



Hello Fellow Dog Lover!

Thank you for your interest in becoming a Dogsafe® Authorized Instructor.

My vision for the Dogsafe® Authorized Instructor Program is to expand the Dogsafe® courses across Canada, the United States and beyond, so that all dog owners and dog professionals can have access to first-class education. In order to do that, we are looking for fabulous people for Dogsafe® Authorized Instructors.

Just like you, “Kim” is also interested in the Dogsafe® Authorized Instructor Program. Please join us below as we have a discussion about the Dogsafe® Authorized Instructor and I hope that it will give you a full understanding of what the program includes as well as more about Dogsafe® as an organization.

Once you have reviewed the following pages and would like to proceed to the next step, please call me at 250-325-0855 or email [info@dogsafe.ca](mailto:info@dogsafe.ca) to request an application form. Do not hesitate to contact me directly if you have any questions and I look forward to speaking with you soon.

PS. If you want a quick summary of what’s included and costs, you can scroll to the checklist at the end of the document.

Cheers,

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## DOGSAFE® CANINE FIRST AID CORE VALUES

“You emphasize the importance of the Dogsafe® Authorized Instructor Program being a ‘good fit’ for both of us, so I guess my first question is, what is the Dogsafe® Canine First Aid organization all about?” asks Kim.

“Great question, Kim. I strongly believe that for the fit to be right, for you, me and all the other instructors, we must share core values. I created Dogsafe® Canine First Aid to maximize canine first aid and safety awareness for everyone involved with dogs. I outlined seven core values, in no particular order, which guide me personally, and therefore guide the vision of Dogsafe® as an organization. I am looking for people to join as Dogsafe® Authorized Instructors who not only agree with these core values but who live them personally,” I explain.

“First, and probably the most important, is **positive environment**. I am looking for positive minded people to join as Dogsafe® Authorized Instructors. Complainers need not apply! We are big believers in the power of words and we all do our best to avoid the words don’t, not and no,” I explain. “And we like to focus on what people are doing right, rather than what they are doing wrong, if anything, classic positive reinforcement at its finest.”

“Second, is **integrity**. We believe in fairness and honesty in business relationships involving Dogsafe® Authorized Instructors, students, suppliers and the general public. We believe in making commitments with care and following through on these commitments.”

“Ok, yes, I definitely agree with both of those,” agrees Kim, “what is the third core value?”

“Third is **leadership**. We believe in innovative ideas and approaches to the business of canine first aid and safety while maintaining quality and excellence,” I explain.

“The next value is **client-focused**. We believe that our clients, or students, are the essence of our business and strive for excellence in all aspects of our customer service delivery. Dogsafe® emphasizes the little things for learning success and student satisfaction and students can’t wait to tell others about you,” I say. “I truly care about our students and this caring is not something I can teach new instructors. You either have this quality in your true being, or you don’t, and either way, this reflects in your teaching.”

“The next core value is **growth**. We believe in continuously seeking new opportunities for expansion. Let’s be flexible, let’s try new things, let’s get creative and think outside the box,” I explain. “And **profit** is the sixth core value,” I start to say.

“But, I love dogs and I just want to help people, I’m not doing this for money,” interrupts Kim.

“I totally hear you. Many people believe that you can only do things for either love, or money. I believe that we can all do what we love *and* operate a successful business. My love of dogs is why I got interested in a dog business in the first place. I also strongly believe that professional canine educators are more than just hobbyists and can be respected professionals, even if only teaching part-time. A canine first aid instructor needs to continuously educate themselves professionally, by attending canine behaviour conferences, by studying the latest canine behaviour and first aid books

and more. This investment as a professional requires money, money that can be gained by charging fair and appropriate fees. And finally, profits also allow us to make generous donations. The more you earn, the more you can donate,” I explain.

“Ok, yes, I never saw it that way. I do want to be considered a professional. I guess I could always donate some spaces in my classes to non-profit organizations,” states Kim.

“Absolutely and that relates to **generosity** which is the last core value, but certainly not last in importance. I believe in supporting non-profit organizations and encourage regular donations to various dog organizations locally, nationally and internationally. Dogsafe® has also created many community programs, like our Dogsafe on the Streets Community Project and our Canine Heatstroke Awareness and Responder Network community project, that are given away for free in order to improve the lives of all dogs,” I explain.

“And I guess the generosity is not just about monetary donations, but it also works within the Dogsafe® network of Authorized Instructors. We can show generosity by sharing ideas, knowledge and especially support,” Kim says excitedly.

“Most definitely. We are better as a team, than individuals,” I say.

“This is excellent since I like the idea of operating independently yet still have support when I need it. I can see how we could be a good fit,” says Kim, “What exactly is the role of the Dogsafe® Authorized Instructor?”

#### ROLE OF THE DOGSAFE® AUTHORIZED INSTRUCTOR

“Dogsafe® Authorized Instructors provide canine first aid education with our set course curriculum. Whether providing public or private group courses, Dogsafe® Authorized Instructors have a desire to provide the highest quality education possible,” I explain.

“This is not a franchise then, right?” asks Kim.

“Right, Dogsafe® is not a franchise and Authorized Instructors are not franchisees or employees or partners. You are Authorized Instructors of the Dogsafe® course curriculum only,” I emphasize.

“Ok, so because I am a dog trainer too, I would operate under my own business name in accordance with provincial, state and/or federal requirements and would then promote that I am a Dogsafe® Authorized Instructor, I get it” says Kim. “And do I have to re-certify every three years like Dogsafe® students?”

“Yes, we do feel it is important for your own skills development and also to demonstrate to the public that we have high standards for Dogsafe® Instructors so they in turn can be confident about their own education,” I say. “So currently, we require Dogsafe® Authorized Instructors to complete a recertification process which includes successful completion of a written exam and live Skype session.

“Okay, I see that,” says Kim. “This is looking like a fantastic opportunity. What else do I need to know?”

#### DOGSAFE® WEBSITE

“We are extremely proud of our Dogsafe® Authorized Instructors, and you will be listed on the Dogsafe® Canine First Aid Authorized Instructors webpage and Find A Course webpage, both of which will have links back to your own company website if you have one,” I explain.

“Oh that’s awesome,” says Kim.

“A lot of new students are referred to Dogsafe® thru word of mouth and internet searches. The Dogsafe® website and our search engine optimization (SEO) have been very successful in obtaining new students,” I say.

“Oh, that’s excellent. I do love the Dogsafe® website,” says Kim. “Tell me, what else will I get as an Authorized Instructor?” Kim asks excitedly.

#### DOGSAFE® STATIONERY and CLOTHING

“A huge part of the success of Dogsafe® Canine First Aid is the professionalism displayed through company branding, including graduation certificates, business cards, brochures, thank you cards and clothing that displays the Dogsafe® Authorized Instructor logo. It is the little things that create long-lasting impressions. We provide all the digital files so you will be able to have business cards, brochures, posters and certificates printed in your own community at a printer of your choice as well as get your favorite clothing embroidered or logo on your car,” I explain further. “We also supply a Dogsafe® Authorized Instructor logo that you may simply add to your existing business card.

“That’s perfect, I love the Dogsafe® logo,” says Kim. “Ok, I’ve got the customized stationery for branding and marketing. What else?”

#### EQUIPMENT AND SUPPLIES

“We will supply a complete list of required and recommended training and student equipment so that you may purchase direct from your choice of suppliers when you are ready. We pride ourselves on our effective course equipment and believe strongly in providing individual canine training manikins for every student. While investing in individual canine manikins is not a requirement to becoming an Independent Instructor, we feel that they provide the best learning environment for students, so you will need to have a minimum of one manikin to complete your distance education requirements and you will need to provide one manikin per two students in your classes, so for example, you may start with three manikins for a class of six students. The cost of the manikin is not included in the program fee but you can order direct from the manufacturer which saves you money,” I explain. “We also provide Power Point and video files, included in the program as we feel that they are essential for learning and students always comment on the great video clips that accompany the material,” I emphasize.

“Oh, I totally agree, I loved the manikins and video clips!” says Kim.

“The Dogsafe® course manual, Dogsafe: Everything Your Dog Wants You to Know in an Emergency, is required to be purchased from Dogsafe® Head Office and given to each student participating in the Dogsafe® Canine First Aid 101 course. As a Dogsafe® Authorized Instructor, you purchase these course manuals directly from Dogsafe® Head Office,” I explain.

“The course manual far exceeded my expectations,” says Kim. “What else do I need to know?”

“There are some essential re-usable training supplies that you are required to have for each student and you would purchase this equipment anywhere you choose in your city or online. These supplies include first aid supplies like gauze rolls, gauze pads, triangle bandages and plush dogs. We have a detailed list and even how to make the fake guts and eyeballs that are a class hit,” I explain.

## MARKETING MATERIALS

“Students hear about Dogsafe® thru word-of-mouth referrals, internet searches, they’ve picked up a business card, seen us in the media or met me at a community event. At the beginning, it is about getting your name out there in any way you can,” I say.

“We make it easy for new Dogsafe® Authorized Instructors by providing digital Dogsafe® marketing templates at no extra cost,” I explain, “such as Top Ways That Dogsafe® Can Assist Dog Professionals and Dogsafe® brochures and posters that you can get printed at a printer of your choice.”

“That’s a big help and will make it easier for me to approach people,” says Kim.

“And, we also have Dogsafe® Head Office media releases that will be sent to your local newspapers, radio and TV stations to create more exposure for Dogsafe® which will increase student referrals to you. When companies are featured in the media, they are portrayed as the experts by potential clients and Dogsafe® has been featured on TV, radio and numerous newspapers as the experts in canine first aid and safety training,” I explain.

“Wow, that’s great, I always wondered how businesses get picked to be written about in newspapers,” says Kim “and what about the Dogsafe® blog?”

“Yes, I write articles for leading industry publications such as the Association of Professional Dog Trainers Chronicle of the Dog magazine and for our own Dogsafe® blog that covers a variety of canine first aid and safety topics and stories. Students can subscribe by email and it is a great way to keep your students thinking of you on a regular basis. We also maintain popular Facebook and Twitter pages.”

“That’s awesome. Is there an extra charge for this extra marketing exposure?” asks Kim.

“The blog and social media, along with the website listings for Authorized Instructors and student referral program is part of the Dogsafe® Authorized Instructor Network annual fee,” I explain.

“Again, more great ideas as I know one of the best ways to keep my business successful is to maintain contact with existing clients,” says Kim, “I love it, tell me more!”

## SUPPORT AND NETWORKING

“As a Dogsafe® Authorized Instructor, you are now a member of the Dogsafe® Authorized Instructor Network and your membership gives you the added benefit of having a ready-made instructor network to problem solve a student situation or simply to share your excitement about a great accomplishment,” I say. “Or if you want more in-depth personal business coaching, that is also available at an extra fee.”

“I can see how that would be helpful. I talk a lot about dogs and I’m sure my friends and family would like me to have another outlet to do so,” laughs Kim.

“You bet, we are all dog people who ‘get it’,” I laugh. “Many Dogsafe® Authorized Instructors have said that it is this support that really makes the Dogsafe® Authorized Instructor Program outstanding.”

“Ok, what kind of instructor training do I get?” asks Kim.

## DOGSAFE® INSTRUCTOR DEVELOPMENT PROGRAM

“We are selecting people who already have teaching experience and extensive knowledge of canine behaviour as a minimum background so the Dogsafe® Authorized Instructor requirements can be completed by distance education,” I explain. “All distance education materials are included in the Dogsafe® Authorized Instructor program except a few extras including a plush dog, a canine manikin and the Language of Dogs DVD by Sarah Kalnajs.”

“Because I’m just starting my professional dog career, I feel I have so much more to learn about canine behaviour,” asks Kim.

“I like that you understand that knowledge is on-going. We are looking for people who share that same attitude and want to continuously expand their knowledge base,” I explain. “The Dogsafe® Instructor Manual includes detailed, step-by-step course curriculum for Dogsafe® Canine First Aid 101,” I explain. “Plus four-and-a-half hours of video that shows a Dogsafe® Canine First Aid 101 class in its entirety,” I explain. “The eLearning distance education includes written assignments that you submit for instant review plus live hands-on, video sessions where you bring it all together and practice your instructor skills and knowledge with me on Skype.”

“Uh oh, that sounds a little intimidating,” says Kim.

“I can see how it might, but it’s a safe place to make mistakes and improve your skills and I’m here to work with you so you are successful,” I say. “It might sound challenging at first, but it is really effective and the feedback has all been positive, we really do have fun.”

“The other component is the Dogsafe® Operations Manual which is a detailed manual that explains the what, where, why, who and how of offering a Dogsafe® Canine First Aid course. This includes tips on finding classroom space, how to use the registration forms, confirmation forms, how to participate effectively in a community event, how to use the marketing materials, how to operate successful group courses and so much more. Essentially, anything and everything that is Dogsafe® related has been meticulously documented for your use.” I explain.

“So I don’t have to fly across the country to attend an instructor training program?”

“No, remember, we are selecting people who are already skilled in teaching and canine behaviour so we have confidence that you already know the minimum requirements to become a fabulous Dogsafe® Authorized Instructor. I have therefore designed the Dogsafe® Authorized Instructor Program to be effective as a distance education, online eLearning, option to teach you the particulars of our courses,” I explain. “And you also have on-going phone or email support from Dogsafe® Head Office.”

“Ok, those are great options,” says Kim. “I just thought of another question, what if I start as a Dogsafe® Authorized Instructor in one city but move to another?”

#### AUTHORIZED INSTRUCTOR LOCATIONS

“Our goal is to have Dogsafe® Canine First Aid courses available worldwide and Dogsafe® Authorized Instructors are not limited from teaching in a variety of locations,” I explain.

“Can there be more than one instructor in a city?” asks Kim.

“Yes, because we are not a franchise, and with no expensive franchise fees for territory designations. There are millions and millions of dog owners and dog professionals and they all need training in canine first aid. Some Dogsafe® Authorized Instructors may only target dog owners or canine sports clubs while others may target dog professionals or shelters and rescue organizations. Some Dogsafe® Authorized Instructors may only conduct in-house training of their employees or volunteers while others may only target their own dog training clients,” I explain.

“That sounds like great flexibility. And yes, controlled territories in franchises involve huge costs. I am getting really excited about Dogsafe®,” says Kim. “Speaking of which, I see the name is trademarked?”

#### USE OF THE DOGSAFE® NAME AND LOGO

“Yes, our Dogsafe® name and our Dogsafe® red paw are registered trademarks in Canada. I will supply digital files of the Dogsafe® Authorized Instructor logo that you may use when promoting and advertising your Dogsafe® canine first aid courses,” I say.

“There aren’t too many dog companies that I have seen with trademarked names, other than big franchises,” acknowledges Kim.

“You’re right. Why? Because it is a time-consuming legal process costing thousands and thousands of dollars. However, I am extremely proud of Dogsafe® and felt it was important enough to invest in the Dogsafe® brand as we expand,” I explain.

“That’s awesome. I want to be a part of a larger, respected company.” asks Kim. “I’m excited, so now the big question, how much?”

## DOGSAFE® AUTHORIZED INSTRUCTOR FEES

“If you are accepted, you can become a Dogsafe® Canine First Aid Authorized Instructor for a one-time investment of \$2495 CAD (approximately \$1950 US funds). If you are in Canada, GST or HST will be added, but if you are in the USA or other country, there are no additional taxes. The program fees can be paid in one payment, or we have a payment plan over three months or six months. In addition, we have an annual instructor network membership fee of \$20 CAD per month, or \$240 CAD per year plus applicable taxes, due annually each May 1<sup>st</sup> once you complete the eLearning program requirements (*pro-rated*). Lastly, there’s a requirement to re-certify your skills every three years which involves a written exam and a live Skype session, which matches the fee of the public Dogsafe Canine First Aid 101 course fee, currently \$149 CAD.”

“Wow, I get everything you’ve explained above for just \$2495? And even if I taught only one class a month, that would be over \$20,000 a year for teaching people how to help their dogs. Plus, I’d be teaching something I’m really passionate about and would truly make a difference to dogs. This sounds like a great deal, sign me up!” says Kim.

“Excellent. I think you will be a good fit for Dogsafe®, Kim, and thank you again for all your great questions.”

### **NEXT STEPS:**

#### 1. Application

Please email me at [info@dogsafe.ca](mailto:info@dogsafe.ca) to request the application form.

#### 2. Skype Meet-Up

We use Skype throughout the program. Once you’ve completed the application, email it to [info@dogsafe.ca](mailto:info@dogsafe.ca) and let us know your availability to schedule a time for a Skype meet-up to review the application and get to know each other even better.

#### 3. Dogsafe® Authorized Instructor Agreement

Once you are accepted into the Dogsafe® Authorized Instructor Program, an Agreement will be emailed to you, within one week. This Agreement shall be reviewed, signed and returned with payment (or payment schedule set up) within two weeks. Once your payment is received, your Dogsafe® Authorized Instructor eLearning materials will be accessible online and additional materials may be shipped to you.

#### 4. eLearning Verification



There is currently a 7-month deadline for completing the program. Once you have completed, submitted and successfully passed all the eLearning education requirements, you will submit a verification document to Dogsafe® Head Office and then you will receive your Dogsafe® Authorized Instructor certificate, final digital files and are ready to instruct your first class!

## **SUMMARY OF DOGSAFE® Authorized Instructor Program Costs**

<b>ITEM</b>	<b>INCLUDED</b>	<b>APPROX. EXTRA</b>
<b><u>REQUIRED ITEMS</u></b>		
Dogsafe® Canine First Aid eLearning Instruction	√	-
Dogsafe® Canine First Aid 101 Instructor Manual (Downloadable PDF ready for printing)	√	-
Dogsafe® Operations Manual (Downloadable PDF ready for printing)	√	-
Dogsafe® Canine First Aid 101 student course manual (one)	√	-
Dogsafe® Canine First Aid 3-disc DVD, 4hr 30 min	√	-
Dogsafe® stationery PDF files		
Dogsafe® business cards	√	-
Dogsafe® course completion certificates	√	-
Dogsafe® Authorized Instructor jpeg/pdf logo	√	-
Dogsafe® marketing materials/ programs	√	-
Dogsafe® brochure (customizable with your info)	√	-
Dogsafe® posters (customizable with your info)	√	-
Media releases sent from head office	√	-
Dogsafe® Student Referral program	√	-
Dogsafe® Authorized Instructor website listing	√	-
Dogsafe® Instructor PDF / video files	√	-
Dogsafe® Instructor course “wall cards”	√	-
Dogsafe® Instructor video files	√	-
Dogsafe® Instructor checklists	√	-
Email and phone support specific to program	√	-
Premium one-on-one business coaching	-	\$75/hour
Language of Dogs by Sarah Kalnajs DVD ( <i>available online</i> )	-	\$50
Min. of 1 CPR manikin per two students ( <i>price subject to change</i> )	-	\$275 US ea
Plush dogs for each student	-	\$5-10ea
Student first aid supplies ( <i>initial set-up</i> )	-	\$15-20ea
Chairs, tables, laptop, projector, etc	-	varies
<b><u>ON-GOING FEES TO DOGSAFE HEAD OFFICE</u></b>		
Student course manuals ( <i>S&amp;H via Canada Post not included</i> )	-	\$13-\$15ea
Dogsafe® Authorized Instructor Network fee	-	\$240/year
Instructor re-certification every three years (fee as public course)	-	\$149
<b><u>EXPANSION AND ADDITIONAL COSTS</u></b>		
Wholesale products (Dogsafe pet alert stickers, kits, DVDs)	-	varies

**RETURN OF INVESTMENT:** The initial investment for the Dogsafe® Authorized Instructor Program is \$2495 CAD+*applicable taxes* and the revenue for each Dogsafe® 101 class is \$1788 (*12 students x \$149*).

**\* PLEASE NOTE:** all fees are in Canadian dollars. We are constantly improving our program and changes to our registration fees reflect these improvements and therefore fees are subject to change without notice. If the registration fees change prior to request and submission of an application, quoted fees will be honoured for a maximum of 30 days after you had received this document. In other words, if our program looks like a great fit for you, let's move forward without delay!

\* v.8 Effective May 1, 2016