

How To Run a Thriving R+ Dog Training Business

a dogbiz e-book

Our business is to help yours succeed, as it has been since 2003. It's our passion, too.

Whether you're an experienced R+ trainer many years into your business, or a newly educated trainer just starting out, we hope our 5 favorite biz tips and the resources in this book help you continue to serve dogs and their people for many, many years to come.

-Veronica, Gina, and the dogbiz team



dogbiz Tip #1:

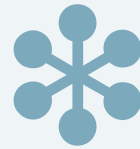
Package your private training services wisely

Increase the bond between human and dog. Change the client's behavior as well as the dog's. Help clients understand the needs of their dogs. If these goals—common to R+ trainers across the globe—are at the center of your intentions, too, how you package your private training services really matters.

You're far more likely to meet these goals, for example, by offering day training or board & train than you are by coaching busy, distracted, novice-skilled clients to train their own dogs. (You're more likely to make a solid living training their dogs yourself, too, and find your services much easier to sell.)

You're also more likely to help clients meet with success by learning to create and sell pre-set or customized packages designed to give you the time needed to create real behavioral change for both dog and client. Unfortunately, typical "4-pack" or "6-pack" style packages rarely get this job done, as they so often sets trainer, client, and dog up for failure by providing less time than is realistically needed to reach agreed upon training goals.

All success—your clients', the dogs, and yours—starts with how you package your private training services.



How we help:

dogbiz University

[Mastering Day Training](#)

Learn how to structure your private training to create the best business & training results.

Support Services

[Personalized Business Consulting](#)

Work with a friendly dogbiz coach to design training packages that work.

Ready-made Solutions

[B-Mod Toolkit](#)

Ready-made R+ training plans for behavior cases.

[Homework Toolkit](#)

Professionally-written, editable, brandable handouts for your clients.

[Business Toolkit for Trainers](#)

All the paperwork you need, including professional training contracts.

dogbiz Blog Post

[The Case for Day Training](#)

dogbiz Tip #2: Teach the right classes

Students frustrated that their dogs “only behave during class” or “when the trainer is around.” Starting class with 6 students and ending with 3. Students who check training off their list after Puppy or Basic Manners class, never to return. Classes that just don’t fill in time. Teaching a wide variety of student experience and skill levels together. Such are the typical group class struggles—copious and challenging.

Here’s the good news: All of these issues can be addressed by teaching the right classes.

Once you replace widely-held misconceptions about the reasons behind these challenges with their actual causes, it’s clear that typical dog training classes simply do not give students what they really want and need.

Setting students up for success outside of our classrooms requires a different approach to what we teach in them. So does getting students to come back after entry level classes. Handling the diversity of student skill levels requires a different approach to how we create and teach lessons. And class structure plays a role, too, including class length, scheduling, and what levels of flexibility are (and aren’t!) provided to students.

Get all this right and you’ll find your classes full to the brim and your human and canine students thriving both inside your classroom and in their real lives outside it. And you’ll benefit, too—both from the steady income and the satisfaction of making a powerful difference for your students and their dogs.



How we help:

dogbiz University

[The Best Classes In Town](#)

Learn the secrets to a thriving class program of any size.

Support Services

[Personalized Business Consulting](#)

Work with a friendly dogbiz coach to design or update your class program.

Ready-made Solutions

[Open Enrollment Puppy Curriculum](#)

Professionally written R+ puppy class allows puppies to start right away.

[Open Enrollment Basic Curriculum](#)

Professionally written R+ basic manners course creates real-world success.

[Topics Curriculum](#)

5 courses that keep students coming back after puppy and basic.

dogbiz Blog Post

[The Business of Curriculum](#)

dogbiz Tip #3:

Set your rates to set yourself up for success

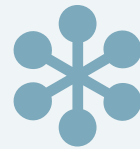
I could never charge that much; people in my area would never pay that. I'm having trouble getting clients; people in my area won't pay for training. Sound familiar?

If you think you're charging too much, think again. If you're afraid to charge more, set that fear down. Here's the reality: The less you charge, the fewer clients you'll have. The more you charge, the more in demand you'll be.

We've seen this borne out over and over all across the globe since we began our work to support R+ trainers back in 2003. The most expensive trainers tend to be the most successful, and they didn't achieve that success by undervaluing themselves. Their success came in part because of their high rates, not despite or before them.

There's a simple explanation: We equate cost with value. We assume the more expensive [fill in the blank] is the better one. And so serious dog lovers looking for a dog pro will look right past less expensive options, assuming they're not as good. If your phone isn't ringing, chances are it's because your rates are too low.

If you are willing to charge a professional rate that you are truly worth, you are far more likely to fill your training schedule and to make a solid, sustainable living as a dog trainer. And that means you'll have time to offer pro-bono, reduced rate, and volunteer services to more dogs and people in your community, too.



How we help:

dogbiz University

[Money Matters 101](#)

Learn how to set rates and policies that serve you, your clients, and the dogs.

Support Services

[Personalized Business Consulting](#)

Let a friendly dogbiz coach help you set or re-set the right rates for your business.

Ready-made Solutions

[Business Toolkit for Trainers](#)

Get template letters for rate increases, policy changes, policy enforcement, and more.

dogbiz Blog Post

[Set Your Rates Right](#)

dogbiz Tip #4:

Market and they will come

I really need more clients. I can't get my business off the ground. I have really good months and then really slow ones. I hate marketing. I feel slimy trying to sell myself. I don't have time to market. I don't know what to do to market my business.

Unless you're uncommonly lucky, you have to market your dog training business if you want to be paid to train dogs. There's just no magic wand around this reality.

You're not alone in feeling uncomfortable about marketing, nor in being unsure how to go about it. Here's some really good news: There are ways to market your business that are not only ethical and anti-slimy, they can actually be fun, rewarding, and great for the dogs and dog lovers in your area.

We teach something called content or community marketing. The idea is this: Use your training knowledge and skill to educate your community about dogs and dog behavior. While potential clients and referral sources like veterinarians are learning from you, they're also learning about you. It's marketing that doesn't feel like marketing—what a relief!

There are endless ways to do this—putting out a print newsletter, writing articles, distributing branded tip sheets, donating adoption folders, public talks, staff lunch and learns, park clean ups, breed meet ups, vet reports, to name just a few. The trick is to set yourself up for success with projects that match your personal strengths and comfort zone. Because the #1 rule of marketing is that it must be done.



How we help:

dogbiz University

[Marketing Made Easy](#)

Learn how to build an easy, comfortable marketing plan that really works.

Support Services

[Personalized Business Consulting](#)

Design and implement a personalized marketing plan with your friendly dogbiz coach.

[Newsletter Marketing Service](#)

Save time by letting us create a professional, branded newsletter for your business.

Ready-made Solutions

[Marketing Toolkit](#)

Take the pressure off with dozens of marketing projects already created for you.

dogbiz Blog Post

[An Easier Approach to Marketing](#)

dogbiz Tip #5:

There are 268 hours in a week

I'm feeling really burnt out. I don't have time for my own dog. I'm responsible for everything in my business; it's hard to find balance. I can't take vacation. I rarely take two days off a week; there's no time. I already have so much on my plate I don't know how I'm going to get my business off the ground. Oh, if only we could clone ourselves or add hours to the day!

Unfortunately, we must face that there is no science fiction solution on it's way to save us from the cold reality that there are but 268 hours in our week. And working harder is rarely the solution—that just leads to burnout.

The trick is to work smarter. It's a cliché, yes, but one with a great deal of truth behind it. If we can't add more hours, we have to learn how to use them better. That includes learning how to prioritize the tasks that really matter (like marketing, ahem), getting rid of distractions, learning when and how to say no, taking advantage of shortcuts, delegating (yes, even in a brand new business not yet making money there are ways to delegate!), and building a schedule for it all that really works for you.

Finally, that schedule must include regular downtime. We want you to be at this invaluable work for many years to come. That's much more likely to happen when you take care of yourself and have time for things like playing or training with your own dog.

In short, the longevity of your success rests on the foundation of good time management, whether you're getting ready to start your business, or you're looking to grow or better enjoy one you've been running for years.



How we help:

dogbiz University

[Marketing Made Easy](#)

Leave class with a personalized marketing calendar for your business.

Support Services

[Personalized Business Consulting](#)

Let a friendly dogbiz coach help you get control of your schedule and restore balance.

Ready-made Solutions

[Business Success Packages](#)

Save time and money by bundling ready-made marketing projects, business paperwork, training plans, class curriculum, and more.

dogbiz Blog Post

[How To Get More Hours Out of Your Day](#)

We want you to **THRIVE!**

with our unique group coaching program

Our business is to help yours succeed. It's our passion, too. And our favorite way to do it is through our THRIVE! group coaching program.

Join dogbiz coaches and fellow R+ dog trainers for weekly coaching sessions to:

- ✓ Make a living at a truly comfortable, sustainable level
- ✓ Feel in control of your ideal work/life balance
- ✓ Run all aspects of your business with confidence
- ✓ Take your ideas all the way to reality
- ✓ Make the biggest possible difference
- ✓ Trade isolation for a supportive community
- ✓ Be ready for anything that comes your way

Achieve your goals, grow your dog training business, and enjoy your success with the support of dogbiz coaches and a like-minded community of positive trainers!

We're better together!

Join the **THRIVE!** waitlist

THRIVE! is closed most of the year. Trainers on our waitlist get first access when we open enrollment.

[Learn more and get on the THRIVE! waitlist](#)



What THRIVE! members are saying:



I finally have enough clients to buy a file cabinet!"



I quit my day job to focus on private training!"



I am having clients extend training sessions like crazy! We hit the goals and then they want to do more!"



I'm booked for private sessions for the next month! This would not have been possible without this group. Y'all rock! Thank you!"



I'm set for my taking my business into my 'semi-retirement.' With dogbiz' help, I'm financially comfortable!"



This has been my best year of business in many years!"



Finding more time for my own dogs and seeing their happy faces because of it!"



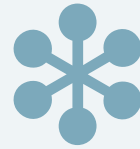
My BEST win is becoming part of an AMAZING group of positive trainers who support each other, brainstorm the greatest ideas to help one another, led by the exceptional team at dogbiz."

Just starting your dog training business?

How exciting! And scary, too, we know. Here's the key to reducing the natural anxiety and uncertainty that comes with starting a business: Having a clear path forward.

Unless you're borrowing money, this needn't come in the form of a laborious formal business plan. But you do want a plan of some sort to provide guidance and peace of mind, especially on days when you're feeling discouraged or hit a roadblock.

Without a clear vision and a plan for getting there, it's easy for a dog training business to never make it from dream to reality. And that's a shame. There is no more fulfilling way to make a living, and there are so many dogs in need of a dedicated R+ trainer.



How we help:

dogbiz University

[Starting Your Dog Training Business, A to Z](#)

Start your business step-by-step during this 6-week guided course.

[Transition Planning for Dog Trainers](#)

Learn how to build your customized transition plan from your current job or career to full-time dog training.

Support Services

[Personalized Business Consulting](#)

Want a more hand-held, personalized approach? Our friendly dogbiz coaches will guide you every step of the way.

Ready-made Solutions

[Business Success Packages](#)

Jump-start your business with everything you need to run it, including ready-made marketing projects, business paperwork, training plans, client handouts, and more.

Business Books for Dog Pros

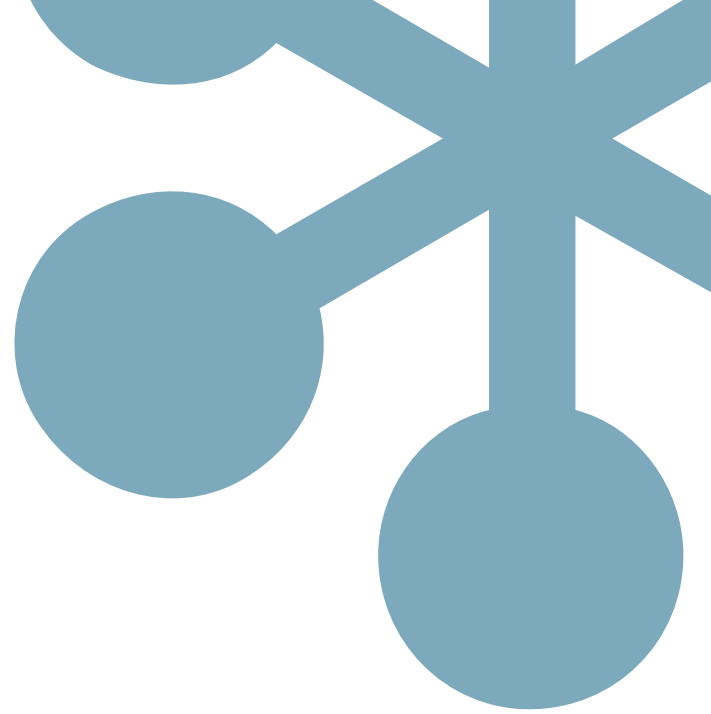
[How To Run a Dog Business](#)

Read step-by-step instructions for putting your career where your heart is.

dogbiz Blog Post

[Becoming a Dog Trainer: 3 Must-Take Steps](#)

(You've most likely already taken #1!)



Ready to start or grow your dog training business?

Let's make it happen—the dogs are waiting!

Our business is to help yours succeed. It's our passion, too. We'd love to hear from you.

Learn more at

www.dogbizsuccess.com

Email us at

info@dogbizsuccess.com

Or give us a call:

510.525.2547