



BAXTER
& Bella



Tips, tricks, tools and techniques **FOR BREEDERS!**



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Questions?

Feel free to contact us by email at amy@baxterandbella.com
or visit our website at <http://www.baxterandbella.com>
for more information and ideas!

Breeders are ABSOLUTELY CRITICAL in helping puppies get started down the right path toward a lifetime of fulfilling healthiness & happiness!

Here at Baxter & Bella, we recognize the importance of a good breeder and the benefits that come with an early jumpstart on training for all puppies involved. You can make such a difference in the training process of a new puppy! We have created this document as a tool for breeders to help build a seamless bridge between a puppy's life with you and life in their new home, as the family becomes responsible for training. After all, our hope is that these puppies go to awesome families and stay there right? We can work together as breeders and trainers to help families teach their puppies well, ensuring that the family/puppy bond is both strong and lasting.

Once the puppy goes home, we show the family exactly what to do and how to do it in a fun, educational format for optimal success through our signature PUPPY PREP program. PUPPY PREP is a simple step-by-step online instructional training curriculum designed to teach puppy families how to train their new friend step-by-step, day-by-day!



We personally invite you to read and review



the following materials and implement what you can with each new puppy to help them as they begin the journey toward becoming best friends through love and learning with their new families! Why not send puppies home with an easy-to-use comprehensive training package that fits hand in hand with practices they learned daily from you? Puppies will thrive in their future training sessions and families will thank you for years to come.

To get started, PUPPY PREP recommends completing each of the following tasks consistently as outlined below as a critical way to help puppies have a huge jumpstart on their transition and training.

1-2 Weeks

It is important to teach puppies early on that human touch is not only to be regularly expected, but can likewise be a very mutually enjoyable, worthwhile and rewarding experience, helping to form a strong foundational bond for the ongoing positive puppy parenting that is to come. In fact, even from the very beginning, handling your newborn puppies every day in a gentle and loving manner will do so much good toward their long-term healthiness & happiness!

It is encouraged that you do the following a minimum of (1-2) times per day during a 60-second socialization session with the puppies:

- Carefully begin by softly touching the puppy all over his body but don't force it any more than what is comfortable.
- Use your pinky finger and gently touch between the puppy's paws and paw pads from above, below and all around.
- Lift each puppy up in front of you for 3-5 seconds, holding it mid-air.
- Lay the puppy upon his back in your lap and carefully rub his belly and softly stretch out his legs.
- Place the puppy on both warm and cold items, such as a washcloth to help socialize them to things and temperatures.
- Spend some time to simply love and adore the puppies!



Why It Matters

At Baxter & Bella we believe there are (3) KEYS to a happy puppy. As a breeder you have the opportunity to introduce these items and help start your puppies down that successful training path! Although it only takes a few minutes a day, it is well worth a lifetime of healthiness & happiness for your puppies. So try adding these simple tasks to puppy raising and rearing and you will be amazed at the impact you are having on the pet population from today forward!

1 Teaching Puppies to Relax

By handling puppies from head to tail everyday, they learn to relax and enjoy some down time. Early stimulation matters in this area so there is no better time to start!

2 Fostering Communication

Using a MARKER word from the very beginning teaches puppies to understand more quickly when they have done something right and creates a strong foundation of effective training communication!

3 Instilling Manners

Puppies live with people and must learn to get along in order for a happy and healthy relationship to exist. Teaching them early that the sit position is an appropriate way to say "please" becomes a basis for future manners and helping begin the housetraining process by introducing the litter to a crate and a potty spot are fantastic ways to have a huge impact on the number of happy puppy-parents!

3 Weeks

Puppies begin seeing as early as 2 weeks of age and start hearing at approximately 3 weeks old. It is important to spend time during these development stages to begin introducing your litter to many new sights, sounds, smells, things and people.

It is encouraged that you spend time doing the following activities, as well as other similar ones you see helpful to your puppy socialization sessions:

- ❑ Continue the daily handling exercises as outlined above for Weeks 1-2.
- ❑ Carefully clip puppy nails once a week.
- ❑ Introduce (1) new toy or object everyday into the whelping box – BE CREATIVE.
- ❑ Add a potty area to the whelping box in order to begin the houstraining process.
- ❑ Practice startling the puppies in a friendly way and watch their recovery times.
 - For example, you could rattle keys, drop toys, shut doors, start vacuums, etc. Puppies may initially startle react but should subsequently investigate.
- ❑ Begin to separate puppies from the litter for 5-10 minutes a minimum of (2) times during the week (This would also be a good time to practice the handling exercises from week 1).
- ❑ Begin introducing and socializing the puppies to other people – DON'T OVERDUE IT!
 - It's a good idea to start gradually with your family and friends.
 - Always begin by asking these puppy visitors to remove their shoes and wash their hands prior to touching and handling the puppies.
 - Also, if they have been around other sick pets, please take extra caution by asking them not to touch the puppies.
 - Make sure all interactions are positive!

4 Weeks

By the time a newborn puppy turns 4 weeks old, they are ready to start the weaning process from their mother's milk and continual care. Hence, it is time to introduce commercially available solid foods, among other fun and exciting things too.

It is encouraged that you work with the puppies in the following areas, as well as well as others for ongoing puppy progression:

- ❑ Continue the activities of all previous weeks by strengthening and lengthening.
- ❑ Gradually wean puppies over the upcoming couple of weeks by separating them from their mother for up to multiple hours at a time.
 - VERY IMPORTANT – make sure your weaning pen has an appropriate potty spot and fresh water always available
- ❑ Periodically add a pan of high-quality puppy food softened with warm water to the pen and encourage their feeding (we love Now Fresh).
- ❑ Introduce new objects daily to them.
- ❑ Create random puppy challenges like a homemade teeter-totter, food puzzle, or bridges and barriers to cross in order to obtain toys and treats as a way to encourage thinking.
- ❑ Use an enthusiastic puppy call, such as "HERE PUPPY, PUPPY!" when it's mealtime – which will later become our "COME" command.
- ❑ Begin training the puppies on the "YES!" MARKER word (see page 5).
 - Wait for a puppy to sit, mark "YES!" and give a treat - repeat regularly. From now on, always expect a puppy to sit before any interaction. They will learn that sitting to be greeted is their way of asking politely for something that they want... Nothing in life is free.
- ❑ Introduce the puppies to other household friendly pets, such as cats or dogs.

5 Weeks

By now, puppies begin experiencing their first period of fear. It's important to watch for the signs and symptoms of this, which may include the tucking of a tail, backing away, cowering, etc. Upon any sign of fear, make it a point to slow things down and don't overdue your training – it is most important that the new puppies are gradually and safely socialized to the world around them.

- ❑ Keep on keeping on with all the exercises and activities from the previous weeks as more practice will undoubtedly make for all the better behaved puppies long into the future.
- ❑ Continue introducing new things regularly and specifically watch for any signs of fear.
- ❑ Add other thought-provoking challenges, as well as startling sounds to their daily life, again watching for any indications of fear and taking it easy as necessary for a few days.
- ❑ Increase your level of people interaction and handling with each puppy daily and continue separating them from one another for longer periods of time regularly as appropriate.
- ❑ Allow the puppies to interact with things that make noises such as tarps, plastics, papers, sacks, etc. but NEVER leave a puppy alone with these items – safety first so be there too!
- ❑ Pay attention to the different surfaces that are around, introducing the puppies to concretes, carpets, shiny floors, tiles, wood, gravel, bark, grasses, etc... allow them to play and explore.
- ❑ Encourage the puppies to play with friendly adult dogs in your household (mom or dad dog), but provide an object like a chair for puppies to hide under if they want to escape.



6 Weeks

It may seem as though suddenly the puppies become much more curious during this period and as it's been said before, an ounce of prevention is worth a pound of cure – so be it with 6 week old puppies!

This week we suggest transition and training.

- ❑ Continue with each of the previously outlined exercises and activities as practice makes perfect and it's much easier to build better behaviors than deal with breaking bad habits.
- ❑ Plan to host a Puppy Party with your dog-savvy friends and not only allow, but strongly encourage others to play with the puppies.
 - As a way of positive reinforcement, ask your family and friends to require that a puppy “Sit to be greeted” including but not limited to before they look at, talk to or touch any puppy. Teach them how to mark this desired behavior with an enthusiastic “YES!” and have them treat the puppies when they do!
- ❑ Gradually begin introducing the puppies to a crate and have them spend short amounts of time (5-15 minutes) inside of one.
 - In the beginning, it is more than likely that they won't love the crate and will yelp, whimper, bark, bite, etc. – plan to ignore these undesired behaviors, but provide a yummy treat on their way in, on their way out and in-between each time they are calm.
- ❑ Introduce your puppy to a variety of people and or dress up to help facilitate this: hats, glasses, wigs, goggles, hoodies, umbrellas, boots, winter coats, etc... HAVE FUN!



7 Weeks

As you are preparing for the puppies to leave your home and integrate into another, along with the other daily activities previously listed, it's time to begin introducing them to collars and leashes. These key items will play a huge part in their transitions!

- ❑ Continue with each of the previously outlined exercises and activities, as these will do so much good toward the long-term healthiness & happiness of the puppies!
- ❑ Have the puppies, one at a time, become comfortable walking around the house while dragging a leash behind them. We need them to be familiar with and accustomed to having a leash attached.
 - Spend some time one-on-one with each puppy walking backwards while holding their leash and encouraging them to follow you.
 - When you stop moving, wait for the puppy to sit to be greeted and once it does, enthusiastically mark "YES!" and reward with a yummy treat.
 - Repeat this activity for each puppy as often and frequently as puppy patience allows.
- ❑ Start having puppies sleep in crates at night. Begin by placing 2-3 puppies in each crate. Then gradually work your way down to one puppy per crate. Place a blanket or stuffed toy inside with the puppies when they are alone in the crate to help them feel more secure. Keep the crates next to each other so the puppies can still smell one another. Give puppies 1-2 potty breaks throughout the night, taking them out and bringing them right back into their crates with no playtime in between.



8 Weeks

As timing would have it, at 8 weeks, it is anticipated that the puppies will go through another fear period so it is best to be extra observant and cautiously work around introducing new people, places and things. No more puppy parties until this fear period passes.

- ❑ Continue with each of the previously outlined exercises and activities, as these will do so much good toward the long-term healthiness & happiness of the puppies!



9-10 Weeks

CONGRATULATIONS and thank you for all the time, training and dedication you put toward raising and rearing your puppies well. Please know, your role as the initial pet parent is without any doubt absolutely critical and the impact it has on the overall long-term healthiness & happiness of this litter is irreplaceable. They are now more than ready to join a family for a fulfilling life of friendship, love and learning!

- ❑ Demonstrate for the new puppy-parents how to pick up where you have left off... go through all exercises and activities with their puppy!
- ❑ Show them the "sit to be greeted" expectation for food, attention, treats, toys, etc.
- ❑ Teach them about the marker word, "YES!" and have them practice while you assist.
- ❑ Demonstrate a short leash walk including a sit when you stop.
- ❑ Talk about the importance of crate training.
- ❑ Introduce pet-parents to baxterandbella.com for great tips, tricks and training techniques, as well as to receive a complimentary FREE copy of the PUPPY PREP Program Intro to further help them get started off right!



LOADING THE MARKER “YES!”

TEACHING PUPPIES TO THINK, SOLVE PROBLEMS AND OBEY COMMANDS IN A VERY POSITIVE WAY... AND THE RELATIONSHIP BENEFITS OF DOING SO!

Marker training typically requires the use of a clicker or an easily recognizable word that is **always used to “mark” your puppy’s correct behaviors instantly when they happen.** While the clicker (a small handheld plastic device that makes a clicking sound) is a great tool and has been demonstrated to be extremely effective, I have found that a simple word consistently delivered is more convenient for the everyday family. For example, there have been times when I have wanted to mark a puppy’s good behavior but did not have a clicker in my pocket. It is for this reason I have started using a very enthusiastic “YES!” as my marker word.

In the future and as part of the PUPPY PREP step-by-step training program every member of your puppy’s future family will learn how to utilize the “YES!” marker word and although each individual has their own personal way of enthusiastically saying, “YES!” collectively they are similar enough to be understood correctly by the puppy and will become a foundation for strong and effective training communication.

As such, we request your help in the introduction and early adoption of enthusiastically saying “YES!” as your marker word to help the puppies understand when they have offered a correct and desirable behavior. In fact, we find saying “YES!” in a higher pitch and happy tone of voice has proven to work extremely well so long as it is easily distinguishable by the puppy and consistently utilized!

Practice again and again enthusiastically saying, “YES!” and it will quickly become one of your favorite phrases. It is fun to say and as your marker word, or the word used when the puppy does what you want, saying it excitedly **MUST** become second nature! In short, “YES!” acts as your verbal communication to “mark” when your puppy has done something right. As one of the easiest training techniques to learn, it is also one of the most important.

We encourage you to have everyone who will be around the puppies learn to properly use the “YES!” marker word. Have everyone load the marker with the puppies many times over the next few days and don’t hesitate to visit baxterandbella.com for FREE breeder-how-to video demonstrations, tips, tricks, tools and techniques.

HOW WE DO IT - Introducing “YES!”

- Prepare (20) small treats, approximately the size of your smallest fingernail and have your puppy face you.
- Enthusiastically say “YES!” in a super happy tone of voice and immediately treat your puppy!
- Repeat this again and again until all (20) of your treats are gone.
- Begin enthusiastically marking “YES!” to reward all good behaviors, especially sitting to be greeted!



SITTING IS THE NEW “PLEASE”

THINK OF THE MANY THINGS A PUPPY CANNOT BE DOING WHILE SITTING...WOW! THAT SOLVES A LOT OF PROBLEMS BEFORE THEY EVEN START.

We want puppies to naturally be problem solvers in the world around them, as doing so will greatly improve the overall training process. As a breeder, you play a vital role in triggering and ultimately unlocking this ability in each puppy, starting with a few simple but very important behaviors.

In short, puppies must learn how to effectively and successfully live with families, which means they will need to understand proper manners as they pertain to people. For example, it is in their absolute best interest to quickly discover that they will **ONLY** get attention, be it food, treats, toys or touch when they offer a polite behavior, such as sitting. Generally speaking, humans by nature **DO NOT** want a dog to jump on them or on their guests. Fortunately, puppies already know how to sit naturally and when we react positively to this behavior instantly as it happens with a nice reward, they will repeat it again and again... whatever gets rewarded gets repeated!

- From now on, expect your puppy to “sit to be greeted” by keeping **ALL** four paws on the floor for any type of interaction or attention. Waiting for a sit will reinforce that this particular behavior is how to be acknowledged by you or any of your guests – never by jumping!
- In the beginning however, if a puppy jumps, say “UH-UH,” cross your arms and turn your back – do your best to ignore completely.
- Wait for the puppy to stop and think about it. Most puppies will wonder why you aren’t happily greeting them. Puzzled, they will learn to get off on their own and likely try something different. Then simply wait, possibly holding a treat in your hand above their head so they want to look up at you, until they offer you the sit behavior.
- As soon as all four of the puppy’s paws hit the floor and their little behind is properly seated upon the ground, enthusiastically mark this desired behavior by saying “YES!” and excitedly provide positive reinforcement as if this is the smartest and bestest puppy ever!

Repeat this training exercise again and again for all of the puppies in the litter. The secret trick and tip is to now instruct everyone who ever greets any of the puppies from this time forward to do **EXACTLY** as you have just done. With persistence and consistency your puppies will learn very quickly that they must sit in order to get attention, or anything else they want. As a bonus, your puppies are also being trained to think!

Socialization Checklist Start

Surfaces

- Carpet
- Tile
- Wood
- Gravel
- Grass
- Bark
- Shiny

Sounds

- Pots/Pans
- Vacuum
- Garbage Disposal
- Washing Machine
- Doorbell
- Garage Door
- Music

People

- Tall/Short
- Bald/Hair
- Hat/Coat
- Beard
- Glasses
- In Uniform
- Children

Things

- Toys
- Balloons
- Tunnels
- Hula Hoop
- Noise Makers
- Bubbles
- Mirror
- Bike

TRAINING CHALLENGE

At Baxter and Bella we absolutely love a puppy that can think on their own! Not only are challenges fun to do with puppies, they also train them to use their brains and solve problems. As part of our PUPPY PREP Program proper crate training is an instrumental and efficient tool toward effective housetraining. As a breeder, you can help teach newborn puppies that crates are positive and here's how you do it:

- ❑ Place an open crate in front of a puppy.
- ❑ When the puppy looks at the crate enthusiastically mark, "YES!" and provide a yummy treat. Repeat this at least 4-5 times.
- ❑ Next, wait until the puppy puts his nose inside the crate, mark "YES!" and provide another treat with your hand slightly inside the crate. Repeat this at least 4-5 times.
- ❑ Now wait until your puppy places at least one paw inside the crate and upon doing so, mark "YES!" and give a treat from inside the crate. Repeat this process until he is completely inside with all four paws. Then give him a BIG reward!



www.baxterandbella.com

"WHATEVER GETS REWARDED WILL GET REPEATED!"



North Logan, Utah
www.baxterandbella.com



ABOUT PUPPY PREP

PUPPY PREP is Baxter & Bella's signature step-by-step online training curriculum that is as much about teaching puppies how to appropriately act as it is about coaching the everyday person how to effectively train!

Focusing on the critical areas of LEADERSHIP, HOUSETRAINING, MANNERS, OBEDIENCE and SOCIALIZATION, we highly suggest all families who get a new puppy start at the very beginning and master each lesson, one-by-one, until both they and their puppy are ready to move on.

With easy-to-follow lesson plans, detailed video demonstrations, training tips, printable charts and checklists, fun facts, lists about our favorite doggy products, online community forums and access to professional trainers to help every step of the way, people are amazed at how easy it can be and how much fun they and their puppy will have...**"Becoming best friends through love and learning!"**

In summary, PUPPY PREP is a MUST HAVE for all new pet parents looking to build that healthy and happy relationship with their puppy. Please recommend it TODAY and visit www.baxterandbella.com!