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Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

HOW TO TEACH THE "SEND AWAY"!

By Adam G. Katz

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Hello Adam.

I would firstly like very much to thank you for the fantastic information in the book! Wow! It has made the training of our new dog so much easier than I could possibly expect!

I live on a small farm in Victoria Australia and am currently in the process of training our new dog "Toby"(a border collie). I think we maybe have a head start as he is quite smart and soft natured but the techniques in you book work a treat and I find I hardly have to do anything to maintain a healthy working relationship with him. I do however get frustrated at people who I try to explain why he is so well behaved and happy etc.. etc... when they think I am some kind of dog basher!?? The comments have even been "He is a lovely well behaved dog but I've heard about your training techniques (with negative intonation!)."

I don't understand why people can't see that this way you can train a behavior in minutes and with only one or two corrections rather than months or years of yelling at the dog for the same problem with monotonous inconsistency! (What they also don't know is that a correction for Toby doesn't need to be much to be motivational)

At least the dog knows! He is happy— well behaved— he can be inside safely without worry of disasters. He is quiet and confident—house trained—does sit/down (and stays down)/paw/crawl/bow/find/ and come from as far away as he can hear me(well come+down anyway, I haven't tried the others). He also is safe around our horses when we work them, as we have boundary trained him to the arena and will hold a down stay if needed elsewhere. And he is only five months old!! It is almost like magic!

Now for the Question. I struggled to come up with one as the basic principles seem to solve pretty much everything. I would like to know a good way to teach him to go away/back or to go left or right in a controlled way(sort of working dog stuff really). I don't know if this makes sense and it may sound unusual but it would be quite useful on the farm as well as fun and interesting for me and him (He seems to like jobs to do!)

I hope you can help me as I cant figure out a good way to do it? I would rather not use sheep to teach it as I am afraid he might then feel the need to work sheep or ducks or whatever at other times. Maybe this isn't a problem anyway as he doesn't misbehave. I wouldn't like to create a temptation though? (Besides I don't know what I am doing with working training anyway and wouldn't like to stuff it up!) Any

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suggestions would be well appreciated.
Sorry this is so long but I am really enthusiastic!
– Oliver.
Bacchus Marsh, Victoria, Australia.

Dear Oliver:

Set a plate with a cookie on it, off in the distance. (Point B).
Start a Point A, with the dog, and with a broad hand motion, point to the plate and say, "Go out."
Your dog will run in the direction you point, to the plate.
Gradually move the plate farther away.
Then find a shallow hill, and place the plate on top of the hill. Point, and do the same things as described above.

After you've been doing this consistently for several days, begin placing the plate "behind the horizon," but let the dog see you do it.
Next, do it again (after a few successful days) but don't let the dog see you put the plate out.
Repeat in a variety of situations, always using the same command.

To read more of my dog training ramblings, read about my book (click below): <http://tinyurl.com/4efaq>
Secrets of a Professional Dog Trainer!

Author, "Secrets of a Professional Dog Trainer!" which you can read more about
at:<http://tinyurl.com/4efaq>

Customers Will Teach You!

By Al Hanzal

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Customers Will Teach You!

The fastest and safest way to improve your small business is to create a business niche for yourself. Create a niche, promote your expertise, customers come knocking at your door and you make more profits.

If you will let them, your customers will teach you where to take your business. The strength of your small businesses is your ability to learn from your customers. You have constant contact with your customers. They will teach you how to make more profits in your business. They will show you where to create your business niche.

This 15 minute exercise uses five of your favorite customers. To complete the exercise, think about and remember the names of five favorite customers. Remember the buying process they had with you. Take a moment to write down their names.

Below is a list of reasons why customers buy products and services. For each of your five customers indicate what reason, (they may have two reasons), why the customers purchased from you.

Reasons Customers Buy from You

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- They bought because of my credibility
- They bought because of my guarantee
- They bought because of my solution to their problem
- They bought because of immediate gratification
- They bought because of the neatness of my business
- They bought because of my price
- They bought because of my convenience
- They bought because of my professionalism and expertise
- They bought because of other's opinion of my business
- They bought because of my customer service
- They bought because of my quality
- They bought because of my innovations
- They bought because of their great shopping experience
- They bought because of my brand name
- They bought because you made it easy to shop
- They bought because of my reputation

Market what's working!

As you look at the reasons you checked, what pattern emerges? What are the reoccurring reasons customers are buying from you? If these are the reasons why five of your favorite customers are buying from you, how can you promote these same reasons in your business, your marketing and your advertising?

The process is simple. (If you want to be more sophisticated, complete the same exercise using a larger number of your paying customers). You are taking what is successful and reproducing it, enhancing it, in other areas of your business. You take what's working with your favorite customers and broaden its scope to other parts of your business. This will help increase your profits. This is also the foundation for creating a business niche.

In this simple exercise, you let your customers teach you how to make more profits. They are also showing the direction in which to create your business niche.

If you want to learn more about the niche building process, you will want to read my free report, "Niche Building: More Profits with Less Effort". This report shows you how niche building can increase your profits with fewer efforts. It's free! Just click "reply" to this email or send me an email at Al@hanzal.com and on the subject line, put "Free Niche Building Report". I will send you the free report.

Next month, we will explore other aspects of business niche building.

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