

*Eric Letendre's*

**Dog Training System**

Private, One-On-One, In-Home Dog Training...Gauranteed Results!



# The Owner's Guide To Choosing A Dog Trainer

By Eric R. Letendre

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## **The Owner's Guide To Choosing A Dog Trainer**

Choosing a dog trainer isn't easy. Why? Because you're bombarded with misleading advertising, confusing advice, and simply bad information. From super low prices to unqualified trainers, and near worthless methods - how do you ever find a qualified, competent, professional dog trainer? You start by reading this guide. In this fact filled guide you'll discover:

- The 4 top fears that dog owners have about hiring a dog trainer
- How to avoid three dog training rip offs
- 5 Costly misconceptions about dog training classes
- 3 Mistakes to avoid when choosing a dog trainer
- 4 Steps to train your dog the quick, easy, and fun way

I wrote this guide to help you better understand dog training. Now with this information, you can make an informed, intelligent decision. If you have any questions about your dog or dog training, you're invited to email me at [ERIC@AMAZINGDOGTRAININGMAN.COM](mailto:ERIC@AMAZINGDOGTRAININGMAN.COM) or call me directly at 508-963-6489. I've dedicated myself to educating dog owners. I'll be happy to help you in every way I can.

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## **4 Top Fears That Dog Owners Have About Hiring A Dog Trainer**

### **FEAR #1 - Confusion**

Confusion is often associated with new dog ownership. I have often told people that I feel sorry for new dog owners because they don't know who to listen to and it seems like everyone has advice. When faced with a problem a new dog owner will talk to their vet, their friends, and their relatives. They will read books, watch videos, and look online.

Most of the time, they find that everyone is giving different advice. Who should they listen to? The whole subject of dog training seems to be a mess.

Some of the best advice for a new dog owner is to talk to someone who has a lot of hands-on experience training dogs.

### **FEAR #2 - Inflict Pain Or Discomfort On Their Dog**

Traditional methods of dog training have for a long time relied on harsh or cruel techniques to get the dog to perform the commands. Choke collars, prong collars, and shock collars have been used for years to get the dog to comply.

You do not have to inflict pain in order to get your dog to learn obedience. If you feel uncomfortable doing this type of training, you do not have to do it. There are other methods that produce great results.

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Fortunately, over the past ten years or so, training methods have become much more positive and the benefits from this type of training are tremendous.

For a long time it was believed that you had to be forceful with a dog in order to get him to behave. Modern behaviorists have found that using positive methods to train does not promote aggression and fearful behavior in dogs.

In order to get a dog to comply you have to use motivation. There are two types of motivation; positive and negative. Both are very effective but negative motivation has side effects. Aggression is one of the main side effects of negative motivation.

### **FEAR #3 - Embarrassed By Their Dog**

Dogs can sometimes embarrass us with their behavior. It's happened to me. I was once giving a class with an unruly dog. I took the leash from the owner to help her with leash walking. Her leash was way too long for training. If I remember correctly, I think it was about 12 feet long.

Anyway, her dog quickly went around behind me while I was trying to reel in the leash. As her dog went behind me, I tried to hop over the leash as the dog circled me. The leash caught the back of my foot as my other foot was in the air. At that precise moment her dog decided to run towards another dog.

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I was flipped into the air and landed flat on my back. I always inform dog owners that everyone in the class is going to have a dog that behaves just like theirs or worse. It does not matter; you come to a dog training class because your dog is unruly.

A good class will help you train your dog and get him or her to behave. It should be done in a fun and informative way. The only dogs that should not be allowed in a class are aggressive ones. Make sure that no aggressive dogs are allowed into group classes.

## **FEAR #4 - Afraid The Instructor Is Going To Embarrass Or Grade Them**

Unfortunately, there are dog trainers that are not friendly or pleasant to work with. Some instructors even grade their students. A few months ago I was working with a nice couple. They had a sweet little mixed breed dog that was giving them a little trouble; nothing major, just a few issues.

They told me that another instructor had come out to their house to help them. They said the session went well until the end. The instructor informed them that he would give them a "D" for a grade. The couple said that they tried very hard to understand and apply everything that they were taught, and felt that being graded for dog training was a little unfair.

When you reach into your pockets and spend your hard earned money on dog training, you do not have to put up with anyone being rude or embarrassing you in a class. You are learning a new skill and we all learn differently.

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A good instructor should be able to verbally explain the exercise, demonstrate the exercise with a dog, and then give you a written sheet with the directions. We all learn differently; some folks need to see it, some need to hear it, some need to read it, and some like me, need all of the above. A good instructor will cover all the bases.

## **Benefits Of Having A Well Trained Dog**

- Training your dog will result in having a well behaved dog that you can be proud of.
- You'll be able to take your dog places.
- You can have company over without worrying about him jumping, begging, or misbehaving.
- Training will improve the bond you have with your dog and it will greatly improve the relationship.

## **How To Avoid 3 Dog Training Rip-Offs**

### **RIP OFF #1 - Train Your Dog With One Simple Device**

Training is a process that can be fun and you can get results in a very short period of time. Most people would rather be doing something other than dog training when they come home from work.

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After a long day at work it can be difficult to get excited about the prospect of dog training. Many so called dog training experts know this. That is why advertising one collar to solve all of your dog's problems has become very popular.

Dogs come in many different sizes, shapes, and temperaments. If one collar truly did solve all your problems and you only needed this one collar to train your dog, everyone would have one, including me.

## **RIP-OFF #2 – In-Kennel Training**

This is a very popular concept for many different reasons. Who wouldn't like to drop their dog off and pick him up three weeks later, all trained and ready to go.

Here is the unfortunate part of in-kennel training. When the dog is in the kennel working with the trainer, the dog is bonding with the trainer. The dog is learning to respond to the trainer.

When the owner comes to pick up the dog, he will have a difficult time listening to the owner. The other problem with in-kennel training is it usually does nothing to help with behavior problems that occur in the home. The kennel is nothing like your house. When your dog comes home it is likely that he will revert right back to his old behavior.

The last problem with in-kennel training is that you do not know what the trainer is doing with your dog. What kind of methods are being used? Is the trainer being harsh with your dog?

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## **RIP OFF #3 - Huge Class Size**

Training a dog, especially the first time, requires some attention and practice. You are learning a new skill and it can be difficult in the beginning. Some dog training schools pack 25 to 30 dogs in a room with one instructor.

Even if there were 4 instructors, a class with that many dogs is going to be chaotic and stressful on both the dogs and the owners. Class size should be kept small so you can get the personal attention that you need.

Sometimes it is worth it to pay a little more to get that type of instruction. When a class is too big, most of the people in it are just shuffled around for an hour until class is over.

## **5 Costly Misconceptions About Dog Training Classes**

### **1st MISCONCEPTION - Waiting Until The Dog Is 6 Months Old**

Socialization is one of the most important activities that you can do for a young dog. In fact, I would go as far as to say that it is the most important activity that you can do for a puppy. In my classes I always tell people that they have a small window of opportunity to socialize their dog. It lasts for approximately 2 months; from the time a puppy is 8 weeks old until about 16 weeks old.

After that time the window closes and you never get to open it again. What your pup is exposed to during that time will determine how he will be as an adult.

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The more your puppy is exposed to; places, sight, sounds, and smells, the better it will be for him as he grows into a dog. He will be more stable and less stressed in different situations, not to mention less fearful.

Some of the absolute worst advice that has been hanging around for years is... WAITING UNTIL YOUR DOG IS SIX MONTHS OLD BEFORE YOU START TRAINING...WRONG! WRONG! WRONG! You should start training your puppy the day he comes home.

You can do a lot with a young puppy; sit, down, stay, and come can all be taught. Many behavior problems can also be avoided. If your pup has four months to keep doing a bad behavior before something is done about it, it will be that much more difficult to fix later on.

## **2nd MISCONCEPTION - Dog Training Classes Won't Help With Behavior Problems**

Obedience classes should include help with behavior problems. If you go to a class and they inform you that they will only help you teach your dog commands; i.e. sit, down, stay, and come, but will not help you with behavior problems like housetraining, jumping, stealing, or barking - you should find another class to attend.

A good qualified experienced dog trainer will know how to help you with these problems. You should also be aware that some trainers do not know how to deal with behavior issues. If the trainer's solution for every behavior problem is to put your dog in the crate, ask for a refund.

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### **3rd MISCONCEPTION - One Method Of Dog Training Is The Same As Another**

There is an old saying in the dog training world that goes like this:

*“The only thing two dog trainers can agree on is what the third one is doing wrong.”*

Training can be done many different ways. You can train using all positive reinforcement. You can train using all negative reinforcement. Or you can train using a combination of both. About two years ago I developed what I call THE REVERSE DOG TRAINING METHOD.

I developed The Reverse Dog Training Method by focusing on the owner and helping them get the most out of each training session with their dog. Here is the acronym I developed to explain it:

- **Reward:** Reward based training using the principles of behavior
- **Easy:** Dog training can be easy and fun when you use the REVERSE training method.
- **Viewpoint:** An effective training program should be established by looking at the dog's Point Of View
- **Effective:** The training program has to be effective and get results
- **Responsibility:** We need to take responsibility for training our dog
- **Safe:** Safe training method that does not harm the dog
- **Enjoyable:** Let’s face it, if you don’t enjoy it, you're not going to do it

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The REVERSE Dog Training Method is easy and fun to learn. It uses a combination of training methods to get maximum results.

### **4th MISCONCEPTION - The Dog Trainer With The Lowest Price Is The One You Should Hire**

Low price many times (not all the time) can be a direct result of the quality of service you get. Most new and inexperienced dog trainers start at a low price to get business. They may be able to help you with some of your problems but probably not all of them.

Some times the price advertised is not the actual price you pay. Some trainers will not include hidden costs such as travel pay and equipment costs in the price they quote you.

### **5th MISCONCEPTION - Spending A Lot On Training Equipment**

When it comes to equipment, all you need is a leash and a collar. In some cases, you may need a gentle leader head collar, but that is it. The better the trainer the less equipment they need. I have shown dog owners how to train their dogs for years with nothing more than a leash and a collar. No choke collars, no pinch or prong collars, and no expensive shock collars.

## **3 Mistakes To Avoid When Choosing A Dog Trainer**

### **MISTAKE NUMBER ONE - Choosing A Trainer Without Testimonials**

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It is a mistake to choose a dog trainer without getting any comments from past customers. A dog trainer can say anything about the dogs that he has trained. Sadly, some of it may not be true.

Make sure that you ask for references and comments from current customers so you can depend on the level of training that they say they can provide. Any dog trainer that does quality work should be able to provide you with comments from their clients.

## **MISTAKE NUMBER TWO - Paying For A Class Before You're Allowed To Drop In**

Before you open up your wallet and fork over your hard earned money for some dog training, ask if you can drop in and observe a class. If the trainer is unwilling to allow this, look for another trainer.

You need to make sure that you agree with the training methods being used, with the way the class is conducted, the level of competence the instructor has, and his or her likeability. A good training facility will also allow your family members to attend the class with you when you come for training.

Anyone that is going to be handling the dog should attend. Lack of consistency is one of the main reasons dog training fails. The instructor should encourage the whole family to attend and take part in the class so that everyone is doing the same thing and to answer everyone's questions.

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## 4 Steps To Train Your Dog The Quick, Easy, And Fun Way

If you are thinking about training your dog, I encourage you to follow these four steps:

1. **Make a commitment to yourself to get your dog trained.** The longer your dog misbehaves and does not learn obedience, the harder it will be for you. Plus, the longer you wait, the less fun you can have with your dog. Wouldn't it be nice to take him down to the beach or for a hike in the woods off-leash?
2. **List your Objectives.** Do you just want the basics or are you looking for more advanced training? Do you want to be able to control your dog on and off-leash? Do you want to work with an honest, reputable trainer or are you willing to risk working with a trainer that offers you the lowest price and hidden costs?
3. **Ask Questions.** The way you learn about a trainer is to ask specific questions and to listen carefully. Here are eight tough questions to ask a trainer before you hire him or her:

ONE: What method of dog training do you use and recommend?

TWO: What type of equipment do you require to train my dog?

THREE: What will you do to help me train my dog?

FOUR: At what age should I start training my dog?

FIVE: What training have you had in dog training?

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SIX: Are you a member of any dog training organizations and will you show your certificates?

SEVEN: Can I drop in and observe one of your classes?

EIGHT: Can you provide any testimonials or references from past customers?

When you find the right trainer, act. Once you're satisfied that you are working with an honest, competent professional dog trainer, sign up for the class and ask them to send, fax, or e-mail you a specific quotation in writing. A written quote gives you the assurance that you know exactly what you are going to pay - no surprises.

4. **Eric Letendre's Dog Training System.** If you would like a professional trainer with over 18 years experience who understands how to make training FUN - to come directly to your house to help you train your dog, then email me or give me a call.

I always offer a free Dog Training Behavior Assessment so that I can get a first hand understanding of the training and behavior problems you are experiencing, and to determine if my in-home training program is the right solution for you.

By following these four steps you'll gain all the information you need to make an informed, intelligent decision.

Good Luck!

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