



Foreword

The world of dog training is ever evolving. There are constantly new, improved training tools and products being created, more educational opportunities being offered, and better, cost-effective ways to promote your business; hence the need for this completely updated, revised third edition.

One of the first steps in the process of becoming a trainer is to become educated in all aspects of canine psychology, training, and behavior. Since the last edition of this book, new and exciting educational opportunities have emerged. Some are classes that must be attended in person, while others offer the convenience of learning from home in the form of online classes, telecourses, or webinars. The Resources section has been completely revised and expanded to include the latest information on schools, organizations and educational offerings that can benefit aspiring and established trainers alike.

The world of business is also constantly evolving. Advertising and marketing techniques have changed and advanced. While standard staples such as business cards and brochures are timeless, other traditional ways of advertising have fallen by the wayside, and have been replaced by opportunities created by modern technology, including social media. Included in this updated edition is the latest information on how to most effectively market your business. Also included are updated recommendations on tools and products that can help you to help your clients' dogs with a variety of training and behavior issues.

And so, without further ado, welcome to the updated, revised, and most comprehensive guide on how to become a professional dog trainer!