

ISSUE 37 · JULY 2020

# ASSOCIATION OF PET DOG TRAINERS NEW ZEALAND

The Newsletter



## From Fearful to Fear Free: A Positive Program to Free Your Dog From Anxiety, Fears, and Phobias

BY MARTY BECKER, LISA RADOSTA, WAILANI SUNG AND MIKKEL BECKER

"When fear or anxiety takes over a dog's life, it can become impossible to take him to the veterinarian or groomer, have him ride comfortably in the car, go for a walk around the neighborhood, leave him home alone or have friends or family visit."

Does this sound like some of your clients? Join in this issue's book club reading . More on page 9!



## This issue:

Message From the President  
PAGE 02

In Business, Less is Truly More  
By: Veronica Boutelle  
PAGE 03 - 04

Members Corner  
PAGE 05

AGM and New Committee  
PAGE 06

Events, News and Swag  
PAGE 07

Book Club  
PAGE 08

# Message From the President

Welcome to the first update for the “new” year now that the AGM has been held and the new committee elected. It was encouraging to see the interest in the future direction of the Association both from the nominations received to the attendance at the AGM. Thanks to all those members who jumped online and participated in the AGM. Fingers crossed the next AGM will once again be held at Conference.

While the winter weather might be a bit gloomy, the outlook for the APDTNZ is very bright and we have a highly motivated committee raring to ensure that APDTNZ delivers on its purpose of “enhancing the relationship between people and dogs through education in all aspects of pet dog training and behaviour”. The key areas of focus for the coming 12 months are:

- Completing the process of APDTNZ becoming an accrediting organisation for the CANZ Accreditation of Animal Trainers and Animal Training Instructors
- Updating of the APDTNZ constitution
- Development of APDTNZ position statements
- Development of business and training documentation for APDTNZ Full members
- Increasing the marketing profile of the APDTNZ
- Delivering a brilliant Conference in 2021
- Strengthening our relationships with other overseas APDT organisations.

I look forward to bringing you regular updates on how each of these areas progress over the coming months.

Stay warm and dry (apart from Auckland who need the rain!) and keep delivering the amazing outcomes that you get for dogs and their human families.

*Mark Weaver*

**President**



# In Business, Less is Truly More

*Less is more. Simple is better. Back to basics.* All familiar refrains. But sometimes clichés carry meaning. In the case of communicating with potential clients, less is more and simple is better are useful guidelines.

## **Simplify Your Services**

Make it as easy as possible for potential clients to choose your business. Consumer research is clear that too much choice paralyzes—and a paralyzed consumer will usually opt out of making any decision at all.

*Too many services.* Avoid offering an endless smorgasbord of services, or services that overlap in confusing ways. For example, trainers often offer both “private training” and “behavior modification” or “obedience training” and “problem behavior training.” Though meaningful to trainers, these distinctions are lost on most dog guardians, who tend to see anything they don’t like their dog to do as a behavior problem. And whether their dog fails to respond to a recall or is growling over the food bowl, clients are likely to be looking for private training, not behavior modification. In most cases you’re better off from a marketing perspective listing private dog training on your website and other marketing material, and then including text about all of the various behaviors you can help with.

*Too many service options.* Offering too many package options can also confuse potential clients. Rather than forcing dog guardians to face a litany of service options, let them know you’ll design a customized training package to meet their goals. This has the added advantage of setting yourself, the client, and the dog up for the best chance of success by selling the amount of training actually needed, rather than leaving that decision to the client.

## **Simplify Your Information**

It’s tempting to share up front all the details about what you do, how you do it, what you require of clients, and how it all works. But it’s easy to overwhelm, and your marketing message is likely to get buried under all the detail. Don’t lose potential clients by barraging them with unnecessary information at the wrong time. Think about when clients and potential clients need each piece of information.

*Policy overload.* The majority of policy information belongs in a service contract, not on a website. Websites are for selling services. Too many policy statements (*Your dog must have her vaccinations. We require a six session minimum commitment. Your dog must be screened for friendliness. No cancellations.*) undermine any warm, approachable, we-can-help-you vibe you’re attempting to create. Don’t get me wrong—I’m all for strong, clear, enforced policies. But they don’t belong in the sales portion of the program—they’re for the contract and a verbal conversation at the end of the initial consultation, once rapport has been established.

*Daunting details.* The same goes for process details. Websites should include enough information to help potential clients understand how a service works. It’s helpful to explain that the first step to private training is an initial consult and that from there you’ll customize a training program and package to meet each client’s goals. But it’s excessive and distracting to include details about which days and hours you’ll work with a client’s dog, that you’ll need

a house key, that if a client chooses to watch you train you'll stop ten minutes before the end of the hour to answer her questions. Again, these kinds of details are best left to the initial consult when you and the client are discussing how her training program will work. These details will be meaningful then. They only risk overwhelming a potential client trying to peruse your site to determine if you're the right trainer for her.

*Technically overwhelming.* Training information is another area where simple is better. Don't bog down your print materials and the services pages of your website with technical detail about methodology, learning theory, etc. Instead, include useful information about how dogs learn, or tips for how to train particular behaviors or solve certain problems, in a dedicated area of your website, separate from your services pages. This leaves your private training and classes pages focused on how you can benefit your clients.

Even on your dedicated content pages, avoid too much detail and technical language. Tackle them with your audience and marketing in mind. Your goal is to show potential clients that you can be helpful, that you are an approachable expert. The content should be brief, understandable, and useable.

When you read a website about massage, for example, you want to know that it will help you to relax, that it will relieve your pain. You might want some understanding of how massage works, or a tip or two about stretches that might help, but a detailed technical explanation about what happens to your fascia muscle during the massage process is likely to make your eyes glaze over.

Similarly, when writing about resource guarding, avoid espousing on the execution details of desensitization and counterconditioning and specific food bowl exercises. Instead, share some insights into the behavior, offer management tips, and tell clients that you use up-to-date scientifically sound and humane methods to change how a dog feels about sharing her toys or being approached when she's eating, and that a relaxed dog who welcomes a hand in her bowl will have no reason to bite it.

### **Make It Easy To Choose You**

Give your marketing message center stage in your materials, including and especially on your website. Your site should be about what you will ultimately do for clients—that you can help, and what the results of that help will look like. What will they be able to do after working with you? What can you offer relief from? How will their lives with their dogs be different and better? Don't give in to a rush of details and service options that threaten to drown out your message and overwhelm potential clients. Making people wade through too much information or make too many choices usually means losing them. Sometimes less really is more.

Veronica Boutelle, MA, CTC is author of *How To Run a Dog Business: Putting Your Career Where Your Heart Is*, and co-founder of *dogbiz*, whose business is to help yours succeed—whether in good times or bad. For free biz survival tips and to keep informed on all dogbiz efforts to help +R dog pros through the COVID crisis, [subscribe to the dogbiz Monthly Minute](#).

Welcome  
New  
Members!

# Members Corner

NICOLE MARSTON

EmPETthetic

RICHARD ANDREWS

KATHERINE PETTMAN

CLARA GELLENSTEN

CANINE CARE OTAUTAHI

MATT GUN

DR. DOG

MICHELLE J. PIETERSE

GEMMA CAHILL

DOG SMART NZ

SARAH THOMSON

EASTERN INSTITUTE OF TECHNOLOGY

NICOLE CUSIEL

HEAD TO TAIL

LUANNE CORLES

Animates VetCare Te Rapa



Did you know there is no borrowing fee for APDTNZ members? All you need to do is cover postage and packaging. Within New Zealand there is a charge of \$8.00 or \$13.00, depending on size, this *includes* the cost for returning the books.

*The Librarian will advise you which charge applies to your choice of books.\**

**Rules and available books** can be found at <https://apdtnz.org.nz/library/>  
Contact [librarian@apdt.org.nz](mailto:librarian@apdt.org.nz) with any questions

## APDTNZ Trainer Endorsement Programme (TEP)

The TEP aims to become a benchmark for qualified and experienced trainers so the public, as well as other dog trainers, can confidently seek them out.

Endorsement is maintained every 3 years via continuing education and activity points to encourage trainers to further their own knowledge across the fields of dog training, education, and behaviour. Endorsed trainers will be highlighted on the APDTNZ website and have the right to use the APDTNZ endorsed trainer logo.

How to apply:

- The TEP is open to Full Members.
- Complete a self-assessment against the entry criteria.
- Submit an application for endorsement along with supporting documentation and an application fee.

All applications will be reviewed by a panel.

[apdtnz.org.nz/trainer-endorsement-programme/](https://apdtnz.org.nz/trainer-endorsement-programme/)

## APDTNZ Member Only Facebook Group!

Did you know there is a member-only Facebook group for APDTNZ members? If you're not in the group yet, let us know so we can add you!

[@APDTNZMembers](https://www.facebook.com/APDTNZMembers)



Find us on  
**Facebook**

# Welcome New Committee

The AGM was held a little later this year than normal thanks to COVID-19 and the cancellation of the APDTNZ conference this year.

Nonetheless, the AGM took place on July 5th via Zoom.

Our new committee nominees were voted in, and here are is your 2020-2021 APDTNZ committee:

**President: Mark Weaver**



**Vice President: Lisa Sturm**



**Treasurer: Clara Gyllensten**



**Secretary: Richard Andrews**



## Committee Members

**Erin Jones**



**Mary Chaffey**



**Kelly McFarlane**



# EVENTS, NEWS & SWAG

## APDTNZ Advertising Policy

- The APDTNZ will not advertise training services or courses.
- All material in the newsletter must be in line with the APDTNZ Vision and Mission Statements and the Code of Ethics
- Placement of material in the newsletter is at the discretion of the Editor and the Committee
- No paid advertising is accepted
- Members may place merchandise ads free of charge in the newsletter, but must include a discount for members
- Events may be advertised in a maximum of 5 lines
- Positioning of ads is at the discretion of the Editor and Committee
- The publication of any advertising material does not constitute the endorsement of the APDTNZ for the event or merchandise.

### \*\*\*APDTNZ CLICKERS IN STOCK\*\*\*

#### Price and Shipping:

\$3 each, sold in min quantities of 5 (\$15 for 5)  
Postage: up to 10 clickers \$3.50,  
15-30 clickers \$4.50.  
Extra for Rural Delivery \$3.90

#### How to Order:

1. Email your order and address details to the treasurer:  
treasurer.apdtnz@gmail.com
2. Deposit the cost plus postage into  
03-1503-0398799-00 with your  
"surname" & "Clickers" in the  
reference fields



You've Got A Dog Business –  
**We're here  
to help!**

Personal Biz Coaching

Biz Support Products

dogbiz University

Dog Walking Academy

**We're here for you.**

Email [info@dogbizsuccess.com](mailto:info@dogbizsuccess.com) to **save \$50 on business consulting.**

dog\*biz

dogbiz  
DOG WALKING  
ACADEMY

dogbiz  
UNIVERSITY

## COMMUNITY EVENT DOG BEHAVIOUR BASICS SEMINAR

Presented by: Erin Jones, PhD Candidate  
Certified Dog Trainer and Behaviour Consultant  
Merit Dog Project

30 July 2020 • 6:30pm start  
Heathcote Valley School Hall

### What You Need To Know

**Who:** This is a human only event (pups must stay home!)

**Cost:** Min. \$5.00 donation for Dogwatch Sanctuary Trust

 Dogwatch  
sanctuary.trust

 Merit Dog Project  
Connecting Dogs and People

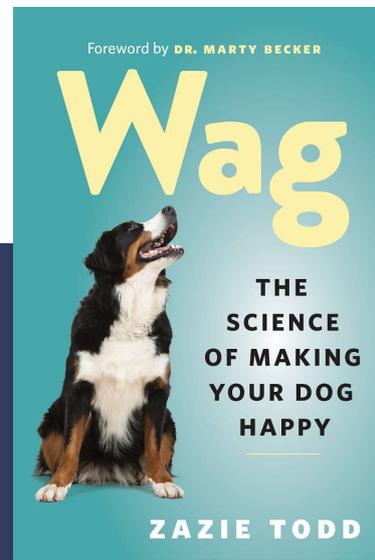


Community event in  
Christchurch!



Want to advertise in the next newsletter? Please email  
[erin@meritdogtraining.com](mailto:erin@meritdogtraining.com)

# Book Club



## Wag! The Science of Making Your Dog Happy

Zazie Todd, PhD. (2020)

Unfortunately due to Covid-19, shipping times were seriously delayed and many who ordered this book didn't receive it on time.

Nonetheless, there are two reviews of the book to share with you! I really enjoyed it, and I hope you get a chance to enjoy it too, in the future.

*"I couldn't get enough of this book and highly recommend it for anyone with an interest in dog training as well as recommending it to all dog owners."*

*It is a very simplistic read with scenarios that many owners face with their dogs and talking about the 'whys' of these behaviours. My favourite is the areas discussing the studies that have been done which showcase how clever our dogs truly are.*

*This is a must read for everyone who loves dogs and not a book to be overlooked."*

-Kelly McFarlane

*"Zazie is a really engaging writer. I like that this book highlights so many important studies that emphasise and critically reflect on not just how, but why it's important to improve our dog's wellbeing."*

-Erin Jones

## THIS ISSUE:

### From Fearful to Fear Free

By: Marty Becker et al. (2020)

Send me your review to be discussed in the OCTOBER issue of the APDTNZ newsletter!

[erin@meritdogtraining.com](mailto:erin@meritdogtraining.com)

