

# Sales Page: Dog training

Headline:

## **Train your new dog in 6 weeks!**

For new dog parents, train your dog to listen and obey with the support of a certified trainer and dog-friendly community. Right in your own home on your own timeline.

Subheading:

**Learn how to train your dog with step by step, guided expertise. Grow your bond and have a well-behaved dog in 6 weeks for the convenience and comfort of your home.**

Body:

### **Results:**

This virtual, on-demand training gives you the steps and tools to train your dog, *on your terms*. **SAVE TIME AND MONEY** by training your dog at home, **AND** build a bond that will last a lifetime!

How do I do this?

I will train a dog, from brand new to a 6 week course graduate, at the same time you are training your dog! I won't be using a dog that has been trained for 6 years. She will be brand new, just like yours.

We will go step by step through the process so you can see the progress both on screen and with your own furry companion.

Goals:

By the end of the course, your dog will be able to

- Sit
- Stay
- Lay Down
- Come
- Leave it
- Heal

You will be able to

- Confidently walk your dog anywhere
- Brag about your dog
- Confidently continue to train your dog

Most importantly, you and your dog will have developed a relationship that will last a lifetime.

Common Questions:

*Well, I could just go to a class or do it myself?*

Sure, you absolutely could.

But this is what will probably happen.

You will overpay for a group class where you and your dog are never really instructed and your dog spends 6 weeks learning just one skill.

Not to mention, those classes are often taught by untrained, self proclaimed trainers, with no real certifications.

**OR**

You will watch Youtube videos and try to copy what they do because holy cow did they make it look easy. I mean, that puppy started to sit **every time** in like **7 minutes!**

But then that just doesn't happen with your dog. It's like you were missing a step (or several days of training).

The result?

You and your dog both end up frustrated and not trained. You don't have a bond and you've just wasted money and/or time.

### **Why THIS is the perfect solution:**

I will give you the step by step guide to train your dog. I take all the guesswork out of the equation and give you easy to follow instructions with several examples of how to complete each task. Instead of worrying about what you should do next, I'll tell you.

You are busy enough. Take the stress out of figuring out what and how to train this new member of your pack. These classes will make it so easy, you will actually enjoy it. If you aren't stressed, your dog won't be stressed.

All at the same cost as your weekly group sessions.

### **About Me (Client)**

Hi, my name is Lelani Phelps and I am a certified (CCTPD) dog trainer who has over 10 years of experience working with dogs of all sizes and breeds.

You may have seen some of my work on TV commercials like Apoquel and Frontline. Most of my training experience has been with individual clients who want their special friends to be confident and happy.

For ten years, I have helped clients build lifetime bonds with their dogs while training. I use only humane, positive reinforcement techniques that make training easy and fun for both humans and dogs.

I've grown up in an animal family. I was raised on a farm in Iowa and trained dogs from a young age to compete at 4-H events. I won the blue ribbon 4 times! Becoming a certified dog trainer was the logical next step for me.

I've worked with lots of animals but my favorite are dogs. I love working with dogs and new owners to establish that initial bond so both are in love.

### **Detailed Features:**

- Virtual Lessons with transcripts and infographic instructions
- Calendar with check marks for completion
- Recommended training tools
- Online Community for 24/7 support
- Weekly Live Meetings for group coaching calls
- Bonuses
- Extra tricks for the advanced student
- Suggestions for struggling pups
- Optional: One-on-One Coaching calls
- With more added every day

### **Testimonials**

*"I always wanted a dog. I never really thought about the training part."*

Lelani's training is a must for any new or experienced dog owner. I had always wanted a dog. I asked for one for Christmas or my birthday every year and my parents always told me no. So naturally, the second I could afford one, I got an adorable mini australian shepherd and named her Dottie. Well, I learned quickly that training was going to be more than I could handle with a full time job. I looked into those group classes at the petstore but they conflicted with my work schedule or were offered to late in the evening. I found this course and knew instantly that this is what we needed. I signed up and within one week, Dottie was listening to me better. Within three weeks, she had finally learned to sit, stay and lay down! As an official graduate of this course, Dottie is the best behaved dog in the park and we've started learning a few special tricks! Buy this course! You and your dog will love it!

-Melanie and Dottie, 2023 Graduates

*"Cost effective, time saving and efficient"*

My wife and I got a dog for the kids and I knew right away that I wanted to get the dog trained. Before we brought Gunnie home, we looked into private, individual lessons but there was no way we could afford that and still feed the kids. So, after a little research, we found this course. It became a fun family tradition to watch the video together and then work with Gunnie. Now, our little furbaby is trained and a fully bonded member of the family. Save money, save time, save the headache and buy this course.

-Dave, Sara, Heather, Mark and Gunnie, 2022 Graduates

## **FAQ's**

How long should every session take?

*Each video is no longer than 10 minutes. The training session is recommended to be at least 30 minutes.*

How often do I have to train?

*Daily for at least 30 minutes a day. You can absolutely do multiple sessions but I recommend only training in 30 minute chunks. Any longer and your dog will get bored and frustrated.*

Can my child help with the training?

*Of course! Realistically, the adult will be in charge of the training but we encourage parents to have their older children (6+) help train their new dog.*

Can I use this training on my older dog?

*Despite the saying, old dogs can learn new tricks. It might take a little longer but you can absolutely do this training with your dog.*

***If your dog already knows the basics, this training is not for you!***

### **Who it's for**

This is for anyone with a new dog that wants to bond while training them to be the best dog they can be. You are willing to set aside at least 20 minutes a day to work with your dog on a specific skill. You want to train them but you don't know how, can't afford private lessons and don't have time to go to a weekly group class where you learn next to nothing.

You want to be a good dog parent and want to be successful for both your and your dog's sake.

### **Who it's not for:**

Anyone who expects their dog to train themselves, who is not willing to put in the time with their dog or has a dog who is already trained. This class is for beginners only.

Why take action now: You only have a limited time when you get your dog to build a bond that will last a lifetime and build that trust. With these tools, you will be able to cultivate that bond and have the goodest boy or girl in the entire neighborhood.

**Value:**

Private, In home, Planned 6 week lessons: \$140 per session or \$5,880

Online Community Support: \$100

Group Coaching Calls: \$75 a call or \$450

Bonus Classes: \$140 a piece (Current offering \$840)

Total: \$7,270

Your Price:

\$799 for lifetime access