

Marc Goldberg's



www.ChicagoDogTrainer.com

630-709-DOGS

It's all about Pack Drive!™

The ForceFree Method™ Dog Trainer Course



The Dog Whisperer whispers to Marc Goldberg

To be clear, the photo with Cesar Millan, the world's foremost dog behavior expert, does not intend to imply that he endorses this course.

The course that will change the way you look at dogs and dog training...

**See our training videos on the home page of ChicagoDogTrainer.com,
right underneath the photo of Rex Grossman.**

The ForceFree Method™ is an intuitive system that makes sense to both people and dogs.

This course is for you if...

- You are a pro trainer who wants to get even better!
- You would like to train your own dogs!

Become a ForceFree Method™ Certified Trainer to improve your results, dramatically increase your income, and better serve your clients. Or simply learn how to train your own dogs, gently and happily to off leash reliability. Take your dogs everywhere and be confident.

Learn how barely perceptible remote collar markers plus perfect body language engages the dog's pack drive. Dogs follow the leader! Have happy and off leash reliable dogs in just a few days.

The ForceFree Method™ is an intuitive system of training that makes sense to both people and dogs. Effective and gentle, the training method works WITH the dogs instincts rather than against them. We achieve off leash reliability, even with distractions, amazingly fast. Most dogs perceive the training as simple "pack cooperation" and play. Therefore, they quickly shed rebellious behavior, and give you more focus than you imagined possible. Doesn't that sound like more fun than correction after correction?

Included in your ForceFree Method™ Course...

Five full days of hands on training with Certification. Bring several client dogs (or your own) and train them to full off leash reliability. Your clients will help you pay your tuition. Learn, laugh and train till you drop!

You'll be entitled to use the ForceFree Method™ name and language. What other method sells itself in the very name?

Includes: long distance recall off high distractions, excellent leash manners, sit and down stay, Go To Bed command, focused retrieving.

Eliminate: dog aggression, anxiety, obsessive compulsive behaviors, jumping, digging, door bolting, destructive chewing, incessant barking, cat chasing and more.

Business Success Workshop for Dog Trainers! This mini-workshop within a workshop will help you grow your business and meet your personal and financial goals.

Also includes:

- Marc's 90 minute Business Building DVD free. Packed with tons of concepts that will start making you more money immediately!

- The 10 most common business mistakes dog trainers make and how to avoid them.
- How to quickly build a personal relationship with the client so they want to buy only from you.
- How to build a web site that really sells.
- The money making way to describe your training method.
- The most profitable dog training service in history!

The ForceFree Method™ is based on the philosophy that learning and cooperation are natural to dogs, and that stress and discomfort do not need to be part of the training experience. Instructors Marc Goldberg and Patrick Farrell emphasize enjoyable training sessions for handler and dog. Students who pass the course will be Certified ForceFree Trainers™.

We recommend that students plan to bring untrained client dogs to work during this workshop. You can actually earn all or most of your expenses by bringing people/dog friendly client dogs, at least five months of age. You'll be able to return these dogs to their owners with reliable on and off leash manners, along with easy solutions to household problems such as jumping, digging and door bolting.

Plan on training loads, working hard, laughing a lot, and sharing good times. This is a working seminar with a hands-on approach. We'll also discuss how to successfully market and sell these training services. Each student may bring up to three client dogs. (Some students may plan to fly in with no dogs in which case we will supply dogs.) Each student will handle multiple dogs for the widest possible learning experience for both trainers and dogs.

Fees: *Group Class*--The tuition per student is \$1995.00 at our Chicago area location group class. You may bring one dog. *Private class*—You may arrange a private workshop in which you will be the only student. You may bring up to three dogs. Tuition is \$2995. Accommodations and meals are your responsibility for group and private classes. *Mentoring Program:* If you have taken our workshop and wish to remain or return for additional work study, cost is \$75/day.

Location: You'll be working at the Chicago Dog Trainer farm located 35 minutes west of O'Hare airport in Elgin, IL. You may prefer to take the ForceFree™ Course at *your* location, during five days convenient to you and a small group of your colleagues. In this case, a minimum of three students will be required at \$2995 tuition each. Marc Goldberg will travel to you at his own expense and work at a location you provide.

Hotels: See the registration form for our recommended hotel list that accepts dogs.

Schedule for 2012: May 7 – 11 * August 6 – 10 * October 8 - 12

Contact: Call Marc Goldberg at (630) 709-DOGS to ask questions and discuss.

Comments from some who have taken the course:

Brother Christopher

Monks of New Skete

www.newsketemonks.com

Authors of *How To Be Your Dog's Best Friend, I and Dog, The Art of Raising a Puppy*



The seminar was wonderful and made it eminently clear how I can incorporate it in conjunction with what I already know as a trainer. The strengths of this seminar are numerous. The material was very well presented and there was a clear sense of honesty and tact in responding to questions and concerns. Plus, it was wonderful seeing the dogs progress in a short period of time. The location was beautiful and the hospitality warm and relaxed. For anyone interested in learning about remote collars I can't think of a better opportunity than this seminar. It was a wonderful, memorable week!

Wendy and Jack Volhard

www.Volhard.com

Authors of *Dog Training for Dummies, The Holistic Guide to a Healthy Dog*

Makers of NDF2 natural diet for dogs



Thank you for the wonderful ForceFree Method workshop!

Comments continued:

Maryna Ozuna

www.AZdoggyDudeRanch.com

Founder Kinaesthetics dog body rehabilitation



I have been able to recreate the ForceFree Method with dog after dog to achieve great results for clients and their pets.

The ForceFree Method™ was developed with multiple goals:

- Use effective, gentle training to work with the dog's instincts, not against them.
- Achieve off leash reliability with distractions amazingly fast.
- Teach the dog to happily walk on a loose.
- Leash, sit, down, stay and come off leash...quickly and gently.
- Gently, reliably and quickly teach the dog how to stop destructive behaviors.
- Increase the speed of training and up the income for the trainer.

Registration forms are on next two pages

ForceFree Method™ Workshop Registration Form

page 1 of 2

Please provide the following information and return it with your payment.

Fees are: \$1995.00 for the course (hotel, travel and meals not included) one dog and handler.

Check one:

May 7 – 11, 2012 August 6 – 10, 2012 October 8 – 12, 2012

Make check payable to: Marc Goldberg, and mail to the workshop location:

Marc Goldberg
9N584 Bowes Bend. Dr.
Elgin, IL 60124

Method of Payment: Visa MasterCard Discover AMEX Check enclosed

Credit Card Number _____ Security code: _____

Expiration date: _____

Signature _____

Owner/Handler/Student Information If different than credit card billing address, please supply both.

Name _____

Address _____

City _____ State _____

Zip _____

Telephone _____

E-mail _____

ForceFree Method™ Workshop Registration Form

Dog Information *

Call Name _____

Breed _____

Dog's Age _____ months / years
please circle

Sex: male / female
please circle

Neutered / Spayed / No
please circle one

This dog is owned by: me / client / friend / other _____

* PLEASE NOTE: No dogs will be allowed on the grounds unless current proof of vaccinations have been faxed or mailed in beforehand. Dog must be current on rabies and bordetella. If the dog does not belong to you, be sure 'your' name is written on the top of the page you send in. Fax no.: 847-239-7426. You may also fax credit card orders.

Does this dog have any particular issues we should know about:

Signature _____

Date _____

Note: You will receive an emailed confirmation of your registration and information about when to arrive. However, plan to work from 9 a.m. to 5 p.m. daily with breaks and a lunch break.

Hotel List is on the next page

Hotel List:

Quality Inn

500 Tollgate Road
Elgin,
Illinois 60123
847-608-7300

One dog is allowed for an additional pet fee of \$10 per night.

Located about 10 minutes from the Dog Farm

La Quinta Inn Chicago Hoffman Estates

2280 Barrington Rd.
Hoffman Estates,
Illinois 60195
800-531-5900

Now offering FREE High-Speed Internet Access in ALL rooms. Located northwest of downtown Chicago, the La Quinta Inn-Chicago Hoffman Estates is convenient to most area attractions, including Pratt Wayne Woods Forest Preserve, Medieval Times, and Arlington Park Racetrack. We are close to the Stonegate Conference Center and Willow Creek Church Conference Center. Visit downtown Chicago and the Sears Tower. Dine at a variety of great nearby restaurants and spend the day shopping at Brookfield and Woodfield Malls. The La Quinta Inn-Chicago Hoffman Estates has a wonderful shaded outdoor Swimming Pool and a well-equipped Fitness Center for guests. Rooms are spacious and comfortable and come with such amenities as a coffee maker, Microwave, and Refrigerator. Enjoy a tasty complimentary Continental Breakfast every morning in the lobby (IHOP adjacent). Located just south of I-90 (exit Barrington Road). Convenient for visitors to the corporate headquarters of SBC, Siemens, Sears, Bosch, Clair, Club Aluminum Cookware, and Safeco Corporation.

Dogs of all sizes are allowed. There are no additional pet fees. Dogs must be leashed and cleaned up after. Dogs must be removed or crated for housekeeping.

Located about 22 minutes from the Dog Farm

Best Western Inn of St. Charles

1635 E Main Street
St Charles,
Illinois
630-584-4550

Dogs are allowed for an additional fee of \$10 per night per pet, and there is a pet agreement to sign at check in.

When making an online reservation please type "I am bringing my dog." in the "Additional Comments and Requests" box in the first section of the online reservation form.

Located about 25 minutes from the Dog Farm in a quaint town with shopping and restaurants

How to Become a Dog Trainer

By Marc Goldberg, CDT

The question people most often ask me is “How do I stop my dog from jumping?”

The second most frequently asked question is, “How can I become a professional dog trainer?”

Before making any life altering decisions, I always advise people to first ask themselves not “how” to become a trainer, but first, “why?” There are excellent reasons to join this profession. Then there are not-so-good reasons.

The worst reasons to become a Chicago dog trainer are because you want to be self employed and make a lot of money. Or because dog trainers are in charge and get to be powerful people. That you love dogs, although critical to your eventual success as a trainer, is not necessarily the best reason either.

If you come into the trade for the wrong reasons, you may be disappointed, and quickly. I believe the best reasons to become a dog trainer include multiple factors among which are: You love dogs. You have great people and communication skills. You’re a motivated self-starter. You are entrepreneurial with an interest in sales and marketing. You like to teach.

Yes, loving dogs certainly comes into play. But that affection for the species is only part of the equation because you don’t get to train a single dog until you persuade the owner to hire you. That’s where your sales and marketing skills come in. Training dogs in can be a fun hobby, even a profitable one. But if you intend to make a full time career of it, you’ll be answering your own phones, working crazy hours including most weekends, and take client calls at night. You’ll also arrange your own liability and health insurance, make your own tax deposits, and be ready to devote years to honing your craft.

If I haven’t scared you off yet....good! The profession of dog trainer is an honorable one and it allows you to make a big difference in the lives of people and their pets. For the right person, this is a highly rewarding job, and frankly, it’s fun!

So how do you become a dog trainer anyway? Although all roads lead to Rome, three ways stand out as routes to fulfilling your dream.

- **First:** You can purchase a franchise. At least one franchise exists to put you instantly into the business. This company is highly rated from the standpoint of franchise watchdog groups. It is somewhat less highly rated on the part of some practicing dog trainers, less because it is competition, and more because the franchisee takes a brief dog training course, a course which is confined to only to the franchisor’s method. Some dog trainers believe this leaves you lacking exposure to other methods and lacking skills. Still, if you have fifty to seventy-five thousand dollars to invest right now you, too, can become an instant dog trainer. And with the franchise’s national marketing campaign, you won’t have to sell quite as much as other dog trainers.
- **Second:** You can attend one of the many schools designed to assist you in living

the dream. Perhaps the only difficulty is sorting through all the schools to determine which actually give you what you need. Enrollment fees, quality and duration of study vary widely. Some schools are longtime institutions with good reputations. Others are fly by nighters with no credentials. Almost all offer “certification” to their students. To receive certification from some schools is an honor requiring much learning and testing. Other schools certify everyone who pays the fee. So when shopping schools, Let the Buyer Beware.

Here is a list of only a few of the schools offering dog training education right now. These are among the highly regarded possibilities, although there are others. So do careful research: Triple Crown Academy in Hutto, TX. National K9 in Columbus, OH. And ChicagoDogTrainer.com in IL.

Enrolling in a school gives you the advantage of access to staff with decades of experience in the training and business aspects of this industry. The disadvantage is that you must leave home for a period of time and dedicate yourself to the learning experience. Most students report learning a great deal. Many go on to open their own businesses. Like all businesses, some succeed. Some do not.

- **Third:** You can begin a career as a dog professional by finding a highly regarded local dog trainer and take your dog through every one of their classes. Then, take a second dog through each class. By this time, you may be advanced enough to attract the trainer’s attention and you may be allowed to assist at classes. If not, then begin the process all over again with a new trainer, preferably one who uses a different method. In this way, you expose yourself to various training philosophies so you can select the one with which you are most comfortable. Simultaneously, read every book on the topic you can find.

The advantage of this method is that it is relatively economical and you don’t have to leave home. Most classes are offered in the evenings after work or on weekends. If you don’t decide to continue on the path of becoming a professional, you’ll have beautifully trained dogs. If you do continue, you’ll have an enormous head start due to all that practical experience.

Becoming a dog trainer need not take years to achieve. Becoming a great dog trainer always requires a commitment of time and effort. You will find additional resources available from the International Association of Canine Professionals (IACP). You can find them on the web at www.CanineProfessionals.com. Even if you have limited experience, you can join as an Associate Member and gain access to many dog trainer publications and learning opportunities.

To arrive as a dog trainer is not necessarily easy. But it certainly is a wonderful career choice if you love both dogs and people and have a head for business.



Marc Goldberg and Scooter

If you'd like to discuss your career goals, contact Marc Goldberg, CDT at 630-709-DOGS.