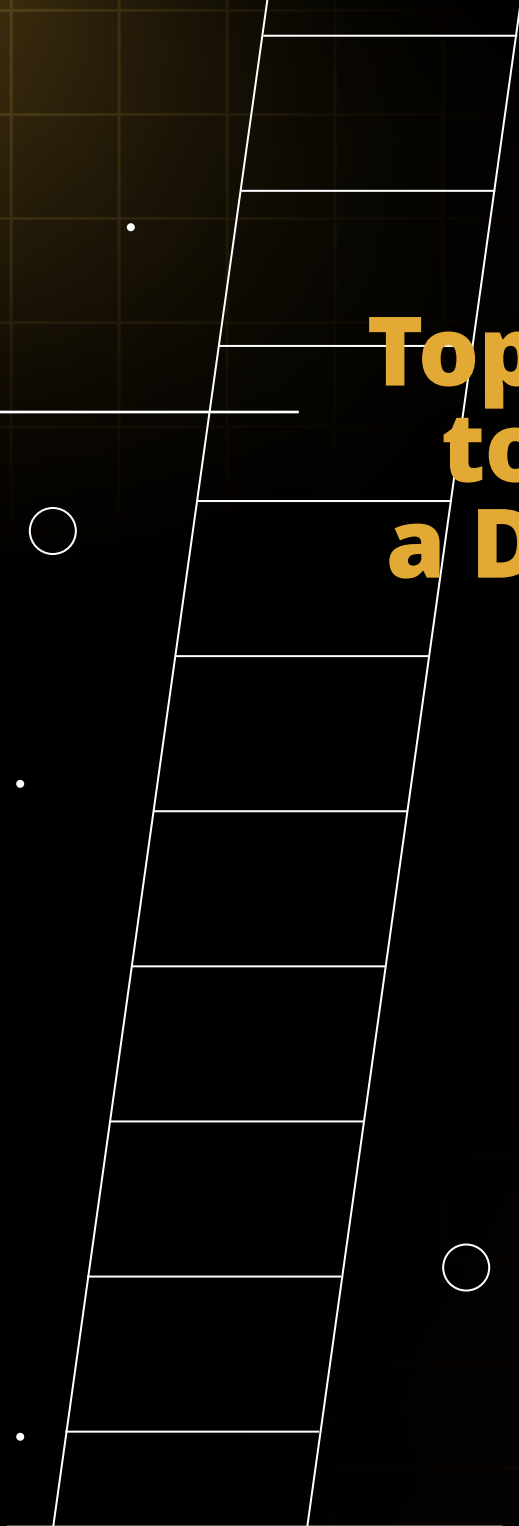


Top Ten Steps to Become a Dog Trainer



So, you've read all the dog books you can get your mitts on; your dog comes when called and walks great on the lead; you've joined all the dog Facebook pages you can find, and people are starting to come to you when they have a question about their canine counterpart...

You've secretly been dreaming of a life where you get to learn about dogs and work with dogs for a living but don't quite know how to get what you need to be a decent dog trainer and shake the feeling that you can't charge people for your novice knowledge.

Work through the following ten steps to find out if you're ready to take the leap and start a career as a professional dog trainer:

1 Train your own dog to a high standard:

First on the list of things to do is train your own dog to a high standard. There are TONS of free YouTube tutorials as well as seminars and webinars—like the one you've just watched—that will give you step-by-step guides to training just about anything. We recommend looking at our YouTube channel—The School of Canine Science—as well as Dog Training by Kikopup, Rachel Fusaro and Monkey, the Malinois.

2 Train your mates' dogs:

One dog does not make a dog trainer. Learn to train dogs that aren't as hungry as a Labrador or as active as a Cocker Spaniel. Training dogs that aren't yours also teaches you to forge bonds quickly, which can be far from simple with the more aloof breeds such as Akitas and Basenjis.

3 Train a family member to train their dog:

Being a dog trainer isn't just about training dogs. It's also about training people. Teaching people how to train a dog is a fundamental part of the job. If you don't enjoy this part of the job, there are still options, such as becoming a rehabilitation trainer at a rescue or working at a residential training facility. But ultimately, enjoying interacting with people and explaining what you know about dogs is a trait you'll want to develop and practice.

4 Thirty days of dog training:

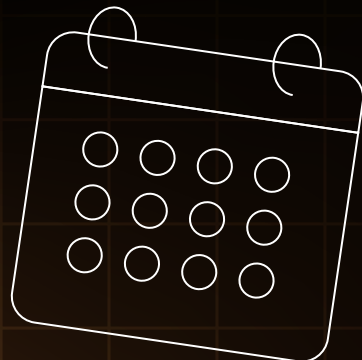
Train dogs every day for 30 days to give yourself a taste of what it's like as a job. Some people say that you can't be sure you love someone until you're married because only then have you committed. A wedding is all about being accountable and promising in front of friends and family that you can continue to work at a relationship every single day, forever. But, by making this commitment, psychologically, something can change. It's not just commitment-phobes who, even though desperate to learn the guitar, will do anything—even the washing up—to avoid playing as soon as they have their guitar exam booked; or novelists who love writing, until they give up their day job to pursue a career as a writer.

When something turns into a job, it loses the novelty factor and becomes a "have to", switching off the "want to". We have seen this so many times with new dog trainers, so much so that we designed a course to test them!

The 30 days of Canine Science course teaches you all the basics about the science of dog training in daily mini-lectures. After each lecture, you are given exercises to train your dog in a practical application of that theory every day for 30 days. If wannabe dog trainers complete the course, not only are they mechanically better for it, but they have also acquired an understanding of the science behind it. It's designed to ensure that you have what it takes and to upskill you. Right now, if you're still here, I'm going to give you a voucher code: **SUMMIT2022**

That gives you £49 off the course.

So, if you want to jump in and take that leap, then hop on to www.caninescience.online, choose 30 Days of Canine Science and when you get to the end of the payment process use the voucher code to claim your discount.



5 Choose a route that best suits your personality and natural ability (but don't forget your weaknesses):

This is key. You're going to have 1000 opinions from other trainers on this one, but ultimately, being a dog trainer isn't regulated in the vast majority of the world.

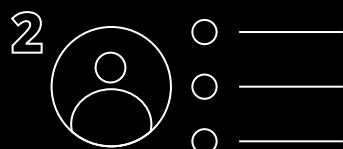
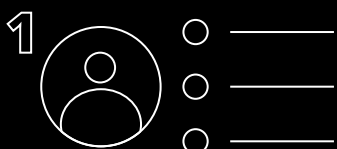
The newbies we meet tend to fall into three categories:

1. Academically inclined people who love learning the science
2. Skilled mechanics: who find the movements required to competently switch dogs on and who want to turn this ability into a career. Often these people have at least dabbled in dog sports. Also, we see a trend of guys who tend to be a younger demographic and are often ex-services.
3. People who have always trained dogs as a side hustle or work in a related field such as walking, grooming or veterinary nursing, and are well-versed in the practice and basic science but now wish to turn it into a career.

Depending on where you fit, choose a path to suit your skillset. Group one often wants to get a degree-level qualification—we offer this in our Behaviour Bible course—or go to university. This route is great but be aware that you'll need to spend your spare time rehearsing and developing your practical skills.

Group 2's route might include training your dog to a high enough standard to get noticed. Yes, yes, this is a bit like saying 'go on X Factor to become a singer', but it's still a route, right? Sports is a great way of getting noticed, and clients are always impressed by medals, awards and videos of you looking like a badass. Make sure you are also learning the science as you go.

Group 3 tend to be people who have traditionally felt imposter syndrome. So, for these guys, we recommend finding some kind of qualification or joining some organisation with similar training values that make them feel that they are part of a qualified group. However, the knowledge and skills gleaned over time do require continuous upskilling and updating by staying on top of continued Professional Development—doing something for 30 years could mean doing something wrong or ineffectively for 30 years.



6 Find a fellow practitioner to shadow:

VERY IMPORTANT. Find someone to shadow. Contact every practitioner in an area you don't intend to cover. Make sure you tell them this in a cover email, so they know that you are not a prospective competitor. Rock up looking smart and eager every day and watch what they do. You won't regret it.

7 Work for someone else before you work for yourself:

It is so, so, common for people to start their own business as their first job in this industry. Don't do it! Starting a business is hard and time-consuming. At this early stage in your career, focus on learning on the job and getting better and better. The last thing you need when you enter the industry is to have to worry about business skills and building a reputation and a brand-new business at the same time.

8 Start with the average Joe and work your way up:

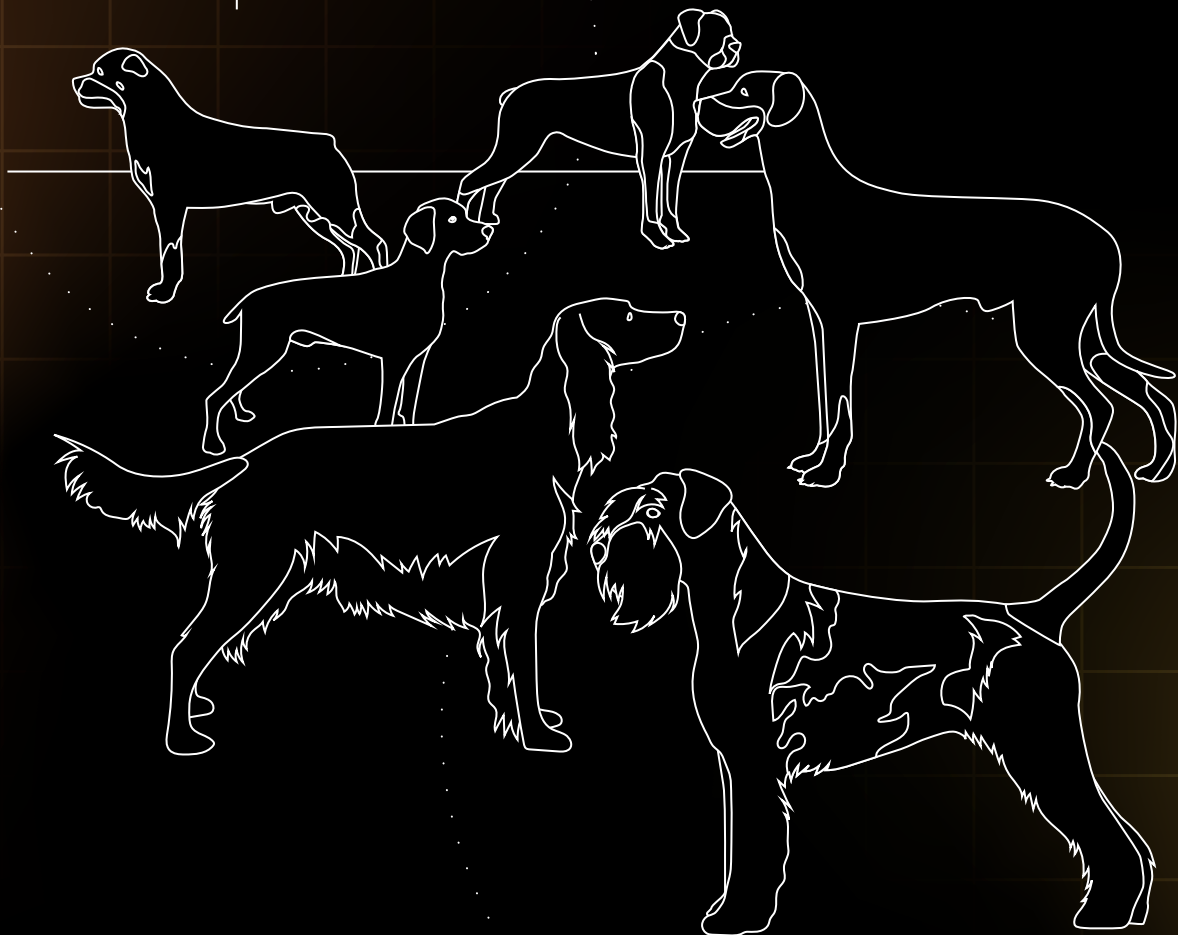
One of the big mistakes is to start with clients who won't be taken on by anyone else or who can't afford a qualified person. Don't start by seeing problem behaviour. Start with average Joe's dogs needing to learn skills that you find easy to train. Do this until you are very comfortable and then slowly increase the difficulty of your caseload by starting to work with puppies, teenagers and more difficult and tricky training cases. Use the person you shadowed—if they were good—to refer other cases onto.

9 Develop a niche of knowledge and choose a sport to train:

To really stand out, develop a niche. You can expand and become an expert in everything over many years but first, choose something you really enjoy and learn everything you can about it. It might be a particular problem, like separation anxiety, or a particular group of breeds, like Nordic dogs. Do the same with your skillset. We recommend choosing a sport. It doesn't matter what sport, just pick one. You don't ever have to compete, but we see a noticeable upskill when our trainers start to train within the criteria of a sport.

10 Find a friend, a tribe and a mentor:

A friend is someone who will have your back even when you're wrong and always tells you that you are good. A tribe is a group of people who share similar methods, values and level of experience, who keep you fresh and share things that help you progress. A mentor is someone who challenges your knowledge, skills, tribe values and attitudes and encourages you to argue against yourself. You need all three!





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