

Genius Dog Newsletter

HAPPY 5TH ANNIVERSARY!

Message from Carmela Lutz, CPDT-KA, Genius Dog Training Owner & Head Trainer:

It's Genius Dog Training's 5th Anniversary and we're celebrating! It began in 2005, when I started my career as a professional dog trainer. I still have the same enthusiasm as I did eight years ago and want to share that passion with you. If you are interested in a career in dog training, please read on...

Gain the Skills of a Pro Dog Trainer – Do Something You'll Love By David Muriello, CPDT-KA

Fall 2013
Volume 5, Issue 3

Have you ever dreamed of having a career in the dog world? With so many new dog TV shows, magazines, and websites coming out every year, more dog lovers are going beyond fetch and cuddles. As dog lovers, we all wonder – what is my dog thinking? What is he learning? What can I teach him? Modern research has revealed a lot about how dogs think and learn, and it has been proven that simple reward-based training techniques can be used to teach dogs everything from basic to advanced behaviors, while enhancing the bond between the dog and the trainer. If you can get the right knowledge and a great teacher, then combine it with passion and hard work, YOU can develop the skills of a professional dog trainer. That's what CATCH Canine Trainers Academy is offering to students across the country – a self-paced course in professional training that pairs you with a mentor trainer who can help you launch a dog career or a fascinating hobby. Whether you want to help shelter dogs, start a dog business, or just deepen the relationship with your own dog, learning about canine behavior and training can be one of the most fulfilling adventures of your life.

What are some of the core concepts that professional trainers learn? First, reading

dog body language. Few people realize how much their dogs are saying with their movements and facial expressions. It's also important to know that dogs pick up on every little movement that humans make. Something as simple as slightly leaning forward versus slightly leaning backward can make all the difference in whether or not a dog "walks all over you" – literally and figuratively. How to position your body in ways that give you more control and help you gain more respect are concepts that students at CATCH work on. Looking at body positions in photos and videos are also part of the coursework. Subtle changes in the positioning of a dog's ears, lips, or tail can make all the difference between whether a dog is saying, "I want to play with you," or "I'm about to bite you." Students get very excited as they start having "ah-ha" moments, noticing body language in their dogs that they never saw before!

Another key concept that trainers study is Learning Theory. This describes the difference between reinforcement (rewards) and punishment (things dogs don't like), and how these different methods affect behavior. There is a lot of misunderstanding about these

different approaches. Both methods can produce learned behaviors, but they have very different side effects. They also lead to very different long-term results. This is especially important for pro trainers to understand so they don't produce a result that looks good in the moment, but can actually harm the dog's future (and the trainer's reputation). On the other hand, once a trainer knows the basics of how to use positive reinforcement, they can change dog behavior almost magically, and in a long-lasting way.

CATCH Academy offers a range of state-licensed courses that can earn you an impressive diploma or a Certified Dog Trainer title – depending on your goals. Our very friendly Student Support team is available to answer your questions seven days a week. Contact Student Support at: 877.752.2824 (877.75.CATCH) or studentsupport@catchdogtrainers.com Website: www.CatchDogTrainers.com

Our featured article was provided by:

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We're on the Web!

www.GeniusDogTraining.com

Anniversary Specials!

As a thank you to our previous clients, during the months of October and November, we will be offering a special "buy one hour, get the second hour at half price" on private, in-store or in-home training.

Anyone signing up for our Fast Track Obedience Training Class in October or November will receive a FREE bag of Meaty Sticks dog treats.

The celebration continues with some great discounts from our online store! In addition to our everyday low prices, all orders will include FREE samples of Himalayan Dog Chew Yaky Yam and Yaky Puff (while supplies last). We are also offering an additional 5% off and FREE shipping on all orders over \$75 (offer expires November 30, 2013).

Tell your family, friends, and co-workers about us. If they sign up for our FREE quarterly newsletter, they will receive a FREE sample of HDC Seasoning and Kangaroo Jerky (while supplies last)!

Genius Dog Training is independently owned and operated since 2008.



Wylie's Corner

What better way to say thank you then to share some photos of our students with you.

Zorro – German Shepherd



Kally – Pomeranian



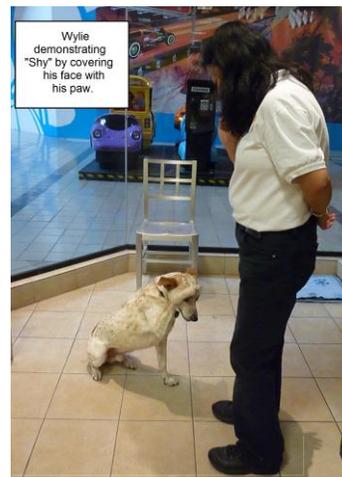
Dozzer – American Bulldog



Luke – Great Dane



We appreciate your business; thank you for choosing Genius Dog Training!



*"The opinions, beliefs and viewpoints expressed in this article are my own and do not necessarily reflect that of **Genius Dog Training.**" – Wylie, CEO*