

## **\*\* Special Report \*\***



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## **The Shocking Truth Behind Why So Many Dogs Are Way Out-Of-Control, And The Harsh Reality Check All Dog Owners Need To Wake Up To!**

A dog bite rarely comes 'out of the blue', dogs usually build up to it through a series of other behaviors. They test the waters in shallow areas first before moving up to a full out swim. It starts with invading your space, then moves up to simple disobedience. When that works and it often does, they move on to more challenges such as slamming into you, claiming your space on the sofa, shoving you out of the way, growling, snarling, snapping and then last but not least...biting.

The first bite may surprise a new owner, but to the experienced eye it's more than predictable. Why does this occur? Those behaviors are often a consequence of treating the dog as though he were human. You no doubt treat your dog as part of the family, which in itself is not a bad thing, but those little actions we do everyday without even realizing it may be giving your the dog the impression that he's the one running the house, not you. Fawning over your dog for no reason, giving him excessive amounts of attention, allowing him to take over the furniture, pester you, push you around and catering to his every whim are just a few of the ways your human behavior may be effecting your dog's behavior. Now, I'm not saying don't love your dog. By all means, shower your dog with affection, but never forget that he is in fact a dog and still has other needs that must be met. Failing to meet those needs is what can turn your best friend in to the dog 'who bites the hand that feeds him'.

### **Here's "Cosmo's" Story!**

Let's take the case of Cosmo as an example. Cosmo, a spunky little Maltese owned by a widowed, middle-aged woman was the apple of his owner's eye. He was pampered and lived in the lap of luxury. Cosmo was unable to be on his own for even small amounts of time without pitching a fit and damaging the house. As a solution he would often travel with his owner in a small tote bag. Little price to pay for a happy dog, she would reason. **He had no obedience training**, but he was a small dog, what harm could it cause to pamper him and allow him his freedom? Cosmo on the other hand, had other ideas about what this pampering meant. He'd soon start to place himself on his owner's lap anytime visitors would come to the house and growl viscously as they approached him. His owner would whisper soothing words and pet him softly, which only made Cosmo growl louder at his oncoming victim. He was guarding his owner, and in his mind that was a perfectly reasonable thing to do. **He was after all the boss**, as he'd been shown as much through out his entire life and he had a duty to keep his owner safe. Who knew what these strangers would do? Cosmos's owner brushed it off as an eccentric trait, something cute and not worthy of further thought. The day Cosmo bit a family friend and caused several puncture wounds **she finally realized that her tiny pile of fluff was out of control!**

### **Why Did Cosmo Get So 'Out-Of-Control?'**

How did this happen to Cosmo? Was he a typical, energetic, loveable puppy who suddenly turned into the dog equivalent of a raving lunatic? No, of course not. He was simply a product of too much affection at all the wrong times and too little training if any at all. His bad behavior was reinforced every time his owner would soothe him as he barked and snarled, and he was rewarded for being bossy each time also, as when he ran full tilt into someone he would get picked

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up as a result. He was never taught to be calm in the face of stress and relaxed alone, instead he was rewarded for his outbursts by being taken along on the trip. **Cosmo was taught that he could do no wrong** and that was his downfall.

Cosmo's case is a shining example that this can happen to any dog, not just the Rottweilers or the Pit Bulls of the world. Aggression and disobedience show no preference to breed, age, color, or sex.

### **“Most Dog Owner's Are Oblivious To What Is Going On!”**

Now you may be thinking, but my dog is fine, he's pampered and showered with affection and he's never so much as grumbled at anyone. If this is the case, your logic is flawed! My dog is the expectation! If you have a dog that is allowed to do as he pleases without any rules, boundaries or training and hasn't resorted to showing aggression to achieve his goals, then thank your lucky stars, you've got a dog with a good, solid temperament. **BUT, look out!** A lack of leadership and training can bring out any form of aggression in your dog that lies below the surface. And **here's a startling TRUTH!** Aggression is not the only side effect due to a lack of leadership on the owner's part. In fact, it often has a ripple effect that can touch every aspect of your dog's behavior.

Does your dog ignore you? Maybe he knows a command yet chooses to go sniff that cute poodle instead? This is such a common problem that most owners figure it is just the way dogs are. Not so. Not only is ignoring commands a bad habit, but it can be a strong sign that **your dog literally does not think you're worth listening to!**

Don't be quick to blame your dog though. You may have taught him to do so by constantly repeating your commands. What do I mean by this? Constantly repeating your commands simply teaches your dog that you're not serious and

have no intention of following through on any command issued. Leaders are not inconsistent and they don't bluff. So **your dog won't respect you as such if there is no follow through.** Aggression as well as many other behavior problems, most often comes from a dog that sees himself as the head of the household or ALPHA. As long as everything goes his way, he's peachy. Cross him, and you'll get growled at, snapped at, or worse.

**“If your dog ignores you or walks away when you issue a command, take it seriously!”**

Does your dog stop eating or chewing when approached? Let's set the scene. Fido is chewing his favorite toy. He's deep in the moment and having a grand time ripping it to shreds. You walk toward him, and he stops. If you make a move toward the toy, he tenses up, grumbles and moves his head to block your hand. This is not good. Nothing in your house belongs to him. Toys, food, bowls, beds are all yours. You allow him the privilege of using them. He has absolutely no right to claim them as his own or warn you from them.

Does he mark the house, demand attention and generally act disobedient? These are just a few of the common behaviors many dog's display when they aren't provided with proper leadership. As owners **it's up to us to give our dogs direction, to provide structure and proper training.** Without those things it's nearly impossible to gain your dog's respect. Love, you can get. Respect is earned. It's that respect that will determine if your dog obeys your recall command or gets hit by a car, if he chooses to sit when you say so or plow over your guests. **Dogs only obey who they respect,** which means any work you put into establishing yourself as the leader of your pack is a worthwhile effort. Weather you have an aggressive dog, or one that just needs some manners.

**“Which One Of These “TOP-TEN” Dog Problems Do You Currently See In YOUR Dog?”**

Lets remember that these are only problems for us. There's a good chance your dog sees nothing wrong with his behavior. He enjoys ripping your sofa to shreds, digging in your flowerbeds and emptying the trash can. **These problems are almost always directly related to a lack of leadership and training from the owner!** If you haven't done anything to teach your dog how to behave then it's unfair to expect him to be a perfect canine citizen. He's simply reacting to your training, or lack there of. So do you currently have the dog you want?..... Think about it!

**1. Aggression**

Aggression toward humans rarely if ever goes away on it's own, once you've got it you'd better take fast action or it will only get worse. The causes and cures for aggression are numerous but because of the inherent danger to you, your dog and other people please, seek qualified professional help immediately. If your dog is growling, snarling or snapping, address the problem now, **don't wait for a bite to occur.** The majority of serious dog bites and attacks are by intact male dogs. Neutering your dog is not optional!

The cause of the aggression, whatever it may be does not change the fact that it can only be managed by you changing your own behavior. Correct the relationship, provide strong leadership and the aggression will be easier to deal with and manage to prevent bites.

Try not to rationalize your dog's behavior:

*"He doesn't like..."*

*"He was scared..."*

*"You shouldn't have..."*

The reality is your dog could have chosen a different behavior to deal with the situation. He chose to threaten a human. This is always a serious problem, even when your dog is wonderful and loveable 99% of the time. **The test of an aggressive dog is not what he does when he's relaxed but how he handles stress.** It's that 1% that's dangerous!

## **2. Jumping**

We've all seen it. The over excited dog barreling across the room and planting two paws on someone's chest in an unwanted greeting. Jumping is a common problem and one that can be annoying to not only you but to anyone you may meet on a walk or invite to your home. **Dogs are not born with the knowledge of how to greet humans**, so it's up to us to teach them. Otherwise, you end up with an overgrown puppy knocking over your neighbors and splattering paw prints on your new outfit. Instead of scolding your dog for jumping up, try teaching him what behavior you DO want to see, then help him succeed by asking for that behavior before any jumping begins. Teaching a solid sit command is a great alternative. Make your point clear. Jumping gets him no attention, while sitting gets him plenty. Then practice, practice and practice some more. He'll get it.

## **3. Housetraining**

Housetraining problems can take many forms. Soiling the floor or crate, marking the walls, and refusing to go outside are just a few examples. If your dog is a puppy you've got many months of housetraining left to go. Chances are good

that any accidents your puppy may have are not related to relationship problems, they're simply the products of a small bladder and not enough practice. Try not to get upset or frustrated when your pup has an accident. It's bound to happen, what matters is how you deal with it. Housetraining puppies takes patience, time and plenty of rewards for eliminating in the right spot. Don't worry, there is a light at the end of the tunnel and your reward for sticking it through is a well trained dog.

#### **4. Marking**

Marking behavior in an adult dog can often be confused for a housetraining issue when in reality **it's a leadership issue**. Marking is a dog's way of asserting himself as 'top dog', he marks a space that he 'owns'. In some cases dogs have even gone so far as to mark people! If that doesn't scream leadership problem, I don't know what does. If your dog is marking and he's not neutered, plan a trip to the vet pronto! While neutering in itself may not totally resolve your marking problems, it will decrease your dog's hormone levels which will make any training you do much easier, and in order to get a handle on this problem you have to provide training and clear leadership. **A marking dog is a clear sign that he may be confused about his place in your pack.** In the mean time, supervise your dog to prevent marking. If supervision is not possible, make good use of your crate. Allowing him to practice this behavior will only make it harder to resolve.

#### **5. Leash Pulling**

Getting your arm pulled out of the socket lately? You're not alone. Hundreds of dogs are currently dragging their owners behind them at this very moment as they chase after a squirrel, rush to greet another dog and pull like maniacs to get to some unknown destination. Leash pulling, aside from making your walks a

nightmare can also be dangerous. Some dogs pull so forcefully they damage their throats. Many owners have hit the dirt hard when an untrained dog caught sight of something more interesting and decided to check it out. Not to mention the fact that a hard pulling dog can wrench the leash right out of an owner's hand and face the possibility of getting lost, hit by a car or stolen.

## **6. Running away**

Ah, the sweet smell of freedom. Its' allure is strong and the rewards are plentiful. The urge to roam the town leash free is a hard one to ignore. It can however, be controlled with proper training. **Every dog is capable of having a solid recall**, weather you have a beagle, basset, greyhound, or any other breed. The dangers of having a dog that runs off are many. Cars, animal control, unhappy neighbors, other animals that may be aggressive, the list goes on. If your dog is taking a neighborhood tour without you, then there's a good possibility you haven't done any training and/or haven't done any leadership exercises. Dogs stick with the pack, and most importantly, the leader. Become that leader and you're on your way to having a Velcro Dog.

## **7. Selective Hearing**

If your dog ignores a command he already knows then he has selective hearing. **He's making the choice to ignore** you and go about his business. That falling leaf or patch of grass is far more interesting than you and he's very clearly telling you so in dog language. *Maybe I didn't say it loud enough?* You may wonder. Nope, your dog can hear your whisper from across the room. He herd you say sit, he just didn't do it.

*But he was so excited...*

Sorry, he still has brain cells when he's excited. You just don't have access to

them yet. Being happy to see you or eager to greet another dog is no excuse to ignore a command. That's what training is for, right? It's to control your dog when it really counts, not just in the living room when he's relaxed and focused.

## **8. Destructive behavior**

Have you come home to a tattered book, frayed rug or punctured sofa? Perhaps fido took a liking to your Manolo Blahniks and decided to redesign them for you? Congratulations, you have a destructive dog. And what's worse is that he covers when you find the evidence, he must know he's done something wrong, right? As much as we want to think our dogs know exactly what damage they're causing, your dog doesn't think like that. He's chewing your shoes because they have your scent on them, or ripping the sofa because it's fun. There's no malice or spite behind these actions. His covering is in response to YOUR behavior. You're no doubt upset at the evidence you've found and your dog can pick up on that, that is what causes him to slink away and cover, not a sense of remorse. **Destructive behavior is often the result of no exercise and a lack of training.** A dog who is secure in his place in your pack and has had adequate exercise is less likely to redecorate your home while you're away. If this behavior continues after training and exercise have been provided, then your dog may have Separation Anxiety which often requires further training to overcome.

## **9. Resource guarding**

This is the dog who resource guards, snaps, snarls or bites when someone tries to take away something of value. Value of course, is in the eye of the beholder. A Kleenex may be a high value item to your dog. In general anything he has,

and wants to keep is high value. Food, paper, toys, random inanimate objects, the lists is endless. If your dog is displaying this behavior, **don't wait, get help now!** This is not a behavior that will go away on it's own.

*But he only growls around his favorite toy, can't I just keep it away from him?* A true resource guarder will transfer his aggression to another object if the original item of desire is gone. Even if your dog truly only shows aggression when he has his green ball, who's to say someone else won't find that green ball and bring it out? What if your kids decide to give fido his favorite toy and then attempt to take it away later? In short, the risks are too high to simply put a band-aid on the problem by not giving a certain toy or treat. The aggression needs to be treated at the source and that means altering the way you interact with your dog to change his behavior.

## **10. Counter surfing**

A dog who counter surfs is one that always keeps an eye out for goodies on your kitchen counter, coffee tables and anywhere else food may reside. Dogs are opportunists, and if food is available, they'll eat it. Some owners believe their dog knows what they're doing is wrong because of solemn behavior once caught, but this situation is the same as a dog who is destructive while you're away. He's reacting to your body language, your anger at finding the pot roast missing, not a sense a shame or guilt. Curing counter surfing successfully depends on how vigilant you are at training and keeping all food out of paw's reach. If you have children or other people living with you this can be especially difficult as there's no telling when someone might accidentally leave food out. The best way to be sure your dog doesn't have his nose in the cookie jar is to supervise him well, block off areas to the kitchen and do your best to keep all counters and tables clear. There are various methods of training a dog not to counter surf without practicing prevention, but the old saying 'an ounce of prevention goes a long

way...' holds true. Even the best training may fall by the wayside if a particularly tasty treat is within reach and no owner is present. Set your dog up to succeed by supervising him and you'll stop missing food items.

**“.....And The CRAZY Thing Is, It's The Dog Owner That Allowed These Problems To Start In The First Place!”**

If you've gotten to this point and have seen your dog's behavior in these words, don't be discouraged! It's very common for owners to unconsciously behave in a way that **allows their dog to take over the household without even realizing they're doing so**. Dogs judge rank through daily interactions and simple behaviors, not big battles. Nose nudging is often the first attempt at moving up the ranks. This seemingly sweet behavior is not only annoying, it can give your dog the wrong idea about his place in your pack, and the idea that you live to serve him. This misinformation can contribute to disobedience, aggression and a whole host of other problems.

Each time your dog sits in front of you, places a paw on your knee or shoves a nose under your arm you feel flattered. He's just looking for some attention, right?

***Wrong!*** When you pet a dog who has nudged or pestered you, you are not saying *"I love you"* you are actually saying *"I obey you."* The dog gave you a clear command - *"Pet me Now!"* and you obeyed. Five points to the dog, zero to you!

Complying with your dog's demands no matter how sweet they may seem is the first step toward disobedient behavior or worse. A common response to this is *"But she just wants love."* *"What harm could it do?"* Let's translate this into

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human terms for a moment. Let's imagine that a child is demanding you hug her now, and you comply. A few minutes later she comes back and demands another hug, you refuse, so she cries louder and makes a fuss. You give in. Is her behavior cute or innocent? Now imagine that you give in to her demands twenty times a day or more, how might this effect your child's view of your relationship? Now it's making sense, isn't it? See how such a simple behavior can make such a big impact on how your dog responds to you? **By petting your dog each time he nudges you, you've actually trained him to do this! You've told him exactly how to get the attention he seeks.**

Now let's imagine a different situation. Your dog comes over for attention, you pet him, he nudges you for more attention and you ignore him, he gets frustrated and lies down, THEN you pet your dog and tell him how wonderful he is. See the difference? You've just told him in no uncertain terms that you'll no longer give in to his demands and the only way to get your affection is to **quit asking for it**. You rewarded him for calm behavior and ignored him for rude behavior.

Darting out ahead of you on walks or through doorways is another common way a dog will move up the ranks. Often thought of as an excited dog, simply eager to get where you're going, but if you pay attention to how dogs behave with one another you'll notice that **leaders go first and followers, well, follow!** By following behind your dog you're again telling him that he's running the show. Instead, your dog should wait for permission before going through doorways and walk next to or slightly behind you. Of course getting those results will take training and time, but anything worth doing with your dog usually does. These are just a few examples of how simple interactions you may be having with your dog could give him the wrong impression about who's in charge.

## **So, Would You Like To Discover How To Re-Gain Control Over Your Dog? Would You Like That?**

You're probably wondering, how do I resolve this problem? How do I teach my dog that I'm the boss and not him? Lucky for you, the solution is quite simple. Becoming your dog's leader doesn't have to be hard, in fact you should be having fun with your dog at the same time! The simple, non-confrontational way to assert yourself in the pack and fix any relationship issues with your dog is **leadership training**. Every pack needs a leader, and one dog, plus one human equals a pack, so even if you only have a single four legged friend, this applies to you as well! If someone doesn't take over that leadership role in your home, your dog will step up to plate and that's when problems start to arise. Leadership training involves controlling your dog's resources and making good use of his obedience training. By using your daily interactions with your dog as training opportunities and being more aware of your own behavior you can easily reshape how your dog views your relationship.

### **Here Are The 8 PROVEN Leadership Exercises You Can Use NOW To Make A Start!**

#### **1. Attention**

The average dog receives far too much attention through out the day. It's easy to absent-mindedly pet the dog, or talk to him without realizing that we're doing so. If you're giving your dog more than 10 minutes of attention per hour (stroking, talking too, etc.) then you're giving too much! Ten minutes, while it may sound like a tiny amount of time is actually a large amount for any dog to get in a one hour period. *"But I love my dog, I want to pet him!"* And you can, just make him work for it! Showering your dog with affection for no apparent

reason will only lower your rank in the pack. Submissive dogs fawn over their leaders...see where I'm going with this? By fawning over your dog you're telling him that he's on top of the totem pole. You can easily **combat this by simply asking your dog to do a command before giving him attention**. We all appreciate what we have to work for more than what we get for free. Your dog thinks the same way.

## **2. Furniture**

Being allowed on the furniture is a privilege, not a right. If your dog thinks he rules the roost then he hasn't earned that right yet. **Leaders rest on the highest sleeping spots**, so be sure to keep the furniture to yourself and insist that your dog sleep on his own bed or on the floor. Any attempts at sneaking up should be met with an unemotional "off" as you guide him away from the furniture and back to his spot. You may have to leave a leash on your dog if he's prone to guarding 'his' space. This will make it easier to control him without risking injury to yourself.

## **3. Play time**

All games should start and stop when you say so. If a ball finds its way into your lap, or a toy gets flung toward you, simply ignore it. Once your dog has given up, THEN you can call him over and initiate the game yourself. Be sure that all games also stop when you say so. A good rule of thumb is to leave the dog wanting more. So don't wait until he's tired of the game before you stop. See what I mean about it being on your terms, not the dog's? This is a simple and effective way to assert your leadership. Feel free to play with you dog whenever you like, but **all games must have rules**.

#### **4. Work for a living**

Unfortunately we all have to work for a living. Your dog is not exempt from this rule. Well mannered dogs 'work' for everything they want by doing commands first. Before going outside, ask him to sit, before throwing the ball ask for a high five, before petting or giving attention ask for a down. **Every interaction with your dog is a chance to practice your training.** Feel free to mix it up and keep him on his toes by asking for different commands through out the day. This gives you plenty of opportunities to work with your dog on obedience training without having to set aside thirty minutes each day to do so.

*But I don't want to be mean to him!*

This is a common response from owners. Many feel that asking their dog to work for a living is cruel and that dogs should be allowed to 'just be dogs'. The fact is that you don't have to be a Drill Sergeant to follow this program . A good leader is calm and fair, not a harsh dictator. It's up to you to be aware of your body language, tone of voice and to reward your dog for correct responses. Doing so will ensure that you both enjoy your time together.

#### **5. Exercise**

We all know the saying a tired dog is a good dog, but it's true. Exercise is an important factor to how well your dog behaves and obeys your commands. A dog with boundless energy and no outlet is like a coiled spring just waiting to explode and they often do so at the most inopportune times. Your dog won't race around the house and bark his head off while you're already paying attention to him, he'll do so when you've got a handful of laundry or when you're talking with the delivery man. Exercise can come in many forms. A long game of

fetch, a bike ride with your dog in tow, a hike through the woods, whatever will allow your dog to run and get his beans out. **By providing plenty of exercise you're setting him up to succeed when you start training.** A calm dog is one that is able to focus on his owner and provide quick responses. An overly excited dog becomes frustrated easily during training, which makes any responses to you slow if not non-existent.

## **6. Crate Time**

Many problem dogs benefit from a few hours each day of structured crate time. Why crate your dog? Because you can! Even if you're at home it's a good idea to crate your dog for a few hours while you go about your business. 2-4 hours is ideal. **He needs to learn to be relaxed even if you can't be with him.** Teaching your dog to be comfortable alone will have benefits in many aspects of your relationship with him, as well as making it easier to board him at a kennel or leave him at the vet's office if you ever need to do so.

## **7. The down command**

Laying down is a submissive position for your dog. Ideally he should lie down without a fuss as soon as you issue the command. If you're not getting this response then it's time to start to practice this more. If your dog refuses to lie down, snaps, grumbles or otherwise protests this is a clear sign that there's something lacking in your relationship. A dozen downs a day will get your dog back on the right track and make obedience second nature.

## **8. Leash your dog**

In the house? Yes, I said leash your dog in the house. I know, it's a radical

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suggestion, but it works very well for gaining control of an unruly dog. You never want to give a command you cannot enforce, so **having the leash ready to be picked up makes it easy to enforce a command** should your dog ignore you. If you have company coming over, leash your dog in advance. A jumping dog is easier to control when on leash. If you have an aggressive dog, leash him. This will make it safer for you to guide him off furniture or away from objects he may be guarding. You don't have to keep your pooch leashed forever, but in the beginning stages of training a handy leash is a lifesaver.

### **To Succeed You Must Be Consistent And Persistent In Your Training!**

See, that wasn't so hard was it? When properly applied this program is not only easy, non-confrontational and effective, but it's also FUN for both you and your dog.

Rewards for good behavior and correct responses are equally as important, if not more important than any correction will be. Don't be stingy with the praise when your dog does something right and you'll start to see more of that behavior. Positive reinforcement, that act of rewarding good behavior, requires correct timing and proper application to be successful. It involves more than simply offering a treat and a 'good dog'. **Dogs are acutely aware of our body language, probably more so than we are**, and each inflection of your voice, tip of your head and movement of your body has meaning to them. It's up to you to learn how to properly give commands, rewards and fair corrections. If you're willing to put in the time and effort the end result will be a well mannered dog, who knows his place in your pack and is eager to obey your next command. However, behavior problems can't be willed away. It doesn't help to think about leashing your dog or to contemplate starting a training session. Do it. The key to any program is consistency and effort, and this one is no exception. This is not something that can be done for a week and then forgotten about once improvement shows.

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Your dog's ability to change is directly linked to your ability to follow through and be consistent. Training is a lifelong commitment so get ready to enjoy the ride. People have solved difficult canine problems for which there was little hope of recovery. It was achieved through persistence and commitment. Not every problem will have a solution, but most do and that solution is 100% dependent on you. Take the time - learn how to properly train your dog - create a minor miracle.

### **Why Most Dog Owner's FAIL At Taking Control Of Their Dogs!**

So the good news is, that you can make a HUGE difference with your dog.

However, **Here's A Warning!**

The two biggest reasons why the average dog owner fails to successfully train their dogs, is that they don't have the **RIGHT Knowledge**, and/or they don't create a detailed **PLAN OF ACTION** that puts that knowledge into practice.

### **Here's What I mean...**

No one was born with the skills and expertise on how to successfully train their own dog. Somewhere along the way, this knowledge and skill was learned. For most dog owners, they had enrolled their dog into a dog training school, and as a result learned some valuable dog training techniques. Others may have read up on the subject and gained their knowledge that way. What ever the case though, **you really need to learn HOW to successfully train your dog**. And the best way, and the method I strongly recommend, is to enroll into a Dog Training School. All Dogs and their owners should spend as much time as they can with an expert dog trainer. They are the professionals, and you can't underestimate the value their advice and guidance can have on your lifelong relationship with your dog. Failing to get this expert help, is the first biggest mistake dog owners

can make!

**You Must Have Your Very Own Detailed Plan Of Action!**

The second mistake made, and the main reason why dog owners end up with an “out-of-control” dog is that they fail to put in place a detailed PLAN OF ACTION! Getting the knowledge on HOW to train your dog is one thing, but the real key to success is actually putting what you learn into action. This is why Dog Training Schools are a great idea. They get you to come back each weekend, to learn and put into practice your newly found skills. It is really easy to sit back in “receive-mode” and passively have information fed to you. But unless you apply it, and take some action, it’s worthless. Do you know what I mean?

Everyday I come across frustrated dog owners who are at a loss as to why their dog misbehaves. The funny thing is that they know their stuff, but they just didn’t follow through with a solid plan! I highly recommend you seek out a reputable Dog Training school in your area. Enroll, actively participate and learn as much as you can from the pros. Then take that info, and create a plan for yourself, that will reinforce the training you need to work on.

***“.....You Don’t Need To Fork Out A Fortune, Or Waste Time Every Weekend!”***

Heck, when you employ a private trainer to come to your home, do you know what they do? All they do is teach you the key skills, demonstrate the techniques with your dog, and then help you create a plan to consolidate the training! **And this will cost you anywhere from \$250 - \$500 plus.....** Now don’t get me wrong, these guys are professionals and know what they are doing – and if you can afford it, I highly recommend these guys. But the message I want you to hear is

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that you can do most of this yourself and save your self a lot of cash at the same time! We all like to save money where we can, don't we?

In a moment I will ask you to go to a web site, where you can learn how to easily do this, but for now let me give you an example. Remember "Cosmo", and how he is causing a few problems for his owner. There is obviously a leadership issue there, and as a result we are seeing a number of other behavior problems arise such as growling etc. Then we covered 8 proven leadership exercises that can be employed to correct his behavior. Now what would happen if all we did was gain the knowledge of WHAT to do, but then didn't follow through using a carefully laid out plan? That's right.... Not much will change, and "Cosmo" will continue to rule the roost, won't he? Sure we'd be keen to start off with, but then with no structured plan in place to keep us on track, things will return as they were.

### **Here's What You Need To Do To Totally Transform Your Dog!**

However, if you add a **carefully laid out Plan Of Action**, that specifically details the techniques and methods you'll use, when to use them, and for how long etc, and you stick to it, then you'd have a much better chance at succeeding, won't you? So to get the best results, assuming that is what you want, here is what you need to do.

First acquire the know-how, and then use the techniques you learn to create a detailed Plan Of Action for you and your family to follow. Simple isn't it?

### **Are You A Bit Skeptical And Need Some PROOF That This really Works?**

Ok, Ok, I may have over simplified it, but this is the very system I employ every day, and the same which I have taught my customers to follow with tremendous

## ***Dog Training Masters – The Importance Of Leadership Training!***

results. And I will tell you more about it in a minute. So if you are thinking that it all sounds like hard work and you don't have a clue where to start from, please don't worry. Also, I might as well mention that you won't have to invest hundreds of dollars for a private consultation, or spend your weekends traveling to and from dog training schools. With my training system, you can do it in the luxury of your own home. But before I go into it any further, I would like you to **hear from a few of my customers who tried out my Dog Training Course:**

*Hi Ray*

*The one thing I wanted to stop my dog doing was chewing! I'd get so annoyed when I go out and come back and something destroyed. This drove me bananas.*

*Anyway, I jumped at the chance to try your course out. I really didn't know what to expect, but I loved your other books, so I knew this would be good aswell.*

*I loved the way you combined your expert dog trainer - Trish with a solid process for putting a plan into practice. This was really different and I didn't expect that!*

*So, I listened to everything, and did everything you told me to do. I came out with a plan of action that my whole family followed.*

*Now I can't believe it. it is like we have a different dog. No more chewing.....*

*Your tactics and techniques and insider information have totally changed my dog FOREVER. Now, people are coming up to ME for advice to help with training their dog. I just tell them your web site.*

*Thank you so much, your course really made a special change to our dog.*

*Mary Blewitt*

*Chandler AZ*

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*Hey ray,*

*I'm on cloud nine!!*

*First, I must say THANK YOU! I am deeply grateful to have you as a mentor, and I'm truly blessed by this amazing course you've created.*

*(I hate to call it a "course" because it's WAY more than that. It's a new way of interacting with my dog.) I've owned dogs all my life, and loved every minute, but I never really got a grip on the right way to train them.*

*I would get motivated when they were puppies, but then never really follow through.*

*When i saw your course I didn't think I really needed it, but thought I would see what all the fuss was about.*

*I listened to your trainer, and then wrote out the plan, as you told me too. The thing I realised after I went through it the first time, was that my dog didn't always listen to me, and would only respond when he chose to. So that is what i worked on.*

*In Just 7 Days after I started my action plan, I have seen a remarkable change in Max. It's like he has completely changed.*

*The interviews are fantastic! Trish really knows her stuff*

*I am really glad i got your course, and would happily reccommend it to anyone with a dog.*

*Thank you!*

*Jeanette Hughes*

*Macon GA*

*Hi Ray,*

*Before I had used your course, I hadn't been able to stop my Queeny from growling and getting all grumpy with me. I'd been able to potty train her, but I couldn't stop her getting aggressive with me.*

*The techniques in your dog training course really opened my eyes to what I was doing wrong, and, more importantly, showed me how to fix it.*

*Using the techniques you outlined, I have gone from having a doggy that doesn't listen to me and gets all upset with me, to a doggy that knows I am the boss, and does everthing I want her to do without getting all aggressive.*

*The thing I liked most about your course was how simple you made it for me to put a plan together using the techniques Trish gave in the audio interviews.*

*For me, i think this was what made the difference and what made your course work for me when so many others didn't.*

*ANYONE could take your techniques and use it for there dogs and have a well trained doggy. They don't have to be an expert. They don't have to be clever.*

*They just need to follow the techniques you show them.*

*Would I buy it again? Yes, of course I would.*

*Best regards,*

*Shona Williams*

*Jackson MS*

## ***Dog Training Masters – The Importance Of Leadership Training!***

*"I was one of the very first lucky people to gain access to Ray Colero's dog training home study course.*

*I was able to completely change my dog from being an annoying dog puller that would try and run me to the ground and bark at any other dog he would come accross, to a dog that would stay by my side no matter where we go. This was a HUGE improvement and makes our walks so much more enjoyable.*

*After going through the course, I can now see that this can work for any dog problem, because of the the way he put the course together. I highly recommend this course to any dog owner that has a problem they need to sort out.*

*Kelly Fargis*

*Salem VA*

Because I felt so strongly about combining expert dog training information with a detailed Plan Of action, I have put together a simple but comprehensive Dog Training Course called, "Dog Training Masters Home Study Course".

The Dog Training Masters Home Study Course features a series of revealing recorded interviews with a leading dog trainer. This means you won't need to even leave your home to get advice from an expert. This will save you time and also the expense of getting an expert to come to your home.

### ***“..Here's Some Of What You Will Get In My Course”***

The Dog Training Masters Home Study Course covers a huge range of dog training topics. Everything from Dog Psychology, Puppy Training, right through to solving some of the most complicated dog problems that you are ever likely to come across! This means that you "get it all"! So you will not only get to hear all about how to solve the problem you are currently facing , but you will essentially have a library or detailed dog training resource at your disposal to constantly refer back to should you ever need to. So should you need advice on a different training issue, you won't have to call in the Dog trainer to come back to your home, all you'll need to do is press "Play" on your audio player!

The Dog Training Masters Home Study Course features the unique and exclusive "Plan Of Action" Document! So this means, after you have completed the AUDIO

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## ***Dog Training Masters – The Importance Of Leadership Training!***

component of the course, you can then create a tailored and specific PLAN just for your Dog! If you are concerned about how to put together a plan of action document, then don't worry. Everything is already laid out for you. All you will need to do is fill in the blanks and away you go. The Plan Of Action Document is what sets this course apart from any other I have seen, because it will be your blueprint for successfully training your dog and correcting any unwanted behavior problems.

The Dog Training Masters Home Study Course gives you the **Expert Insider dog Training** knowledge, and combines that with a Tailored Plan of Action for you to follow. This format is unique and has been tremendously successful for those that have applied it. So the BIG question is, Will it work for you? Absolutely YES!! I 100% guarantee it!! But don't take my word for it, listen to what some of my customers said about it....

### **Need More Proof?**

*Hi Ray*

*First off I just want to say thank you so much!*

*The techniques I learned from your course played a BIG part in helping me to stop my "Reba" jumping all over me!!*

*As I write this I'm still finding it hard to believe. I had almost given up trying to sort this thing out because nothing I tried seemed to work. To be honest I thought your course would be no different.*

*I followed your plan after listening to the audio, and now I have a brand new dog.. I can't believe it. So that's why I made the time to write you because the change in Reba has been incredible.*

*Where to start! I think one of the best things was your step-by-step approach. I liked how everything fell into place and I ended up with my own plan on how to train Reba.*

*I also realized that it's paying attention to the smaller details and having your strategy in place before you start the training, that makes all the difference.*

*You have put together a real winner with your course.*

*Thanks Again!*

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*Helen King  
Orlando, Fl*

*Ray,*

*Before I got your Dog Training Course, my gorgeous Shih Tzu named Casper, would always pee and poop around my house. His favorite spot was right in front of my couch on our Rug!*

*This drove us mad, and when your offer came up to become part of a pre-release group of your course, I thought I would try it out.*

*Listening to Trish, your dog trainer, made it all so clear to me, and then I worked on doing my Plan. What I liked most about the Plan, was I was able to show my wife and my two teenagers, so they knew what I was working on.*

*So what happened was, we all went through the plan of action form you provided, and we all had a role in it.*

*It took about ten days for us to realize we hadn't had an accident in the house for over a week, and this was a big change for us.*

*It really is a great course, and I haven't stopped raving about it. I am thrilled that I was able to get a copy of it.*

*Thanks so much*

*Robert Hastings  
Fresno, CA*

### **What's Bothering You At The Moment About Your Dog?**

So think about your Dog for a minute. What is it that you would love to correct in his/her behavior? What is it that you wish your dog would be better trained to do? Perhaps you'd like your dog to Stop peeing and pooping in your home, or to Stop jumping all over you and your guests, or to stop pulling so hard on the leash, or to Stop being so aggressive toward you. Whatever the issue is that you are thinking about in your mind, you are closer to correcting it than you think!

Imagine what it would feel like to finally stop that annoying behavior in your Dog? You'd enjoy a much better relationship with him wouldn't you?

Imagine what your day would look like at home, at the park or where ever, with

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a Dog that no longer pees everywhere, that no longer tries to run away, or tries to pull your arm off when you go for a walk etc etc. It would be a relief wouldn't it?

Imagine what it would be like to have the perfectly trained and behaved Dog that all your friends would envy? They'd think you were a Dog Whisperer, wouldn't they?

Well just like so many before, this could all be a reality for you too!

I am very passionate about what I do, and am very excited that you are only moments away from totally transforming your Dogs' behavior. That is what you want isn't it? So can you see the link below? **Click on it now** to go and find out more about my Dog Training Masters Home Study Course. Oh, and while you are at my website, I have a surprise GIFT waiting for you! I think you'll like it.... Curious?

Well, here is the link where you can find out more:

<http://www.bestonlinedogstore.com/free-report/dog-training-masters.htm>

Sincerely

A handwritten signature in black ink that reads "Ray Coleiro". The signature is written in a cursive, flowing style.

P.S Don't forget to claim your **FREE Gift Valued at \$29.95!** Just click on the web site link above, and follow the directions when you get there! I think You will LOVE it. I'll see you over there!

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