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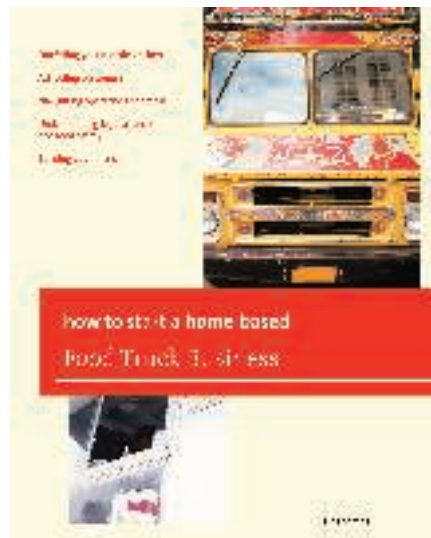
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**Peggy O. Swager**

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# Dog Training Business

Peggy O. Swager



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With any small business, family support is always critical. My husband, Ken, has dealt with a lot of dog training, hauling dog equipment, and the occasional dog bite without complaint. We so often talk about giving dogs a forever home; I think Ken has earned his. My children, Scott and Tia, have also aided with my dog training endeavors, and still do as adults. And as always, I need to thank my mother for allowing me, as a youth, to work with all kinds of animals, which began the process of honing my skills in animal behaviors. To my totally supportive family, I dedicate this book.



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To Janice Dearth and Nannette Nordenholt who always have a wealth of information.



# Introduction



Hardly a day goes by that we don't see something on television about dogs. On *Good Morning America*, you quickly find out that Robin Roberts has a Jack Russell. As well, George Stephanopoulos has mentioned his dachshund and his terrier mix. Did you know that Dr. Andrew Ordon on *The Doctors* has a bulldog? He talks about his dog every chance he gets. People we watch on the television are only reflecting our growing interest in canines. Dogs have, more than any time in our history, become an important part of our society. And you don't need to be a television personality to have caught the desire to show off and talk about your dog. While doing a book signing for my dog training book, *Training the Hard to Train Dog*, several people who stopped to chat were quick to show me photos they carry around, not of their children, but of their dogs. The role of the dog in the family structure has changed, and more and more people acquire one, two, or a pack of dogs, driving more of a need for dog training. In recent years, the push to adopt a dog from a rescue has also unleashed a surge for instructions to help when reforming canine behavioral problems. And don't forget that people are using dogs for activities such as agility or as a certified therapy dog used to visit a nursing home. All of this creates, more than ever before, a demand for dog trainers.

Being a dog trainer requires a diversity of skills. First off, you must have a desire to do this job, a bit of what one might call dog sense, and a knack for training. Those who pursue dog training as a career find that the ability to turn something you enjoy into a profession can have great rewards. For people who want to become a dog trainer, the first step is commitment. For people who want to begin a dog training business, they need to expand their education to include the details of running a small business.

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I had two goals in writing this book: One goal was to empower people looking to start a dog training business with the information they need to plot a path for success; the other was to help people who have already started their dog training business, but found their journey not progressing as they expected, to discover the information they need to get back on the path to success.

Since some people may not yet know where they fit in when it comes to the dog training business, chapter 1 addresses finding one's niche in the diverse dog training world. Although every aspect and opportunity for dog training can't be covered, you will find I've covered in more detail the opportunities where people are more likely to earn a living. I did not limit the book to my experiences in dog training alone. You will find interviews from a variety of dog trainers who talk about their personal journey to dog training success.

Even before you begin your business, you will have a lot of decisions to make. The content of this book facilitates those decisions by letting you take a look at the pros and cons of different options. For example, you will learn information to help you decide if you should sell equipment. If you do decide to sell equipment to supplement your income, you will find out how to do so with a minimum investment, helping to keep your profits at a maximum.

Your dog training business will require different kind of permits as well as zoning considerations. If you want to hold classes away from your home, you learn what to look for in a rental facility as well as get an idea of how much space you will need. Included is information about insurance you need to secure for your business.

When looking to get your business off and running, you may find yourself halting at the business part of the business. Suddenly people are demanding a business plan. You find you have bookkeeping obligations and wonder about working with an accountant or a bookkeeper. To keep you from stopping your forward progress, the book takes you by the hand and walks you through the business end of dog training. You will not only find help in constructing your business plan, you will also find information to help you understand some of the financial sheets generated by a business, including profit-and-loss statements and balance sheets. You will even learn about cash flow projections and why they are valuable to you as you begin your business. Perhaps one of the greatest dangers in starting up a business is not starting at the right pace for success. An interview with an MBA helps you understand how to avoid this pitfall.



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Small business success is more dependent on a good support group than a larger business. For many who are beginning a home-based business, that support group will be your family. I know my family was very important to my success and I readily share how to gather and work amiably with your home forces. I also help you learn how to draw on help from the community around you.

No matter how much desire or natural skills you have, you will find that being a dog trainer means you will embark on an endless educational journey on how to better train a dog. Even behaviorists find they need to specialize their studies when working to help resolve canine behavior issues. These days there are a lot of learning opportunities out there for dog trainers, but not all of those will be worth your financial investment or your time investment. This book gives you a lot of information to help you sort through educational opportunities and determine how to best guide your career. Included are certifications for different kinds of training.

Have you decided if you are going to be a sole proprietorship, an LLC, or do you need to consider becoming a corporation? The information provided will help you understand the different business structures, from sole proprietorships to corporations, as well as their advantages and disadvantages. You will also learn about times that you may need to consult an attorney.

What all do you need for a web page? Should you have a logo? What are the do's and don'ts when choosing a business name? These all need to be addressed early in your business endeavors. Those are part of your first steps toward marketing your business. More decisions will follow as you ask yourself questions like: Should you be on Facebook? Have a booth at the local dog event in your area? Mail out advertisements? Or is there a way to get a lot of customers without spending a lot of money? Since marketing is key to the success for any business, a lot of information is provided on what works when marketing a dog training business and what doesn't pay to invest in, from creating business flyers to engaging in different kinds of Internet marketing.

I worked hard to integrate both my dog training and my business experience. But I wanted you, the reader, to benefit from more than my personal experiences. So I took steps to bring you more information. You will find scattered throughout the book first-hand interviews from business experts and other experienced dog trainers. The goal of this book is to empower you with the info you need to succeed. If you know you want to make your living working with dogs, but are uncertain just where to begin, what area of dog training to pursue, and how to succeed, this book is designed to give you those answers.

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I enjoyed the opportunity this book allowed to share my experiences, both good and bad, with the business of dog training. But I also wanted to take the opportunity to share others' experiences. My final unique contribution to this book was to interview three different successful dog trainers who are well along in their businesses' journey: one who had learned how to balance her job as a mother with her business; another who transitioned from a full-time job to owner of a dog training business that now supports her family; and the last who is now living a dream far beyond what she envisioned when she began her journey.

# 01

## The Diverse World of Dog Training



The term “dog training” brings different pictures to people’s minds. Some people see themselves in a role similar to television personalities such as Cesar Millan or Victoria Stilwell. But the world of dog training has a much greater diversity than one-on-one sessions with problematic dogs. Dog trainers are found in classes from puppy and agility, to Canine Good Citizen and therapy dogs. Some trainers specialize in training dogs for search and rescue or as aids for the blind or the deaf. There is truly a diverse calling for dog trainers. Since any dog training discipline takes education and experience, this book will not venture into more specialized areas such as how to train dogs to appear in movies, or even how to train a Seeing Eye dog. Instead, this book talks about how to begin your dog training career and how to make money in some of the more popular areas such as teaching basic classes and/or doing one-on-one consultations. So if you want to start a dog training business, or are looking to improve your current dog training business, you will find this book holds many valuable answers.

### **Why Become a Dog Trainer?**

There are perhaps as many reasons to become a dog trainer as there are breeds of dogs. Although every dog trainer has his or her own personalized story, there are a lot of common threads as to why people choose to become dog trainers. A lot of people want to work with animals, oftentimes dogs in particular. So why not make a living at it? One of the advantages of becoming a dog trainer is that there are several areas you can specialize in, as well as the ability to move from one training discipline to another. You can even do several areas of dog training at once. For example, you may begin with obedience training because you like the discipline or may even like showing

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at obedience. Once you establish yourself as a trainer, you may decide to begin the journey to becoming a judge. Judging obedience doesn't exclude you from being an instructor, but it may help fill your classes. Some people who start out in obedience, may discover agility is more their passion. That may result in them teaching agility classes. Others may take a liking to Rally.

Perhaps you are interested in educating people on how to train their pets to become more manageable and mannerly. These classes start at the puppy class level and often follow the dog's development through the first year. By helping people train their everyday pets, you keep those same dogs from filling animal shelters where many animals are destined to be euthanized. Becoming a dog trainer can fill a need for the dog-owning public. At the same time, you can enjoy earning a living while working with dogs and their owners.

### **Is This Job for You?**

Most people who succeed at this job have a passion for working with dogs. But to really succeed, you will need a bit more than that. With few exceptions, when you work with dogs you also need to work with people. If you absolutely hate dealing with people, you'll need to learn some techniques to make dealing with people easier. But take heart, you can learn these skills just as certainly as you can learn dog training techniques. In fact you may find that dealing with poorly behaved dogs has some parallels to dealing with difficult people.

With any business, there are certain keys to success. Typically in a smaller start-up business like dog training, you will need to wear many hats. You will probably be your primary marketing team and may also be your bookkeeper. Although this diversity of talents may make some people take a step backward, take heart. Inside this book, you'll find information and ideas to help you in all areas of starting up and succeeding in your business.

Most successful dog trainers have an aptitude for working with dogs. To help determine if you have that knack, ask yourself a few questions: Do I have patience with animals? Am I willing to dedicate myself to learning? Do I have an animal sensitivity?

So what is animal sensitivity? Animal sensitivity deals with an ability to understand an animal and what that animal is feeling. This can be helpful when working to reform canine behavior issues. Fortunately, you can learn how to be more sensitive to a dog. There are books and clinics on how to read a dog's body language. You can learn from others who have undertaken extensive studies to figure out what is

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going on inside the dog's head and what is driving a particular behavior. This kind of training was not always available. Little was documented about dog training before World War II and it wasn't until the 1990s that our dog training methods changed from jerking on choke collars to using operant conditioning. Now, there is a wealth of information that wasn't available even ten years ago.

Learning to be a successful dog trainer means learning about a diversity of dogs. Although a specific breed of dog is often characterized by a collection of behaviors, you will find that within a breed you can have differences in individual dogs. If those differences are driving unwanted behaviors in the dog, you'll find people turning to you as a dog trainer to help solve the issue. Likewise, you'll find that different breeds of dogs can have different learning styles. By learning several techniques and knowing the differences in breeds, you'll find yourself succeeding where others have failed. Although this obviously entails a lot of work, if this job is for you, you'll find yourself enjoying the life-long learning process.

A good question to ask yourself is: "Can I take on the right attitude for successful dog training?" That attitude is one that portrays self-confidence to the dog and to the dog owner. You must appear to a dog as a solid leader. Some people make the mistake of thinking that to help a dog, especially one that has suffered at the hands of misguided humans, we need to make up for any injustices done to the dog. That is not true. Although it is fine to have empathy for a dog, a good trainer learns how to use this constructively. To do good by an animal, you need to reach beyond your empathy and sympathy and find a way to help the animal. Sympathy doesn't change unwanted behaviors, even with a dog that has been abused. Dogs need guidance not coddling. But don't think for a second that doesn't mean you can't be a compassionate trainer. Harsh techniques are not necessary for changing unwanted behaviors.

### **The Need for Dog Training**

Look around and you'll see that dogs have become an important part of our lives. We take them in our cars when we drive. We take them on our vacations or to special events. We've even designed dog parks for them. A lot of people consider their dog part of their family. Not only has the abundance of dogs in our society driven more need for dog training, the diversity of dogs has created needs. Dogs kept for pets come from a diversity of breeds, some of which were bred to do specific jobs such as herding or guarding. Unfortunately, dog owners don't always consider the needs or specialized training and exercise required for different breeds of dogs. After seeing

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a breed of dog on television or at the movies people decide to get one as a pet. The hit *101 Dalmatians* led to a surge in Dalmatian owners. The 1986 movie *Down and Out in Beverly Hills* did a lot to launch the popularity of Border Collies. More recently Chihuahua movies have created a surge in people acquiring this type of dog. Some of these suddenly popular breeds didn't work out for many dog owners. People didn't do the training or provide the exercise the dog needed. Finding their dog was out of control or destructive, the dog was turned over to a dog rescue or a dog shelter. This resulted in animal shelters and dog rescues quickly filling with unwanted pets. At one time this animal disposal technique meant a large number of dogs were euthanized on a regular basis. These days, both animal shelters and rescues often take an active role in trying to find unwanted dogs new and permanent homes. Many of these dogs will need a trainer to help straighten out some of their behavior issues so the dog can fit into a new home. With the popularity of adopting pets from shelters these days, there is more need than ever before for dog trainers.

Problem dogs or dogs lacking in adequate training are not the only places where you are likely to find the need for dog training. More than ever, people are enjoying doing things with their dogs. Dog shows are more abundant than ever before. More people are showing at obedience and Rally. Events like agility have become so popular they have their own shows through organizations such as North American Dog Agility Council (NADAC) and United States Dog Agility Association (USDAA). What all this means is that now, more than ever before, there is a higher demand for dog trainers to teach everything from more formal classes to events that are just plain fun.

Let's not forget that some dogs are still trained for specific jobs. Dogs are used in the field for hunting. They are also shown in trials to claim awards for their skills. Herding dogs can be found moving stock at a ranch or at a herding trial. While out hiking one day, I saw someone sitting at the base of a tree. Since this wasn't a usual place for someone to sit to pass time, I paid him a bit more attention than I normally would. He seemed, as best I could figure, a little bored. So I asked him if he was alright. He replied, "I'm waiting to be found." Then he explained he was helping in the training of a dog for search and rescue.

### **Finding Your Niche in a Diverse Dog Training World**

Perhaps when you first toyed with the idea of becoming a dog trainer, you had a specific idea as to what kind of training you wanted to do, or perhaps you are less sure of exactly what area is your best fit. There are a lot of ways to find your place in

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the dog training world, and for some, their original idea may lead them in a direction they never imagined. One person started her dog training career teaching obedience. Then she began to teach canine good citizen classes. But she found her real calling in a therapy dog program where people and dogs became certified to go on nursing home visits. So no matter where you decide to begin your journey, keep in mind your first step on your dog training career may only be the beginning of a longer journey.

### **Personal Journeys of Dog Training Success**

For some people the most challenging part of their journey will be figuring out where they want to go and how to get there. After all, this is a path you have never traveled. Yet to be successful you will need to envision parts of the journey. Below are a collection of dog trainer's personal stories to help you shape and reach your personal goals.

#### **Janice Dearth, a Dog Trainer and More**

Janice began her dog training experience at an early age. She began dog shows at the age of twelve and by sixteen, she began an apprenticeship at a dog training class in Ohio. By eighteen, she was teaching classes on her own. Back then, obedience classes were for showing in classes. Not until about ten years ago did the concept of pet training classes, often called obedience, really come into its own.

Janice felt she always had a knack for teaching and that it was something she really liked doing. She continued learning, apprenticing, and teaching which helped her in her own competition classes. Both the apprenticing and the teaching allowed her to experience different breeds and their variety of temperaments, as well as the different personalities in their owners.

In the mid-1990s she decided to diversify and became an obedience judge. She kept up with training classes while adding obedience judging to her resume. She got into Rally on the ground floor in 2000. This began a new passion and she has not only taught Rally, she is also a judge and has written a book on Rally. She is now trying a new direction, taking her training classes online by teaming with [e-trainingfordogs.com](http://e-trainingfordogs.com).

Janice was recently approached by a woman who announced she was retiring from teaching and now wanted to become a dog trainer. Janice's first question was had the woman trained any dogs? To which the woman answered, only her own. Janice will tell you, as she did this woman, that hands-on experience is necessary to become a dog trainer/instructor. Although school teachers gain some of the

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necessary people handling skills, they need to gain experience with multiple breeds of dogs. Janice also emphasized that trainers need to make a name for themselves. Ironically, several years ago she ran into someone she'd taught in Ohio back at the very beginning. The woman had gone on to compete at the utility level. She said, "You were my first obedience instructor." Janice, now living in Colorado, found this to be an exceptional meeting.

### **Sue Brown, owner of Love My Dog Training**

From an early age Sue Brown wanted to work with animals. However, when she went to college, she took accounting because she needed a job that could comfortably support her. After working a few years in accounting, she began volunteering for a humane society. Later she volunteered for the Dumb Friends League in their humane education and behavior departments. At first she used volunteer work as an outlet, a way to revisit her passion for animals, but later she decided this was what she wanted as a career.

Once Sue decided to go into dog training as a business, it took about three years for her to support herself. In the time between, Sue worked her regular job and did her dog training in the evenings and on weekends. By the time she was able to quit her day job, Sue's business, Love My Dog Training, was not only thriving, but due to economic issues, she became the only support for the family.

Sue doesn't rent a facility, but pays a percentage to vets' offices and other similar facilities. She also conducts in-home consultations. To facilitate her training education, she'll tell you she is fairly self-taught. Some of her knowledge comes from the vast resources of dog training and behavior literature and DVDs. Sue expanded her education by attending conferences and seminars as well as learning from and networking with other trainers. She became a Certified Dog Behavior Consultant (CDBC) through the International Association of Animal Behavior Consultants and a Certified Professional Dog Trainer through the Certification Council for Professional Dog Trainers. Sue feels she had a leg up on the business side of things having worked in a business-related field.

### **Steve Brooks, CPDT/KA, owner of Steve Brooks KgU**

Steve Brooks didn't actively pursue dog training, instead dog training pursued him. Now, after twenty years, he finds this was the right job for him all along. A dog named Sven was responsible for his initial change in profession.



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