

READ THIS FIRST!

Great, You were able to find this section. This is the fast track of information that we want you to know before calling TK Hot Kennels. We will present it in a bullet point format to make it easier for you and then go into the details below.

- * We are PRINCIPLE BASED (tm) Trainers, Not Method Based Trainers.
- * With us you pay for RESULTS, Not a monthly fee schedule.
- * Every dog must undergo a minimum 7-10 Day Evaluation with us before being accepted into one of our training programs. (\$495)
- * We begin EVERY dog we train with the Clicker/Marker System of Communication.
- * We introduce the Remote Collar in a Reward/ Attention based format.
- * We Limit the number of dogs in training to a Max of 6 dogs/trainer.
- * We REQUIRE that you do Follow up Private Lessons with us at the conclusion of your dogs training program.
- * Who is our Perfect Client?
- * What does the Training Cost?

What is the difference between a Time or Method Based Trainer and a Principle Based Trainer (tm) such TK Hot Kennels?

Time/Method Based Trainers:

Method based trainers have “*Their*” preferred method of training. That means they have one way of doing it. They train Chesapeake Bay Retrievers the same way they train Golden Retrievers, Pudelpointers or Vizlas. If the dog does not “*fit*” within “*Their*” system they “**WASH THEM OUT**”. Method based trainers use a “*Force Fetch*” or a “*Force Breaking*” approach to the Fetch and Whoa Commands. Also known as “*Breaking them out*”. Some method based trainers typically will only train specific types or specific breeds of dogs because “*They fit better with their training.*” Method based trainers are known to say things like “Well that breed is Stubborn” or “That is just the way the _____ breed it!” Meaning if you don’t have their breed of choice your dog won’t cut it in their program. The majority of method based trainers use old school training methods that are at a minimum “*Harsh*” and at a maximum are down right “*Abusive*”

Finally, method based trainers charge you each month with NO GUARANTEE of success. You may pay \$900 to \$1500 per month for 4 or 5 months and then be told “*Your dog just couldn’t cut it in the program.*” And you will not get any money back. You just wasted \$6,000 to \$12,000 Because you are paying for their time not results.

Principle Based Trainers (tm):

First, Principle based trainers (tm) not only recognize that every dog is unique in disposition and drives, and that what motivates a German Drahthaar will not motivate a Pudelpointer or Small Munsterlander but Principle Based Trainers (tm) follow a unique set of “Principles” in the training approach.

What are Principles and how do they relate to dog training? A Great question, let me explain. Over my 35+ year dog training career my team and I have identified 50 Different Principles Related to Animal Training.

A principle is defined as:

1.) A fundamental truth or proposition that serves as the foundation for a system of belief or behavior or for a chain of reasoning.

So these are FUNDAMENTAL truths about animal training. Things such as

- * The “Make it Easy Principle.” Make it easy for the dog to do the Right Thing and hard to do the Wrong Thing. Every Dog Training from every Methodology uses this principle or at they at least should.
- * The “One Time Principle”. You can claim to be surprised by your dogs behavior; after that you were Not Prepared. Meaning your dog can exhibit a bad behavior ONE TIME! Then you better recognize it and not let it happen again. Because it doesn’t take to many repetitions before it goes from a one time behavior to a Bad Habit that will take forever to fix.
- * The “1% Principle”. Make everyday your dogs best day. Do not expect your dog to be a Superstar Gun Dog everyday. Strive to improve your dog by 1% everyday. Because at the end of a month how good is going to be. How about the end of the year? Will he have improved by 365%? No, it will be more because of the power of compounding learning.
- * The “What / Who Principle”. To get the very best out of a dog you need to complete understanding of two things. First, What the dog is? This means his HARD WIRED DNA. What is intrinsic to the dog? What is Hardwired into an English Pointer is not hardwired to a Nova-Scotia Duck Tolling Retriever. What is hardwired into a Border Collie is not Hardwired into a Greyhound. Second, Who the Dog is? What are the things that make your dog who he is? What are his likes, his dislikes. What motivates him? Food, Balls, Bumpers, Birds. Does he have high energy or low energy? Does he have Strong Nerves and No Fear or is he Soft and maybe a bit timid. To get the very best out of the dog a great trainer builds the program around the individual dog. They do not push the dog into a program.
- * These are just a few of more than 45 additional Principles of Dog Training (tm) that we follow to get the very best out of your dog.

Why is a 7 to 10 Day Evaluation needed?

Because we want to give you the very best result for the hard earned money you will be investing in your Gun Dog. Not every dog can be a Gun Dog. It takes more than just being from a "*Gun Dog Breed*" to make a Gun Dog. It takes good genetics, good instincts and drives such as the desire to chase prey (prey drive). The desire to search for extended periods of time with no result (hunting drive). The grit or drive to push through and overcome obstacles to get to the reward, such climbing hard rocky conditions in search of Chukars in the canyons or swimming in the cold icy waters of the Snake River in late December to retrieve the the last duck of the season. It takes the HEART and WANT To from the Dog. Because we do not want to force the dog to do anything, we want the dog to "want to do it" so that we can help them reach their fullest potential as a Gun Dog. The evaluation is \$495.00 If we determine your dog Does Not possess the true desire to be a Gun Dog we will not except the dog into the program. Thus saving you Thousands or sometimes Tens of Thousands of dollars by not throwing good money into dog that will not make it.

Why we start every dog with Clickers / Marker System?

This hard for most people to understand, but dogs are not born with the ability to speak English. The ONLY speak dog. So to bridge this gap in the differences of species communication and language we must teach the dog first what triggers a reward. By building on a foundation of confidence for the animal we can initiate the learning process at a very elementary level. Thus creating a happy, enthusiastic, bold, confident and outgoing dog. Using this approach we can also begin the training in puppies as young as 8 weeks of age.

Why do begin the Remote Collar in a Reward/ Attention based format?

Arguably the remote collar is by far the most misunderstood and probably the most mis-used tool within dog training today. In our 35 years as Professional Dog Trainers we have found people will fall into one of three categories when it comes to the remote collar.

- 1.) Hate it, Never want to use it.
- 2.) Use it for everything and it is just a bigger stick. Their dogs are usually collar wise and can not hunt, compete or even even listen without the remote collar. When the collar is used solely as a punisher the dogs become wise to it. Collar is on, they obey. Collar is off, its like they are deaf.

Continued:

3.) Are curious about the remote collar and want to do it the correct way. These folks almost 100% of the time end up with the best trained dogs, because they are not in a hurry to get their dog out and hunting. They intuitively understand to focus on a quality training versus fast training.

By developing the dogs first association with the remote collar in a reward based format the result has proven time and time again that the dogs first and foremost love the remote collar. Second will have NO Negative effects from feeling the collar. Third they begin to go up in drive as a result of the perfect timing that the collar brings to training. And finally, the most important aspect, The dogs Do Not Become Collar Wise. Which means we can enjoy the dog with it having to live in the remote collar for the rest of its life.

Why we Limit the # of dogs in training to a Max. of 6 dogs/trainer.

It is not uncommon for a potential client to visit a Gun Dog Trainer and see that they have a kennel full of dogs, ranging from 25 to 60 dogs in training at any one time. We hear it every month from clients, "I sent my dog to So-N-So and he had 40 dogs in training."

Usually the kennel will employ one trainer and one kennel helper to clean and feed with an occasional person to help with training such as a client or a friend. The only thing that is equal in all of humanity is time. We all of the same 24 hours in a day. In the summer we will be blessed with 18 hours of day light. But the rest of year we will average 10-12 hours of day light. If the trainer has more that 20 dogs in training at any one time how much training is your dog actually receiving on a daily basis? When you factor in cleaning, feeding and husbandry of each animal along with the training you are lucky if your dog is trained one time per day. I know of several Pro's who have so many dogs in training that each dog is lucky to get trained 3 times per week.

At TK Hot Kennels we personally touch every dog every day. We know if your dogs stool gets soft from a change of food or if his urine is dark because he is not drinking enough water. We know these things because we interact with your dog MULTIPLE times each day. We know if your dog gets a scrap or a scratch. We know if he is losing weight from working too hard, we know if he is feeling unwell because we bring them in the house to let them relax. We know everything about your dog because we limit the number of dogs to 6 for each trainer. By limiting the number to 6 we can produce a Superior Results with each dog because we give them 3 to 5 sessions daily. That is right 3 to 5 sessions Daily!

Why do we REQUIRE that you do monthly visits and Follow up Private Lessons?

Because without knowing how a dog was trained, without knowing how to properly use tools that a dog was trained with, without knowing the Verbal, Non-Verbal and whistle signals a dog understands as commands the owner could lose up to 84% of the dog's capabilities as a hunting dog. While most Gun Dog Trainers will "Show" what a dog can do. Without detail explanation how is the owner going to get the Best out of the dog? That answer is, they won't. 95% of all Gun Dog Trainers will "Show" you what a dog can do. Less than 5% will give you private lessons to make you know and understand "How to get the best" out of the training and the dog. At TK Hot Kennels, We Require that the owner spend the time with us, because we want to make sure your training lasts for the lifetime of the dog. So that the owner will have 12 to 15 years of Great memories with their dog.

Who is our Perfect Client?

Our perfect client is one who understands the very best Quality always cost just a little more. That training a dog requires building a great relationship first, developing patience with each other and that working on a communication system between two species is more of an ART than SCIENCE. Our perfect client wants a Gun Dog to be a great partner first, a buddy, a best friend. They want a dog that can be a wonderful house pet, playmate to the kids and mom's hiking or walking partner. They want a dog that can lay relaxed by the fire in the evening and be an intense focused bird finding machine in the field.

Our perfect client knows that while the initial cost of the training may seem expensive at first it's actually an investment divided by the life of the dog. That the training is actually cheaper than the yearly cost of dog food and veterinary expenses over that same lifespan.

What does the Training Cost?

Our Training programs range from \$3500 to well over \$12,000. Cost depends on the level training that the owner requires. For example if an owner has a dog that has good experience as a natural hunting dog but has very little control in the house and lacks home manners and off leash obedience control and only wants the dog to develop proper understanding of the Remote Collar and great reliable Home Manners an advanced Off Leash Obedience their training will consist of our 30 Day Advanced Obedience and House Manners Program \$3500.

Cont'd What does the Training Cost?

If an owner only needs a dog to learn the proper trained retrieve because the dog chews, eats or refuses to pick up birds but is over all a great gun dog. They could do our comprehensive trained retrieve program for \$3500. If an owner wants their dog to be a great hunting dog but the dog has zero experience and no training and is only 5 or 6 months old, the owner could choose our comprehensive Started Gun Dog Program. This program is our flagship course. It begins with the very best foundation of training. Beginning with establishing a solid communication system with markers, Then onto Advanced Off Leash Obedience and proper introduction to the Remote Collar. From there it is onto building bold confidence and excitement for the gun and birds. Then finally putting it all together in Real World Hunting situations whether it is a Pointing Dog or Specialized Waterfowl Retriever. You can be confident in your dogs training and the result will be years of great memories in field with your dog.