



# PARTNERS

We are better together!

# Help Us Help Them



From one pet owner to another and our family business to yours, allow us to officially welcome you to the **BAXTER & Bella Partners Program!** First and foremost, **WE ARE BETTER TOGETHER**, partnering to help owners and their dogs positively work toward **“Becoming best friends through love and learning!”** Here at BAXTER & Bella, our mission is to teach as many people as possible how to successfully introduce and effectively integrate a dog into their everyday lifestyle in a way that it is fun, rewarding and worthwhile!

We believe with the help of our **PUPPY PREP** curriculum, think of it as a do-it-yourself online puppy school, which is easy-to-use and fun-to-follow, we can and we will positively impact the number of puppies remaining in forever families. Our overall goal is to make a real difference in the puppy population leading to better animal ownership and the very best in canine companionship! Not only do we want your help, we absolutely need your assistance in making this happen.

Years ago when our family first started down this path of eliminating the problem of overcrowded animal shelters, we initially thought the answer was simple – train the dog to behave accordingly and families will keep them. However, with time, more experience and better understanding, we now recognize that positive puppy parenting is as much about teaching dogs how to appropriately act, as it is about coaching pet parents how to effectively train – in short, we need to work with both dogs and people for optimal outcomes! Over the past couple of years, we built and then rebuilt our signature online do-it-yourself program to do just that – teach pet parents how to work with their canine companions in such a way that they learn how to successfully train their dogs anything they ever wanted, at anytime throughout their forever future – IT’S AWESOME!

Our decision to partner with canine community influencers comes from a sincere desire to positively impact the puppy population for good! Simply stated, we know the right partners will create additional opportunities for us to do more for pet parents, to build upon the current training processes of today, to discover the tips, tricks, tools and techniques of tomorrow and lead toward better animal ownership and the very best in canine companionship!

What's more, we see partnerships as unique openings in the dog world for us to combine efforts, working together to improve upon outcomes, for you, for us and for the families we are able to help! Imagine, pet professionals like you, complimenting your work with our team of talented training gurus, partnering to successfully transition new puppies out of your home and into forever families for a lifetime of learning, loving and living as well-behaved pets! Simply stated, while you focus on your puppies, we are preparing future families to pick up right where you leave off, making for a smooth and seamless transition from your home and into theirs!

Moreover, becoming partners allows us to better accomplish our goals by working together - you in finding the best pet families for your dogs and us in helping them to become properly prepared for and ultimately capable of stepping in immediately when it's time, without skipping a beat, dropping the ball or taking their eyes off the target! In short, as partners, we will teach your soon-to-be puppy parents how to become good animal owners right from the beginning in order to keep more dogs out of shelters and in loving homes where they belong!

Considering the initial phases of doggy development, including, but certainly not limited to the neonatal phase (0-2 weeks), the transitional phase (2-4 weeks), socialization phase (4-12 weeks), a submission and dominance phase (3-6 months) and the puppy parenting favorite adolescence phase (6-18 months), it is very critical for new animal owners to be ready, willing and able to pick up right where you leave off without skipping a step and training what is ultimately best for the longer-term desired outcomes!

In understanding these phases and timelines, much of the initial heavy lifting of proper puppy parenting naturally begins with you! In fact, the amount of time, energy and effort you are investing into your dogs for the betterment of their lives is priceless! You are the one responsible for health & wellness, early neurological stimulation, socialization and the initial teaching of manners, obedience and housetraining. It goes without saying, you do a lot for these animals in establishing the good habits that put them on the proven pathway of healthiness and happiness!

Likewise, as the owners and creators of BAXTER & Bella, we have designed and developed our online puppy school program to be an easy-to-use and fun-to-follow curriculum, including all of the needed resources and materials to properly prepare new pet parents how to take over where you leave off, and also support them all the way through their entire canine coaching experience. In short, we begin preparing them, even before they pick up their puppy, to be ready, willing and able to take over the moment you transition their dog out of your home and ultimately into theirs!

As partners, while you are raising their puppy, we are working to prepare these future pet parents to properly step in, bridging the gap between the time spent with you and the more common moment when families suddenly realize they need training help, which oftentimes happens months down the road when some of these critical phases have passed and their puppy is now going through the challenging adolescence phase. Our responsibility is to assist these families via our online training program prior to picking up their puppy and giving them the foundation they need to be successful right from the beginning, providing a proactive action plan for proper pet parenting afterwards and teaching them step-by-step through the entire training process.

What's more, even if you are already working with a trainer in your area, or families sign up for puppy kindergarten classes locally, which we highly encourage for good dog-to-dog interaction, our comprehensive online puppy school curriculum is the perfect puppy instruction manual designed to answer any and every pet owner question they may have about their new family member.

As partners, we invite you talk with families all about our online puppy school and provide them a customized DISCOUNT CODE to instantly save 25% off our lifetime MEMBERS ONLY access. What's more, we promise to help them every step of the way, from even before they pick up their puppy and throughout their entire canine coaching experience - it's like having a trainer inside their home 24/7 and not only do they love it, but we do too!

Again, thank you for joining with us on our journey and we very much look forward to working together throughout the future!



## WHAT IS PUPPY PREP?

BAXTER & Bella's signature online step-by-step training program that teaches families how to train their own dog like a professional.

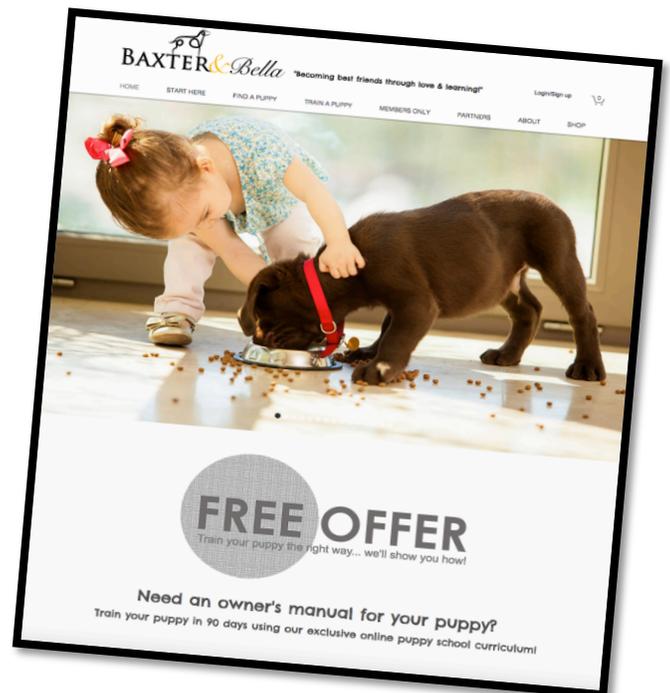
Intuitively designed and strategically developed around the critical training standards of Leadership, Housetraining, Manners, Obedience and Socialization, PUPPY PREP is a self-paced curriculum that includes more than 60 individualized lessons, embedded video demonstrations, helpful charts & checklists, tips, tricks, tools and techniques, as well as other constructive activities needed for optimal training outcomes! It teaches you exactly how we do it personally and professionally from before your dog even enters your home in one of the very best puppy training guides available!

"PUPPY PREP is a self-paced puppy school that is as much about teaching your dog how to act, as it is about coaching you how to train!"

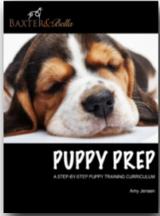
As noted previously, our mission is to teach as many people as possible how to successfully introduce and effectively integrate a dog into their everyday lifestyle in a way that it is fun, rewarding and worthwhile – PUPPY PREP is our main tool for accomplishing this!

In order to help more puppies remain in loving homes with their families, we MUST teach dog owners how to train their dogs! PUPPY PREP not only coaches on the basics of canine companionship, it systematically walks pet parents through dog training 101, helps in setting up the house, points out what is needed, highlights the keys of canine leadership, instructs on successful housetraining, educates about puppy manners, teaches doggy obedience and outlines numerous socialization activities for better animal ownership!

All this and more for less than most of your basic everyday training classes – and did we mention already, it's online and is done from the convenience of your home or anywhere else you have access to the internet!



## PUPPY PREP program overview!



The **BAXTER & Bella online puppy school** is organized around its signature **PUPPY PREP** training program, which is as much about teaching your dog how to act, as it is about coaching you how to train!

Uniquely designed and strategically developed around the principles of Leadership, Housetraining, Manners, Obedience and Socialization, this step-by-step curriculum will teach you how to successfully integrate a family dog in a easy-to-use and fun-to-follow format! Inclusive of 60+ lesson plans, more than 100 how-to videos, tips, tricks, tools and techniques, printable charts & checklists, training games and activities, in addition to so much more as you and your canine companion work toward **"Becoming best friends through love and learning!"** and ultimately **"achieving better animal ownership and experiencing the very best in canine companionship!"**



### BREEDER EARLY START SOCIALIZATION ACTIVITIES

Great puppy providers are **ABSOLUTELY CRITICAL** in helping a dog receive the very best beginning possible and leads toward healthiness and happiness - these outlined early start socialization activities are perfect for establishing the initial foundation a canine companion needs and it all begins with what is oftentimes a thankless job as a breeder!



### INTRO - TRAINING THE TRAINER

The **INTRO** teaches new puppy parents, even before their canine companion arrives in their home, the basics of positive reinforcement dog training and while it is mostly reading, its purpose is to help establish that all important base-level understanding of the training tips, tricks, tools and techniques that will lead to success!

### PREP - LET THE FUN BEGIN

The **PREP UNIT** outlines how to set up your house for optimal outcomes and helps you arrange the other important things necessary to get started in the right direction, including but certainly not limited to: shopping lists, curriculum charts & checklists, as well as the very popular **SURVIVAL GUIDE** - what you need to know **RIGHT NOW!**

### UNIT 1 - WELCOME HOME

**UNIT 1** lessons focus on building your initial bond together, in addition to helping you establish a productive training routine! In short, it helps you build a bond, teaches you how to initially load the marker and then properly begin teaching the critical manners and cues your canine companion must know moving forward!

### UNIT 2 - ESTABLISH A FOUNDATION

**UNIT 2** is where you will concentrate lesson-by-lesson on fortifying your foundation, learning and teaching your new puppy the foundational commands of **COME, OFF, DOWN** and **STAY** among many others... this worthwhile and rewarding training will serve you and your canine companion well throughout your life together!

### UNIT 3 - OBEDIENCE BOOTCAMP

**UNIT 3**, also known as **OBEDIENCE BOOTCAMP**, adds additional common cues to those you already know and likewise introduces others you will want to learn, as well as mixing in a few cool tricks to the agenda just for fun!

### UNIT 4 - PRACTICE MAKES PERFECT

**UNIT 4** recognizes the importance of practice, patience and persistence, utilizing games and other strategic activities as an efficient and effective way to help strengthen and lengthen what you and your puppy have been learning!

### UNIT 5 - PUPPY PREPARED

And **UNIT 5** is where you put the final touches on everything you have been working on, in addition to helping you manage for some of the more common adolescent dog challenges all the while you and your puppy mature into a lifelong friendship of healthy and happy canine companionship!

## PUPPY PREP Checklist Chart

Admittedly, checking it off is half the fun - here's a chart to help track your progress each and every step of the way!



### INTRO UNIT - TRAINING THE TRAINER

Welcome to PUPPY PREP  
Which BREED and Which BREEDER?  
Canines and Canine Companionship  
What you need to know about...  
Realistic Puppy Expectations  
Keeping It PAWSitive  
New Pet Parent Common Phases of Learning  
How to use the PUPPY PREP Curriculum



### PREP UNIT - LET THE FUN BEGIN

Getting Ready... Preparing For My Puppy!  
New Puppy Shopping List  
Conducting A Family Meeting - A MUST HAVE!  
The Puppy Parent "SURVIVAL GUIDE"

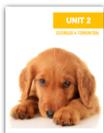
### PRINTABLE Charts & Checklists

Program Progress Chart  
Vocabulary Cards  
Early Start Tips, Tricks and Rules for SURVIVAL  
A Successful Daily Schedule  
12-month Health & Wellness Timeline  
Master Puppy Practice Chart  
Master Socialization Checklist  
Master Housetraining Charts  
Master Goal Sheet  
Kids & Puppies PDF  
Print Lesson Homework PDFs  
Print ALL Fieldtrip Checklists



### UNIT 1 - WELCOME HOME

1.1 BUILDING A BOND  
1.2 C.A.L.M.  
1.3 LOADING "YES!" and Teaching "OK"  
1.4 "NO!" & "UH-UH"  
FIELD TRIP - Family and Friends  
1.5 "GO POTTY"  
1.6 CREATING DRIVE  
1.7 "WATCH ME"  
1.8 PUTTING "SIT" ON CUE  
FIELD TRIP - Pet Supply Store  
1.9 DOORWAY MANNERS and "WAIT"  
1.10 PUPPY BITING and "GENTLY"  
1.11 BELL TRAINING  
1.12 "BACK"  
FIELD TRIP - School Campus  
UNIT 1 EVALUATION



### UNIT 2 - ESTABLISH A FOUNDATION

2.1 "COME"  
2.2 "OFF"  
2.3 "DOWN"  
FIELD TRIP - Veterinary Office  
2.4 "STAY"  
2.5 "STAND"  
2.6 "DROP IT" and the rules of tug!  
FIELD TRIP - Home Improvement Store  
2.7 "SETTLE"  
2.8 "LET'S GO"  
2.9 "HEEL"  
FIELD TRIP - Neighborhood Discovery  
2.10 THE ART OF FREE SHAPING  
2.11 "CRATE" and or "KENNEL"  
2.12 "PLACE" or "GO TO BED"  
FIELD TRIP - A Party For Practice  
2.13 "TOUCH"



2.14 "SAY HI"  
2.15 "LEAVE IT"  
UNIT 2 EVALUATION

### UNIT 3 - OBEDIENCE BOOTCAMP

3.1 "HERE"  
3.2 "KISS" and "NO LICK"  
3.3 "SPEAK" and "QUIET"  
FIELD TRIP - Bus or Train Station  
3.4 "SHAKE"  
3.5 "TURN"  
3.6 "ROLL OVER"  
FIELD TRIP - Doorbell Donut Day  
3.7 "HIGH FIVE"  
3.8 "GET IT, BRING IT HERE, GIVE"  
3.9 "FETCH"  
FIELD TRIP - A Country Walk  
3.10 "CATCH"  
3.11 "SNUGGLE" and "HUG"  
3.12 "FIND"  
FIELD TRIP - Airport/ Fireworks  
3.13 "JUMP ON"  
3.14 "OUT"  
3.15 "FOLLOW"  
FIELD TRIP - A Busy Street  
3.16 "FIX"  
3.17 "GET YOUR LEASH"  
3.18 "TAKE IT TO..."  
FIELD TRIP - Parade and or the fair  
UNIT 3 EVALUATION



### UNIT 4 - PRACTICE MAKES PERFECT

4.1 TRAINING GAMES  
4.2 SIT-DOWN-STAND SEQUENCES  
4.3 RESOURCE GUARDING/ GROWLING  
FIELD TRIP - Pet-friendly Store  
4.4 PROOFING BEHAVIORS - The 4Ds  
4.5 PHASING OUT FOOD LURES  
4.6 COLLAR HOLDS  
FIELD TRIP - The Splash Pad  
4.7 OFF-LEASH OBEDIENCE  
4.8 HOUSTRAINING CHECK-UP  
FIELD TRIP - A Walk in the Woods  
4.9 LEASH WORK and PRACTICE  
4.10 A TALENT SHOW  
FIELD TRIP - An Elementary School  
UNIT 4 EVALUATION



### UNIT 5 - PUPPY PREPARED

5.1 ACCEPTING STRANGERS  
5.2 WALKING IN CROWDS  
5.3 BODY LANGUAGE  
FIELD TRIP - A Grooming Salon  
5.4 THE POWER OF YOUR VOICE  
5.5 SEPERATION ANXIETY  
FIELD TRIP - The Farmer's Market  
5.6 MEDICAL ISSUES  
5.7 GROOMING YOUR PUPPY  
FIELD TRIP - A Sporting Event  
5.8 DIGGING and CHEWING  
5.9 ADOLESCENCE  
5.10 FINAL REVIEW - IN YOUR HOME  
5.11 FINAL REVIEW - AT THE PARK  
PUPPY PREP FINAL EVALUATION!

REMEMBER ALL OF THE OTHER GREAT SUPPORTING RESOURCES THAT ARE INCLUDED!



LIVE! OFFICE HOURS



LIVE! CLASSES



ASK THE TRAINER



THE PUPPY PODCAST



PAWSFIT



PUPPY PARENT FORUM



VIDEO ARCHIVES



RESOURCE LIBRARY





BAXTER  
& Bella



BREEDERS ARE ABSOLUTELY CRITICAL IN HELPING PUPPIES GET STARTED DOWN THE RIGHT PATH TOWARD A LIFETIME OF HAPPINESS! IT STARTS WITH YOU!



We recognize the importance of a good breeder and the benefits that come with an early jumpstart on training for all puppies involved. Breeders can make such a difference in the training process of a new puppy! We have created this document as a tool just for breeders to help build a seamless bridge between a puppy's life with them and life

in their new home. 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 right from the beginning, ensuring that the family/puppy bond is both strong and lasting!

### Inside

- 2-5 Training Help Weeks 1-10
- 2 Why It Matters
- 6 Loading the Marker "YES"
- 7 Socialization Checklist
- 7 "SIT" is the New Please
- 8 Training Challenge

## BREEDER EARLY START ACTIVITIES

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



# How to Use Our Site

## MEMBERS ONLY



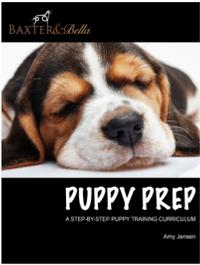
When visitors first arrive at BAXTER & Bella, they are invited to subscribe to our FREE training tips and tricks – even though it’s optional, we strongly encourage it and honestly there are no strings attached to this weekly email. Then, in addition to learning more about our family business and or reading through our Blog, pet parents are encouraged to visit our shop and purchase the **MEMBERS ONLY** program, which includes anytime access to our signature PUPPY PREP online curriculum. Once a purchase is made, we are automatically notified and the creation of their username and password happens. Shortly thereafter, this new user receives an email with all the necessary details to log in and begin training right away.

Once the new user logs in, they should look for the MEMBERS ONLY portal, which includes much more than just PUPPY PREP, but also our Video Archive containing all the training videos available from us and other pet parents too, our Resource Library for many of our favorite articles, our Ask the Trainer section for anytime Q&A directly with us, our Puppy Parent Forum to share ideas with others just like them, Pawsfit Games to keep training productive and fun long into the future, access to our NEW “LIVE! Canine Coaching” classes and sign-ups for individualized video conferencing calls during our “Office Hours.”

**MEMBERS ONLY** comes with some really great stuff – “ ...everything we needed in order to successfully train that well behaved canine companion we wanted!”

**“Whatever gets rewarded gets repeated!”**

- Amy Jensen, PUPPY PREP Creator and Baxter & Bella Owner



## PUPPY PREP - The Online Puppy School!

Our easy-to-use and fun-to-follow training curriculum is as much about teaching your dog how to act, as it is about coaching you how to train. It includes more than 65 lessons and over 100 how-to video demonstrations, in addition to printable charts & checklists, tips, tricks, tools & techniques and so much more - especially when complimented with the other included resources highlighted below!

### OTHER SUPPORTING MEMBERS ONLY RESOURCES



**LIVE! OFFICE HOURS**  
 Talk LIVE! one-on-one with a professional trainer!



**LIVE! CLASSES**  
 Regular LIVE! online puppy classes!



**ASK THE TRAINER**  
 Have a specific question? Go ahead, ask the trainer!



**THE PUPPY PODCAST**  
 Listen in on our regular puppy prenting podcast!



**All the resources you will need, including trainers to assist you every step of the way!**



**PAWSFIT**  
 Games, fieldtrips and other great activities!



**PUPPY PARENT FORUM**  
 A place for you to share ideas with other puppy parents!



**VIDEO ARCHIVES**  
 A single location for all of our video demonstrations!



**RESOURCE LIBRARY**  
 Full of our favorite articles and information!

**BECOME A MEMBER TODAY AND BEGIN TRAINING IMMEDIATELY FROM THE COMFORT & CONVENIENCE OF YOUR OWN HOME WITH A LIFETIME OF SUPPORT FROM ALL OF US!**

*I highly recommend this training program! I love the practical tips and the 'learn at your pace' format. The combination of written information and the how-to videos is really nice. I also had a specific problem with my puppy and I contacted Amy - she was quick to respond with the thorough and personalized help I needed. LOVE IT!*



PUPPY PREP Curriculum "DROP IT" ... AND THE RULES OF TUG!

LESSON 2.6 Your new puppy will learn to quickly and willingly release whatever is in his mouth on command!



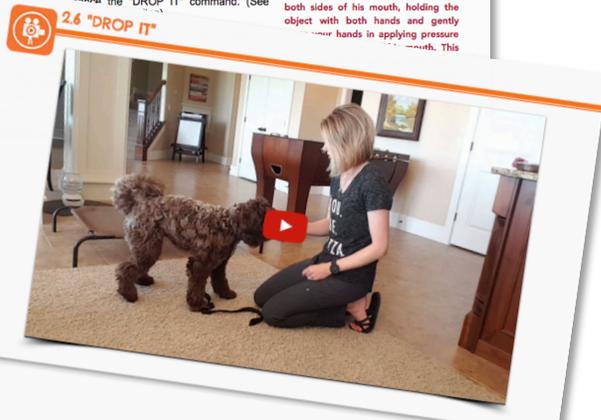
TEACHING YOUR DOG TO "DROP IT"

By default, canines can have a natural tendency to protect what is theirs and if it isn't properly managed, this tendency has the possibility to turn into unintended and overly competitive aggression, which is oftentimes referred to as resource guarding. Another way to describe it, resource guarding is a display of defensive aggression on the part of your puppy in an effort to control his access to and protection of the things that are most important to him, including but not limited to: food, family, friends, toys, treats, objects and even places. As such, it is important for your new puppy to learn from a very young age to begin giving up his things, temporarily to you or anyone else who has the "DROP IT" command. (See PUPPY PREP Lesson 4.3)

Although the "DROP IT" guarding, it is one of many things that can limit the unwanted power and aggression can always take any and a short, it is critical to you early his things are to

**Tips & Tricks**

**My Puppy Won't Let Go**  
If your puppy persists and will not let go of an object, put your hands on both sides of his mouth, holding the object with both hands and gently press your hands in applying pressure to his mouth. This



Lesson 2.6 ACTIVITY ACTION ITEMS

- Lesson 2.6 DROP IT
- Prepare (10) small treats and place them in your apron, pocket or treat bag in case you need them.
  - Wiggle a rope toy in front of your puppy, encouraging him to latch onto it with his mouth.
  - Hold both ends of the rope firmly in your hands. Keep the rope VERY STILL.
  - Say, "DROP IT" and when he does, immediately mark "YES" and toss the toy as a reward for releasing it or give a treat.
  - If he won't release the rope by anchoring it, swap it out for a treat. Mark, "YES" and reward.
  - Repeat again and again until your puppy loses interest.

**CALM LEADERSHIP**

- Stay calm and unaffected by displays of aggression or anxiety.
- Teach your puppy basic obedience including: come, sit, place, leash, doorway and meal manners.

**HOUSETRAINING**

Record the time of day when your puppy rings the bells to go outside on the chart below.

Did he eliminate outside? Put a check mark by each time that he successfully rang the bells and eliminated outside after doing so.

**Crate Time**  
Give your puppy at least (2) 60 minute breaks in his crate today. Give him a frozen kong stuffed with kibble to chew on.

**Daily Chew Toy Idea**  
Give your puppy a Petstages Wood Stick to chew on during crate time.

**Night Time**  
Take your puppy to the bathroom one final time before placing him in his crate around ten o'clock. Then set a timer to wake you up in 8 hours to give him a quick potty break and put him right back in the crate to sleep again. Ignore any crying once you know he has gone to the bathroom as he will settle himself down more quickly. At this point, he should hardly be whining at all.

**HOUSETRAINING CHECKLIST**

	TIME	PEE	POOP
"GO POTTY"			
GOOD OR ACCIDENT			
CRATE TIME	Give your puppy (2) 60-minute crate sessions daily.		

**MANNERS**

- DOORWAYS**  
Practice doorways with the kennel door today.
- Build up to a 20 second wait before releasing your puppy with "OK."
  - Add distance between you and the kennel. Try stepping back 1-2 feet. If your puppy stays put, try for another foot. Make sure to quickly step forward if he goes to move. If he escapes, put him back in the kennel and try again.
  - Try introducing a distraction while he waits in the kennel such as a dropping a toy on the ground.

**BITING/MOUTHING**  
Work on "GENTLY" today by taking bits of hotdog in your flat. Let your puppy sniff your hand. Say "GENTLY" and when your puppy licks (not bites) your hand, open and release the treat. Repeat at least five times.

It is also good to increase your puppy's manners at this point by holding a treat in your hand, waiting for your puppy to STOP trying to get it, pause for a few seconds, then say, "OK" and give him the treat. This teaches your puppy to stop pestering you for a treat and simply wait calmly for it. So while we want your puppy to learn to lick for his treats, we also want him to learn he won't get them by begging. He must be calm and back off before we release the treat to him. When he does go to eat the treat, make sure he licks to take it. NO TEEHEE!

**OBEDIENCE**

- COME**
- Take your puppy on a long line into your backyard or other secure area and let go of the rope.
  - Walk around the yard with him. When he sees something interesting, move away about 10 feet and call your puppy to you. Start with his name, then say, "COME!"
  - If he returns to you, say "YES" and reward.
  - If he does not come, go closer and try to get his attention. Do not repeat the command.
  - Use the long line to keep him from moving further away if necessary. Do not pull him, but try to lure him with a treat.
  - Act very excited when he does come! Moving away from him as he comes entices him to keep moving toward you.
  - Repeat until you have accomplished a successful come at least (5) times.

**DAILY PRACTICE CHECKLIST**

MANNERS	
SIT TO BE GREETER	
DOORWAYS	
OBEDIENCE	
"GO POTTY"	
"WATCH ME"	
"SIT"	
"WAIT"	
"GENTLY"	
"BACK"	
"COME"	
"OFF"	
"DOWN"	
"STAY"	
"STAND"	
"PROF IT"	

**SOCIALIZATION**

- Surfaces & Sounds**
- Fill a plastic wading pool with water and splash around with your puppy. Allow your puppy to enter the water on his own. Do not force him to play in the water. If it's winter - play in the bathtub.
  - Spray water guns at trees and let your puppy join in the fun or throw snowballs if it is winter.
- Sit, then Hold the Collar**
- Ask your puppy to SIT, hold onto his collar, then give a treat. let him go play. Repeat 2 times.
  - Grab your puppy's collar and settle him in your lap for 30 seconds. Give him a treat then let him go play.
  - Ask your puppy to SIT, grab his collar, then give a treat, let him go play. Repeat 2 times.

**Daily Socialization Checklist**

plastic wading pool	
bath tub	
water guns	
water balloons	
hose	
fountains	

Repeat the above sequence 5 times throughout the day today.

**Mealtime**  
Play with your puppy's food while he eats; hand feed some of the meal.

**Petstages Dogwood Stick**

Many puppies like to chew on bark, sticks, twigs or branches. Give your puppy something more safe to chew that tastes like wood! My puppy loves this stick and I like that it keeps my yard in tact.

**LESSON EXIT TICKET**

Did my puppy drop toys when asked today?

Was there something my puppy would not drop? If so, what?

Was I able to mark a "Good Potty" at least three times today?

Teach as least (1) person what you learned in this lesson!

**65+ LESSON PLANS**

Within PUPPY PREP, each lesson includes a written explanation, a how-to video, a printable homework list of activities, tips & tricks, fun facts, our favorite products and an exit ticket to help you decide when it is time to move on.

**Read a little, watch a little, practice a little and move on!**



## Here's our vision of what the ideal scenario looks like....

1. A responsible breeder cares for a new litter and completes our Early Start Activities with each puppy.
2. As parents contact the breeder about buying a puppy, the breeder introduces them to the PUPPY PREP curriculum, as well as all the other great resources available to them under the MEMBERS ONLY area.
3. The breeder not only directs all potential puppy parents to [www.baxterandbella.com/learn-more](http://www.baxterandbella.com/learn-more) for program details, but also encourages them to use a unique discount code to purchase and begin studying both the INTRO and PREP Units as soon as possible!
  - I. Remember, the INTRO is all about building a base-level understanding about puppy parenting and although it is mostly reading, it is a perfect place to get started. The PREP Unit helps families set up their house and get everything ready to welcome home their new canine companion. Together, these items teach what is needed and prepare families for when their puppy comes home.
4. When parents return to pick up their puppy, the breeder follows up with them about their progress in PUPPY PREP and encourages them to become a member if they have not already done so.
5. When puppies go home, the families take over the training by completing Units 1-5, striving to complete on average one lesson per day, but ultimately going at a pace that is comfortable to both puppy and parent.
6. Families are happy and canine companions are calm because proper training was implemented from the very beginning. No time was wasted allowing mistakes to creep in. No waiting for puppy class enrollment. Families spend their time teaching and rewarding good behavior instead of trying to fix problems that shouldn't be problems in the first place. "An ounce of prevention is worth a pound of cure!"

## We know it won't always go as planned....

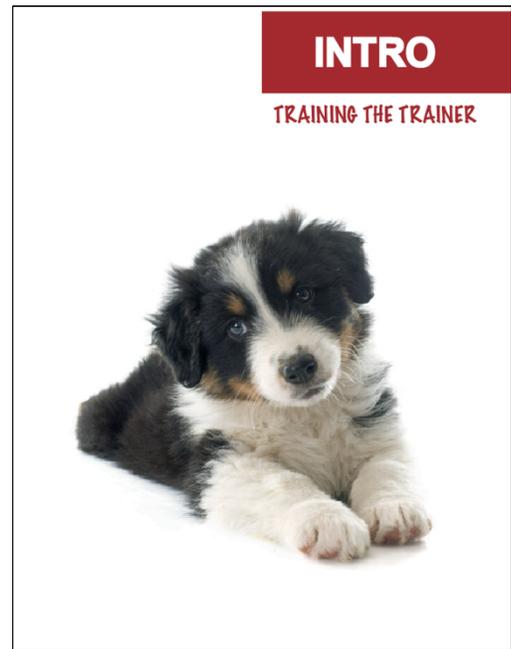
- Rescue groups, Humane Societies, etc. do amazing work and we recognize many families will choose to acquire a family pet from them... AND THAT IS AWESOME! We also recognize families will take ownership of older dogs from another family who can no longer care for them. No matter where a family acquires their canine companion, we want to help ensure that puppy gets the best chance of staying in a loving home as possible.
- So whether you are teaching a brand new puppy from the beginning or an older dog still in need of better behaviors, PUPPY PREP is for EVERYONE! It teaches people HOW to train. It provides the basics of good dog ownership and the principles apply to all dogs, no matter their breed or age.
- Again, no matter the age of or the location where the puppy or dog came from, we want to ensure they are well trained such that the family enjoys having the dog around for years to come! Let's work together to keep puppies in loving homes! PUPPY PREP is the key.

# OUR SHOP

Lifetime membership to our training site is \$238. That's an incredible value! We also offer free resources for those who are still deciding.

Every new puppy parent should get right away with our INTRO & PREP units as these help prepare families prior to picking up their dog and are vital to their early training success!

- The INTRO & PREP units are the beginning steps of the PUPPY PREP program and preferably can be started without having your canine companion.
- We offer discounts to everyone who purchases through you... just have them use your unique DISCOUNT CODE!
- Encourage your pet parents to become MEMBERS ONLY today in order to gain complete access to PUPPY PREP (our online puppy school), Video Archives, Ask the Trainer, Parent Forum, Resource Library, PAWSfit Games and LIVE! Canine Coaching & Office Hours.
- In short, every resource we offer is included with MEMBERS ONLY!



## PARTNERS DETAILS

### DISCOUNT CODE

With your decision to join us on this journey toward better animal ownership, we will provide you with a unique discount code. Please provide this to all of your friends, families and other pet acquaintances as it will give them an instant savings of 25% off everything at BAXTER & Bella. What's more, each time this is used to purchase, we will pay you 25% as a referral commission!

Ultimately, our goal is to send PUPPY PREP home with as many families as possible, leading to more educated pet parents and better-behaved puppies for a lifetime of healthiness and happiness together!



## LINK US TO YOUR SITE

### DISPLAY OUR TRAINING STAMP

We have a training stamp reserved for the best breeders who qualify by their excellence in practices to display our training stamp as one more way to help promote better training education to all future pet parents out there.

In short, we are excited to work with quality breeders and animal advocates in helping well-prepared puppies find amazing homes. Let us know how we can be of help to you, as breeders, in getting these materials into the hands of new puppy parents – **WE ARE BETTER TOGETHER!**



CONTACT US TODAY AT [INFO@BAXTERANDBELLA.COM](mailto:INFO@BAXTERANDBELLA.COM)

# MARKETING MATERIALS

These files, as well as others are always available on our website within the PARTNERS link for your convenience!

**BAXTER & BELLA** *The Online Puppy School!*  
**PUPPY PREP program overview!**

The BAXTER & BELLA online puppy school is organized around its signature PUPPY PREP training program, which is as much about teaching your dog how to act, as it is about counting you how to train!

Uniquely designed and strategically developed around the principles of Leadership, Housetraining, Manners, Obedience and Socialization, this step-by-step curriculum will teach you how to successfully integrate a family dog in a easy-to-use and fun-to-follow format! Inclusive of 60 lesson plans, more than 100 how-to videos, tips, tricks, tools and techniques, printable charts & checklists, training games and activities, in addition to so much more as you and your canine companion work toward "Becoming Best Friends through love and learning!" and ultimately "achieving better animal ownership and experiencing the very best in canine companionship!"

**BREEDER EARLY START SOCIALIZATION ACTIVITIES**  
 Great puppy providers use ABSOLUTEY CRITICAL in helping a dog receive the very best beginning possible and leads toward healthiness and happiness - these outlined early start socialization activities are perfect for establishing the initial foundation a canine companion needs and it all begins with what is often times a thankless job as a breeder!

**INTRO - TRAINING THE TRAINER**  
 The INTRO teaches new puppy parents, even before their canine companion arrives in their home, the basics of positive reinforcement dog training and while it is mostly reading, its purpose is to help establish that all important base-level understanding of the training tips, tricks, tools and techniques that will lead to success!

**PREP - LET THE FUN BEGIN**  
 The PREP UNIT outlines how to set up your house for optimal outcomes and helps you arrange the other important things necessary to get started in the right direction, including but certainly not limited to: shopping lists, curriculum charts & checklists, as well as the very popular SURVIVAL GUIDE - what you need to know RIGHT NOW!

**UNIT 1 - WELCOME HOME**  
 Puppy Adoption, puppy enters forever home!

**UNIT 2 - ESTABLISH A FOUNDATION**  
 UNIT 2 is where you will concentrate lessons by lesson on fortifying your foundation, learning and teaching your new puppy the foundational commands of COME, OFF, DOWN and STAY among many others... this worthwhile and rewarding training will serve you and your canine companion well throughout your life together!

**UNIT 3 - OBEDIENCE BOOTCAMP**  
 UNIT 3, also known as OBEDIENCE BOOTCAMP, adds additional common cues to those you already know and likewise introduces others you will want to learn, as well as mixing in a few cool tricks to the agenda just for fun!

**UNIT 4 - PRACTICE MAKES PERFECT**  
 UNIT 4 recognizes the importance of practice, patience and persistence, utilizing games and other strategic activities as an efficient and effective way to help strengthen and lengthen what you and your puppy have been learning!

**UNIT 5 - PUPPY PREPARED**  
 And UNIT 5 is where you put the final touches on everything you have been working on, in addition to helping you manage for some of the more common adolescent dog challenges all the while you and your puppy mature into a lifelong friendship of healthy and happy canine companionship!

Phone: 435.787.9000 | www.baxterandbella.com

**PUPPY PREP Checklist Chart**

Here's a chart to help track your progress each and every step of the way!

**UNIT 1 - WELCOME HOME**

**UNIT 2 - ESTABLISH A FOUNDATION**

**UNIT 3 - OBEDIENCE BOOTCAMP**

**UNIT 4 - PRACTICE MAKES PERFECT**

**UNIT 5 - PUPPY PREPARED**

**ADDITIONAL RESOURCES THAT ARE INCLUDED:**

Phone: 435.787.9000 | www.baxterandbella.com

**BAXTER & BELLA** *The Online Puppy School!*  
**Lifetime MEMBERS ONLY Access Overview**

**PUPPY PREP - The Online Puppy School!**

Our easy-to-use and fun-to-follow training curriculum is as much about teaching your dog how to act, as it is about coaching you how to train. It includes more than 65 lessons and over 100 how-to video demonstrations, in addition to printable charts & checklists, tips, tricks, tools & techniques and so much more - especially when complimented with the other included resources highlighted below!

**OTHER SUPPORTING MEMBERS ONLY RESOURCES**

- LIVE! OFFICE HOURS** - Talk LIVE! one-on-one with a professional trainer!
- LIVE! CLASSES** - Register LIVE! online puppy classes!
- ASK THE TRAINER** - Have a specific question? Go ahead, ask the trainer!
- THE PUPPY PODCAST** - Listen in on our regular puppy parenting podcast!
- PAWPRINT** - Games, contests and other great activities!
- PUPPY PARENT FORUM** - A place for you to share ideas with other puppy parents!
- VIDEO ARCHIVES** - A single location for all of our video demonstrations!
- RESOURCE LIBRARY** - Full of our favorite articles and information!

**BECOME A MEMBER TODAY AND BEGIN TRAINING IMMEDIATELY FROM THE COMFORT & CONVENIENCE OF YOUR OWN HOME WITH A LIFETIME OF SUPPORT FROM ALL OF US!**

*I highly recommend this training program! I love the practical tips and the "learn at your pace" format. The combination of written information and the how-to videos is really nice. I also had a specific problem with my puppy and I contacted Amy - she was quick to respond with the thorough and personalized help I needed. LOVE IT!*

Phone: 435.787.9000 | www.baxterandbella.com

**COUPON CODE GOES HERE**

## OVERVIEW SHEET –

This sheet outlines what you do as a breeder during the first eight weeks, shows parents the INTRO and PREP units being completed by them before their puppy goes home and the five units they will complete once their puppy is home. The second document is a program checklist outlining every lesson and field trip.

## PUPPY PREP INFORMATIONAL FLYER –

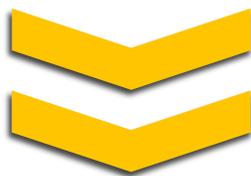
This is a great overview of PUPPY PREP and when laminated, may be used over and over again with each new litter of puppies you raise to show families what exactly is included in our training options. We email you a customized PDF file with your specific coupon code printed on the bottom.



*The Online Puppy School*

# BAXTER & Bella

*gives back*



We donate a portion of every sale to Good Dog! Autism Companions, a non-profit organization dedicated to helping children and families live better lives through autism service dog companionship since 2011. Check out what they do at: [www.gooddogautismcompanions.org](http://www.gooddogautismcompanions.org).

“Think of puppies as wet cement. Teach them the right way from the beginning so they harden into what you want and  
NOT THE OTHER WAY AROUND!”

- Baxter & Bella



*The Online Puppy School*  
**BAXTER & Bella**

PHONE: 435.787.9000

INFO @BAXTERANDBELLA.COM

WWW.BAXTERANDBELLA.COM

**TRAIN YOUR PUPPY FROM HOME**  
with our easy-to-use and fun-to-follow Online Puppy School!