Good Dog Academy's

Student Handbook

Professional Pet Dog Trainer Certificate
Business for Professional Pet Dog Trainers
Continuing Education Units

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1

Welcome

“Scratch a dog and you’ll find a permanent job”

– Franklin P. Jones

Good Dog Academy

The purpose of this handbook is to provide a quick reference guide to our school. It contains essential information as well as important school policies. Please read the handbook carefully.

Good Dog Academy has a dedicated and talented staff who are here to help you succeed in your program.

Mission Statement

Good Dog Academy’s mission is to provide quality, comprehensive and up to date education to existing and aspiring dog industry professionals for the purpose of raising standards in pet dog training and dog care.

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General Information, Policies and Waivers

“A dog is the only thing on earth that loves you more than he loves himself.”

– Josh Billings

Program Requirements

1. Age - Must be 18 years of age to graduate.
2. Access to a computer and internet connection.
3. You will need regular access to a consistent dog that you can train for the practical portion of your program that is in good health and is 6 months of age or older at the start of your practical work.
4. Our training protocol is based on the Humane Training Model and Positive Reinforcement. You will need to agree to use this protocol at all times.
5. We require a completed application form for the Professional Pet Dog Trainer Certificate Program.

Program Deadlines and Accessibility after Graduation

Professional Pet Dog Trainer Program

Dogsafe Canine First Aid

Professional Pet Dog Trainer Program

To earn your certificate, the entire program must be completed within one year of registration.

The program is accessible for 2 full years. There is no further practical coaching included after graduation.

Graduates can arrange for further private coaching with their instructor at the reduced rate of $80 per hour by contacting academy@gooddog.ca.

Graduates can remain part of the Community Portal as long as they want. To be removed from the Community, send an email to academy@gooddog.ca.

Dogsafe Canine First Aid

Once you have registered for Canine First Aid, the program MUST be completed within 2 months. Future renewals of this certificate are not included. Certificate renewal every 3 years by redoing the program.

Program Deadlines and Accessibility after Graduation

Business for Professional Pet Dog Trainers

Continuing Education Units

Business for Professional Pet Dog Trainers

Accessible for 2 full years after registration.

Continuing Education Units

All CEUs must be completed within 60 days of registration.

Code of Conduct

Good Dog Academy expects all students to meet and adhere to a Code of Conduct during and after their program of study. Students can request clarification from the Administrator if they have any questions. Any student who does not meet the Code of Conduct conditions will be subject to immediate dismissal without a refund.

Code of Conduct

1. Adhere to the Humane Training Model
2. Behave in a manner that is respectful of other students, staff members, dogs and Good Dog Academy Inc.
3. Harassment, bullying, slanderous remarks or other violent acts will NOT be tolerated either online or in person towards any person, student, staff member, dog or Good Dog Academy Inc.
4. Under no circumstances will verbal abuse or threats of any kind be tolerated.

Humane Training Model

***humane: compassionate, kind, kindly, kind-hearted, considerate, understanding, sympathetic, tolerant, civilized, good, good-natured, gentle; lenient, forbearing, forgiving, merciful, tender, benevolent, charitable, generous**

1. Identify goals and desired behaviours.
2. Develop a realistic plan using positive reinforcement techniques.
3. Observe and record successes and failures.
4. If goals and desired behaviours are not being reached, identify and record reasons why the dog may not be progressing.
5. Focus on altering the plan based on observation.
6. Depending on identified issues, create a new plan of action using positive reinforcement techniques.
7. Observe and record successes and failures.
8. If goals and desired behaviours are not being reached, get a second opinion from a qualified Behaviour Technologist or experienced peer.
9. Using the recommendation from the Behaviour Technologist or experienced peer, create a new plan of action.
10. Observe and record successes and failures.
11. If goals and desired behaviours are still not being reached, consult a qualified veterinarian to rule out medical issues or discuss mood modification medication.
12. If the dog presents a **safety risk** to the general public, then we highly recommend that you work with an experienced peer until you have enough knowledge and skill yourself to assess the risk and how to proceed.

Admissions Policy

Good Dog Academy is committed to enrolling students who are likely to succeed in achieving their education and career goals.

Good Dog Academy requires a completed application form for the Professional Pet Dog Trainer Certificate Program.

Privacy Policy

Under the Personal Information Protections Act, you are entitled to access your student file.

Student’s personal information will only be used by Good Dog Academy and will never be sold or licensed to a third party.

Language Policy

Good Dog Academy’s programs are offered in English only at this time.

We are open to exploring other languages in the future.

Withdrawal and Refund Policy

30 Day No Questions Asked Guarantee

Students can apply for a no questions asked refund for the Professional Pet Dog Trainer program up to 30 days after registration. A full refund will be processed within 14 days of a written request to: academy@gooddog.ca.

With your paid registration, the first 11 courses (up to and including Behaviour Problem Solving) are available to you **immediately**. EVERYTHING ELSE will open on Day 31 - the day after the Refund Period is complete.

If at any time during the first 30 days you would like to have all program material unlocked, send an email to academy@gooddog.ca stating you agree to waive your refund eligibility.

No refunds are available for the Business for Professional Pet Dog Trainers or any of the Continuing Education Unit credits.

Waivers

I have read and accept ALL policies as posted in Good Dog Academy’s Student Handbook (this handbook) including the Code of Conduct.

I understand that any Certificate I earn will be revoked if proof of animal cruelty is presented against me or if I am found not to be following the Humane* Training Model.

I understand that the Intellectual Property contained in my program is for my own personal use only and I do not have any rights to copy, share, reproduce, republish, upload, download, post, transmit or duplicate the materials in whole or part, unless specifically authorized in writing by Good Dog Academy Inc.

I understand that I have NO license, express or implied, to use any of Good Dog Academy's trademarks. I will not link to or frame the materials, Good Dog Academy’s website, or any portion thereof, for any purpose unless specifically authorized in writing by Good Dog Academy.

*humane: compassionate, kind, kindly, kind-hearted, considerate, understanding, sympathetic, tolerant, civilized, good, good-natured, gentle; lenient, forbearing, forgiving, merciful, tender, benevolent, charitable, generous

Waivers - continued

I understand that for my convenience my program may reference a third-party website. I understand that Good Dog Academy has no control over Third-Party Sites or the content within them and therefore cannot guarantee, represent or warrant that the content contained on such Third-Party Sites is accurate, legal, and/or inoffensive.

I understand that Good Dog Academy cannot guarantee that its website, programs and courses will be error-free or uninterrupted or the software used to deliver the programs and courses will be free of viruses or other harmful components.

I understand that the program may, from time to time, be unavailable due to routine maintenance.

I understand that the information in the Professional Pet Dog Trainer program is not to be used for the purposes of behaviour modification, including but not limited to, aggressive, active, anxious and unruly behaviours and hyperactivity. If I need to deal with any of these behaviours, I will seek the advice of a qualified Behaviourist, Certified Behaviour professional or veterinarian.

Waivers - continued

I understand that earning my Professional Pet Dog Trainer Certificate does not guarantee that I will develop a profitable business.

I will refer any aggression cases or cases with bite histories to a qualified Behaviourist, Certified Behaviour professional or veterinarian.

I give Good Dog Academy Inc. permission to use photos and videos of myself and my dog for media and marketing purposes.

By submitting and electronically signing my application form I acknowledge that I have read, understood and accept these Waivers.

I understand that should I have any questions before accepting these waivers I may contact Good Dog Academy's Administration in writing at academy@gooddog.ca

Sick or Injured Dog or Human

If during your program either you or your dog becomes sick or injured you can apply to ‘pause’ your program for up to 6 weeks.

The sickness or injury must be of a serious nature and documentation of sickness or injury may be required.

This is a one-time offer only and must be approved by the Administrator. Please submit your request in writing to academy@gooddog.ca.

Technology

You can use any current device to work on your programs.

If you are using your phone, we recommend that you sign into your account through the GoodDog-Academy.com website. Click on Login at the top of the page. This is the best way to prevent any technical issues viewing photos.

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Professional Pet Dog Trainer Certificate

Application Form

“Dogs are not our whole life, but they make our lives whole.”

– Roger Caras

Application Form

Good Dog Academy's Professional Pet Dog Trainer Certificate program requires you to fill in an application form. We want to make sure that your goals for taking this program will be met.

You are **not** required to wait for confirmation to finish your registration. If there are any issues with your application form information, we will contact you directly.

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Pricing

“Dogs have a way of finding the people who need them and filling an emptiness we didn’t ever know we had.”

- Thom Jones

READ ALL OF THIS PAGE - IMPORTANT INFORMATION

Professional Pet Dog Trainer Certificate	**$ 1995**
Business for Professional Pet Dog Trainers	**$ 695**
$200 Discount if you register for both programs at once:	**$ 2490**

PANDEMIC SPECIAL OFFER
ONE TIME PAYMENT OF $1395

REGISTERS YOU FOR BOTH
PROFESSIONAL PET DOG TRAINER CERTIFICATE AND
BUSINESS FOR PROFESSIONAL PET DOG TRAINERS

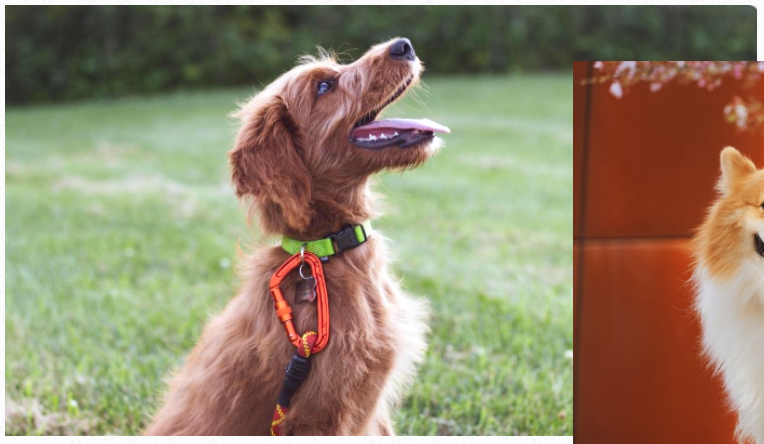
SEE FULL DETAILS OF PROGRAMS AND BONUS MATERIAL ONLINE

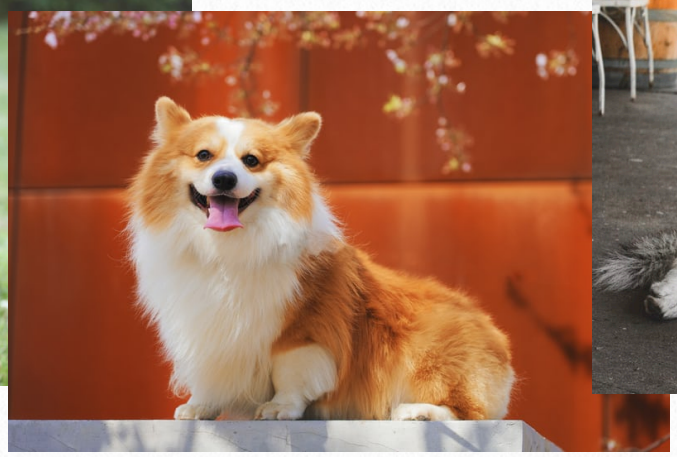
AT THIS TIME WE ARE NOT OFFERING PAYMENT PLAN OPTIONS.

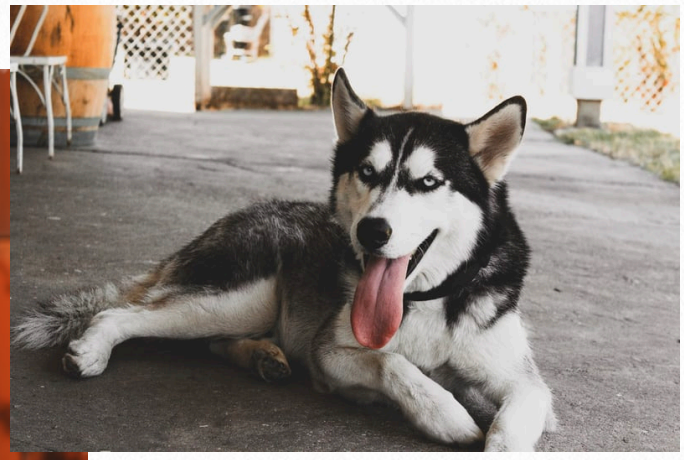
LOOK FOR THESE OPTIONS TO RETURN AFTER THE PANDEMIC IS OFFICIALLY ENDED.

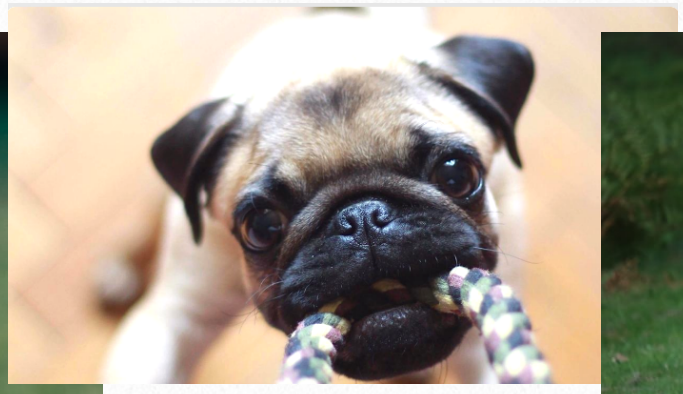
The first 11 courses (up to and including Behaviour Problem Solving) are available to you immediately. EVERYTHING ELSE will open on Day 31 - the day after the Refund Period is complete.
If at any time during the first 30 days you would like to have all program material unlocked, send an email to academy@gooddog.ca stating you agree to waive your refund eligibility.

All fees and tuition are displayed in Canadian funds.
All taxes are INCLUDED in prices shown.









SIX Good Dog Academy courses are approved by the Certification Council of Professional Dog Trainers (CCPDT) for Continuing Education Unit (CEU) credits.

Principles of Training	2 credits	$45
Evolution of the Dog	1.5 credits	$35
Canine Language	3 credits	$70
Learning Theory	2.5 credits	$55
Training Philosophies	2.5 credits	$55
Behaviour Problem Solving	3 credits	$70

All fees and tuition are displayed in Canadian funds.

All taxes are INCLUDED in prices shown.

GIFT CERTIFICATES

We are happy to announce our Gift Certificate program. Know someone who would love to pursue their dream of becoming a professional pet dog trainer? This is the perfect gift!

GOOD DOG ACADEMY'S PROFESSIONAL PET DOG TRAINER CERTIFICATE PROGRAM

The Way It Works from the Givers Point of View:

1. Please review the information in this Student Handbook. It has all of the details about our Professional Pet Dog Trainer Certificate Program.
2. Click here and you will be directed to our checkout page. Use **your email address** in this form. The recipient will use their own email address in the Application form. They will not see the gift until you send them the email you receive on payment.
3. Once payment is made, you will automatically be sent an email that will provide a coupon code and instructions on how to proceed. The following is the email that you will be sent.
4. As you can see, all of the information needed for the person receiving your gift is found in this email. And as mentioned, when your timing is right and you want to give the gift, forward the email you are sent to the new student so that they will have all the links needed to proceed.

Hello!

Thank you for purchasing our Professional Pet Dog Trainer Certificate program via our Gift Certificate offer. We look forward to working with a new and passionate dog lover.

Please have the new student go here, click CONTINUE and then insert the coupon code below in the checkout page. Forwarding this email to the student is the easiest way to provide the link and information.

Here's your coupon code:

{{ coupon_code }}

Enjoy!

Geri Patz
Good Dog Academy
Owner/Registrar
academy@gooddog.ca
604 537 1721

GIFT CERTIFICATES

The Way It Looks From the Recipients Point of View:

1. Once you have received your gift email from whoever the nice person was who gifted you the Professional Pet Dog Trainer Certificate Program, please follow the instructions in the email.

2. As shown in the email, click on the link here. This will take you to our website page that describes the program. You will see a CONTINUE button close to the top.

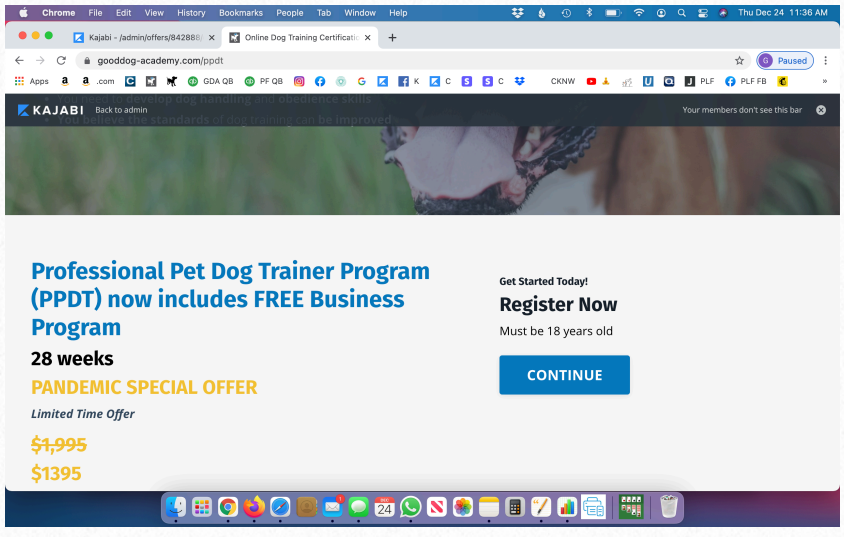
3. Click on the CONTINUE button and this will take you to our checkout page.

4. INSERT YOUR COUPON CODE at the top, click apply and fill in the rest of the checkout page.

5. Click on Complete my purchase at the bottom.

6. You will then be taken to our Application form. Fill this in and click SUBMIT.

7. Once you have submitted your Application form, you will be directed to your Library where you can start your program immediately.



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Professional Pet Dog Trainer Certificate

“The only creatures that are evolved enough to convey pure love are dogs and infants.”

– Johnny Depp

Professional Pet Dog Trainer Certificate
Introduction

The Professional Pet Dog Trainer Certificate program consists of theory topics combined with practical hands-on dog training experience and averages 28 weeks in length. This certificate allows the holder **many opportunities** to work with pet dogs. The program requires commitment and focus. You will find helpful PDF's throughout your program that we recommend you download, print and store for future reference and study.

If you feel you need some extra help at any time, you can book a private session of up to one hour with one of the instructors at the rate of $80. Please contact Administration at academy@gooddog.ca to arrange.

The program content is intense and rewarding. We want you to succeed and will be available to help you either by email or the live Q&A sessions during your practical modules.

Age requirement for the Professional Pet Dog Trainer Certificate program is 18 years to graduate.

Professional Pet Dog Trainer Certificate Program - Recommended 28 weeks to complete

Course List

Theory

1. Principles of Training
2. Training Equipment
3. Evolution of the Dog
4. Dog Breeds
5. Selecting a Dog
6. Today’s Canine
7. The Physical Dog
8. Canine Language
9. Training Philosophies
10. Learning Theory
11. Behaviour Problem Solving
12. Fear & Anxiety
13. Aggression
14. Euthanasia
15. Nutrition
16. Bylaws
17. Instruction

Canine First Aid

Basic Obedience Skills

Intermediate Obedience Skills

Professional Pet Dog Trainer Certificate Program

Suggested 28 weeks

See website for course descriptions

On Day 31 all material is released, including Business for Professional Pet Dog Trainers

Continued on next page

Days 1-30

Your Bonus Material Info
Theory Introduction
Principles of Training
Training Equipment
Evolution of the Dog
Dog Breeds
Selecting a Dog
Today's Canine
The Physical Dog
Canine Language
Training Philosophies
Learning Theory
Behaviour Problem Solving

IF YOU WOULD LIKE TO UNLOCK ALL OF YOUR COURSES ANYTIME DURING THE FIRST 30 DAYS, PLEASE SEND AN EMAIL STATING THAT YOU WAIVE YOUR REFUND ELIGIBILITY TO ACADEMY@GOODDOG.CA AND WE WILL UNLOCK EVERYTHING FOR YOU.

Day 31

All other courses are released. Must complete Final Exam and Canine First Aid to proceed to Practical Modules. Business for Professional Pet Dog Trainers is also released at this time and may be started at any time.

Fear & Anxiety
Aggression
Euthanasia
Nutrition
Bylaws
Instruction

Study and write Final Exam
Canine First Aid

Professional Pet Dog Trainer Certificate Program

Suggested 28 weeks

See website for course descriptions

On Day 31 all material is released, including Business for Professional Pet Dog Trainers

Introduction to Practical

Basic Obedience 1	Intermediate Obedience 1
Basic Obedience 2	Intermediate Obedience 2
Basic Obedience 3	Intermediate Obedience 3
Practise Week	Practise Week
Submit Video #1	Submit Video #3
Basic Obedience 4	Intermediate Obedience 4
Basic Obedience 5	Intermediate Obedience 5
Basic Obedience 6	Intermediate Obedience 6
Practise Week	Practise Week
Submit Video #2	Submit Video #4

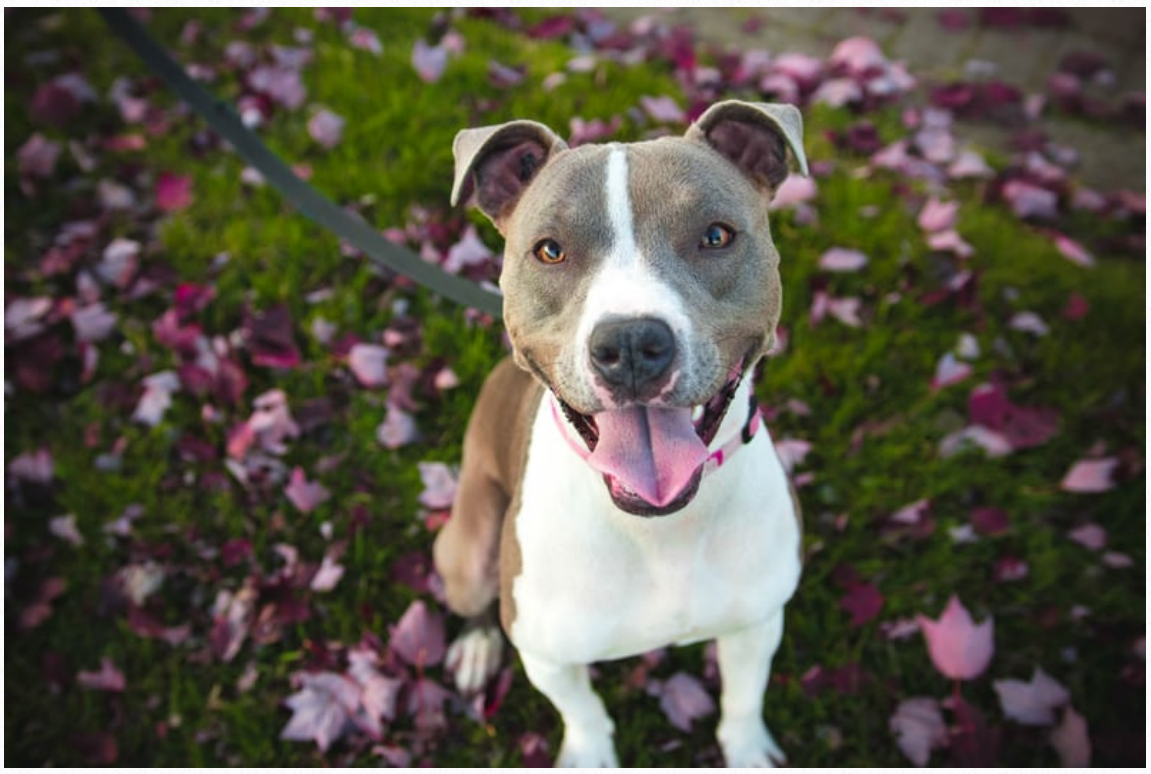
Canine First Aid

As a professional, it is crucial that you know what to do in an emergency. Dogsafe® Canine First Aid is designed to teach you the knowledge and skills you need to deal with a sick or injured dog until veterinary care is available.

The topics are covered in-depth so you have a thorough understanding of the principles of canine first aid. Once you successfully complete this course and its test, you will receive a Dogsafe® Canine First Aid Certificate.

Canine First Aid must be completed within two months of registration and is valid for 3 years. Additional renewals are not included in your PPDT tuition.

Basic Obedience Skills



Basic Obedience Skills is made up of an Introduction, 6 core lessons and video summaries of what is expected for your practical submissions.

Helpful handouts and easy to follow step by step videos will show you how to succeed at the Basic Obedience level using positive reinforcement techniques.

Full instructions and prompts are provided in your program.

Intermediate Obedience Skills

Intermediate Obedience Skills is made up of an Introduction, 6 core lessons and video summaries of what is expected for your practical submissions.

Fine tune and enjoy new exercises to excel at a new level in Intermediate Obedience Skills. Increase control around real-life scenarios.

Full instructions and prompts are provided in your program.

Professional Pet Dog Trainer Certificate

Learning Objectives

Once you have successfully completed your certificate, you will have enough knowledge to be considered a dog training professional. Graduates will be confident, competent and be able to begin their own dog training business, work for an existing company or explore other paths in the pet dog industry. When you start working in the industry, you will find that there is always more to learn. And each experience you have with a dog and their owner will help you to grow.

Learning Objectives

1. Be able to train dogs to an intermediate level of obedience.
2. Be able to instruct clients.
3. Be comfortable in diagnosing common behaviour problems and be able to help clients resolve these issues.
4. Be able to recommend appropriate training equipment and how to fit it properly to a dog.
5. Have general knowledge about nutrition for dogs.
6. Recognize dog body language and how dogs interact.
7. Be able to recognize calming signals and how they apply in dog on dog interactions.
8. Have general knowledge about dog health including dog anatomy, common ailments and parasites. Have specific knowledge about the nose, eyes, ears and the brain.
9. Gain knowledge on many dog breed traits and origins.
10. Have general knowledge about the dog's lifecycle from puppy to senior.
11. Be knowledgeable about the evolution of dogs.
12. Understand a variety of training philosophies.
13. Have novice knowledge about a scientific approach to dog training.
14. Be able to help clients select an appropriate dog for their needs.
15. Have basic knowledge about animal control bylaws and how they apply to the industry.

Professional Pet Dog Trainer Certificate

Graduation Requirements

Students must obtain a minimum grade of 80% on each theory quiz and 80% on the final theory test.

Students must also obtain a minimum grade of 80% on each of their practical video submissions.

Professional Pet Dog Trainer Certificate

Theory Course Evaluations

At the end of each theory course, you will be required to pass a 10 question multiple choice quiz. You will have two attempts to pass each quiz. These quizzes are open book.

If you fail your quiz after the second attempt, please contact us directly to discuss your options at academy@gooddog.ca. In some circumstances you may apply to repeat a particular quiz before you are eligible to continue. Any arrangements will be a one time offer and involve a small fee.

The Theory Final Test is made up of 75 multiple choice questions and is open book. Two attempts to pass the Final Test are included in your tuition. If you do not pass the Final Test after two attempts, you may apply to repeat the Final before you are eligible to continue with your program. Any arrangements will be a one time offer and involve a fee of $250. plus tax. If you fail your Theory Final Test after the retake attempt, you will lose your eligibility to continue in the program. Failing does not mean you are entitled to a refund.

Professional Pet Dog Trainer Certificate

Practical Course Evaluations

To evaluate your dog handling skills you will be required to submit videos as described below.

Passing grade for all recorded videos is 80%.

Although you can start working on your next exercise, you will be unable to submit a new video before you receive a passing grade on the previously submitted video.

If you do not pass your video submission on your first attempt, you will have 10 days from receiving your grade to resubmit.

If you fail your video submission after the second attempt, please contact us directly to discuss your options.

Our goal is to see you succeed and you will receive feedback and coaching.

Video Requirements:

- Demonstrate that you are able to successfully complete each of the listed exercises with your dog.
- **Demonstrate that you are able to instruct each exercise to your grading instructor. You can achieve this by teaching each exercise to the camera.**
- These two requirements can be combined or separate. For example you might explain the Focus exercise as you demonstrate it.

Marking Strategy - each video marked out of 100 points:

1. Instruction and Speaking Skills	10%
2. Proper fit and use of equipment	10%
3. Use of humane training methods	10%
4. Ability to complete exercises required in each lesson	40%
5. Proper use of verbal cues, markers and reinforcers	20%
6. Dog's response	10%

What are we looking for?

1. **Instruction and speaking skills**
   - is appropriate motivation being used?
   - clear and controlled voice?
   - gives directions and clearly demonstrates each exercise correctly?
   - gives adequate information based on the program content?
   - is dressed in a professional and appropriate manner for training dogs?
2. **Proper fit and use of equipment**
   - correct fit and application
   - proper for the dog's temperament and personality
3. **Use of humane training methods**
   - does the dog appear to be in good health?
   - is the training area safe?
   - is the area free from distraction?
   - is positive reinforcement the first approach?
4. **Ability to complete the specific exercises required in each lesson**
   - are reinforcers being used in a timely and appropriate manner?
   - is the dog able to perform each of the exercises correctly?
   - is the student able to read the dog's body language?
   - is the student able to adjust teaching style if the dog is struggling?
   - does the student provide a positive learning environment for the dog?
5. **Proper use of verbal cues, markers and reinforcers**
   - is a consistent marker being used at the appropriate time?
   - is a consistent verbal cue being used at the appropriate time?
   - is a consistent release cue being used at the appropriate time?
6. **Dog's response**
   - does the dog display body language indicating that they are enjoying themselves during training?
   - is the dog able to complete the cues given?
   - does the student recognize if the dog is showing signs of fear and anxiety?

Your Four Video Submissions

Four video submissions are required.

Video #1 - Basic Obedience Skills Lessons 1 - 3

Video #2 - Basic Obedience Skills Lessons 4 - 6

Video #3 - Intermediate Obedience Skills Lessons 1 - 3

Video #4 - Intermediate Obedience Skills Lessons 4 - 6

You will be prompted in your program to complete each video.

It is recommended that you submit each exercise separately. Please be sure to label each recording with your name, your dog's name, Video Submission # and exercise you are submitting.

Grading will begin once you have submitted **all recordings** for each Video above.

You will receive extensive feedback and will be given the opportunity to redo your recording if necessary.

Video #1
Basic Obedience Skills
Lessons 1 - 3

All exercises should include a verbal cue

Focus - 15 seconds, light distraction

Back up on cue - against a wall, dog should be able to take three steps backwards with verbal cue and leash pressure

Sit Stay - 30 seconds while handler is at the end of the leash (no distraction)

Loose leash Walking - 30 seconds, pattern with one turn within the camera frame

Heel to Position - dog to be left one leash length / 6 feet away and called into heel position

Down and Sit - complete straight down and sit in the heel position on leash

Video #2
Basic Obedience Skills
Lessons 4 - 6

All exercises should include a verbal cue

Down Stay - 30 seconds, on leash at 6 feet away, no distraction

Treat Toss Recall - on leash

Formal Heel - pattern to include one 180° right turn, changes of pace (10 fast paces, 10 slow paces) and stop to automatic sit

Formal Recall - from 6 feet to an automatic sit

Focus - 20 seconds, with distraction

Down and Sit - transition from 6 feet

Video #3
Intermediate Obedience Skills
Lessons 1 - 3

All exercises should include a verbal cue

Heeling No Hands - 15 ‘normal’ speed paces to a stop with automatic sit

Figure 8 - heeling with no hands

Stand Stay - end of leash, 10 seconds and 360° return and release

Silly Sit - 20 seconds of play, then sit

Sit Stay - high distraction (30 seconds) - distractions to include toy being waved around by handler, handler able to walk back and forth and clap hands

Down Stay - high distraction (30 seconds) - distractions to include a piece of food being dropped within 6 feet of the dog and the handler bending down and picking it up, handler pats leg

Video #4
Intermediate Obedience Skills
Lessons 4 - 6

Long Line - explain and demonstrate how to properly use a long line

Puppy Pushups - perform a full set of puppy pushups

Silly Down - 20 seconds of play, then down

Formal Heel on a Tab - includes 2 changes of pace, 10 paces fast, 10 paces slow, and 180° right turn

Video Recording Details

- Practice in the area you intend to record in, more than once if possible.
- **Assignments require a title or label when you upload them to Dropbox**. For example: Jane Doe - Basic Video #1 - Focus
- Upload exercises individually
- Ensure you have plenty of battery and storage/memory on your recording device before you begin.
- Use the lowest resolution possible when recording your assignments. This will allow for a quicker upload. Please do NOT film your assignments in HD, 4D or widescreen or your upload time will be extremely long and the system may struggle completing the upload.
- If you choose to make a recording outside, be aware that wind, lighting and background noise may affect your video. If we are unable to hear and see you clearly, we may request you re-record and re-upload your assignment.
- It is a good idea to record a partial practice run to ensure the quality and sound are to your liking.
- Your recording device must be pointed at your training space at all times.
- Be aware of how you position yourself. Your instructors will need to be able to see and hear you at all times.
- If you are able to have someone record you, your video quality will likely be better quality.
- Any video editing is strictly prohibited!

Start your video recording by stating your name, your dog's name and the level according to the grading guide. For example: 'Jane Smith - with Scruffy - Basic Obedience Skills - Focus.

How to Use Dropbox and Make Your Video Submissions

How to Setup a Free Dropbox account:

1. Open your web browser and go to https://www.dropbox.com/
2. Click the Sign Up button.
3. Type in your first name, last name, email address and a password
4. Click the I Agree to Dropbox Terms checkbox.
5. Click Sign Up.
6. You will receive an email where you can verify that it is correct.
7. On the Choose Your Dropbox Plan page, decide which plan you want - for your video submissions, you should only need the Free Plan.

To Submit Your Video Assignment:

1. Have your video file ready on your computer, properly labelled, for example: Jane Smith, Basic, Video #1, Focus. I find it easier to have the file I want to upload copied onto my desktop - it is easier to see when I am choosing it for upload.
2. Open your Dropbox account.
3. Go to the column on the right side of the page and click on Upload files. You will be able to choose the file you want to upload from the list. Double click it.
4. You can see a message at the bottom of the screen with a check mark showing the name of the file you just successfully uploaded. Close the message.
5. The file will appear in the list under My Files.
6. Click the check mark box to the left of the File name you want to share with our Director of Training.
7. You will see a box titled Share with a down arrow beside it. Click the arrow.
8. Choose “Invite via email”.
9. Go to the bottom right and click on Create a Link.
10. Click on Copy Link, it should become highlighted.
11. Go to the top and enter the Director of Training’s email address. In the To: field, copy and paste these two email addresses: jaime@gooddog.ca and academy@gooddog.ca.
12. In the body of the message, type, for example: Jane Smith, Video #1 Submission.
13. Click on Share at the bottom of the message.

Practical Work Grading Process

Here is exactly how we evaluate Practical work.

If you have any questions along the way, we are here to help. You can reach out to us by email if you have a simple question or join us for our monthly Live Student Webinars on the second Saturday of most months at 9am Pacific Time. You will receive an invitation to our Student Webinar meetings. You can also chat with your peers on the Community Board. If you still would like more help, you can book a Zoom appointment with Jaime, Director of Training. You can book a private session with her at a reduced student rate of $80 for up to an hour.

1. There are 4 Video Submissions altogether
2. Grading is scheduled once a week and completed by our Director of Training
3. Individually upload each exercise in each of the 4 Video Submissions. Clearly label every upload with your name, your dog's name, the Video Submission # and the exercise you are submitting. See instructions on how to upload on page 49 of the Student Handbook.
4. To ensure you are on the right track before you get too far along, we will review your first uploaded exercise, FOCUS, as soon as possible. You should wait for a confirmation email to ensure you are good to go forward with the rest. To avoid having to resubmit your videos, please wait for our confirmation before uploading more work.
5. All exercises for each Video Submission must be uploaded before grading begins.
6. When you have uploaded all of the exercises for each Video Submission, send an email to let us know you are happy with your uploads and ready for grading. academy@gooddog.ca
7. If you want to redo an exercise before grading begins, you will be able to delete it and put up the one you want graded.

For example, here is what your Video Submission #1 Grading Report looks like. Video Submissions #2, #3 and #4 follow the same format.

STUDENT NAME:							
Demonstrate that you are able to successfully complete each of the listed exercises with your dog.							
Demonstrate that you are able to instruct each exercise to your grading instructor. Achieve this by teaching each exercise to the camera.							
These two requirements can be combined. For example, explain the Focus exercise as you demonstrate it.							
Video Submission #1	**Date Submitted:**						
All exercises should include a verbal cue	**Introduction to Exercise**	**Helpful Trouble Shooting Tips**	**Correct Hand Signals and Footing**	**Step by Step Instruction**	**Demonstration**		
Focus - 15 seconds, light distraction							
Back up on cue - against a wall, dog should be able to take three steps backwards with verbal cue and leash pressure							
Sit Stay - 30 seconds while handler is at the end of the leash (no distraction)							
Loose leash Walking - 30 seconds, pattern with one turn within the camera frame							
Heel to Position - dog to be left one leash length / 6 feet away and called into heel position							
Down and Sit - complete straight down and sit in the heel position on leash							
	Instruction and Speaking Skills	**Proper fit and use of equipment**	**Use of humane training methods**	**Ability to complete exercise**	**Proper use of verbal cues, markers and reinforcers**	**Dog's response**	**Total Score**
	/10	/10	/10	/40	/20	/10	/100
Overall Feedback Video #1:							

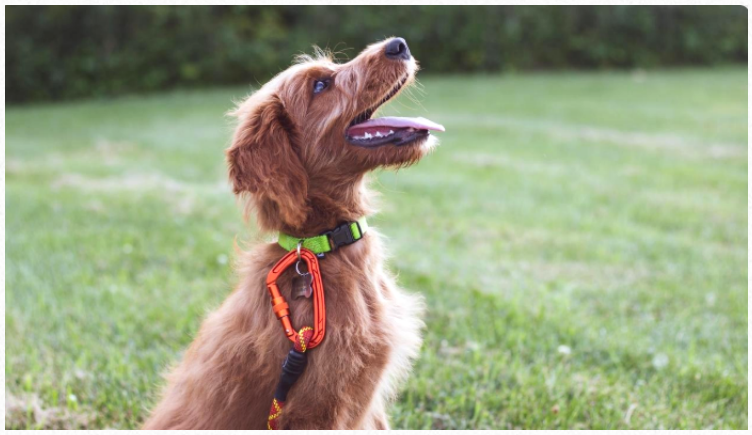
6

Continuing Education

“Everyone thinks they have the best dog. And none of them are wrong.”

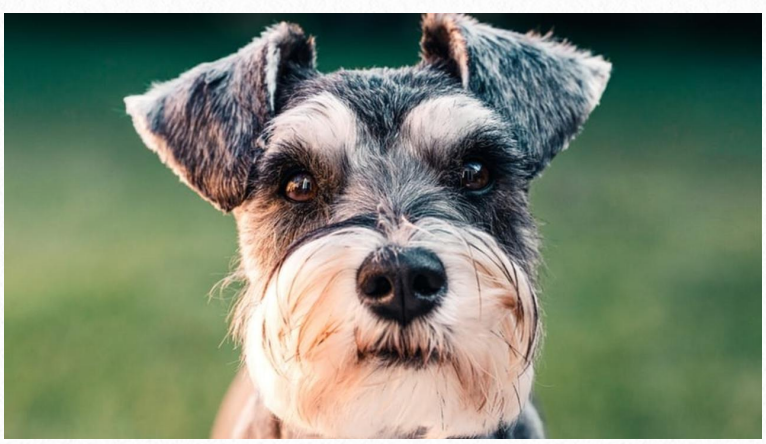
– W. R. Purche

Good Dog Academy offers SIX courses that are approved by the Certification Council of Professional Dog Trainers (CCPDT) for Continuing Education Unit (CEU) credits.



Principles of Training - 2 credits
Why do we train dogs the way we do? This course touches on popular training methods and poses some interesting questions. Training principles are a common topic of debate and this course helps you come to your own decisions about how to choose a training methodology that works for your client's dog.

Evolution of the Dog - 1.5 credits
This course examines the origins of the domestic dog and why there is so much diversification in this species. This will help you to determine the traits that are going to be most prominent in a variety of dog breeds.



Canine Language - 3 credits
How do dogs communicate? Understanding what canines are saying is crucial to your safety and the safety of others.

Learning Theory - 2.5 credits

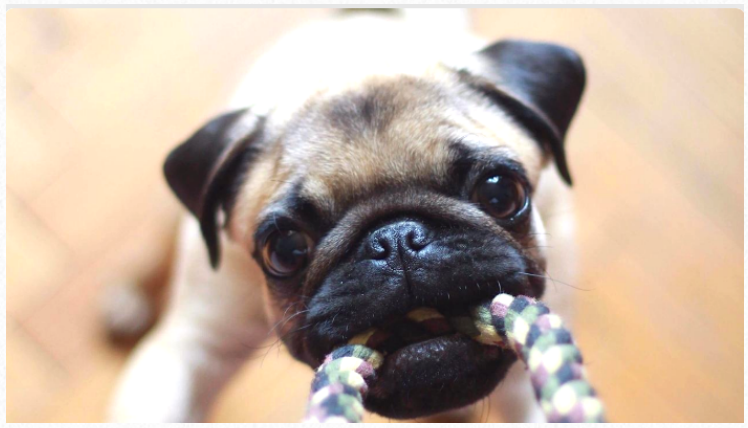
Training is both a craft and a science. Understanding the science behind the way dogs learn will have a direct impact on your training plans. This course explores the science behind how dogs learn.

Training Philosophies - 2.5 credits

It is important to be educated about the various opinions and philosophies that exist in dog training. Your clients will ask you many questions. Your answers will help you to gain your clients' trust and confidence.

Behaviour Problem Solving - 3 credits

During this course, we show you how to tackle common problem behaviours and offer a problem solving flow chart of solutions for each.



7

Business for Professional Pet Dog Trainers

“My life has gone to the dogs, but they are worth it.”
– Unknown

Business for Professional Pet Dog Trainers

6 weeks

Now you are an amazing dog trainer, how confident are you in setting up and running a successful business?

This program is meant to be taken after you have graduated from the Professional Pet Dog Trainer Certificate Program, but it is your choice if you want to start early. This exclusive program will help you create your own unique business path by challenging you to think about the details of setting up a dog training business by working through exercises.

Business for Professional Pet Dog Trainers is also available as a stand alone program.

Course List

1. Where to Start - the Foundation of Your Business
2. Business Details
3. Marketing
4. Policies and Procedures
5. Waivers and Insurance
6. Customer Service and Continuing Your Education

8

Affiliate Program

“The love of a dog is a pure thing. He gives you a trust that is total. You must not betray it.”

– Michel Houellebecq

What is an Affiliate?

The Affiliate Program functions a lot like a referral program.

A Good Dog Academy (GDA) Affiliate is a graduate of any one of our programs who agrees to share a link that leads to a section on the GDA website and who ultimately takes a percentage of the profit made from anyone who clicks on that Share Link and completes any program purchase. An Affiliate can also be any retail or wholesale business, industry professional, continuing education department of any school district, shelter, rescue or fundraising organization.

As the Affiliate, you or your group will present a unique Share Link to your audience through your website, Facebook, Twitter, Youtube, etc. This Share Link could also be offered directly to colleagues, clients, vet offices and retail shops, shelters, dog care facilities, municipalities, groomers, dog walkers or anyone who needs formal education in any one of our programs.

The Affiliate will earn a percentage of each sale made from anyone who clicks on that Share Link and completes a purchase on the Good Dog Academy website within 30 days and uses the same browser.

If there is more than one individual or group both connecting with the same target market, the commission will be paid to the person or group with the Share Link that is used for the purchase.

Affiliates must declare to GDA if they are GST/HST registered. If they are, they are required to provide their GST/HST number to Good Dog Academy for tax compliance reasons.

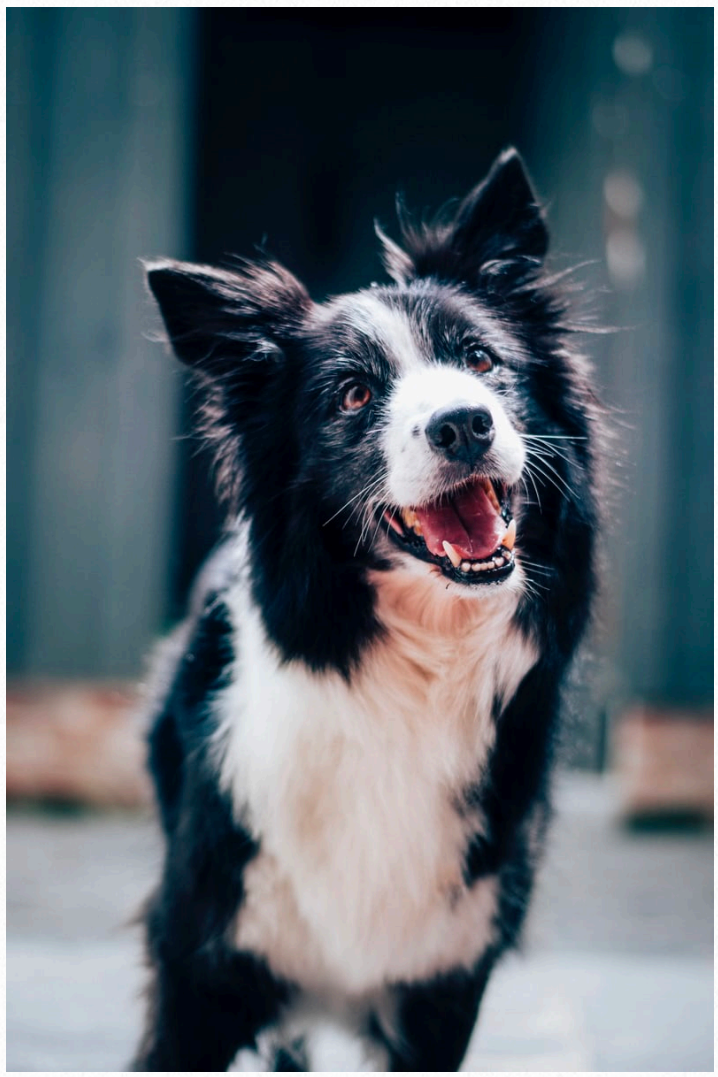
How does the Affiliate Program work?

Good Dog Academy will create a unique Share Link for you or your organization. These Share Links will place a cookie on your prospective customer's browser for 30 days. As long as the customer purchases from Good Dog Academy's website using the same browser and the purchase is made within that 30 day time period, the transaction will be counted as an Affiliate transaction.

What does the Affiliate get?

Good Dog Academy will provide the following Affiliate Package material:

1. Your own customized Affiliate Share Link.
2. Suggested content to supply to your customers.
3. Pictures and videos to post on your social media.
4. A Good Dog Academy Affiliate Badge to post on your website.
5. Commission on sales directed through your Share Link.



How do I sign up?

The Affiliate Program is opt-in only. If you would like to take advantage of the Affiliate Program and receive your Affiliate Package or if you have any questions, please email Geri at academy@gooddog.ca today!!

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Thank you

“Life is a series of dogs.”
– George Carlin

Thank you for choosing **Good Dog Academy** for your education.

We are passionate and motivated to raise the standard of education for people working in the pet dog training and dog care industries.

We hope your career brings you success and satisfaction. The dogs and people you will meet along the way will be better off for having met you, a professional with solid education.

We are available and ready to help you. Please connect with us if you have questions, suggestions or stories about your new career.

GoodDog-Academy.com
academy@gooddog.ca
604 537 1721