

THINGS TO LOOK FOR in a potential trainer

An FAQ I hear from owners is, "what questions should I ask a potential trainer?" Or, "what should I be looking for when hiring one?"

From my experience, working closely with both owners and trainers, there are some things I would ask and look for to find the right trainer for you.

START TO FOLLOW THEM ON SOCIAL MEDIA

Following them on social media will help you get to know each trainer on a more personal level. Do you like the information they are sharing? Do Any videos of themselves working with dogs? Do you feel you can trust them based on what they are sharing? By following them on social media, you should feel like you know them better than before.

ARE THEY ACTIVE ON SOCIAL MEDIA?

I think this is a big one. In today's world, all trainers should be showing their work on some platform. If they only have a website but no social media presence, I wonder if they can help my dog and me?

CHECK OUT THEIR WEBSITE IF THEY HAVE ONE

I think that someone's social media platform (Instagram, for example) is the new website, but when working with a potential trainer, it's essential to see what they offer. Check out their pricing packages, and reach out to see if you can hop on a quick phone call with them if you'd like.

A note about new trainers and websites: I didn't have a website for a year when I started my business – but that didn't mean I wasn't a legit business. Sometimes new trainers have MUCH MORE passion and excitement about what they do than a trainer who has been doing it for ten years, and that is just as important (if not more so) than a website.

YOU FOUND A TRAINER

now what?

COULD YOU GRAB A COFFEE WITH THEM?

Grabbing a coffee with your trainer may sound silly, but once you start working with them, you become a team. Would you feel comfortable asking them questions? Do they intimidate you? How your trainer makes you feel is vital since the owner's work is a significant part of this process. If you have questions or need some reassurance – will you feel comfortable reaching out for it? Could you get a coffee with them? I think the answer to that is very telling.

DO THEY HAVE EXPERIENCE WORKING WITH DOGS LIKE YOURS?

For example, I do not work with human-aggressive dogs, so when an owner reaches out for help with her aggressive dog, I recommend other local trainers who can best help that owner. If you have a reactive dog, be sure to ask the trainer if they have experience with reactive dogs. Check out their social media presence to see their work. Can you watch them working with dogs that are similar to yours?

Note about new trainers. If you like a particular trainer and know you can trust them, but they are new to training – is it ok to work with them? Yes! The great thing about new trainers is they are EAGER to help owners and dogs. Their excitement can sometimes trump experience. They also have more time to dedicate to you before getting busy with other owners. That's a total bonus!

ARE THEY LISTED ON GOOGLE?

Check out their reviews! Reviews can tell you a lot about a trainer's program and if it's the right fit for you.

QUESTIONS TO ASK THE TRAINER

So you've found a trainer you like, the price sounds good, and you want to move forward. Now it's time to ask the questions that will help you find your perfect fit!

DO YOU OFFER HELP AFTER THE BOARD AND TRAIN PROGRAM?

I think this one is crucial because things pop up when your dogs get back home. If you message your trainer to ask a question, will they answer? What if you need in-person help? Is that an option? I find that sometimes all an owner needs is reassurance in certain moments, and if an owner is doing all the things I recommended (this is important), hopping on a phone call or setting up a follow-up visit is helpful.

Some owners do not need help after the program ends, and that's great. But would you like that to be an option just in case? Better to ask before you pay someone.

WHEN WAS THE LAST TIME YOU TOOK SOME TIME OFF?

Burnout is not a cute look, but it's prevalent in the dog training industry. Do you want someone working with your dog that is stressed and never takes time for themselves? I don't think so. You want a trainer that is refreshed and excited to work with you and your dog. Take it from someone who has experienced burnout - you want to work with a trainer who has taken time off recently.

HOW MANY DOGS DO YOU WORK WITH AT A TIME?

How many dogs a trainer works with is more for a board and train program than one-on-one sessions. If a trainer works with ten dogs at once, while that might seem impressive, how much time do you think your dog is getting? Probably not a lot - but another trainer who works with 2-3 dogs at a time - much more one-on-one time for both you and your dog. Doesn't that sound nice? And if a trainer works with four or more dogs, I would ask if they have help - this makes a massive difference for trainers who work with more dogs at once.

CHECK OUT OUR RESOURCES to empower yourself!



REACTIVE DOG HANDBOOK

E COLLAR STARTER GUIDE

GO HOME WORKBOOK

WE ALSO OFFER TWO EBOOK BUNDLES WITH A DISCOUNT

230 PAGES OF CONTENT TO HELP YOU AND YOUR DOG!



AND JOIN OUR FREE
FACEBOOK GROUP FOR OWNERS!

IT'S LINKED IN OUR BIO

GET SUPPORT FROM OTHER BALANCED OWNERS

REACH YOUR GOALS WITH OUR LIVE Q & A'S

SHARE YOUR WINS SO WE CAN CHEER YOU ON!