smiled, hoping that maybe one more pet owner learned a little more about reinforcing the right stuff. Perhaps if more pet owners would notice those 'rare' moments when a pet is 'doing something acceptable' and rewarding them for it right then, they might reap more moments of peace and quiet.

Mary Mazzeri, PDTI is one of the first members of IACP. Mary has trained thousands of pet dogs for clients and has placed advanced obedience titles on breeds from Border Terriers to Irish Wolfhounds. She resides and works in Carpentersville, IL and can be found at CareDogTraining.com. **iacp**



The author and one of her prize winning Irish Wolfhounds.

PetTECH®
First Aid & Care For Your Pets

Join the Pet Tech Family of Instructors!

Pet Tech, the first International Training Center dedicated to Pet CPR, First Aid & Care for dogs and cats announces its training schedule for 2009. Come help us "Improve the quality of pet's lives, one pet owner at a time™."

2009 Training Schedule

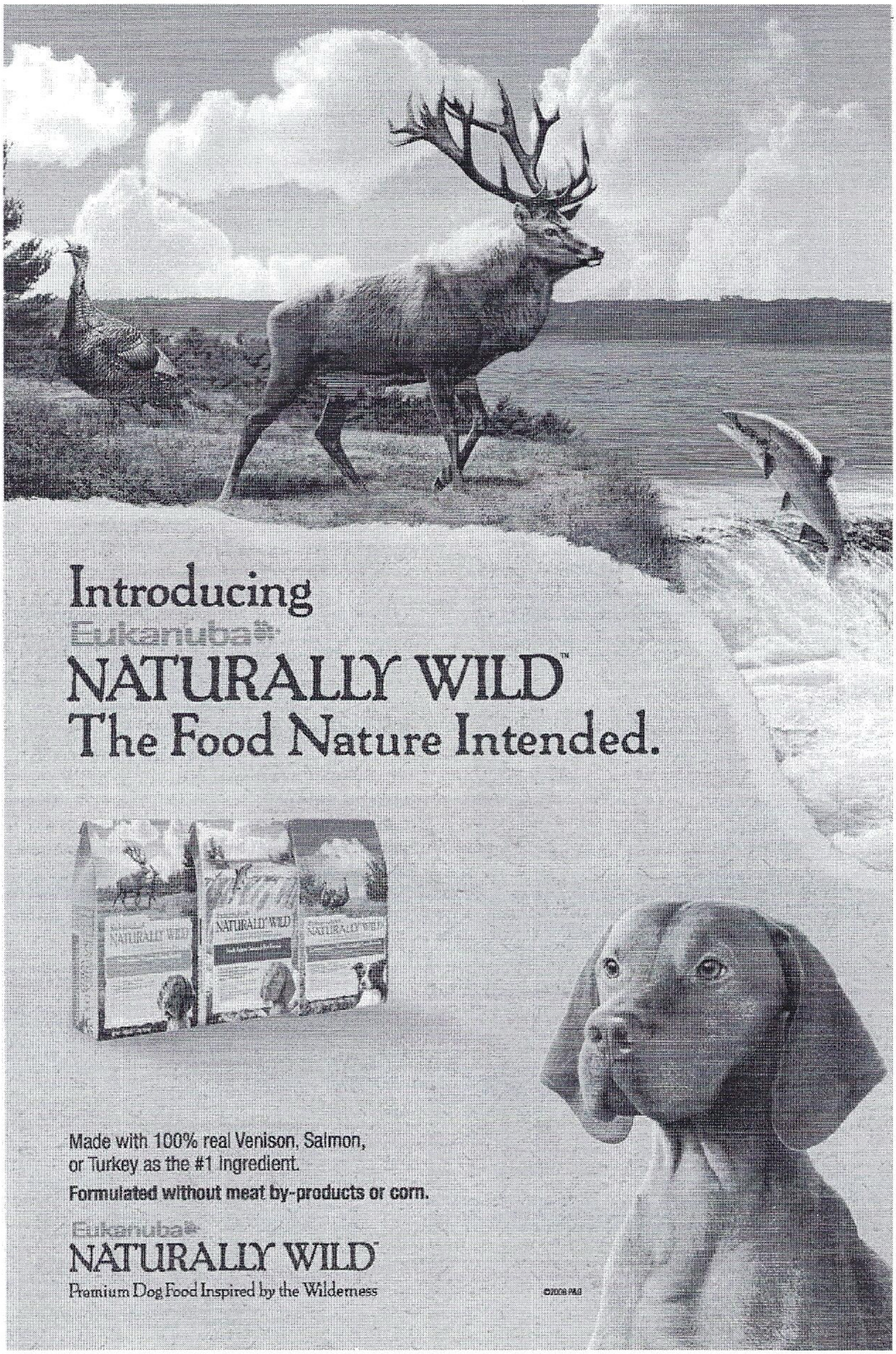
PetSaver™ Program: Is the premier training every Pet Care Professional and owner should take. Valid for 2-years, this 8-hour program covers over 50 actions for survival, including; Pet CPR, Rescue Breathing, Choking Management, Bleeding, Heat & Cold Injuries, Poisoning, Seizure and much, more. Course is taught by lecture, demonstration and hands-on skills practice.

Pet Tech Instructor Training: Become part of the Pet Tech Family of Instructors, helping to "Improve the quality of pet's lives, one pet owner at a time™" for fun and profit!

Orlando, FL • February 15, 16 & 17, 2009
Tucson, AZ • March 7, 8 & 9, 2009
Boston Area, MA • March 28, 29 & 30, 2009
Carlsbad, CA • April 26, 27 & 28, 2009
Sacramento, CA • May 16, 17 & 18, 2009
Las Vegas, NV • May 31, June 1 & 2, 2009
Denver, CO • June 6, 7 & 8, 2009
Albuquerque, NM • June 13, 14 & 15, 2009
Honolulu, Hawaii • August 1, 2 & 3, 2009
S. Chicago, IL • September 26, 27 & 28, 2009
Hutto, TX • October 24, 25 & 26, 2009
Portland, OR • November 14, 15 & 16, 2009
New Orleans, LA • December 3, 4 & 5, 2009

e-mail IACP@PetTech.net
(760) 930-0309
www.PetTech.net

Schedule Subject to Change Without Notice.
Check: www.PetTech.net/Schedule.html for Current Training Dates


Introducing
Eukanuba
NATURALLY WILD™
The Food Nature Intended.
NATURALLY WILD
NATURALLY WILD
NATURALLY WILD
Made with 100% real Venison, Salmon,
or Turkey as the #1 ingredient.
Formulated without meat by-products or corn.
Eukanuba
NATURALLY WILD™
Premium Dog Food Inspired by the Wilderness

Economic First Aid for you, your business and your pets

By Thom Somes, "The Pet Safety Guy™"

It seems that you can't turn the radio or TV on without hearing about the doom and gloom state of the economy (and world). I don't want to repeat what the talking heads are blabbering because it is important to whom and what you listen to. What you pay attention to . . . IS what you attract. I have been paying attention to an interesting counter-media flow of information that is out there. I think you too should be paying attention to those who are expanding their businesses and personal stock during this "normal" economic cycle. This is the number one reason you should attend this year's IACP Conference in March.

I have spoken with hundreds of Pet Care Professionals in the last several months and they tell me how business is booming for them! Others are telling me that it has created a window for them to expand the products and services they offer. The thing they are recognizing is that whenever there is an upheaval in the market there is ALWAYS opportunity. An opportunity to step up your game and fill in the cracks in your business model. One of the best things about an "economy" like this is that it weeds out the non-serious and non-professionals in the industry.

What I mean when I say "filling in the cracks" is that tough times create opportunities for you to change (add or subtract) something that you are doing or not doing in your business. Or to spot a new trend or idea that will offer you different and consistent revenue streams for your business. It also may not be about money that you find rewarding and fulfilling.

Following are a few questions and exercises that may help you to gain that new or unique "perceptual position" that may help you to move more positively and successfully into 2009 and the future.

What could you do in the next 30 days to improve the efficiency of your business?

The big companies are doing it and so should you. Take a look at the bottom line, the systems you have in place and focus on making your business more time, effort and money efficient.

What could you do in the next 6 months to improve yourself or your business?

Perhaps your desire is to learn how to better care for your client's pets in regards to nutrition, massage, homeopathy, obedience or pet first aid. As Benjamin Franklin said, "An investment in knowledge always pays the best interest."

Do you take an hour out of every day just for YOU?

We live in such a fast paced and caffeinated world that we seldom take time out for ourselves. I have asked this question to thousands of people and only a handful answered in the affirmative. If an hour seems too much, try taking just 30 minutes just for you, over the next 30 days.

List the last 5 books you've read that made a difference to you or your business?

Here are 5 books and DVD's that I recommend:

1. "Stumbling on Happiness" by Daniel Gilbert. Very good book because it shows you that what you think makes you happy is NOT what really makes you happy or fulfilled. It is also a very funny read. Having a sense of humor is a big key to success in all areas of your life.Recently I was making revisions to a book I had written a few years back, and adding a little extra for a new addition. In doing so I came across points I had made way back to help owners in training their gundogs. Looking through it I realized how important they are for training of any nature and as points they bear repeating especially to myself because the further we get into this profession the more we are guilty of cutting corners. I hope they may help a little, simple as they may sound.

2. The book and the DVD, "The Secret." Enough said.

3. "Are You Ready To Succeed?" By Srikumar S. Rao This book is full of exercises and insights that will assist you in "How to discover what will make you happy and more productive?" How to understand what will lead to success specifically for you.

4. "A Complaint Free World" by Will Bowen. You can find out more at www.AComplaintFreeWorld.org/. Accept his 21-day challenge and see how it affects your life. It is not as easy as it seems it would be! I know!

5. "Anyway, The Paradoxical Commandments" by Kenneth M. Keith. This is a book about the grace, wisdom

and happiness that come from facing the worst in our world with the best in ourselves. Interesting note is that these were originally credited to Mother Teresa.

Preventing burnout, frustration and that feeling that you are "chasing your tail" is normal but what is important is to not focus on it and find YOUR way to recognize and break that cycle. Other professionals are taking this "down" time to take some sorely needed time out for themselves and with their (two-legged) family. They are taking a real vacation. Is now the time to take that 15-day cruise through the Panama Canal?

Now would be a good time to go back to "school" to expand your knowledge and become the Pet Care Professional in this New Millennium that you know you are! If you like this topic, please let IACP know and I would be happy to write more on this subject for IACP.

Thom Somes, "The Pet Safety Guy™" is a nationally renowned speaker, author and professional trainer. He is the founder and President of Pet Tech, Inc., the first international training center dedicated to Pet First Aid, CPR & Care for dogs and cats. Pet Tech's programs are the official Pet First Aid, CPR & Care Training for the International Association of Canine Professionals. Teaching pet CPR, First Aid & Care is a great way to increase your bottom line, attract new clients and service your existing clients with information they want and need to know! If you are interested in becoming an instructor or looking for an instructor in your area, check our web site at www.PetTech.net, contact us by phone at (760) 930-0309 or e-mail iacp@pettech.net. Remember to ask for your IACP discount.

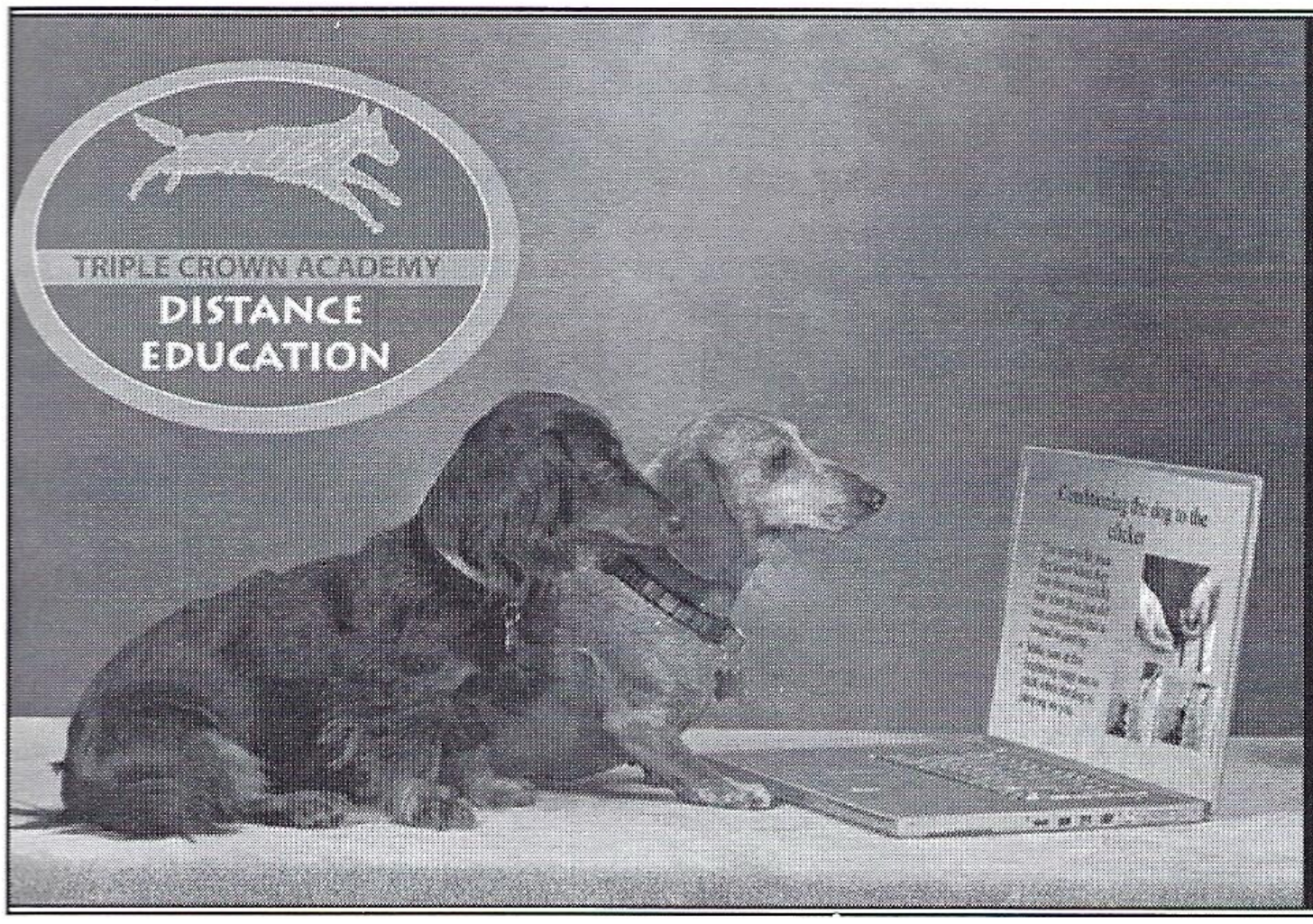
iacp

ACTIONS FOR ECONOMIC SURVIVAL

1. **Stay calm**
2. **Identify areas** of your business you can streamline
3. **Determine what you** are doing that is really successful (then do more of THAT!)
4. **Connect with other** Pet Care Profes sionals
5. **Exercise mentally** and physically every day
6. **Listen and talk** to your customers. Become part of their "Pack"
7. **Eat healthfully**

SIGNS OF ECONOMIC STRESS

1. **Significant increase** or decrease in sleep
2. **Increase or decrease** in appetite or weight
3. **Increased alcohol** consumption or other forms of self-medication
4. **Anger** or quick temper
5. **Headaches**
6. **Loss of energy** or enthusiasm



The most interactive and technologically advanced distance education program in dog training from the World Leader in Pet Education.

$100 discount for current IACP members!

Learn more online at www.dogschoolonline.com or call 877-823-7847x123.
**Onsite programs also available www.schoolfordogtrainers.com*



Training Tips

by Martin Deeley, CDT

Recently I was making revisions to a book I had written a few years back, and adding a little extra for a new addition. In doing so I came across points I had made way back to help owners in training their gundogs. Looking through it I realized how important they are for training of any nature and as points they bear repeating especially to myself because the further we get into this profession the more we are guilty of cutting corners. I hope they may help a little, simple as they may sound.

☐ **It is easier to put in good habits than to change bad ones.**
Initially we provide controls and controlling equipment so that we can show our dog what is wanted. Do it enough times and the behavior you are guiding him into becomes a habit. A well-behaved dog has good habits.

☐ **Take training in small steps at the pace of your dog**
It is better to succeed slowly in small steps that to try big steps and fail. Break down the learning into small steps.

☐ **All dogs are different and learn at differing rates**
Some dogs learn quickly, some slowly and some learn at different rates depending on many factors including what you are attempting to teach them.

☐ **Even clever dogs can encounter difficulties**
Distractions, the activity you are teaching, and the tools you are using can all create learning difficulties - barriers to learning and retention of what has been learned. Even dogs that pick up certain commands quickly may have problems with others.

☐ **We are always training**
24 hours a day, seven days a week and 52 weeks a year. It is a fact that if you do something that creates an unwanted behavior then that behavior will stick for a long time. Good behaviors need repeating many times to become a habit. Be a trainer always.

☐ **Help your dog, put it in a position where it can do right**
Nothing succeeds like success. Use barriers, walls, leashes, lines, hallways, paths anything to put your dog in a position so that it succeeds by doing what you want it to do. By channeling his thoughts, actions and directions to do what you are teaching and succeed, you will avoid mistakes.

☐ **Avoid situations where your dog can easily go wrong**
Look for the 'Bunkers' on the 'Fairway" to teaching what you require. Noises, other animals, stress, tiredness and many other factors can affect your dog's ability to concentrate and learn. Some dogs more than others.

☐ **Guide and show, and always give your dog the benefit of the doubt if it goes wrong.**
Many times we feel we have taught a behavior only to find that what we thought was the command in fact was not. The dog may not really understand what we thought he did. It may be a body posture that is the command to the dog, or a specific situation or place and it may not be the spoken command, which we think is what he understands. Sometimes dogs do not understand what we mean - even when we think they do. Distance, environment, body communication, distractions all affect interpretation and understanding.

☐ **Even dogs have off days**
An upset stomach, tiredness, muscle strain, a mood swing, a female in season, the scent of a 'woman' for a dog and other influences can create off days

☐ **Be patient, take your time, and keep calm**
One loss of temper can create a lifetime of a bad behavior. Count to 20. Then put your dog in a position where it learns what is required.

☐ **Be confident, positive and clear in all you do**
A dog cannot be confident unless you as a trainer are confident. Be positive in all you do, be clear and create understanding. Carry yourself with confidence so the dog believes in you and wants to follow your guidance
.

☐ **Stop on a high when your dog is doing well.**
It is always a big temptation to go one step too far and that can result in three steps backwards. Stop on success

with each session. Set targets but always be aware that you may not be able to achieve it that day. Train through step by step approximations to achieve behaviors leading to the final result your require. A university degree was not achieved with one lesson.

☐ **Don't be tempted to 'test' your dog on situations he has not yet fully learned even when encouraged by friends.**
Friends, new environments and different situations make a dog behave differently. You also will behave differently. So do not be too quick to brag and show off your dog to friends or others. Make sure the habits and behaviors are well established with distraction otherwise your dog may learn when he can disobey or even worse you may become stressed and teach a bad behavior through you trying too hard to demo him.

☐ **If you have to correct your dog, show him immediately what is required** and get him to do it right, even to the extent of making the exercise simple. Praise and make friends with your dog on success.
Showing the dog what you wanted and then letting him know that is what pleases you should always follow a physical or verbal correction. Always make friends with him once you have shown him what was required - do not act as though you bear a grudge.

☐ **Spend time with your dog, create a relationship of trust and respect**
Time spent in the company of your dog is not just training it is creating understanding, it is confidence building and it is a relationship of trust and friendship based on respect.

☐ **Training is exercise**
Many talk about training being separate from exercise. Make exercise and training fun and they can become so related they are one and the same. Training does not have to be boring drills. Make it an enjoyable learning experience while rewarding with the exercize.

☐ **Short successful sessions are more effective than long tiring ones.**
It is better to have 2 or 3, 10-minute training sessions than one 30-minute session. Teach in small steps, in small stages and the dog will retain more plus remain happy and interested. In addition for many doing training concentrating on this for more than ten minutes is difficult. For the everyday dog owner training may be 5 minutes here, ten minutes there two minutes somewhere else. Training is all the time.

☐ **Train first, allow a free run afterwards.**
Train with a fresh brain and a fresh body. If you want your dog to have some free running do it afterwards. But still ensure you maintain control. Call him back occasionally and give him a sit and down and then release again.

☐ **Be as positive in your approach and rewards/motivation as possible.**
Praise genuine achievement and effort. Don't praise behavior that has been done many times before. Save your praise for the special moments where he really achieves something new.

☐**Punishment should fit the crime.** But- is your dog willfully disobeying or just does not understand yet. Punishment should always fit the crime and the temperament of the dog. However do not punish out of frustration, irritation or temper. Make sure your dog did understand what was required and has willfully disobeyed before administering any form of punishment. Was it willful or did he just not understand at that moment? If in doubt give him the benefit of that doubt but follow through to have him succeed at what you are teaching.

☐**Without a good training foundation the advanced work will fall and fail.**
A good solid foundation in obedience is the basis of all future good behavior, character, temperament and personality.

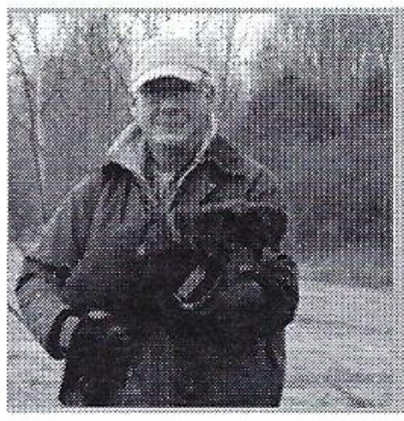
☐**Never be too proud to go back to basics**
It sometimes occurs that a dog will take liberties and not react as quickly as he used to or has found that he can avoid doing exactly what is required. So never be too proud to do a refresher, a return to the foundations that you established at the beginning.

☐**Watch and learn from everyone but make your own decisions.**
Watch others, learn from others, experiment and learn from other approaches but make your own decisions regarding how to train each dog you encounter and be creative in developing you own 'method'.

☐**Be fair, be firm but always HAVE FUN**
Most important - always have Fun. If you enjoy working with your dog, your dog will enjoy working with you. Learning becomes a joy and you become the center of your dog's world.

Martin Deeley is the Executive Director and founding member of IACP. He was named UK Gundog Trainer of the Year 2007 and is an award winning author. Martin can be visited on the web at Martin-Deeley.com.

iacp



How to Talk to Clients

By Larry Sontag

As dog trainers, we all hope to receive many phone calls from potential clients. Some of these calls go very well: there is an immediate connection with the person, the conversation just seems to flow, she likes what you have to say about your services and eagerly wants to work with you. Then there is the other type of caller: she says very little, she seems distant, and there are awkward pauses in the conversation. This person, and her dog, could have benefited from your experience and expertise, but didn't because the call didn't go well. Have you ever wondered how to make the "good" calls more frequent and reduce the number of "bad" calls? With today's economic conditions, it is important to maximize our effectiveness with every call that we receive to have more satisfied clients. Satisfied clients are our best source of referrals.

In dog training, regardless of the training methods you use, reading the dog is a critical element in your being able to deliver what your client wants. For your business success, reading your client or prospect, both verbally and non-verbally, is equally critical in achieving your business goals. How can you improve your ability to do this?

One way is to learn and understand how to recognize language patterns that people use. The language patterns that a person uses predicts her behaviors. Her language tells you how she represents her experiences in the world, her version of reality. This is her secret code. Language patterns also can tell us how that person is motivated to make a decision and how she is convinced that she is making the right choices.

The reason that language is predictive of behaviors is that all of our experiences in life enter into our minds through our five senses: we hear, we see. we feel, we taste, and we smell. We have an experience, we then "code" that experience, or represent it in our minds in some way that makes sense to each of us. Then, when we are asked about our experiences, such as How was your day?, we use words to answer that question and to describe our internal experience of our day. If she answers I had a great day, "great day" are the words that represent what her internal experience of how her day was. If in reply you say that you are glad she had a "nice day," you have mismatched her internal experience of how she really felt about her day. She will not feel like you really understood what she was saying. This mismatch will not help you to build rapport.

As another example, a prospective client calls you and says he thinks he needs help from a trainer because … and he proceeds to tell you that he doesn't want his dog to jump up on people, he





Mark your calendar. Now in its 10th year, IACP presents their annual conference that offers professional development and tips on business practices that benefit *all* canine professionals.

"Go all in" *for the 2009 IACP Conference.*

All who attend will go away winners!

For more information, call **407-469-2008** or visit:

www.dogpro.org

*Speakers subject to change without notice. Go to our website for news and updates.

SPEAKERS*

Brother Christopher of the Monks of New Skete

Sarah Wilson

Pam Reid

Stanley Coren

Kyra Sundance and Chancey

John Wade

Cheri Lucas

Pam Lauritzen

International Association of Canine Professionals
P.O. Box 560156
Montverde, FL 34756-0156
USA

doesn't want to be pulled down the street when walking his dog and he doesn't want his dog bolting through doors.

Then another person calls and needs your help because … and she says that she wants her dog to come when called, she wants her dog to sit nicely before going through the door and she wants her dog to be fun to have in her home.

Can you detect the different language patterns? The first person used "away from" language patterns, i.e., he said what he didn't want certain behaviors from his dog. This language typically suggests that he wants to avoid problems, and to move away from being uncomfortable.

The second person used "towards" language patterns. She said what she did want. She is motivated to achieve and gain something. She is the one who is energized by moving towards her goals, and positive reinforcements are very motivating to her.

To effectively communicate with the "away from" person, use his language patterns. For example, you might say to him After we have trained your dog [which presupposes he will have you do the training], Muffy won't be jumping up on you, won't be pulling you down the street and won't be bolting through doors. Then you could ask I'm curious, what will not having those problems be like?

For the towards person, you can say to her After we have trained your dog, your dog will come when called, will sit nicely before going out the door, and will really be fun to have in your home. I'm wondering, what will that be like?

In both of these examples, you have matched an important part of how that person describes the world, their secret code. They will feel that you understand them, and that you are like them. This will help you to build more rapport.

Another caller may use some combination of both of these language patterns, such as I want my dog to come when called, not jump up on people and to be fun to have in the house. A towards language pattern, an away from language pattern, and another towards pattern. To fully match your callers internal experience, it is best if your reply uses the same sequence, such as After we train your dog, he will come when called, not jump up on people and be fun to have in the house.

Many of use both of these language patterns in different contexts of our lives. Some of us may use one pattern more frequently than the other. If you typically use away from language patterns, there may be times you really don't hear the towards patterns when you listen to other people speak. That can be just as true for those of us who are towards people, sometimes the away from patterns are not what we hear. This is how we have trained our brains to work over the course of our lives. We notice, or filter, our experiences for what is most familiar to us, and we tend to delete what is not familiar. Again, our personal secret internal "code" of how our brain codes our experiences.

Before you know it, recognizing language patterns will come easy for you. Before I was trained about these patterns, I didn't know they existed. I now understand and can do this, and so can you. I first learned about this, and other, language patterns, at a seminar based on the work of Shelle Rose Charvet and her book "Words That Change Minds."

Larry Sonntag has over 20 years of successful experience training dogs for obedience, hunting and AKC hunt test competitions. Larry is Professional member of IACP, Force free & TMD certified and is a certified practitioner of NLP, Neuro-linguistic programming. Larry coaches and gives seminars for trainers to help them avoid problems & achieve their goals. Larry brought 20 years of sales & sales training experience to his dog training business. He can be reached at Larry@saltydogfarms.com, or 414-530-3139.

iacp

Increasing Cash Flow In This Economy

By Robin MacFarlane



Times are a bit challenging and you may be wondering how to increase cash flow. It is a big topic and one often overlooked in our dog professions. We devote countless hours to learning the art and science of our work but rarely devote equal time to the study of how to effectively run a business doing what we love.

While it may be a less exciting topic, the reality is, if we aren't growing our net worth by choosing this profession we are either going to quit entirely or settle for only being able to work with dogs part time, while we hold a "real job" elsewhere.

In this article I would like to focus on how to capitalize on your existing client base to generate more revenue. The people who have already spent money with you are extremely likely to do so again. These may be some of the easiest sales you'll make simply because most of us like the comfort of returning to people we know and trust. It is easier to open our wallets to those we have developed a relationship with. Another bonus of marketing to this group is that it generally costs less time and capital than to generate new leads.

So gather all those contacts you've developed over the years. Now is the time to organize your database and draw on it by offering new services and products to your past customers.

You can choose to pursue generating active income or passive income or both. Let's focus on active income first. This is income created by the work you trade for dollars. In

our service profession it is typically hours for dollars. It is a single event that creates one time revenue.

Active income is something most of us intuitively understand. After all, most of us were raised with the idea of putting in a hard day's work for a paycheck. And that is what most of us do in this profession. We trade time for money. We can continue to do that by increasing the services our companies offer. Come up with creative ideas to offer additional classes and services that clients can take part in. Perhaps you can offer doggie daycare, supervised playgroups, pet walking or boarding services,

Let me share a few ideas we have implemented here at our training facility in Wisconsin.

We offer nail trims, bath and brush outs, nature walks and treadmill skills to dogs that stay in our kennel. For our training clients we have a variety of additional classes. These include; Agility, Confidence Course, Advanced Obedience, That's My Dog! On The Go, Swim Class, Tricks Class, Freestyle, Trained Retrieve, Open Field Socialization and Directional Training. Each of these classes is set up with additional fees associated and the clients love the many options we have to continue training after the basic work is complete. It is a win/win situation and helps grow your reputation. Plus it is just fun to break out and try some new activities.

In addition, the class meetings offer opportunities to market products. Carrying small product lines of leashes, collars, treats, toys and such can help build revenue. Just be watchful about how much you inventory and your turn over time. It can be fun to shop for all the great products but if things sit on your shelves and collect dust, it isn't helping your objectives.

The second part of marketing to your existing contact base involves producing monthly passive income.

Passive income is money generated repeatedly without having to do the work over and over. (Example: educate someone about a dog food line you rep and get repeat purchases monthly.) Do the work once and then continue to reap cash flow from that effort. That is the key to developing some financial freedom. It will move you toward having more free time as you create a stream of income that is not tied to the number of hours you work.

There are many ways to achieve passive income but I am going to focus on the concept of Multi Level Marketing (MLM) products that we can all tie in easily with our dog profession and market to our already existing contact base. These opportunities have been around for a while and for some people the subject of MLM instills a negative perception. Everyone has heard stories of people getting involved in pyramid schemes or stories of individuals having to purchase significant amounts of inventory and pay for their own training. I am certain there are un-reputable companies in existence. However don't let that deter you from finding companies and products that provide value and allow distributors to earn fair commissions.

In our business dog food and supplements are an intelligent choice for adding cash to the monthly P&L. If you already have clients who are asking for advice on what to feed their dog why not make some revenue on the work you do to educate them? Whatever product you are comfortable with I'd encourage you move forward and rep that line. My suggestion though is you work with a company that does not require you to stock product. This way you are never left holding inventory and you simply collect your commission check each month for products your clients purchase. I currently am a Flint River Ranch distributor and appreciate the monthly check that goes into my account just from giving samples to clients and explaining why I believe in the product.

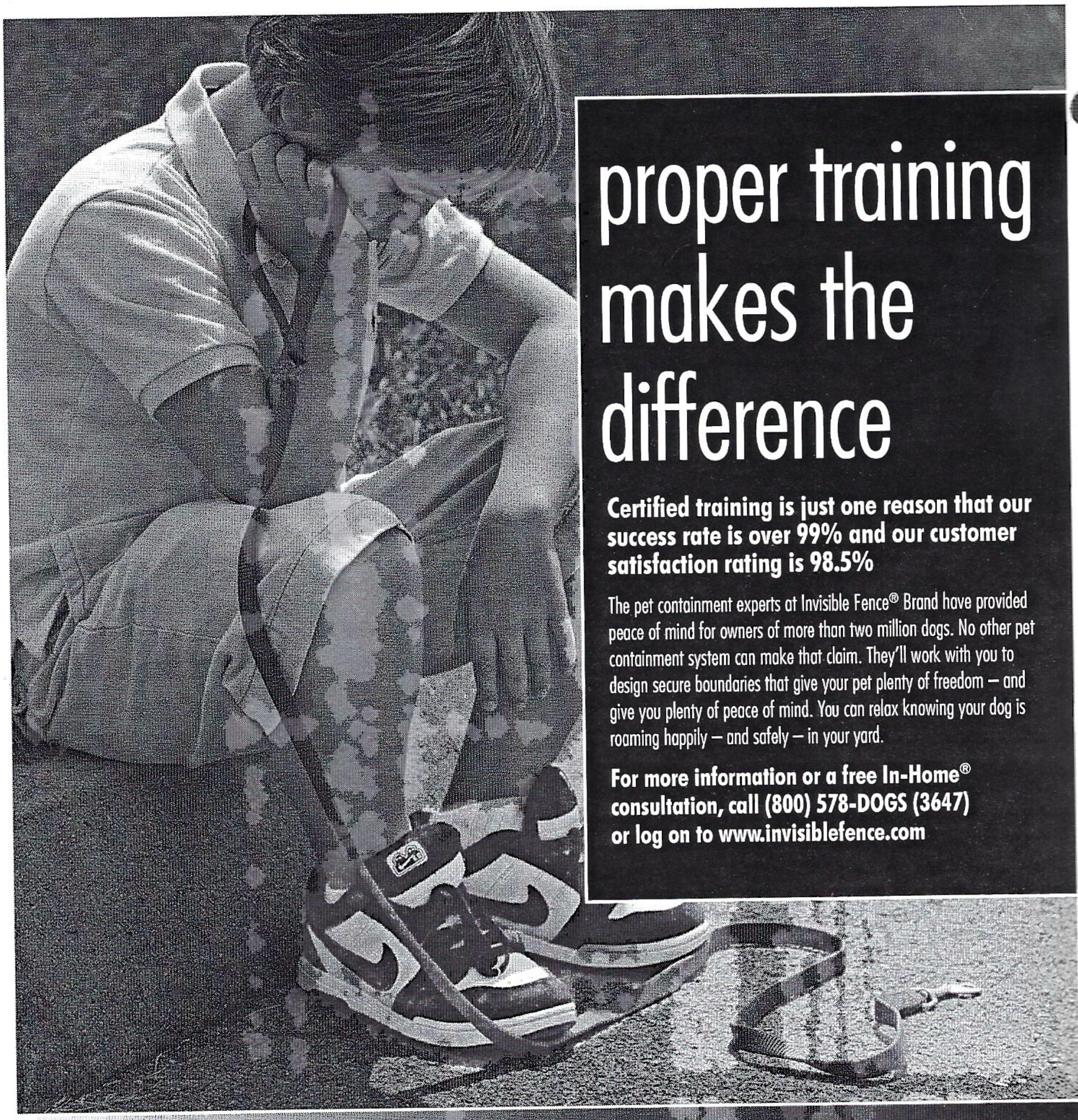
Another concept to consider is getting involved with a product that is not directly tied to dogs but may be useful to your clients for other areas of their lifestyle. For example I purchased a product for my company with the sole intention of using its marketing potential to grow my business. As I utilized it, I found some of my clients were curious about the product and wanted information on it because they were interested in using it for their personal and business contacts. Before I knew it, I was earning monthly commission checks for sharing business-building ideas with my clients!

This is a greeting card company that is online. I log on, download photos of my clients dogs, create cards to send them personal messages, class schedules, advertise upcoming specials etc. and the company does the rest (print, envelope, stamp, etc.) Because this is mail that is so personal with the client's dog on it, the piece gets kept and displayed, so it becomes a conversation piece. I figured it was good business strategy and a way to keep promoting my company in the community. But soon the other bonus became marketing this product to other business owners for their needs. The commission checks continue to grow as my down line begins to spread the word to their friends about a useful and fun product. It is a win/win situation and that is the foundational belief I encourage everyone to make business decisions from. For any IACP member interested in this particular product I will offer a free gift account to check out the system. Contact me at robin@thatsmydog.com to set up a free account.

I have friends who are involved MLM's that offer health supplements for humans, cosmetics, energy efficiency products, gourmet coffee and chocolates. The list of opportunities is large, but do your research. Find a company you can be passionate about. And perhaps most importantly make sure the person who brings you into the system is willing to invest time to mentor you and teach you the ropes so you can grow your monthly checks as well.

So here is a 2009 resolution for you. Focus your energy on growth and abundance rather than worry about lack and the economy. The money is still out there, people are just changing spending habits, so adapt. There are many ways to tie new streams of revenue into what you are already doing. Think outside of the box and draw on the people who have already demonstrated trust in what you can provide.

Robin MacFarlane is owner of That's My Dog! Inc. and training director of TMD E-cademy, a remote collar education program for dog trainers. She is a past director of IACP and currently Executive Director of the Canine Political Action Corps. **iacp**



proper training makes the difference

Certified training is just one reason that our success rate is over 99% and our customer satisfaction rating is 98.5%

The pet containment experts at Invisible Fence® Brand have provided peace of mind for owners of more than two million dogs. No other pet containment system can make that claim. They'll work with you to design secure boundaries that give your pet plenty of freedom – and give you plenty of peace of mind. You can relax knowing your dog is roaming happily – and safely – in your yard.

For more information or a free In-Home® consultation, call (800) 578-DOGS (3647) or log on to www.invisiblefence.com

RECOMMENDED BY 4 OUT OF 5 VETERINARIANS

CONSUMER REPORTS BEST BUY DIGEST

OVMA CORPORATE PARTNER PROGRAM

Invisible Fence® Brand by PetSafe®

The Brand Vets Recommend Most For Dog Safety and Freedom