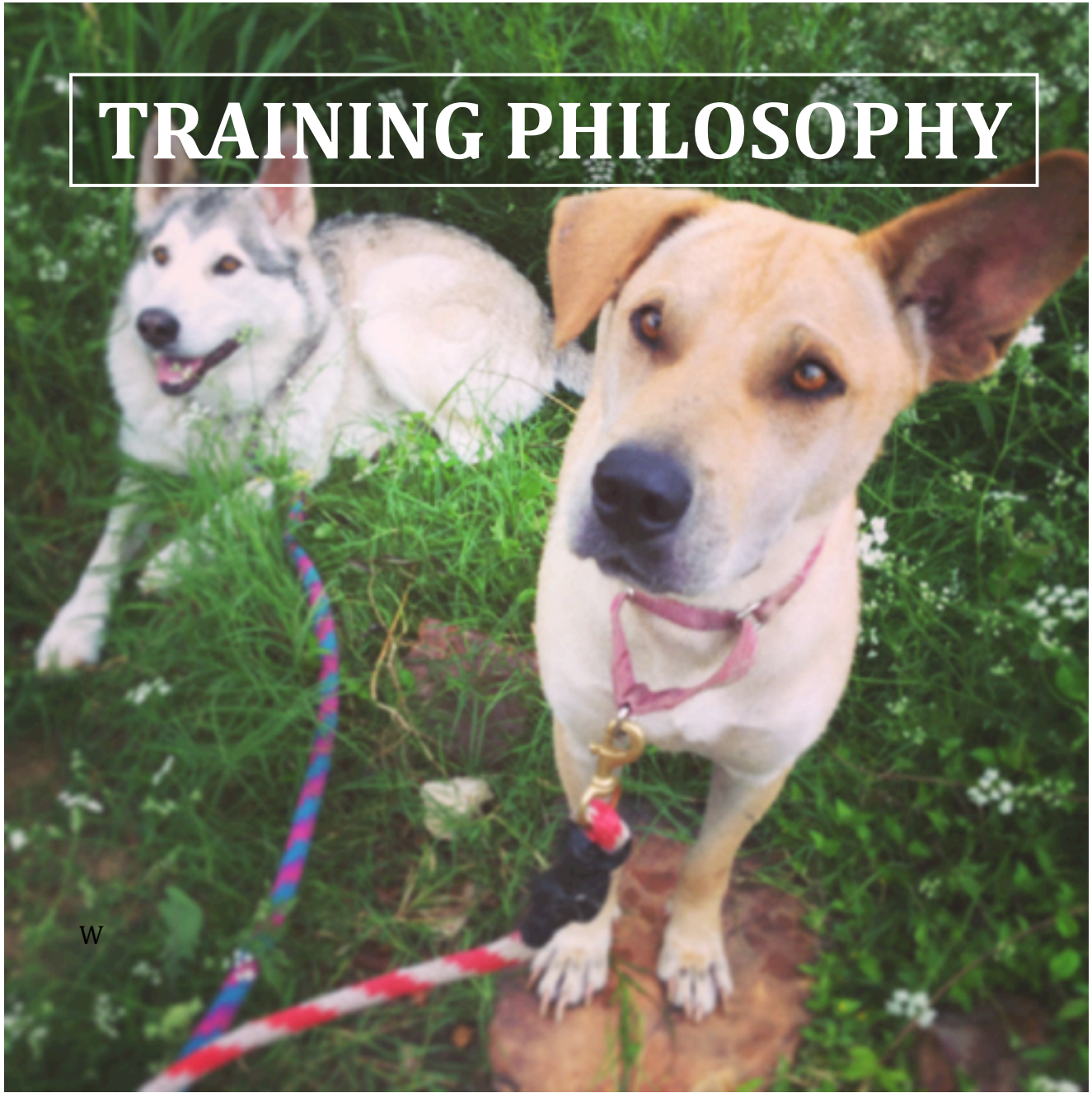


## **CANINE COACHING**

**Tailored Learning for Your Canine Family Member.  
Real Life Transformative Training for People and Pets.**

# TRAINING PHILOSOPHY



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While catching and rehabbing ridiculous numbers of street dogs, we learned a few things along the way about dogs, people, and tools.

**Individuality** | Each dog is a unique individual. Yes, breed influences personality traits as dogs were originally bred for jobs, but they are still influenced by both nature and nurture, or life experience. We have rehabbed many genetically fearful, abused, and neglected dogs. They do not respond to the normal training tools. They are afraid of humans and therefore, touch is not a reward, they cannot be motivated by human voice or praise as it frightens them, and they are not food motivated. These dogs need different tools to build trusting relationships with humans. Even with domesticated house pets, we see differences.

A Labrador and a Rat Terrier have different levels of ability to listen and engage, and herding dogs are often bred to make their own decisions while watching the flock. Each of the dogs learns differently and we have to make allowances in training styles and training tools for their individual learning abilities. This goes for the humans that own and love the dogs as well. Training comes down to communication and how well we can communicate with the dogs and the owners. Communication needs bring us back to tools.

**Tools** | Any training tool, including affection, can be abused and can be used to produce negative results. If you are holding a hammer, then everything is a nail. If you don't have a hammer, but need a hammer, then suddenly, lots of things can function as a hammer. Remembering that you can hammer something without an actual hammer, we often use our base bucket of tools in creative ways to facilitate clear communication with the dogs. It's not about the tool; it's about clear communication and a positive, balanced result.

We approach dog training from a basis of industry best practices, a curated knowledgebase of experience, and by acknowledging that all dogs, and their owners, are individuals. We look to the dog's body language cues to provide feedback that informs our choice of tools. We're looking for the most gentle, positive tool for clear communication with the individual dogs. Clear communication and consistency creates the structure a balanced dog needs to be a successful, loving family pet.

**Human Skills and Ability vs Wants and Will** | Regardless of what we train the dog to do, the human owner has to be willing to follow any prescribed training program. Part of how we customize our training program is to understand the needs and the wants of the human owners. Without buy in from the owner on a plan, structure, consistency, and communication, the training will break down.

Just like dogs, not all people learn the same way. We adjust for learning abilities and the WILL to follow the training plan. In the end, dog training is about achieving the lifestyle the owner wants to live with their pet, and understanding what an owner, and their family, is willing to contribute to the process.





## ABOUT YOUR CANINE COACH

Some people are just born with the love of animals in their heart and they intuitively have “the magic touch”. Fran is one such person. Over time, the magic touch became intuition combined with a curated knowledgebase of experience that can be shared and taught. It is our mission to pass to you information and perspective that will allow you to have a healthy, balanced, relationship with your family pet; one that allows you years of love and enjoyment with your 4 legged family member.

Years of field experience trapping and rehabbing feral dogs for Gypsy Dog Ops demanded Fran become an astute study of dog behavior and canine body language. Unsocialized dogs, and shy and genetically fearful street dogs require more than the standard treats and praise to train, and each dog presented a unique hands on challenge and case study.

Theory and practice continue to merge as additional training and classes help inform her ever evolving knowledgebase. Tools, techniques, and industry best practices were explored through training and classes under Jeff Gellman, Emily Stoddard, behaviorist Nelson Hodges, behaviorist Kellie Snider, and Dr. Sophia Yin’s

Low Stress Animal Handling classes. A revolving door of house fosters constantly informed the best techniques for integrating new dogs into a house pack and Fran's time volunteer at the SPCA of Texas, on the behavior team, continues to contribute to the experience and exposure to a large volume of breed and personality types.

Have you ever been in an obedience class or at the dog park and wondered why your dog was one of the only misbehaved dog in the group? Fran found herself there years ago in an obedience class for her personal dog. She was trying to get her dog certified as a therapy dog. The dog was struggling with the teaching methods, and at one point, the instructor advised her that the dog might best be suited for an agility class.

It was at that moment that Fran understood how important it was to acknowledge that every dog is a unique animal, as is each owner. They are motivated by different factors and they all learn differently. What is the fastest, most enjoyable route to the goal? Each case is different and solving the puzzle is what makes coaching challenging and rewarding. Solving that puzzle is the part Fran enjoys the most. Fran's dog went onto to be a fabulous therapy dog and on one visit to a assisted living facility, the dog inspired a non-verbal memory care patient to speak!

In her spare time, Fran advocates for systemic change at Dallas Animal Services that elevates the safety and quality of life for Dallas residents and their dogs, she has been a driving force in the city's \$13 million dollar spay and neuter surge, she helped craft the city's new tethering ban, she organizes community events that bring information and services to underserved neighborhoods, and she volunteers at the SPCA of Texas.

Whether it's finding new and unusual ways to lure trap savvy feral dogs into dog traps, teaching unsocialized feral dogs how to become balanced companion animals, or just helping a beloved family pet walk politely on a leash and learn how to behave when company comes over, Fran is ready to put her extensive skill set to work for you and your four legged family member. She will create tailored learning for your family through real life transformative training for you and your pets. Start the transformation today, call 214.417.4142 to schedule a consultation.



# A BALANCED DOG



What does a balanced dog look like? What does a dog look like when a dog is just being a dog?

A balanced dog is a dog that looks to their human owner for guidance and permission. Many refer to this as a “leadership” relationship. While you can tell owners they need to “lead” the dog pack, what we believe is that you need to be relevant to your dog; your dog needs to ask you permission to do just about anything. This concept is the basis of Dr. Sophia Yin’s Learn to Earn program. It is VERY effective and restores balance to the human / dog relationship while embracing a dog being a dog and being a beloved, valued family member.



Combining obedience with relevance and structure, a balanced, happy dog will always emerge. Sound like a bunch of “blah blah Ginger?” Don’t worry, we can help you achieve your goals for your desired lifestyle with your 4 legged family members. We can put your on a path to a lifetime enjoyment with your dog.

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### **HOW TO CREATE A BALANCED DOG**

**Consultation** | One (1) two-hour consultation to assess the issue and to create a modification / training plan. - \$295

**Individual, private sessions** | An hour-long private session - \$150

**In-home obedience, basic program** | 4 sixty (60) minutes private sessions \$600

**Board and Train** | Three (3) week board and train - \$1,800

# PUPPY PACKAGES



Puppies are so cute and cuddly, but they can also be very naughty and destructive if they don't have the right kind of human intervention and direction. Just like young children, young puppies learn like sponges and learn lifetime habits while shaping their relationships with their new human families. Giving your puppy the right structure and boundaries will make for a smooth, life long, loving, relationship with your new puppy.

We can help you set up the structure and basic obedience for a lifetime of love and enjoyment with your new pup. We offer a onetime consultation to talk about the





household rules and tools you should use to raise a balanced pup. From there, if needed, we can continue on the journey with you and visit you at your home for some basic obedience work. You and your pup will learn how to get the puppy to loose leash walk, to sit, down, come on command, and place.

Want your pup to magically do those basic commands? Send your pup to us for a two week board and train. Board and train includes: one (1) thirty minute consultation when your pup returns home. Need more help after that? We can schedule hourly sessions as needed. \*food not included in board and train pricing

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### **PUPPY PACKAGE OPTIONS**

**Right Start Puppy Consultation** | One (1) two-hour long new puppy consultation to prepare you for your new puppy \$295

**Individual, private hourly sessions** | \$150 hr

**In-home basic obedience program** | 4 sixty (60) minutes private sessions \$600

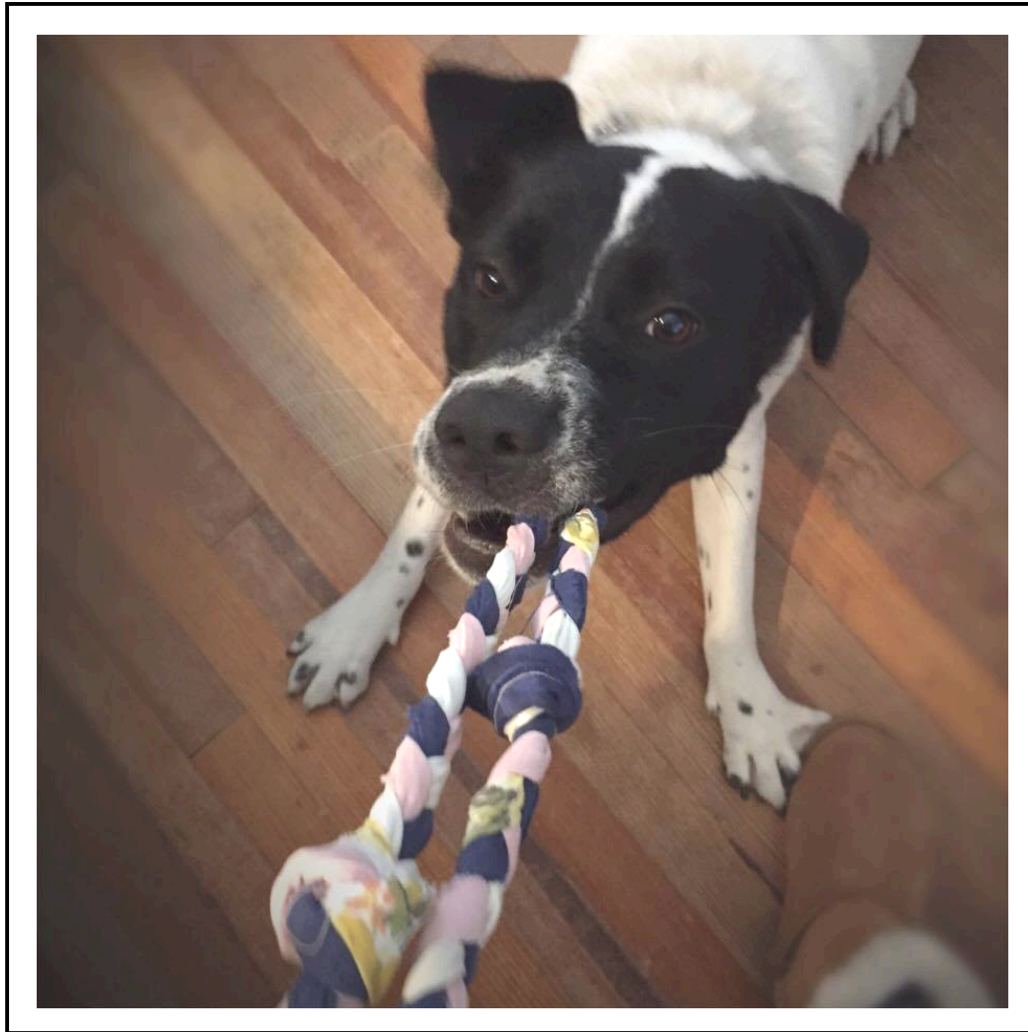
**Puppy Board and Train** | Two (2) week board and train \$1,200



## PROBLEM CHILD?

- Does your dog hoard toys or resource guard?
- Does your dog have separation anxiety, containment anxiety?
- Does your dog pull on a leash?
- Is your dog leash reactive or dog reactive?
- Does your dog have bad manners?
- Does your dog jump on people or try to bolt out the door?
- Does your dog freak out at a trip to the vet?

Whatever it is, we can work with you to help solve the unwanted behavior and help your dog become a balanced, happy dog.



Our initial consultation will help us get to the bottom of the behavior issues. Once we understand the root cause of the behavior, we'll recommend a training plan that fits your specific dog's issues.

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### **PROBLEM CHILD?**

**Consultation** | One (1) two-hour consultation to assess the issue and to create a modification / training plan. \$295

**Individual, private sessions** | An hour-long private session \$150 / hr

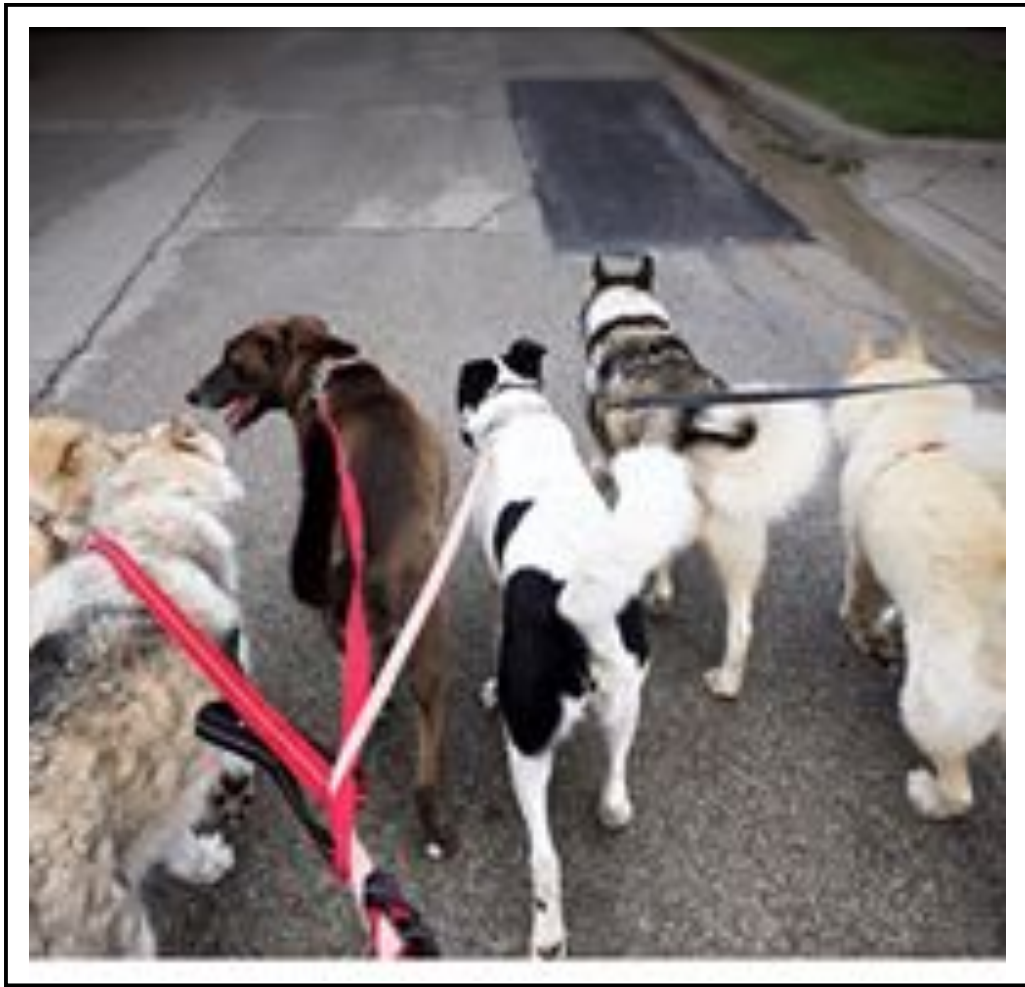
**In-home obedience, basic program** | 4 sixty (60) minutes private sessions \$600

**Board and Train** | Three (3) week board and train \$1,800

# PACK WALKING



Is walking your dog a nightmare? Is your dog leash reactive when it sees other dogs? Does your dog pull you around and sniff every little thing? We can help with structured pack walking. We'll show you a solid way to introduce your dog to new dogs when your dog is on leash as well as teach you leash walking and pack walking skills. Walking your dog is way more fun with other people, let us help condition your dog to pack walking and the let the neighborhood fun begin!



## **PACK WALKING PACKAGES**

**Pack Walking Consultation and Evaluation** | One (1) Two-hour new consultation to assess your dogs temperament, skills, and abilities. \$295

**Individual, private hourly sessions** | \$150 for an hour-long session

We're assuming your dog has leash-walking issues; therefore all dogs must have an evaluation before they can pack walk. Private sessions can be booked after the initial consultation.

# SOCIALIZATION



A key component of a balanced dog is basic socialization. Does your dog need to be able to visit with other people? Or be around children? Does your dog need to be able to go to Home Depot, Starbucks, or to the dog park? That's up to you, but your dog does need to be able to be handled by others, like the veterinarian or a dog sitter. We can put together a socialization package that serves your dog's needs and your lifestyle goals.



## **SOCIALIZATION PACKAGES**

**Socialization Consultation** | One (1) two-hour consultation to assess the issues and to create a modification / training plan. \$295

After the consultation, obedience training, pack waking, and or a combination package will be customized to get you and your four legged friend to your goals.



# DAY TRIPS

## DAY TRIP PACKAGES

**Application and assessment:** All dogs must start with an application and a one (1) hour long consultation to check your dog's temperament and leash walking skills to see if they are suitable to go on multi-dog on-leash adventures. \$150

**Single Adventure:** One (1) fun day trip on an adventure to one of 6 local trails or state parks. We will send videos and pics from the location. For an additional fee, your pet will be dropped off at one of two local groomers for an after party bath;



pick up will be at the preferred groomer's location. Private outing - \$200. Shared adventure: \$150

**Once a week | monthly package.** Get a discount by purchasing a package of weekly adventures, a month at a time. Private Outing: \$700 | Shared Adventure: \$500. \*Monthly packages must be used within a 45 day time period from purchase.

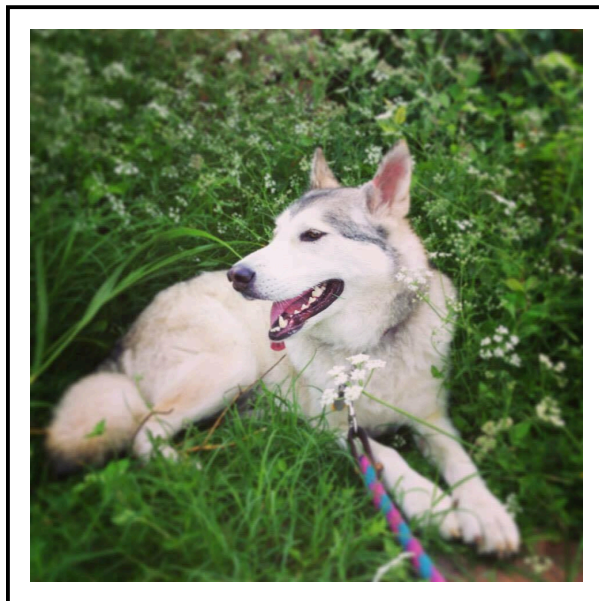
**Once a month | monthly package.** Get a discount by purchasing a package of once a month adventures, 6 month at a time. Private Outing: \$1,050 | Shared Adventure \$750. \*Monthly vouchers must be used within a 45 day time period from the month the voucher is intended for.

**Our day trip locations:**

1. Great Trinity Forest
2. Cedar Hill Nature Preserve
3. Cedar Hill State Park
4. TBD (we're still searching best spots with lots of nature)
5. TBD
6. TBD

**Groomer Locations:**

1. Oak Clips
2. Bishop Arts Dog Grooming
3. [Pretty Pet Mobile Dog Grooming](#)

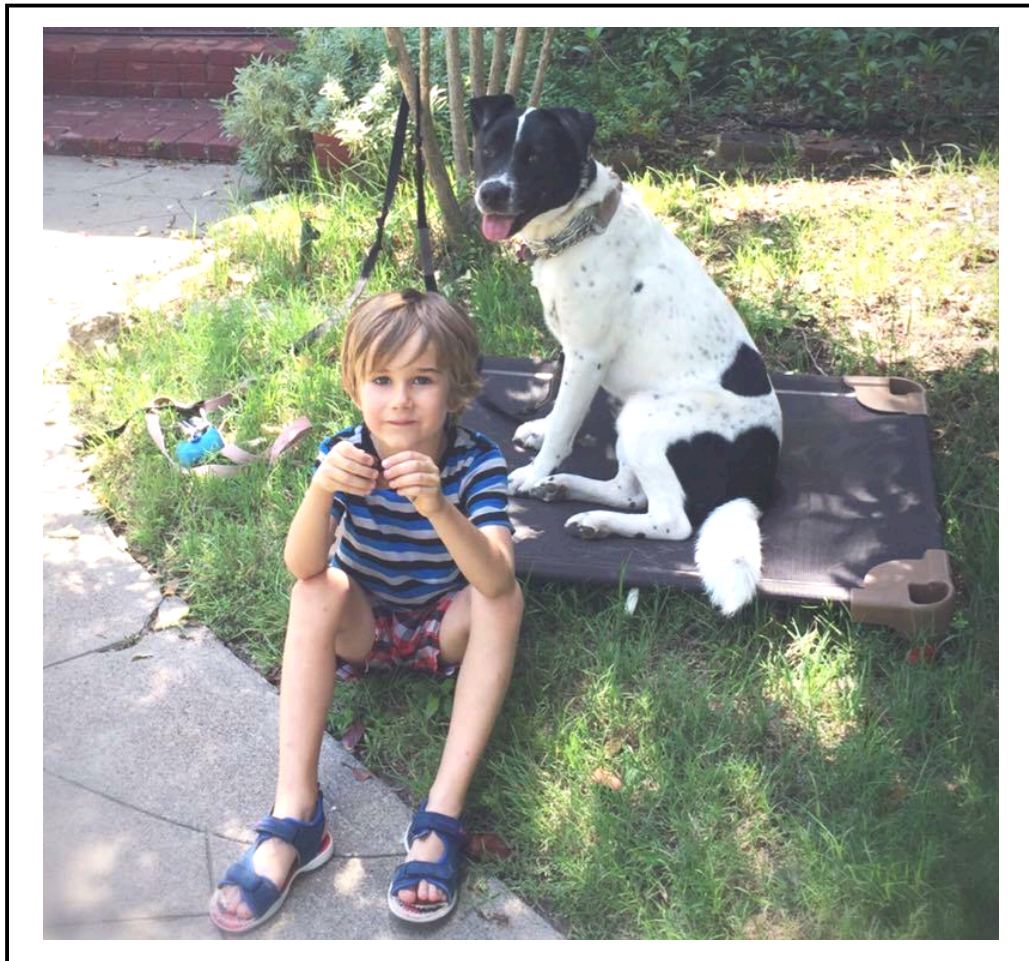


# DOGS AND KIDS



Dog bite statistics are shocking. Children are twice as likely to be bitten than adults. We often hear people say things like “the dog didn’t give any sign and suddenly bit our child”. That’s generally not a realistic assessment grounded in truth. The dogs are indeed showing signs, but most owners don’t know how to interpret the signs.

It is surprising that more children are not bitten by family dogs based on the dangerous situations parents allow their dogs and their kids to find themselves in. Most parents do not have the information they need to keep their family dog and their kids safe. Toddlers are especially prone to being bitten by dogs. We want all



families to have the information they need to create a safe home environment for Fido and their children

In our class, we will share information on how to read a dog's body language and how to set up rules of engagement, or structure, needed between the family dog and the household children in order to prevent dog bites. We'll teach you the proper way for kids to greet a dog, and we'll teach you about your doggie's language so you know what your dog is trying to tell you. Knowledge and prevention is the key to success, let us show you the way to a lifelong, safe relationship between your kids and your family dog

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### **CLASSES ON DOGS AND KIDS | DOGS AND BABIES**

**Consultation** | One (1) two hour (2) overview including: how to integrate a new dog into a home with kids, how to provide structure and a safe environment for dogs and kids, and a review of doggie body language and bite risks in the home.  
\$295

**Group Classes:** Classes and pricing available upon request

# FOSTER SUPPORT



Fostering is a very important part of rescue. Foster dogs usually need some TLC and socialization help to get ready for their forever homes. Learn how to successfully integrate a foster dog into your home all while preparing it for its forever home and family. We'll cover basic handling, integrating with other pets and kids, basic leash walking, and doggie body language. All of these basics will create the skills needed to take the pets to adoption events and on trial adoptions. Many foster dogs have special needs so we will cover how to deal with fearful, unsocialized dogs too.



## **FOSTERING CLASSES FOR RESCUES**

**Consultation** | One (1) three hour (3) overview including: leash walking and basic handling, how to integrate a new dog into a home with kids, how to provide structure and a safe environment for dogs and kids, how to integrate a dog with dogs or cats, and a review of doggie body language and bite risks in the home. \$395

**Group Classes:** Classes and pricing available upon request

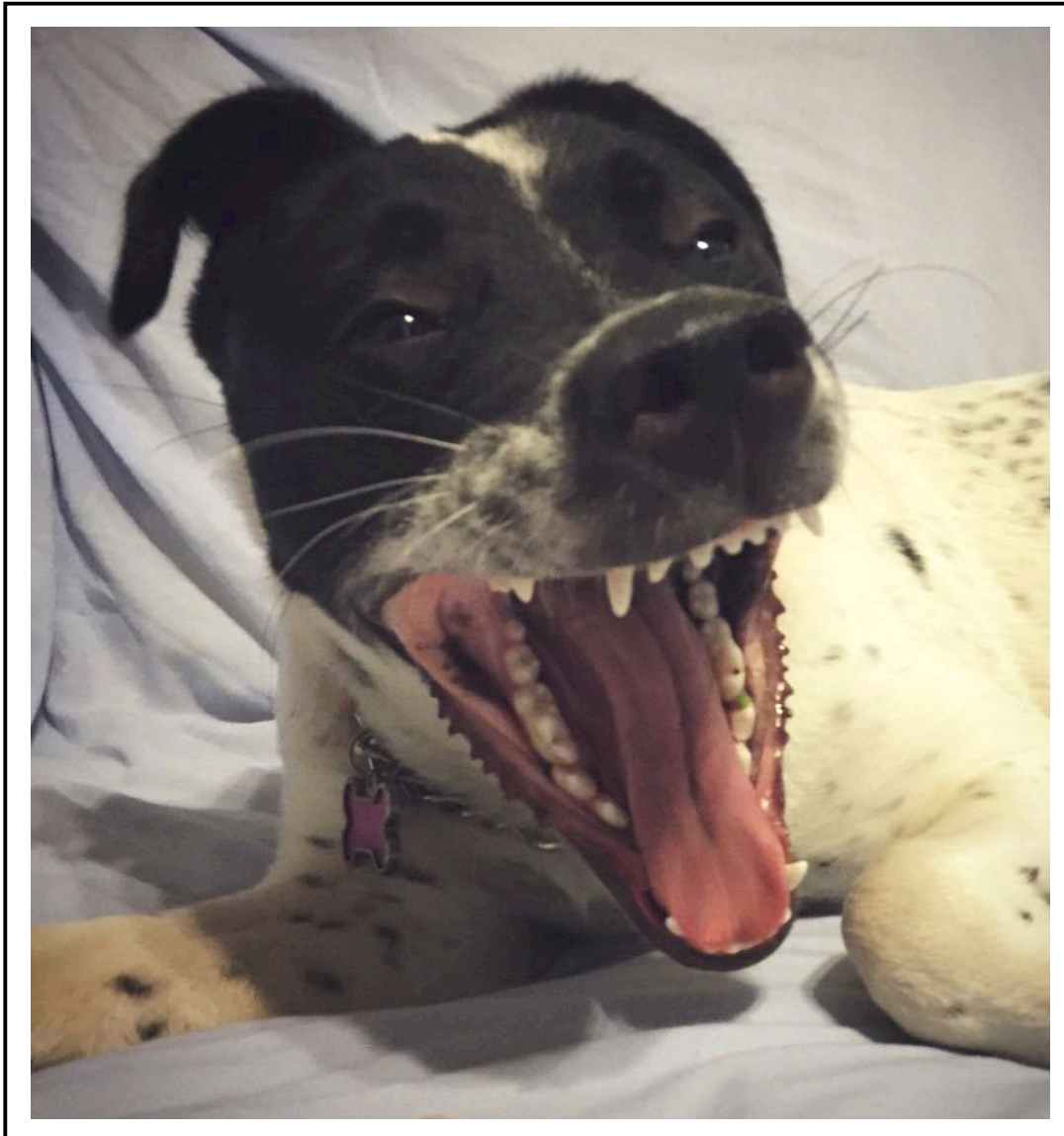
# DOGGIE BODY LANGUAGE



Could your rescue group benefit from learning more about doggie body language? Rescues and potential fosters benefit greatly from learning basic doggie body language and the special needs of dogs. We teach how to incorporate doggie body language in a foster's everyday interactions with the dogs.

Special needs fosters like feral, fearful, puppy mill, and hoarded dogs all have special needs and learn differently than your average house dog. How can you help or train a dog that won't take treats, doesn't like affection, and finds humans scary? We'll cover that.

How does your body language inform a fearful, unsocialized dog's mindset? What is a fearful dog telling you with its body language? What does play vs. aggression look like? We can help you solve all of those mysteries. Both the fosters and the dogs benefit from a human's ability to speak and interpret dog. Being informed can help prevent unnecessary bites and create a balanced dog.



## **BODY LANGUAGE CLASSES FOR RESCUES**

**Group Classes:** Classes and pricing available upon request



# COMPARISON PRICING



Dog training is not inexpensive, but a well behaved dog is worth the time and effort for a lifetime of enjoyable, consistent behavior from your pet. A misbehaved dog can cause injuries, dog fights, and even death when the elderly or the young are involved. Dog bites against humans can cause the impoundment and quarantine of a dog, and a court could order a beloved family pet to be euthanized over a severe bite. Sadly, children are the most likely to be bitten by a family pet. All of these scenarios are tragic and preventable with solid training.

We believe that training the dog owners is as important as training the dogs. One of the advantages in our collaborative partnership is training in the environment where the owner and dog live. There is great value and convenience in a trainer coming to



your home and working with you in your environment. We solve the problems where they happen.

Board and train, with the follow up in home sessions, is also another highly convenient and effective way to put the training into real life scenarios in your life and your environment.

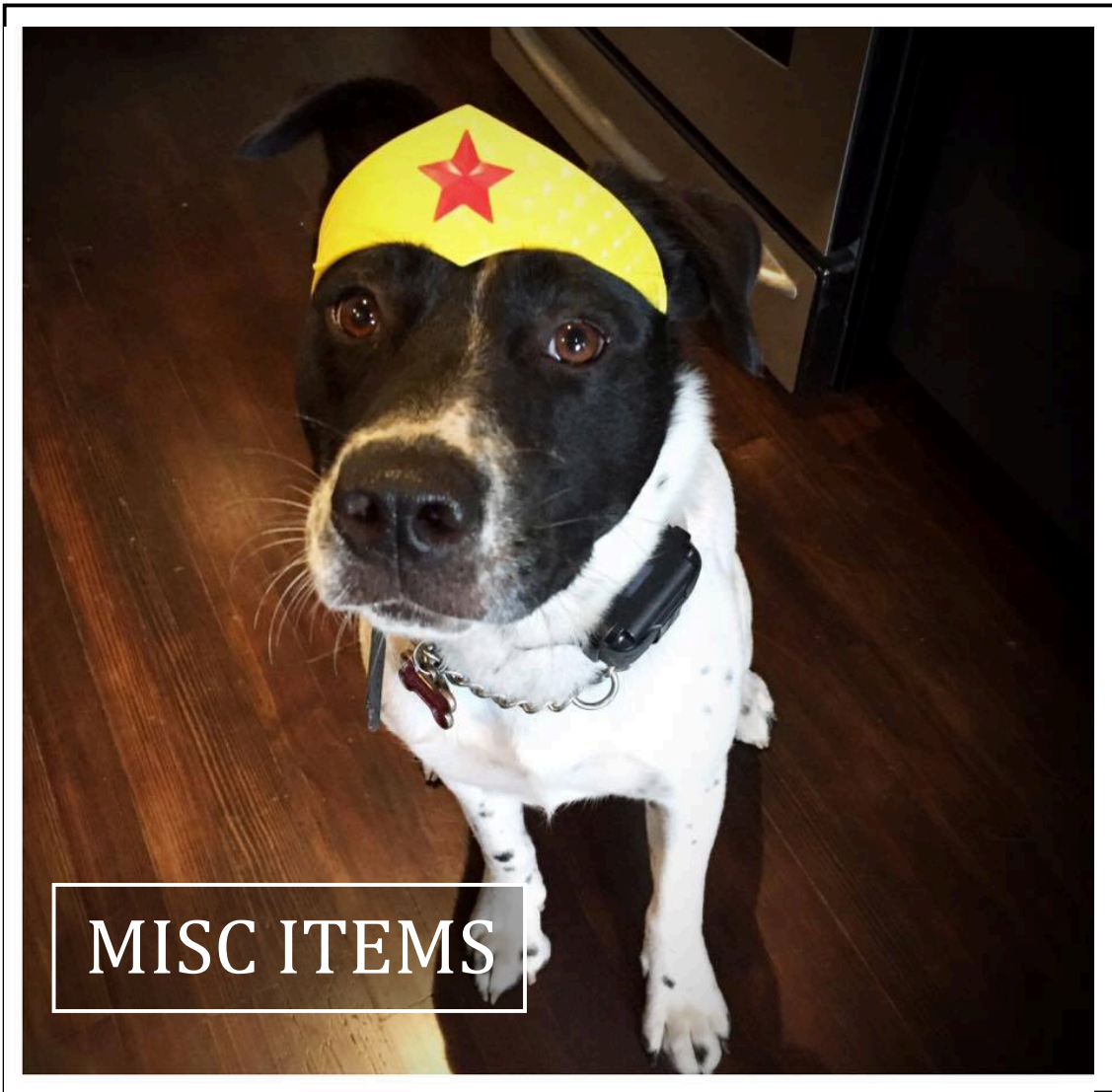
To put pricing in perspective, we've done a little research for you.

**Local Comparison Pricing:**

- Local dog sitters range between \$15-\$25 for 20 minutes of visit time with your pet (no training included)
- Local boarding facilities range from \$25 - \$90 a day (no training included)
- Local doggie day care ranges from \$25-\$90 a day. (no training included)
- Local chain board and train basic training for one week - \$900
- Local board and train private trainer for three weeks - \$1,500-2,000
- Private lessons range between \$75-\$175/hr
- Initial private training consultations range between \$400-\$600

\*According to CostHelper and local surveys.





\*\* For the health, safety and welfare of all, we require the following immunizations: Rabies, and Distemper / Parvo. An additional Bordetella vaccination is required for boarding and Day Trips.

\*\* All boarding dogs must be on flea preventative and Day Trip dogs must be on flea and tick preventative. (we can make brand recommendations)

\*\* Release forms must be signed and vaccination documentation provided before any sessions can begin.

\*\* Equipment: Once we assess your dog, we will recommend equipment to help you communicate effectively and create structure for your dog. These items could be as simple as a \$3 clicker, a martingale collar, a can of mace (not for your dog), a kuranda bed for practicing "place", certain types of treats, or a kennel for containment when you are not home. Be prepared to spend a few bucks; we promise it won't be too painful and it will be well worth the investment. Most of

these tools are lifetime investments that will allow you the life and the relationship you always dreamed of with your 4 legged family members.

\*\* You will have homework. Just because your dog will do it for the trainer, doesn't mean they will do it for you without a little practice and homework. It will be just a few minutes a day and it will be easy!

\*\* Day Trips require drop off and pick up by the owner. Drop off location will be in the Winnetka Heights neighborhood of North Oak Cliff; pick up will be at one of the listed groomers in North Oak Cliff. Owner will pay the groomer for additional grooming services on pick up.

\*\* Travel outside of a 10 mile radius require an additional trip charge per visit. Any trip charges will be included in the contract at the time the training plan is presented.

\*\* Discounts programs or coupons are not valid during national holidays and local spring / fall breaks.

\*\* Cancellation fees will be charged without 24 hour notice of appointment.



## **CONTACT INFORMATION**

**Canine Coaching**

214.417.4142

[doglady@gypsydogops.com](mailto:doglady@gypsydogops.com)