ATTENTION
BEHAVIOR
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TRAINING
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M.O.B.

DOG TRAINING
BLUEPRINT

POSITIVE REINFORCEMENT
NEGATIVE REINFORCEMENT
LEADERSHIP
EXERCISE
CONSISTENCY

By Eric R. Letendre
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How I Started Training Dogs</td>
<td>6</td>
</tr>
<tr>
<td>2. The Job That Started My Work With Dogs</td>
<td>7</td>
</tr>
<tr>
<td>3. The Biggest Training Problem Dog Owners Face</td>
<td>8</td>
</tr>
<tr>
<td>4. Understanding Anthropomorphism</td>
<td>11</td>
</tr>
<tr>
<td>5. The Secret to A Well Behaved Dog</td>
<td>13</td>
</tr>
<tr>
<td>6. 2 Forms Of Exercise That Every Dog Needs: Physical and Mental</td>
<td>15</td>
</tr>
<tr>
<td>7. Your Dog Does Not Have A Behavior Problem</td>
<td>19</td>
</tr>
<tr>
<td>8. Who’s In Charge?</td>
<td>22</td>
</tr>
<tr>
<td>9. Four Activities That Are Important To Every Dog</td>
<td>23</td>
</tr>
<tr>
<td>10. The BIG MISTAKE Dog Owners Make When Dealing With A Behavior Problem</td>
<td>24</td>
</tr>
<tr>
<td>11. Relationship Checking Account</td>
<td>26</td>
</tr>
<tr>
<td>12. Why Negative Methods Can Backfire On You</td>
<td>28</td>
</tr>
<tr>
<td>15. How To Train Your Dog In One Minute A Day Or Less</td>
<td>35</td>
</tr>
<tr>
<td>16. The Power Of The Premack Principle, How To Use Grandma’s Law To Boost Your Dog Training Efforts</td>
<td>37</td>
</tr>
<tr>
<td>17. Why Some People Fail To Train Their Dogs</td>
<td>40</td>
</tr>
<tr>
<td>18. Do You Have Enough Information To Succeed?</td>
<td>41</td>
</tr>
<tr>
<td>19. Congratulations – Now Start Training</td>
<td>43</td>
</tr>
<tr>
<td>20. Would You Like Me To Personally Help You?</td>
<td>44</td>
</tr>
<tr>
<td>21. Thank You!</td>
<td>48</td>
</tr>
</tbody>
</table>
What you are about to read is the result of over 18 years of hands-on experience training dogs from a very diverse background. This advice is unique because it comes from someone who has worked firsthand with dogs and dog owners. A lot of the information on the internet today comes from people who have no actual real world experience with dogs.

With all the information available to dog owners on the subject of dog training, it can often become frustrating and confusing. A new (or life-long) dog owner only wants the best for their dog, they want to properly train their dog but don’t know who to listen to. This guide will back up all the techniques and methods with real examples and why certain techniques work and others are harmful or downright dangerous for your dog.

It’s my goal with this Dog Training Blueprint to give you a step-by-step guide that will help you understand your dog better. It is also my goal to show you how to train your dog using a positive based formula that will guide you and your dog to training success.

Some of what you read and see in this Dog Training Blueprint may surprise and maybe even shock you, but trust me, you will finish the Blueprint with an easy, workable plan that anyone can follow to train their dog and solve any behavior problem that you face.

Here’s to your dog training success,

Eric R. Letendre
DogTrainingInnerCircle.com
"Eric Letendre isn't just another dog trainer who parrots out 'methods' from someone else's book, he understands the principles behind dog behavior and can show you how to apply them in a way that will have your dog literally begging for more!"

Aidan Bindoff
www.PositivePetZine.com
Tasmania, Australia

"When my clients ask me for training advice I always point them to one place, Eric Letendre's Dog Training Inner Circle website. There is no website that offers more dog training help. The videos, articles, audio interviews and the personal help from Eric on the forum is worth ten times the cost. Every month See for yourself the dedication and knowledge Eric offers. He has my highest recommendation."

Wes Murph
www.TheStudlyPooch.com
Hermosa Beach, CA
"Thank you for your help and congratulation for the exquisite clarity typical of all your training videos, they are... enlightening!"

Marco Menestrello
Trento, Italy

"Clients that we have recommended to Eric Letendre have come back with nothing but great results."

Dr. Jim Lunig, DVM
Spinnaker Veterinary Clinic

"I thought my dog Kimmy was a candidate for canine ADHD before I met Eric. Now, she is well-behaved, obedient, and comes on command. She is also an American Kennel Club Canine Good Citizen. It is all due to the training she received with Eric."

Sara Arruda
Veterinary Technician
Anchor Animal Hospital
How I Started Training Dogs

I barely – and I mean barely graduated from Manchester High School in 1985. My high school days were spent in a special class. This special class was put into one room and we spent the entire day there. We didn’t go from class to class like the rest of the high school. We just stayed in this one room.

When graduation finally came, I could not wait to put high school behind me and get on with my life.

After my elementary and high school experience, I had no plans on sitting in some college classroom listening to some boring professor drone on and on about a topic that I could care less about.

After graduation, I had no idea what I was going to do and so I spent the next couple of years working a bunch of different jobs. I worked as an oil and lube technician (for a guy that’s not good with tools, let me tell you, this job was not a good fit). I once emptied a guy’s transmission fluid and pumped four extra quarts of oil into his engine. He was not too happy, neither was my boss, and as you can imagine this job was very short lived.

I also worked as a short order cook in my uncle’s restaurant, did sandblasting on airplane parts, worked as a roofer, landscaper and delivered furniture.
The Job That Started My Work With Dogs

On October 1, 1988 I started a new job working security for St. Francis Hospital in Hartford, CT. My first day on the job I worked 16 straight hours and went home whooped with sore feet. I didn’t have any shoes and had to borrow a pair form a guy that was two sizes smaller than me.

I went home tired but I knew that I was going to love my new job. What I didn’t know was how much this job was going to affect the rest of my life.

The St. Francis security department was bigger than some small town police departments. When I worked for them, it took 96 people to be fully staffed. The hospital covered five city blocks and had foot patrols, vehicle patrols and it had a K-9 Patrol.

After my first day on the job, I knew that I was going to get on the K-9 unit. I worked in the St. Francis security department for seven years before leaving to become the director of training for one of Connecticut's largest dog training facilities.

In August of 1995, I opened my own dog training business and have been training dogs and helping their owners ever since.
Confusion is the biggest problem I see when I am working with a new dog owner. You come to me because you are excited about your new dog and you want the best information possible.

The excitement quickly fades though and leads to frustration and stress once your new puppy starts to pee and poop all over your house. Looking for help, you go to friends and family members for advice.

Then you ask your vet or groomer, and on top of that you start to search on the internet, ultimately becoming confused by all the information you receive – most of it conflicting!

You don’t know who to listen to because everyone is saying that their methods and what they teach is the right way. Well I’m here to tell you that there are a bunch of different ways to train your dog, but everything I am going to show you I follow up with an explanation of why and the exact steps to follow.

Basically dog training is simple, not always easy, but what you have to understand is…
Dog Ethology and the Principles of Behavior

Training your dog really is simple once you understand Ethology and the principles of behavior. Ethology is the study of a dog in its natural environment and the Principles of Behavior apply to training. Understanding both of these concepts will allow you to train your dog and solve any behavior problem that you may face.

As I just said, dog Ethology is simply studying dogs. A dog is a highly social animal that responds to a social structure and needs to be around humans or other dogs. It’s one of the reasons why dogs make such great pets. They have a lot of emotions that appear to be human like. They get excited when we come home, they display body language that lets us know when they are upset, angry, happy, etc.

We can use a dog’s highly social nature to our advantage when it comes to training. In my house, at one time I had five dogs – a Great Dane, a Shetland Sheepdog, A German Shepherd, a Pitbull and a Belgian Malinois. The Great Dane was the most submissive and would give up his place on the couch or his food if one of the other dogs wanted it.

When you observe dogs, you’ll discover that their personalities range from dominant to submissive. Generally, when a dog has a more dominant personality, that dog can be a little more of a challenge. When a dog has a more submissive personality, that relationship and training is a little easier.

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When your dog comes into your house it is important to take certain steps to teach your dog that you are the one that is in charge. Your dog needs to respond to you much the same way that my Great Dane responded to my other dogs. If your dog does not think you are in charge, your dog will not allow you to go near his food bowl or his sleeping areas – not a good situation. A little later in this blueprint I'll explain what steps you can take to teach your dog that you are the one that is in charge.

The other concept that you need to understand are the principles of behavior. The principles of behavior apply to all living things. We tend to do more of what we enjoy and tend to do less of any activity that is not enjoyable.

A simple analogy that I use a lot is what I call the cell phone example. Most people have the names and numbers of their friends and colleagues programmed into their cell phone. There are certain people on everyone’s cell phone contact list that are just not enjoyable to talk to. There are also people that we look forward to talking to.

For example, when my phone rings and I see the name of my accountant calling, I am never real excited to talk to him. He is a great guy and an excellent accountant, but he’s never calling me for good news, it’s always tax stuff – YUCK!

When my friend Geoff calls, I'm always happy to answer the phone. Geoff recently moved to Virginia and I don’t talk to him as much as I used to, so I’m always happy to answer the phone when I see his name. It’s the same activity, different response.

I’ll go into more detail a little later on and show you a simple way to train your dog and a method for dealing with any behavior problem you may be facing. Onward…

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Earlier, I wrote that dogs display body language that seems almost humanlike. It’s important to understand that even though our dogs seem like they understand us, it’s not a good idea to think that they understand complex human emotions like spite, revenge, gratitude, etc.

When we think that way we are being anthropomorphic.

It took me about two weeks to pronounce the word the first time I learned about it. I couldn't seem to wrap my tongue around the word *an-thro-po-mor-phism*, it seemed like the word went in too many directions.

It’s one of the first words a dog trainer learns. I can remember when I was going through dog training school; my instructor, Donna Crawley, kept pounding the word and definition anthropomorphism into our brains:

> “Anthropomorphism – attributing human characteristics to animals, plants or objects.”
Making comments like, “Stupid TV,” “Dumb computer,” or my all time favorite: “My dog is trying to spite me,” are all anthropomorphic statements.

A TV can’t be stupid, it’s a TV, a computer can’t be dumb or smart, it’s a computer, and spite is a human emotion rooted in revenge, which is a very complex behavior that humans, who are considered much more intelligent than dogs, use and apply.

**Dogs operate on a much more basic level.**

But I am guilty; I am sometimes anthropomorphic with my dogs. Dogs have such a wide range of body postures and expressions and exhibit so many different personalities that it’s easy to think of them as little people in fur coats.

But being anthropomorphic with our dogs can get us into trouble. Thinking that our dogs are trying to get back at us, trying to spite us, and are able to know right from wrong can lead to big problems.

When it comes to caring for your dog, you have to learn to think like a dog, you can’t expect your dog to think like a human.

The better you get at thinking on your dog’s level, the better you’ll be able to understand why your dog behaves in a certain way and better able to effectively deal with those behaviors.
The Secret to A Well Behaved Dog

Now that you understand some of the basics, I want to share the secret to a well behaved dog with you, but before I do, I would like to tell you an alarming statistic.

Almost 55% percent of all dogs under the age of one end up in dog shelters, abandoned, given away, or put to sleep.

The toughest time to have a dog is in the first year of its life. More dogs are in shelters and put to sleep because of behavior problems than for any other reason. Training your dog is the best way to avoid this unfortunate statistic. Your dog truly can be your best friend. The best way to become friends is by training your dog using positive reinforcement.

In this blueprint, I am going to show you everything you need to know to effectively and efficiently train your dog. When it comes to dog training I have a simple philosophy. I learned it from a British dog trainer named John Rogerson:

In order to have a good dog, you need to learn how to become a good dog owner.

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That is what we are going to cover in this blueprint. I always tell dog owners that becoming a good dog owner requires following four steps. There are four simple steps that if you learn and apply will result in a good dog, unquestionably your best friend.

**FOUR STEPS - The four steps that make you a good dog owner are:**

1. Learning how to effectively manage your dog's behavior.

2. Giving your dog enough exercise. When you give your dog enough exercise it is very easy for your dog to live with you.

Dogs have a lot of energy, if you don't let them burn off that energy, it will bubble over and your dog will probably chew, or bark, or dig, or do some type of behavior that you won't like.

3. Structuring the relationship between you and your dog. Your dog has to understand that you are the pack leader, the boss, the alpha.

You don't establish leadership by getting physical with your dog; you do it by controlling the activities that are important to your dog. Structure and leadership are very important.

4. Learning how to reward, redirect, and in some cases punish behaviors.

Number two listed above is very important, a lot of the dogs that I work with have a lot of pent up energy. If that energy is not given an outlet it will be very difficult for your dog to live in the house with you. That's why I always talk about…

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2 Forms Of Exercise That Every Dog Needs: Physical and Mental

There are two forms of exercise, physical exercise and mental exercise. You need to stimulate your dog both ways if you want him to be nice and relaxed and to fit into your household.

As far as physical exercise goes, taking your dog for a walk is a great activity, but taking him for a run is even a better. Taking your dog for a walk doesn't really allow your dog to stretch his legs and get his heart rate up.

When I talk about physical exercise, I want you to understand that I am talking about aerobics. I want your dog's heart rate to go up; I want your dog to really work. One of the best activities for your dog is retrieving, bringing back something you have thrown out for him to pick up.
It is really great if your dog likes to retrieve. If you are lazy like I am, it works out perfectly. I stand in one spot and throw the ball and my dog does all the work. As I said, I have 4 dogs and if I had to exercise each dog individually, I wouldn't have a life. That would be my whole day! So, I have to exercise all of them at once.

Sam does not like to retrieve. She couldn't care less. Throw a ball for her and she just looks at it, but she loves to chase the other dogs chasing the ball. So I exercise all 4 of them in one shot. I go out with some balls or a Frisbee, and toss. Suede, my Belgian Malinois, who loves to chase (he will chase a ball right off the side of a cliff), chases after the ball, and my other three dogs chase him. We go back and forth, for a good 15 to 20 minutes.

Sometimes I do this twice a day, my dogs get their heart rate up, stretch their legs and tonight, when I am all done with work, my dogs are nice and relaxed, ready to be quietly petted, willing to curl up and sleep, and I know they've had excellent aerobic exercise.

The other point you need to remember is mental stimulation. Dogs really are smart animals. A lot of times we think we have a dumb dog, but really most dogs are very intelligent and you need to make sure that you let your dog use his brain. One of my favorite toys is a Buster Cube. This is a great toy!

You fill the cube with treats and put it down on the ground. My dog Sam will push this toy around forever, back and forth, until every single last piece is out! Occasionally a dog will play with the cube and then leave it alone for a while, then play with it again.

However, if your dog doesn't play with it for a week or so, it gets crummy inside and you can't get the food out. It is best to empty the cube every couple of days.
The greatest thing about a Buster Cube is that it gives your dog something to do when you are not there. That is when I usually give them to my dogs, when I am leaving, so I don't have to sit there and listen to it rattling around.

I once worked with an Akita, and this dog was smart. He had a buster cubes and he would pick it up somehow (these things are hard for a dog to get their mouth around) and would walk to the top of the stairs, then turn around and drop it. The toy would hit the stairs and all the food would pop out - smart dog. I don't know how he figured that out.

The other toy I like, actually one of my all time favorites, is a Kong toy.

Stuffed Kong toys keep your dog occupied for a long period of time. I take a little bit of peanut butter, sometimes a little bit of cream cheese, and I pack a few biscuits into it.

I like to pack dog biscuits in the Kong to keep my dog working on it. With the peanut butter deep in there, the scent really gets your dog motivated to chew on it.

The other thing you can do with Kong toys is teach your dog the Find It game.
One person holds on to your dog's collar, you take the Kong so your dog can see it and perhaps put it behind the crate. The person holding onto your dog says, "find it" and lets her go. She runs behind the crate, finds the Kong.

Then you start to make it progressively harder, harder, and harder. The next time you leave the house, if your dog is out of the crate, have a bunch of Kong’s hidden. As you leave say, "find-it" and your dog takes off…if your dog is outside of the crate when home alone!

If you have a young dog, you absolutely do not want to play the "find-it" game, because you may find your couch tipped over, your plants all over the floor, and the room destroyed.

However, I like to do this with mature dogs because they can become stressed when their owners leave. My dogs enjoy it, because as I am walking out the door, I say "find-it" and they take off into the house and start looking for Kongs left behind.

It is a great activity for your dog. It gives him some stimulation mentally, especially when you are not there. How great is that? You are exercising your dog and you are not even there!

Then of course there is obedience training. Teach your dog how to do tricks. All those types of activities are always great things to do with your dog. That is what you want to remember, if your dog is a little out of control, you want to make sure you are giving him enough physical exercise and enough mental stimulation. That way he can exist with you in the house.

Here’s a quick story about a dog that did not get enough exercise:
Imagine coming home and finding a dog in your house that did not belong to you. Not only does the dog not belong to you, but the dog has also chewed your shoes, destroyed your couch and peed on your floor.

This happened once with a dog that I was hired to work with. Let me back up a little and explain the situation.

More than a few years back I got a call from a very exasperated woman that sounded extremely frazzled. As she was talking, I could tell she was on the verge of tears. She began telling me all the problems that she was having with her dog. She loved her dog but after what had happened that day, she was not sure she would be able to keep him.

I agreed to meet her the next day and added that I would do everything I could to help her keep her dog.

When I arrived the next day I met Tyler, a great looking ten month old border collie. Tyler was a little aloof, like a lot of border collies, but he did warm up to me and came over to say "Hi."

As I sat there petting Tyler, I knew that I had my hands full and I kept thinking to myself that maybe she would have to find Tyler a new home. This is not the kind of advice I like to give, but if it's in the best interest of the dog, I will recommend it.

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You see, Tyler lived in a very small apartment and his owner worked ten, sometimes twelve hour days. If you know anything about border collies, you’ll agree with me that they are extremely active dogs - mentally and physically. Border collies love to work long hours. They live to round up and herd anything that moves, even if it takes them all day to do it.

A bored border collie can wreak havoc and this one did.

The problem started months ago and became progressively worse. Tyler started chewing and digging up her carpet. She tried to crate him, but could not do that when she was gone for ten hours at a time. Her house looked like someone had walked in, dropped a hand grenade, and walked out - it was a disaster.

Most of her furniture was wrecked, the linoleum and carpet were gone and she had nothing on the counters or tables. She said that she had been living like this for a while and would continue to as long as necessary. She loved Tyler and did not want to get rid of him but…

What he had recently done was the last straw. With tears in her eyes she took me into her bedroom. Her bedroom looked like every other room in the house, but there was also a large blanket nailed to the wall. She walked up to the blanket and pulled it back.

What I saw even made me blink twice….
Tyler had chewed a hole through the wall into her neighbor’s apartment.

This was too much for her and she really started to cry, she told me that she could not bear the thought of giving him away, that even though he had this terrible problem, she wanted to keep him and would do whatever she had to do.

I told her that this was not an easy case. She had a young active dog that was left alone for long hours. I added that she did not have a behavior problem she had an exercise problem. We were going to have to develop a mental and physical workout.

She assured me that she would do whatever it took. I looked her straight in the eye and said I hope so because her poor dog really was suffering and it was not fair to him to continue living like this.

That’s when I showed her how to use The M.U.T.T. Method. I’ll teach you the M.U.T.T. Method a little later on in this blueprint.

Once your dog’s energy requirements are met it’s very important that your dog understands…
Almost every dog-training book out there talks about the owner becoming the alpha, in the dog's eyes. The reason they stress that point so much is because as I was saying earlier, dogs are domestic wolves. They are social animals and if your dog was out in the wild, there is a good chance he would live with other dogs and they would form a pack. This is true of wolves.

Now, when your dog comes into your house, your dog does not look at you like Mom and Dad, sister and brother, and all that kind of stuff. Your dog looks at you as a pack member, and your dog tries to figure out where he fits in. Is he at the bottom of the pack or at the top? You have to teach your dog that he is at the bottom and that you are in charge of everything.

For years and years, dog trainers would teach that whenever a dog gave you a hard time, you should jacked him up, grab him, shake him, flip him over on his back, and sometimes cuff him under the chin.

Physical methods are really not a good way to teach your dog that you are the pack leader. If you get physical with your dog, there is a good chance that someday he is going to get physical with you, and it is very hard to beat a dog physically.

Even a small dog like my Sheltie, Sam is strong in an altercation. I have been chewed up by a lot of little dogs. They are very fast with powerful jaws. You do not want to use aggression to teach your dog that you are in charge. What you want to do is control the activities that are important to him.
Four Activities That Are Important To Every Dog

There are four activities that make up your dog's behavior that you want to control to show your dog that you are in charge:

1. Playing
2. Eating
3. Sleeping
4. Social Contact

Once you've established leadership and your dog is not bouncing off the walls, you can start the training process. Training really just boils down to applying positive and negative consequences. Learning how to apply the consequence is where it gets a little tricky sometimes. You'll learn why by reading:

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The BIG MISTAKE Dog Owners Make When Dealing With A Behavior

Once you understand the training process you’ll see that dog training is all about consequences. There are two types of consequences - **Positive and Negative**.

When you are training your dog you need to understand when to apply a positive consequence and when to apply a negative consequence. The big problem that a lot of dog owners make with behavior problems is that they apply a negative consequence long after the behavior has occurred.

A typical behavior problem that I deal with is chewing and destructive behavior. Chewing often happens when your dog is left alone while you are at work. Your dog chews an item that is important to you, a shoe, the sofa, the TV remote etc.

When you come home and find the item that has been chewed, usually out of anger and frustration, your dog gets some kind of punishment. A negative consequence has been applied, but the problem is the timing.

You see, a consequence needs to be applied within a second or two of the behavior. If you gave your dog the command “Sit,” walked away and came back ten minutes later to give your dog a treat do you think your dog would understand that they were getting the treat for the sit command that they did ten minutes ago? No.
The same happens when you punish your dog. If you are going to apply a negative consequence, it is extremely important that your timing is excellent. If your timing is not that good when you are applying a positive consequence like giving a treat, it's no big deal. There are no major side effects when you are using positive consequences.

With a negative consequence, your dog can become very confused and the behavior you are trying to fix may become much worse. If your dog chewed your shoes at 1:00PM and you come home at 3:00PM, the behavior occurred long ago.

If you punish your dog long after the behavior occurred, your dog will get confused and here’s the rub…

Your dog will start to associate getting punished with you coming home. You see where the side effects of punishment can backfire. Your dog associates the punishment with homecomings, not with chewing the shoes.

AND…

The behavior can get worse because every time you leave the house your dog will think that when you come home she is going to get punished. So every time you leave the house your dog gets stressed.

Guess how dogs deal with stress?

You guessed it - CHEWING!

See how our mistakes can make the behavior worse?
One of the most important lessons I ever learned about dog training is the one I'm about to share with you. I learned it about eight years ago while attending a seminar. I can't remember who said it, but it has stayed with me for a long time.

It has helped me many, many times when I have taught dog owners how to apply it while they were learning to train their dogs.

When I first started training dogs I learned from some very harsh trainers. I was taught to punish any behavior I didn't like. I was taught to use force to teach dogs obedience.

Many of the dogs that were trained this way would eventually show signs of aggression, or the dog would just start to shut down. You could see changes in their behavior.

All of this was very depressing to me.

Until...

I learned about the **Relationship Checking Account**. You see, your dog is a product of his or her environment. If a dog is brought up in an angry, aggressive household - there is a very good chance that the dog will become aggressive.
Think of it this way. Every time you do something negative to your dog (yell, scruff shake, smack, leash correction, etc.), you are making a withdrawal from your Relationship Checking Account.

Every time you do something positive (pet, play, treat, feed, etc.), you are making a deposit.

Here's the important point. You have to make more deposits than withdrawals in your Relationship Checking Account with your dog.

If you have more withdrawals than deposits, the relationship with your dog will bounce faster than a hot check!

Think of the relationships you have with your friends or relatives. Have you ever avoided a phone call from someone you know because all they will do is nag or complain? Have you ever told someone you were "too busy" because you knew that going somewhere with them would be dreadful?

We have relationship checking accounts with everyone we know. If a relationship is filled with deposits, we will spend and enjoy our time with those people.

If the relationship is filled with withdrawals, we will white lie, procrastinate and avoid spending time with those people.

Your dog is stuck with you. We will all have to make withdrawals at some time. It happens in any relationship, but we want to make sure that we have made enough deposits so the Relationship Checking Account won't bounce.
Earlier in this Blueprint I said I would explain why you need to be careful when it comes to training. Using negative methods can backfire and your dog could develop some serious unwanted behavior problems.

A while ago I put up a series of videos on how to choose a dog trainer. What a lot of people don’t know is that there are no regulations for dog trainers. Anyone can say that they are a dog trainer.

That’s why I put up the video series - to help dog owners find the right dog trainer for them. One of the most important points that I make in the videos is that using negative reinforcement can backfire on you.

One of the big problems with prong and choke collars is that cross associations can happen. Here is an email I just received about this problem:

Hi Eric,
Love your web site!

Your video clip #3 in the Truth About Training explains my situation perfectly.

I listened to bad advice about training at the time my 5 month old male border collie was pulling like crazy on the leash.
I used the pinch collar for about 2 weeks. What started happening was redirected aggression. He was biting me when he saw a dog because I was essentially biting him with the collar.

I stopped using that collar and started to go to a private trainer that used positive reinforcement.

I have been seeing the trainer for about 2 months now and we are working on obedience and dog behavior.

He has aggression toward other dogs, as explained in your video, and he is very interested in cars and has chased 2 of them but not in a few months.

He is doing great with obedience. He can do all the basics, sit, stay, down, come, back, etc.

My question to you is what is your technique for correcting a dumb training mistake that you refer to in clip #3, cross associations, that come about because of negative reinforcement?

Thank you so much,
Laura

Here is the video Laura mentioned:
Whenever a dog makes a negative association we need to spend time training your dog to make a positive association instead.

In this case, it is done by rewarding your dog in the presence of other dogs. At first it may be a little difficult and you may want to use a gentle leader to get some control over your dog around other dogs.

Given enough time and patience, you can start to change your dog’s behavior. If there is a good positive obedience training class in your area you may want to attend the class with your dog.
Bad Dogma - How Harsh Training Methods Can Cause Aggression

The dictionary defines the word dogma as: The established belief or doctrine held by a religion, ideology or any kind of organization, thought to be authoritative and not to be disputed, doubted or diverged from.

There is an old saying among dog trainers that goes: “The only thing two dog trainers can agree on is what the third one is doing wrong.”

There are basically two schools of dog trainers. On one side you have the old school dog trainers that believe training is accomplished only by using a choke chain or prong collar to train, and that you should never use food to train the dog.

On the other hand you have the food reward trainers that believe you should never use any kind of force or harsh methods to achieve the desired results.

Both sides will strongly argue for their way of training. I have been on both sides of the issue. I got my start training dogs with an old time trainer that had been training dogs since the 1950’s. If you used a treat in front of this guy, you had to be prepared for a verbal eruption that would make a sailor blush.

I have also been with trainers that think anything short of filet mignon not being used for treats is cruel. All kidding aside it can get confusing for someone trying to train their dog.

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Who do you listen to? Should you just use treats to train? Do you ever give your dog a correction?

The truth of the matter is that positive reinforcement and negative reinforcement can both be extremely effective. There is no denying that there are thousands of dogs that are safely confined to their yards with the help of underground electronic fences.

There is also no denying that dogs learn much better when you use a reward based system of training. The important point is this: You want to make sure that you spend more time rewarding your dog's behavior than punishing or getting physical with your dog.

The fact is that all good relationships are based on positive interaction. I once watched a group obedience class where all the dogs were on choke chains. Food was not allowed. In the course of one hour, I watched one guy give his dog over 150 corrections with the leash. They weren’t all hard corrections but he did yank on the leash that many times.

Over time, that dog will become tolerant to the choke chain and the owner will have to yank harder and harder and will probably damage his dog’s neck and trachea which will lead to one very grouchy dog. There’s no denying the fact that a dog being trained that way can easily develop an aggression problem, and here’s the rub. The dog is always blamed, never the training method. Doesn’t it make more sense to use a reward based training system?

Unfortunately this way of training has become the established belief or doctrine held by many dog trainers, and it is not to be disputed, doubted or diverged from. Too bad for the dogs.

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Using The M.U.T.T. Method To Solve Any Behavior Problem

Here is an email I received from a subscriber in Germany:

Dear Eric and Rachel,

I want to send you guys this email from the cold country of Germany with all my warmest regards. What you have put up in the internet is the most helpful thing for me and my dog (we are working on leash aggression) I have read many books, have done much on research. You were saying something about cross association and bingo! I understand I can help my dog; I was missing the “U” in M.U.T.T.

I have spent lots! of money on private so called dog trainers, who worked with adverse methods and really goofed me and my dog up. I need to get my hands on your book!! How is it with shipping and handling overseas?

THANK YOU ERIC!!

Serena
I love getting emails like that because it’s great to know that my website has helped someone thousands of miles away.

In the email she mentions using the M.U.T.T. Method. This is an acronym I developed to help people understand and deal with behavior problems.

For too long dog trainers have tried unsuccessfully to deal with behavior problems by using force and punishment. I have said for years that punishment can be a very effective form of behavior modification – but here’s the rub.

Very few, and I mean very few trainers know how to use punishment correctly. Using force to overcome behavior problems can make the behaviors worse!

That is what happened to Serena’s dog. That’s why I teach positive methods. When you use positive reinforcement there are no adverse side effects.

When you use negative reinforcement there are always side effects.
All over the internet you’ll see big, bold dog training claims:

"A Trained Dog In 7 Days Or Less…Guaranteed!"
"Dog Training Secret Reveals How To Train Your Dog In One Hour Or Less!"

I’ve tried to take a different approach and tell it to you straight so maybe you’re a little confused by the title of this section. I can assure you what I’ve written is not a mistake and it’s true.

I just finished reading a great dog training book. The book actually had nothing to do with dog training but it really had every thing to do with dog training. You see, if you’re like most people that want to train their dog, you don’t really enjoy the process of training.

The thought of coming home after a long day at work, going into the back yard with Buddy, and spending a half hour teaching your excitable, jumping dog obedience commands is not at the top of your list.

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So instead of training your dog, you put it off until the next day, which becomes the next day and so on, resulting in your dog never getting the training he needs. I’ve done the same thing with a lot of things in my life - including dog training.

The book I just finished reading explains why we don’t do the things we should and believe it or not we’re actually programmed to resist change.

Seriously, it all has to do with a part of the brain called the amygdala that sets off warning bells any time we change from our normal, usual routine.

The way around it is to make changes so small, so seemingly insignificant, that by taking teeny, tiny steps you can bypass the way your brain works and form new habits.

If you’re having a problem spending some time every day training your dog, spend just one minute training.

By doing at least one minute every day, training your dog will become a habit and after a week or so and you’ll look forward to doing it, which in turn will have you doing longer and longer sessions.

The people that get the best success training their dogs are the ones that consistently spend at least ten minutes a day doing the training.

My advice is to start with just one minute a day. Do this for a week and see what happens. In no time you’ll have the trained dog that you’ve always dreamed of.
The Power Of The Premack Principle

How To Use Grandma’s Law To Boost Your Dog Training Efforts

Do you remember as a kid when your Grandmother would tell you that you had to finish your vegetables before you could have any ice cream?

If your Grandmother or anyone else has ever said that to you, then they were using the Premack Principle, also known as Grandma’s Law.

Basically, the Premack Principle is this: “If high probability behaviors (more desirable behaviors) are made contingent upon lower probability behaviors (less desirable behaviors), then the lower probability behaviors are more likely to occur.”

Or to put it simply: “You can’t watch TV until you finish your homework.”

So how does this apply to dog training?

The Premack Principle works great when you are trying to teach your dog to come when called. You see, when your dog is outside there are more desirable things to do than come back to you.
If your dog is outside and sees a squirrel, the chances of him coming back to you decrease dramatically. Chasing the squirrel is much more desirable than responding to your command “Come.”

But…

Since you now understand the Premack Principle, you can set up training situations where your dog learns to respond to the command “Come” before taking chase.

Here is an exercise that I teach:

With your dog on a 10 to 15 foot leash, throw a treat about 20 feet away. Let your dog see you throw the treat.

Now let your dog go to the treat but stop her about two feet from the treat. Your dog will be interested in the treat and probably ignore your command “Come.” Give your dog just a slight tug on the leash and back up a few feet.

Once your dog comes to you, hold your dog’s collar, praise your dog, and then let your dog run back and get the treat.

You have just used the Premack Principle with your dog.
Your dog wants the treat (very desirable to your dog) but can’t get the treat until she responds to the command “Come” (less desirable behavior), you are now teaching your dog to respond to your commands in distracting situations.

At first you need to use the leash to get the less desirable behavior to occur, but over time you'll find that your dog will start to respond to your voice command and you'll need to use the leash less and less.

Start using the Premack Principle and you'll be amazed at how much better your dog responds to your commands.

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I've given you the tools to train and understand your dog. Before I end this Blueprint, it's important to point out some reasons why I think some people fail to train their dogs. Understanding these reasons will give you the insight to move beyond them and successfully train your dog.

1. **Don’t really enjoy the process of dog training** – re-read the section on How To Train Your Dog In One Minute A Day Or Less. It really is a fool proof method for overcoming this common problem.

2. **Getting advice from too many sources** – This is very common and leads to confusion because most of the advice is conflicting. I hope that by now I've made my case for why you need to be careful about who you choose to listen to. There are a lot of great dog trainers and there are some not so good dog trainers using harsh methods that originated in the early 1900’s.

3. **Giving up too early** – I can’t tell you how many times I’ve seen this happen. A client comes to me and they start getting results, the dog is doing better and better with each session. Then right when a big breakthrough is about to be made, the owner gives up.

It does take work to train your dog but the rewards make it well worth the effort. Your dog is a 12 to 15 year committed relationship. By spending a little time and effort, you and your dog will be much happier.
Do You Have Enough Information To Succeed?

You’re almost finished with the Dog Training Blueprint and I hope you’ve learned a lot and possibly feel slightly amazed that I was willing to give this report away for free.

Then again, there already is a huge amount of great dog training information out there, so maybe you weren’t surprised to read a report like this for free and have read some of the information before.

As you process all of the information on dog training, you have to ask yourself:

“Am I actually getting the dog training results that I want?”

This Dog Training Blueprint contains a lot of techniques and methods necessary to help you train and understand your dog better, yet most people who read this report will never take the steps to get a really well trained dog, one that other people will envy.

Worse still, some people will continue to search for more dog training information and read more and more about dog training and end up feeling overwhelmed, confused, frustrated and dissatisfied.

Why is that?
There is so much free information online about dog training, training tips, videos, articles and resources, yet a lot of dog owners still have a difficult time training their dogs.

The real problem is caused by information overload and not knowing which steps to take and when. Most people with dog training and behavior questions take in so much information that they end up doing very little or nothing at all.

There is a never ending supply of information coming to us from millions of websites and it becomes impossible to know who to trust or what to read, but there is a simple solution.

Start with just one or two behaviors that you want to teach your dog. Also limit the time that you read about dog training and actually start to apply what you’ve learned.

Sometimes we spend valuable time reading and researching and not doing what needs to get done – this happens to me.

I started to print out the really important emails and blog posts that I want to read and now set them aside until I am finished working. This way I’m not distracted by all the information that is sent to me daily.

At one point I put a lot of focus and energy on learning about dog training and not so much focus on taking action on what I had learned. This does not mean that I block out all the information I come across, or that I stop learning. It’s just that now I determine what I want my dog to learn and then sort out the steps to get there and focus my energy on the immediate next step.
Congratulations
Now Start Training!

I hope this Blueprint was helpful and that you now have a better understanding of your dog and the training process.

I have some free training videos on my website that you can view to get started: This is just a small sample. Click on the blue links below to watch.

**Dog Training Videos**

- **VIDEO-Crate Training Help** Crates are very effective management tools. Learn how to teach your dog or puppy to actually love his crate. It's easier than you think.

- **VIDEO-Solve Your Dog's Jumping Problem Once And For All** VIDEO-This simple technique will stop your dog from jumping all over friends and family.

- **VIDEO-How To Use A Buster Cube** VIDEO-Learn how I use a Buster Cube to keep my dogs busy for hours when I can't be home with them.

Amazing Dog Training Results... [DOGTRAININGINNERCIRCLE.COM]
Would You Like Me To Personally Help You?

If all of this is overwhelming and you feel lost or you would like further help, I have a solution for you.

I'm the creator of a unique dog training program. It's a private member's only program designed for a special group of people who want to work with me and get their dog trained.

The program isolates only the information you need to train your dog. I walk you through the entire process, including a step by step training program, a complete system for dealing with behavior problems and advanced training techniques.

The program is step-by-step with written classes and audio and video training, designed to guide you through the entire process, plus you can ask questions directly and get advice on your specific behavior problems.

The program is based on my past 18+ years of dog training experience and the methods that I have learned and developed over that time.
This program has worked for literally thousands of dog owners and covers the core fundamentals, expanding on what you have just learned in this report, and offers more detailed action steps to get you there.

The program will help you break through information overload by presenting just what you need to know and do, and when you need to know and do it.

If you enjoyed this Dog Training Blueprint then I know you will enjoy my training program. It’s called the **Dog Training Inner Circle**, and over 500 students have already been through the program and successfully trained their dogs.

If you would like further information, please click on the link below.

www.DogTrainingInnerCircle.com
Thank You!

With all the dog training choices out there, I want to thank you for reading this Blueprint form start to finish.

Thanks again,

Eric R. Letendre

DogTrainingInnerCircle.com