



2022 Annual Conference

How to ADD Dog Sports to Your Current Training Business

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My Story – How I got started

- Business Networking with other pet professionals
- Setting yourself apart
- Pet Owners Offering something unique, fun and easy
- Sell it!









What is a Dog Sport?

- "Sports" can be broad
- Includes activities
- Examples: Tricks, K9
 Fitness, and Walking
- Sky is the limit









Benefits of Dog Sports

- Introduce new ideas to pet owners and pet professionals
- Improve on current skills
- Transfer skills to the real world
- Positive outlet
- Reduce behavior problems
- Take them on a learning adventure







What is Your Dog's Superpower?

- Clients discover their dog
- Dogs are amazing and have incredible abilities
- Dog trainers are teachers
- Unique job two species
- We help BOTH clients humans and canines discover and learn









Choosing a Dog Sport

- Location depends on where you live
- Do research and find resources in your area
- Over 30 different dog sports
- Online options



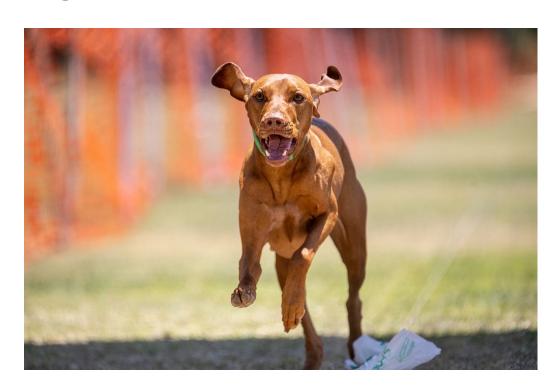






Types of Dog Sports

- Tracking and Hunting
- Pulling
- Water
- Racing
- Herding
- Obedience
- Protection
- Other









Tracking and Hunting

- Scent Work / Nose Work
- Tracking / Trailing
- Barn Hunt
- Earth Dog
- Field Trials
- Search and Locate
- SAR (Search and Rescue)
- MAR (Missing Animal Response)



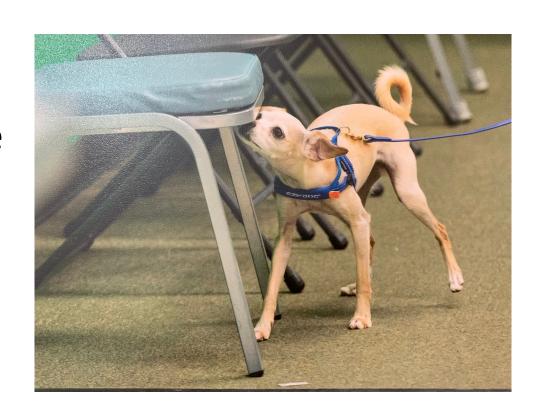






K9 Nose Work

- Build confidence
- Reduce stress
- Practice anywhere
- Minimal equipment
- Low physical impact
- High mental exercise









Scentwork

- www.nacsw.net
- <u>https://k9nosework.com</u>
- https://www.akc.org/sports/akc-scent-work/
- <u>www.uscaninescentsports.com</u>
- <u>http://www.k9cpe.com/cssevents.htm</u>
- https://www.barnhunt.com/index.html
- https://www.akc.org/sports/earthdog/

Tracking & Hunting

- https://www.akc.org/sports/pointing-breeds/field-trials/
- http://nasda.dog/trailing-and-locating
- https://www.akc.org/sports/tracking/







SAR (Search & Rescue)

- Human SAR
- Pet SAR
- MARN (Missing Animal Response Network)
- Professional Pet Trackers









Pulling

- Mushing
- Weight Pull
- Bikejoring
- Canicross
- Dog Scootering
- Carting
- Skijoring









Carting

https://k9carting.com/

Skijoring

 https://www.neewadogs.com/pages/ skijoring

IWPA (International Weight Pull Association)

• http://www.iwpa.net/About_Us.html









Water

- Dock Diving
- Dog Surfing
- Swimming









AKC Dock Diving

 https://www.akc.org/sports/title-recognitionprogram/dock-diving/

NADD (North American Diving Dogs)

https://northamericadivingdogs.com/

Dock Dogs

https://dockdogs.com/









Racing

- Lure Coursing
- Breed Specific Racing
- Oval Track Racing
- Sled Dog Racing









ASFA (American Sighthound Field Association)

https://www.asfa.org/

AKC Lure Coursing

 https://www.akc.org/sports/coursing/lurecoursing/

Southern California Lure Coursing

https://socalcoursing.org/









Herding

- Herding
- Treibball











AKC Herding

https://www.akc.org/sports/herding/

AHBA (American Herding Breed Association)

http://www.ahba-herding.org/

ATA (American Treibball Association)

 https://www.facebook.com/americantreibbal lassociation

NATE (National Association of Treibball Enthusiasts)

https://www.nationaltreibball.com/







Obedience

- AKC Obedience
- AKC Rally
- AKC CGC

AKC Rally

• https://www.akc.org/sports/rally/

World Cynosport Rally

• https://apdt.com/apdt-rally-transitions-cynosport-apdt-rally/









AKC Canine Good Citizen

- STAR Puppy
- Basic (CGC)
- Community Canine (CGCA)
- Urban Canine Good Citizen (CGCU)

The CGC is often a prerequisite for many therapy dog organizations.

• https://www.akc.org/products-services/training-programs/canine-good-citizen/training-resources









Protection

- Schutzhund IPO / IGP
- French Ring
- Mondio



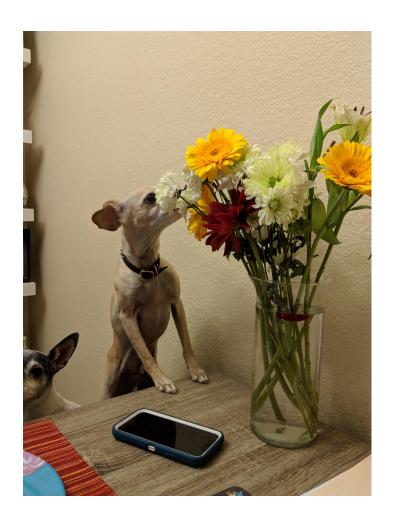






Other

- Agility
- Canine Fitness
- Walking
- Disc Dogs
- Flyball
- Parkour
- Canine Freestyle
- Tricks









Other – Agility: CPE Speedway

- Flatwork only
- Distance
- Impulse Control









AKC Agility

https://www.akc.org/sports/agility/
 Note: Agility is listed under
 Companion Sports on AKC website

UKC (United Kennel Club)

• https://www.ukcdogs.com/
NADAC (North American Dog

Agility Council)

https://www.nadac.com/

USDAA (United States Dog Agility Association)

• <u>https://www.usdaa.com/</u>

CPE (Canine Performance Events)

http://www.k9cpe.com/

CPE Speedway

• <u>http://www.k9cpe.com/swevents.htm</u>









Other – Flyball and Disc Dogs

AKC Flyball

• <u>https://www.akc.org/sports/title-recognition-program/flyball/</u>

U-FLI (The Ultimate Dog Sport for Family and Fun

• https://www.u-fli.com/

NAFA (North American Flyball Association)

https://www.flyball.org/

Disc Dogs

• <u>https://www.akc.org/sports/title-recognition-program/disc-dog/</u>









Other - Parkour

https://www.dogparkour.org/









Other – Canine Fitness

AKC FIT DOG

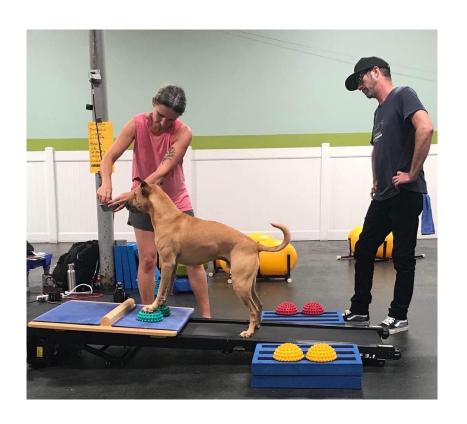
• <u>https://www.akc.org/sports/akc-family-dog-program/akc-fit-dog/</u>

AKC FIT DOG INSTRUCTOR

• https://www.akc.org/sports/akc-family-dog-program/akc-org/sports/akc-family-dog-program/akc-fit-dog/announcing-new-akc-approved-fit-dog-instructor/

Dogs4motion Academy

• <u>https://dogs4motionacademy.com/fundamentals-course</u>









Canine Fitness - Walking

AKC TURKEY TROT

- Fitness is important
- Safe activity
- Improves muscular strength
- Improves circulation
- Improves memory
- Helps weight loss
- Increases energy
- Helps with sleep
- Reduces stress
- AKC FIT DOG club online <u>FIT DOG Club Application</u>
- Inquiries: <u>FITDOG@akc.org</u>









Other – Canine Freestyle

World Canine Freestyle Organization

https://www.worldcaninefreestyle.org/

Canine Freestyle Federation

• https://canine-freestyle.org/









Other - Tricks

AKC Trick Titles (5)

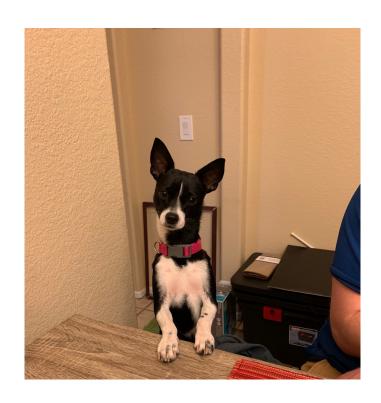
www.akc.org

Do More With Your Dog (DMWYD)

• <u>www.dogworks.ca</u>

Dog Talent Association

• <u>www.dogtalentassociation.com</u>









How to ADD a Dog Sport

- Add a teaser / sneak preview
- Add a game at the end of a basic class
- Add one new obstacle each week
- Demo and teach a weekly trick
- Couch potato training
- Living room agility









Business Side of Dog Sports Retention Rate (RR)

- Used to count customers and track customer repeat activity
- Increases as a result of adding dog sports
- My experience Almost half of students return
- Opportunity to cross/up sell existing customers







Business Side of Dog Sports Customer Lifetime Value (CLV)

- The monetary value of a customer relationship
- It's about long-term relationships. People will have their dogs for an average of 15 years.
- Pet parents have other dog friends which is a great referral base.
- Dog sports by nature inspire customer engagement (Monthly classes versus one series)







Business Side of Dog Sports Return on Investment (ROI)

- Minimal up front costs
- Able to reuse supplies
- Repurpose current equipment / locations
- Maximize revenue opportunities







Thank you

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Presentation slides contain links to a variety of dog sport organizations and activities







