



Leash Your Fitness!



**MUCH More Than Just a Fitness Class
With Your Dog!**



CLASS & EVENT MANUAL
Take Your Business To the Next Level!

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WELCOME!!

Thank you for purchasing our Leash Your Fitness Dog Bootcamp Manual. Our program, Leash Your Fitness, is now in its 5th year of operation. We were one of the first dog + people bootcamp programs in the United States and we are still the ONLY fitness company that offers a multitude of classes AND events.

We not only have FUN, we get RESULTS and we are excited to help you to get started in this rewarding business. The pet industry is a multi-BILLION dollar industry and with the rising rate of both dog and people obesity, there is no better time than now to create a business that will help BOTH people and dogs live healthier and happier lives. Now more than ever, people are BUSY! You need to offer your participants a SOLUTION to the problem: Do I exercise my dog or exercise myself because I do not have time for both. With our program, no matter where you live, there will be an option for you.

With your enthusiasm and excitement, your community will LOVE your program and spread the word to their fellow dog loving friends. Your program can be designed for any age or fitness level. The program can be added to your current programming or be your only business model. The options are ENDLESS and now that you have this manual, you can use the information available to create custom programs for your demographic.

Let's get started!!!!



About the Author

Dawn Celapino adopted her Cairn Terrier, Jack, in 2005. Her entire life changed that day! She fell in love and didn't ever want to leave Jack because he was so fun to be around. She began taking him to all of her corporate fitness accounts. When they no longer allowed Jack to come, then Dawn gave her notice. She did the same with her personal training accounts, she began to train all of her clients at their homes because they LOVED Jack! Most of them had dogs so she began incorporating their dogs in the workouts and they LOVED IT!! It saved time as they didn't have to walk their dogs and then workout! She started thinking that she may be on to something.

Dawn Celapino created Leash Your Fitness in 2009. The first classes were bootcamp style and they were every Sunday at a pet resort in San Diego. The concept took off and now, five years later, Leash Your Fitness offers bootcamp, trail running, upper body, lower body, and yoga classes. Plus, they offer hikes, kayaking, surfing, camping and other events that offer fund raising or social opportunities. Of course EVERYTHING that we do, our dogs are with us!



Dawn Celapino and Leash Your Fitness have been featured on a few TV and website shows including: Animal Planet, Natural Companions and many San Diego Local News Shows. They have also been in many publications including: *San Diego Pets Magazine*, *Dog World*, *Weight Watchers*, *San Diego Union Tribune*, *Women's Health*, *Fido Friendly*, *IDEA Health and Fitness Magazine*, *ACE Fitness Magazine*, and *Doggie Afficiado* as well as many on-line sites including: *San Diego Examiner*, *Health.com*, *empowHER.COM*, *veria.com*, *businessweek.com*, *healthscout.com*, and *palmbeachcoast.com*.

Certifications: ACE certified Group and Personal trainer, CPR/AED, Pet CPR/ First Aid, Wilderness First Aid.

Education: A.A. degree in Radiography, B.S. degree in Kinesiology.

Other: Additional certification classes in posture, gait, muscle balancing and nutrition. Has worked with people of all ages, fitness levels & with a number of disabilities.

Mission Statement of Leash Your Fitness

Leash Your Fitness is a team of professional fitness and training enthusiasts whose goals are to help you and your dog step outside of the traditional "dog walking" mentality and do other fun and fitness related activities together. We are here to create a safe and fun environment for you and your dog. Our family includes people of all ages, fitness levels and professions that have one thing in common—they love their dog and want to spend time with their furry friend. We believe in bonding with our dogs and learning from them. We don't discriminate on any dog breeds, colors, sizes or personalities. Our goals are to help you realize how smart your dog can be if you spend quality time with him/her and to help you reach your fitness goals by including all aspects of fitness into our program. Our approach is to introduce you to a variety of events and classes and surround yourself with positive and supportive people so that you are having so much fun that you don't even realize that you are working out!



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Why the Leash Your Fitness Model?

Why do YOU want to begin a doggy fitness class?

1/ **STAND OUT from others in your area.** After four years, we are STILL the only dog bootcamp classes in San Diego. NO other classes allow you to bring your dog and if they do, the dogs are tied on the sidelines. Our dogs are WITH US the entire time.

2/ **INCREASED REVENUE:** You can make this your full time gig or just add it to whatever else you are already offering. It is just another revenue stream that will bring in a whole new demographic to your business.

3/ **MEDIA EXPOSURE:** Your local news will LOVE YOU as you will be doing something new in your area. More and more people like to hear news stories about pet activities. We had to start turning down coverage as it was interfering with my clients & classes.

4/ **VERSATILITY:** You don't need any equipment to teach the classes except a dog leash so they can be taught anywhere!

5/ **EXPLORE YOUR AREA:** The best part about teaching a class outdoors is getting to know your area. I have found parks hidden away in neighborhoods, really fun trails and beaches that go on for miles! I would have NEVER have found any of these areas if I was working in a gym environment.

6/ **MEET NEW PEOPLE:** Whether you have a dog training or people training background, you will meet people in the opposite profession that will add value to your business and your life. I have met Victoria Stillwell, dog trainer on "It's Me or The Dog" and other really cool dog people who I never would have met just training people.

7/ **BRING YOUR DOG TO WORK:** The more you take your dog to work, the more you will bond with your pup. You can work on his/her obedience and learn from each other!

8/ **LEARN NEW THINGS:** If you are only training people or only training dogs you become focused ONLY on your profession. When you mix the two, you learn so much more and you would be surprised at how some things overlap!

9/ **EXPAND YOUR REACH:** You will meet so many people that are "afraid" of working out or "afraid" of going to a gym. People LOVE being with their dogs so they relax and will do more things that they would otherwise never try!

10/ **HAVE FUN!**

Testimonials from Leash Your Fitness class participants

What a few of our clients have to say about our program....

Leash Your Fitness not only offers different fitness classes, Dawn, the owner, also arranges other fun events. We've done kayaking with our dogs, gone on several hikes, had dinner on the Hornblower with the dogs. She also sets up education talks on things like eating healthy and how to prevent injuries. There have been dog trainers out to help with behavior issues. Leash Your Fitness is a great way to keep yourself and your dog's fit, meet new people and just have fun and I have lost 18 lbs since beginning which is a plus.

--Lois

Thanks so much for your guidance and enthusiasm. I'm so glad I got up the courage to try these classes--they have changed so much of everything for me.

--Bridget

As I was laying in bed at 4:30 this morning thinking about how sore I am going to be this week... :-)) I realized that it has been 2 years since I started LYF! My Dad died in December 2009 and in Jan 2010 I started a diet and exercise program. The exercise was basically walking and jogging. I lost some weight but then it stopped. Enter LYF in approx Feb of 2010. I'll never forget that first class by the playground...in the dark. You had us skipping, which I hadn't done in probably 25 years and doing push-ups on those benches, of which I could hardly do ANY!! I laughed so hard at myself and had such a great time. And Logan (then 3 years old) clearly LOVED it. The last two years have been so much fun! I love the workouts - I NEED the workouts! Running just isn't enough. LYF has brought consistent exercise and variety back into my life again! Thanks so much Dawn! I look forward to year 3 and many more!!

--Laurie

"I would like to also thank you for starting this new fitness idea where we can workout with our dogs. I have tried other avenues but never really enjoyed myself. I find working out fun now and think I have found something I'll stick with."

--Crystal

Learning Curve

We have 3 types of people that contact us when they hear about our program and want to start something similar:

- 1/ Dog Trainers
- 2/ Personal Trainers / Group Fitness Instructors
- 3/ Dog lovers that like to work out and want to start a business being around dogs

This manual is going to address all types of people so bear with us if some of the material is old news to you. The concept of working out with your dog is very new and we were one of the founding pioneers. After four years of being in business and trying different things, making TONS of mistakes and learning as we go, we are going to share with you what will work and why. Leash Your Fitness is the ONLY fitness program in the U.S. that incorporates so many different styles of dog fitness activities so we are certain that one will work for you and your demographic.

What this manual isn't? This manual is not a guide to teach you how to train your participants. You should have a qualified and experienced Group Fitness or Personal Trainer teaching your classes. It also isn't a dog training manual, you should have a good relationship with a certified dog trainer to help you with your classes and give you pointers and tips to help your dog's behave better in class. The guide IS a manual to give you ideas on how to run your business, make money and have fun doing it!

What qualifications are needed to teach our program?

- 1/ Certified Personal Trainer or Group Fitness Instructor is a MUST.
- 2/ Optional: Dog Trainer but dog knowledge is a MUST
- 3/ Certification in BOTH dog and human CPR

Starting a business

There are a few things that you need to do when starting any business; these are just a few things that you MUST do:

1. The first thing you should do when starting ANY business is have a plan. After reading this manual, start writing your business plan. It will help you think things through and get your financials in line. As a matter of fact, if you need a loan, the bank will want to see your business plan. You can download them on-line for free.
2. Decide on the name of your business. You must go to your local courthouse and register it and also check on USPTO.gov to see if the name is available. You may also want to Google it to see if anyone else is using it.

3. Buy the domain name and others like it. You may want to buy your name and if the name of your company is similar to something that sounds similar, buy it too!! You can forward it. I wish I would have bought Fitness Unleashed and Unleash Your Fitness but by the time I thought of it, they were taken.
4. Decide on the legal structure of your business. Are you going to be a sole proprietor, LLC or Partner. They all have their pros and cons so I would advise you to speak to your accountant or attorney regarding what is best for you.
5. Are you going at this alone, or do you need help (see chapter on team).

Chapter 1

Benefits of Exercising Outdoors

No matter WHERE you live, most of your clients probably spend the majority of their day inside under fluorescent lights. Educating them on the importance of getting outside, breathing fresh air and enjoying nature will make them WANT to come to your classes!

According to Tina Vindrum, owner of Outdoor Fitness, the benefits include:

- ✿ Increased level of serotonin, a neurotransmitter that helps regulate our mood. A study done at University of Queensland found that regular outdoor runners were less anxious and depressed than people who ran indoors on a treadmill, and had higher levels of post-exercise endorphins, the feel-good chemicals associated with “runner-high.”
- ✿ Exposure to nature reduces pain and illness and speeds recovery time. In a study of post-operative patients, those with a room with a view recovered quicker and required less pain medication than those whose rooms faced a wall.
- ✿ Being in nature reduces stress-related anger and enhances sociability.
A study done by Dr. David Lewis, the man who coined the term “road rage,” found that the scent of grass has a significant calming effect on out-of-control drivers.
- ✿ Depending where you live and what time of the day you exercise, the EPA even agrees that outdoor air is less polluted than indoor air. I witnessed this myself the year of the San Diego fires. When I went to the hospital to work, you could smell more smoke indoors than you could outdoors!

Sunshine

Doesn't it put you in a good mood when it is sunny outside? Of course it does!! Natural sunlight is a natural mood elevator and it is essential to good health. Most people need at least 20 minutes of light a day to increase their Vitamin D, which is essential to good health. You would never want to do an exercise class, especially with dogs, in the hottest part of the day but the morning hours when the sun is not at its most intense is the time to get the best benefits.

Space

We live between walls, most people work between walls, we shop between walls and our transportation is enclosed. Do you want to exercise between walls as well? Doesn't it feel good to be in the OPEN!? It is so good for your body to be able to

move around, run, romp and play with your dog without any barriers! Exercising inside does not give you that luxury no matter how big the area.

Fresh Air

Have you ever been inside all day and then walked outside to find that it feels like the first breath of the day? I don't know about you but I NEED fresh air! It just makes me feel ALIVE! No matter where you live, it is good to get outside and away from cars & buildings and just BREATHE! It will make you sleep better, fight off depression & anxiety and just put you in a better mood! If you start or end your day with a good outdoor workout, it will make your day complete!



Chapter 2

Fitness Components

Let's talk FITNESS!

How much do you know about fitness? Do you know that there are many facets to fitness? The ones that MOST people focus on are Cardiovascular Training, Muscular Training and Flexibility Training. Depending on your demographic, there are two other elements that are important as well: Balance and Mental Training. We are going to break down each component and educate you on the importance of each.

Cardiovascular Training

According to the American Council on Exercise (ACE) website, together with the respiratory system, the cardiovascular (CV) system is responsible for delivering oxygen and nutrients to the body's tissues, while at the same time removing waste such as carbon dioxide and other metabolic waste products. As fitness professionals, a significant portion of our focus is on increasing CV capacity, CV fitness, and CV health. Improving a client's CV function is a fundamental task for fitness professionals. If you have a client performing aerobic exercise, the greater their ability to get oxygen to the working muscles (through the CV system to the capillaries where it can be utilized) the longer the client can maintain the "aerobic" part of their exercise (otherwise known as the greater their Max Vo2 is).

There are several ways to get your cardiovascular training. Depending on your demographic for your particular class, you can do longer endurance type activities or High Intensity Interval Training (HIIT).

Endurance

Endurance training is great for people training for a marathon or other races or for any sort of long distance hike or event. It is also important for everyday things like walking for any length of time. The purpose of this type of training is to make your body more efficient so that you can exercise for longer periods of time before fatigue sets in. Some of the exercises that we use are our running classes and hikes.

What are the benefits of Endurance Training?

- ✿ Increases the number of mitochondria in your muscles which in turn will mean more oxygen
- ✿ Makes your heart pump more efficiently
- ✿ Makes your body more efficient at using fat for energy

High Intensity Interval Training (HIIT)

HIIT can be used many ways. It is basically intervals of high energy aerobic training with anaerobic training. This is the basis of our bootcamp, upper and lower body classes. This type of training works GREAT for the Leash Your Fitness classes because it works with all fitness levels, allows everyone to work at their own pace and works well with all types of dogs.

What are the benefits of HIIT?

- ✿ Significantly increased aerobic and anaerobic fitness
- ✿ Decreased fasting insulin and increased insulin sensitivity
- ✿ Reduced abdominal and subcutaneous (just under the skin) fat

Monitoring Heart Rate

No matter what form of cardiovascular conditioning you are performing, it is a good idea to monitor your heart rate. You do not need fancy equipment to do this. Your clients can use the Rate of Perceived Exertion (RPE) scale. The following is an example. Ask them between 0 – 10, how they are feeling. If they can easily carry on a conversation, then they are probably around a 5 or below. If they have to take a few breaths after every few words, they are likely at a 7. If they can't talk, then they are at an 8 or higher. Of course they can also wear a heart rate monitor and gauge their heart rate that way which is much more accurate. An easy formula to use to tell someone their target heart rate is the age adjusted formula, it is not the most accurate but it is the most widely used. You can help them figure it out by taking:

rating	description
0	NOTHING AT ALL
0.5	VERY, VERY LIGHT
1	VERY LIGHT
2	FAIRLY LIGHT
3	MODERATE
4	SOMEWHAT HARD
5	HARD
6	
7	VERY HARD
8	
9	
10	VERY VERY HARD (MAXIMAL)

$220 - (\text{clients age}) = \text{Maximum Heart Rate (MHR)}$

Depending on what you are trying to accomplish will depend on where you want your heart rate. Depending on your demographic and their goals will tell you how to structure their workouts. There will be a big difference in training between an athlete and a 50 year old office worker. If you are working with the over 50 crowd, I

wouldn't recommend pushing them into anaerobic zone, especially on their first class! I grabbed this from www.thewalkingsite.com:

TRAINING ZONES

Healthy Heart Zone (Warm up) --- 50 - 60% of maximum heart rate: The easiest zone and probably the best zone for people just starting a fitness program. It can also be used as a warm up for more serious walkers. This zone has been shown to help decrease body fat, blood pressure and cholesterol. It also decreases the risk of degenerative diseases and has a low risk of injury. 85% of calories burned in this zone are fats!

Fitness Zone (Fat Burning) --- 60 - 70% of maximum heart rate: This zone provides the same benefits as the healthy heart zone, but is more intense and burns more total calories. The percent of fat calories is still 85%.

Aerobic Zone (Endurance Training) --- 70 - 80% of maximum heart rate: The aerobic zone will improve your cardiovascular and respiratory system AND increase the size and strength of your heart. This is the preferred zone if you are training for an endurance event. More calories are burned with 50% from fat.

Anaerobic Zone (Performance Training) --- 80 - 90% of maximum heart rate: Benefits of this zone include an improved VO2 maximum (the highest amount of oxygen one can consume during exercise) and thus an improved cardiorespiratory system, and a higher lactate tolerance ability which means your endurance will improve and you'll be able to fight fatigue better. This is a high intensity zone burning more calories, 15 % from fat.

Red Line (Maximum Effort) --- 90 - 100% of maximum heart rate: Although this zone burns the highest number of calories, it is very intense. Most people can only stay in this zone for short periods. You should only train in this zone if you are in very good shape and have been cleared by a physician to do so.

Muscular Training

Many people who have dogs, especially older or out of shape people, only walk their dogs for their exercise. They are missing a CRITICAL part of their fitness program.



Weight training not only increases your metabolism which is critical in weight loss, it strengthens your bones which will decrease your chance of getting osteoporosis and improves your balance & coordination which will help prevent debilitating falls. It also helps with depression, better sleep, improved glucose control (which will help ward off diabetes) and arthritis relief (which will also help with back pain).

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According to the Centers For Disease Control:

“One 12-month study conducted on postmenopausal women at Tufts University demonstrated 1% gains in hip and spine bone density, 75% increases in strength and 13% increases in dynamic balance with just two days per week of progressive strength training. The control group had losses in bone, strength, and balance. Strength training programs can also have a profound effect on reducing risk for falls, which translates to fewer fractures.”

You do not need heavy weights or anything fancy to accomplish muscular strength. You can get amazing results with just your body weight and bands. You can also use suspension trainers, hand weights, balls, ropes and all sorts of other “toys”. Weight training can be really fun & rewarding as people “feel it” in their everyday lives when they are now able to lift up their kids, dogs, or groceries.

The American College of Sports Medicine (ACSM) says resistance training should be individualized, progressive in nature and provide stimulus to all major muscle groups. Progressive programs adapt to meet growing strength and performance ability. Beginners should perform 8-10 exercises that condition major muscle groups 2-3 days a week. Advanced exercisers should perform resistance training 3-4 days per week.

There are a few things to know about weight training:

- ✿ Work opposing muscle groups
- ✿ Work small muscles as well as large ones. Example: Rotator Cuff
- ✿ Maintaining good form is KEY to good results and SAFETY
- ✿ Work the concentric and eccentric phase of the exercise
- ✿ Make sure you exhale on the exertion part of the exercise
- ✿ Keep your core strong and tight
- ✿ Feel the burn and if you don't increase the resistance

Flexibility Training



What do athletes and newborns have in common? FLEXIBILITY. The number one thing that is required to prevent most injuries is flexibility yet it is one of the most overlooked aspects in most classes except for yoga classes. Many classes stretch for three minutes at the end of class or they just tell their students to “stretch on their own” which isn't going to happen because everyone is in a hurry to move on to the next part of their day. Flexibility is key to proper posture and if you have that, you will decrease many other injuries like back, hip and shoulder pain. Even headaches can be improved with proper posture because if your head is four inches in front of your shoulders because of your bad posture, your neck is doing a

lot of work that it does not need to do. Did you know that flexibility promotes improved circulation and healing?

According to Aaron L. Mattes in his book, “Active Isolated Stretching: The Mattes Method”, trauma, overuse and age are the most common causes of muscle tightness resulting in protective flexor postures.

For maximum results, stretching is a daily requirement but it is best to do with warm muscles. Dynamic stretching can be done at the beginning of class but isolated, static stretching should be done during and after class when the muscles are warm for safety and best results.

A few dynamic warm up stretches

- ✿ Walking knee hugs: Walk pulling each knee up to chest with arms
- ✿ Soldier Walks: Walking with extended straight legs
- ✿ Butt Kicks: Walk or jog bringing heels up to butt
- ✿ High Knees: Walk or run bringing knees up to chest
- ✿ Carioca: Moving laterally to your left, cross your right foot in front of your left, then step with your left, then cross your right foot behind the left/ repeat
- ✿ Side Shuffles: Shuffle laterally / repeat other side
- ✿ Torso rotations
- ✿ Heel or Toe walks

A few static stretches

- ✿ Quadriceps: Bring foot up to butt and hold pushing pelvis forward
- ✿ Hamstrings: Bend down and touch toes
- ✿ Triceps: Raise arm above head, bend elbow so hand is behind neck
- ✿ Chest: Bring both arms behind back and raise them as high as you can
- ✿ Calves: On a curb, keep heel on ground, put toes on the curb and lean forward
- ✿ Back: Standing, bend backwards and push hips forward
- ✿ Hips: Sitting on bench, cross ankle on other knee, lean forward

Balance Training



Did you know that over 90% of hip fractures in older adults are from falls? Our balance starts to deteriorate, for many reasons, as we get older. It is never too early to start to do balance training as we need it for everything. Even while walking you have to balance on one leg as the other leg swings through, which is why older people take shorter strides, sometimes “shuffling” because they do not have the balance to walk with longer strides. Falling isn’t the only reason to incorporate balance training; it will also help with posture, increased athletic performance and coordination. It is really easy to incorporate balance training into your workouts and it is really fun! You can use: rocks, stumps, roots, etc. to make your balance exercises more fun.

Remember when you close your eyes, any balance exercise will be more difficult! You can see improvements rather quickly and add different exercises to progress with no equipment needed!

A few balance exercises while standing on one foot:

- ✿ Extend leg in front, to side and/or back of body
- ✿ Spell your name with your foot while leg is extended in front of your body
- ✿ Flex at waist and touch the ground
- ✿ Do a one legged squat
- ✿ Airplane: flatten back with other leg behind body and both arms out to side
- ✿ Heel raise

Mental Training

A GREAT way to start and/or end class is with a visualization exercise especially if your clients have been at work all day. It is a very effective way to relieve stress. Visualize a world free of stress or that you are in your favorite spot whether it is on the beach, in the mountains or on the ski slopes! The key is to get your mind in a good place. Another great visualization exercise is to have your class visualizing what they want to look like, how far they want to run, how strong they are, etc. It is very powerful to get your MIND where your body needs to go. If your clients think that they CAN’T do something, then guess what? They are right!! Don’t allow them to say that word in class, always encourage them to try and make sure that their head is in the game!!



Donna is a 75 year old lady who originally came to our classes because she felt bad for her Yorkie, Harvey. He was not getting much exercise. She was scared of dogs and terrified of falling as she had just been in a terrible accident and had crushed her shoulder. Her husband would drive her to class and sit and watch because she was afraid to drive. The class took her under their wing and I gave her special attention. After one year, she was walking Ginger, one of our class pitbulls, (obviously no longer afraid of dogs!) doing modified push-ups and all of the other exercises the other gals were doing. She even drove AT NIGHT to our Holiday Party! We love Donna and how far she has come in her balance, strength and MENTAL training!

Chapter 3

Class Locations / Prices

There are many class types that work and in this chapter we will go over the different location settings, class styles and pricing.

When we began Leash Your Fitness classes there were regular bootcamp classes in all of the parks in San Diego. The city had a very irregular permit structure. Depending on which park you wanted to teach in, it could have been either a percentage of your income (which is very hard to prove) or a set hourly fee that was outrageous. Depending on which park you were at, the rangers may or may not enforce the permits so many instructors didn't pay them. A couple of the other bootcamp instructors and I got together and went to City Hall and we fought to get a permit structure that was consistent and affordable. They ended up charging a fair fee that was charged per quarter and we also had to prove that we had insurance. We are required to add the location to our insurance as an "additionally insured". It is much better now!!

Permits

Before you decide to set up shop in any location, make sure that you consult with the owner of the property or the governing body. There may be permitting issues that you need to contend with or the owner may expect you to pay "rent". You do not want to plan your classes, spend money on marketing materials and begin your classes to later find out that you needed a permit or worse yet, it is privately owned and the owner is not happy that you are there. We learned this the hard way. We began morning classes in a park and the very first class the Rangers kicked us out. It not only looks bad for you but you could be fined for trespassing. Plus, if you try to "sneak" and have classes in a park that you are not really allowed to be in, then you will not be able to market the classes correctly. From our experience, it is best to have permission and go through the proper channels to save yourself a lot of aggravation.

Rules

The number one rule: Are dogs allowed? If they are allowed, are there certain times or restrictions? One of the parks we teach at does not allow dogs between the hours of 9 a.m. and 6 p.m. so we have to make sure we teach in the allotted hours. Sometimes they are REALLY strict so don't cut it too close. If people like to come early and take their dogs for a little walk before class, you don't want them to get a ticket. Also, are the dogs allowed EVERYWHERE in the park. Believe it or not, one of the parks we teach, the dogs are only allowed on the sidewalks-not in the grass. There is one city in San Diego where dogs are not allowed in any of the parks so PLEASE make sure you know the rules before you plan on teaching anywhere.

Scouting

Before you teach in ANY environment, SCOUT the area. I can not emphasize this enough. You do not just want to wing it. Things can change by the day and even by the hour but you should at least have an idea of what the area is like. You should know where the trail goes, what the conditions are like and what the terrain entails. The last thing you want to do is take a group of beginners on a rocky trail with a steep elevation.

Another thing, get in the habit of arriving early and look for holes, dog poop, faulty equipment or areas that may be closed due to repair. You need to know if there are any downed trees, branches or flooded areas. Another thing you need to know, is there any one else in your area? We teach at a park where we pay for a permit but are not guaranteed any specific area. I have arrived to families having picnics, other instructors teaching or pick up football games going on. You HAVE to have a plan B at all times.

Locations

Large Field

If you have access to a large field, they work great and are wonderful for all fitness levels. Our original classes were in a large field at a pet resort. There was plenty of space to run around. The nice aspect of this location style is if you have less physical participants, they don't have to fight to keep up as everyone is in the same area. It is also GREAT for older, less fit or dogs that can't run do to health issues (i.e. pugs, bulldogs, etc.). If the field is privately owned, let the owner know that you can add them on to your insurance. You may be able to work something out to forgo rent. We referred a ton of people and brought a lot of attention to the resort through all of our marketing where we were so they did not charge us rent. Many ball fields will not allow dogs on them so again, make sure that you check the rules before setting up shop.

Parks

We love working out in the parks in San Diego. They are EVERYWHERE! Parks have a lot of advantages. People see you in parks, other people are out walking their dogs and see how much fun you are having and get curious. ALWAYS have cards on you as people will ask what is going on. Many parks will not allow you to put signs out but if they do, put something out with your info and cards so that onlookers know who you are. I have a large ad on the back of my car so that helps. Parks can have hills, sand, ramps, stairs, benches, tables, poles, and even gazebo's that you can utilize for your class. You have tons of options in parks. You can stay in one section or you can do a traveling workout where you start in one area and move around and

do exercises throughout the entire park. I would NOT recommend working out with the dogs in the playground area. The dogs are not usually allowed in the sand, the parents don't like it and you are setting up for disaster because sometimes kids and dogs do not mix. We stay AWAY from kids for many reasons but one of them is that they will interrupt your class to "pet" the dogs and usually the parents will not stop them.

Trails

Trails are fun to have classes on. You can do this in many ways. You can do a run class where you all start together and run to a certain point and then run back. This is sometimes challenging depending on the demographic of the class. There are many drills that you can do to keep everyone together. One of the motto's that we have is NOBODY is left behind. We never run ahead and leave the stragglers to catch up as you don't want any injuries, accidents or other health issues. Another way to have a class on a trail is to run to a certain point, stop and do exercises and then run to the next point. This is a great way to do it if there are many different fitness levels as it allows the faster people to have something to do while the slower people catch up. The instructor should carry a bag with first aid supplies and extra water.

Things to watch for on trails:

- ❖ Poison oak / ivy. Always bring a photo and pass it around so people know what to look for.
- ❖ Roots/ Fallen trees. Always look ahead to where you are going so you see if there is anything on the ground that you need to warn your group about. There may be a root system that will not only cause participants to trip but will be slippery when wet during the morning hours or after a rain. Sometimes there are trees that have fallen across the trail. Occasionally if the tree has been there for a while, there may be a trail built around it or depending on the size and your demographic (including the dogs) you may have to hop it –part of the workout!!
- ❖ Rocks. You may come across a rocky part on the trail. Be careful that your participants do not twist their ankles and again, be careful that the rocks are not slick.
- ❖ Holes. Because of rain water or other environmental factors many trails have holes in them. Be aware of where they are and warn your participants about them to avoid twisted ankles or falls.
- ❖ Side Trails. Many trails have smaller side trails which can be very tricky if your group is spread out. There are a couple of ways to decrease the chance of someone taking the wrong turn. Depending on what kind of class it is here are a few options: 1/Carry flour and mark where you are turning by spreading flour on the ground. Do not use chalk or other non-biodegradable

- substances. 2/ The better & safer alternative is to hold the group at the turn off until your entire group is together. If you have some fast runners, you can have them back track to catch the stragglers or you can give them exercises to do while they wait. This is the much safer bet as you don't want your participants to become lost or too far behind the group.
- ✿ Be conscious of bikers and equestrians that may be sharing the trails with you. Know the rules and who has the right of way. Do NOT allow your dogs near the horse as they may spook them.
 - ✿ Many dogs do not like wheels so best to keep them away from bicycles.
 - ✿ Always stay to the right and pass on the left.

Street Workouts

Want to attract a TON of attention? Have your class on the city streets!! There is NOTHING that gets more attention than 10 – 15 people exercising with a bunch of dogs! Spectators stop in their tracks to see what is happening!! Make sure you always have cards with you as you will need them when people ask what is going on!

This kind of workout is a little tricky but they work. I would recommend a smaller group as we have done it with up to 18 people and it was a little chaotic. Starting the class at a “dog business” works well. We have started at dog grooming, doggy bakeries, doggy daycares and veterinarian's offices. It is a great way to cross market and then have the business offer a discount to your class upon return. If they have a training area, that is even better! You can return there and do your stretching at the end of class. We teach Dog Yoga at a dog bakery that has a loft upstairs. The class meets there and they leave all of their valuables there as the owners are present the entire time. We do a warm up down to the park on the streets, do our standing stretches at the park and then return to the bakery where we do all of our floor work. After class the owner has doggy ice cream for everyone present and she offers 10% off of everything in the store. The clients go crazy buying stuff for their dogs. It is a win-win for everyone!

Even if you don't have a dog business to work with, you can meet at a certain area or park and do a class on the move. Streets with less traffic are better, nobody likes to breath in car fumes while working out. Plus, working out around cars and dogs can be a little scary. You can use poles, curbs, and benches to include in your workout.

Beach

Working out on the beach is so much fun!! The most important thing is to make sure you check the tide charts to make sure that it is low tide. (they should be listed on-line for your area) The last thing you want is to get two miles down the beach and the tide to come in and you are stuck! A lot of our beaches have cliffs near them

so there is no way out but to scale the cliff. That does not work too well with dogs! Check with your class that they don't mind getting sandy and more important; they don't mind their dogs getting sandy. What you have to work with on beaches is the soft and hard packed sand. I take the bands and use the life guard stand and volleyball poles to tie the bands on for some of the exercises.

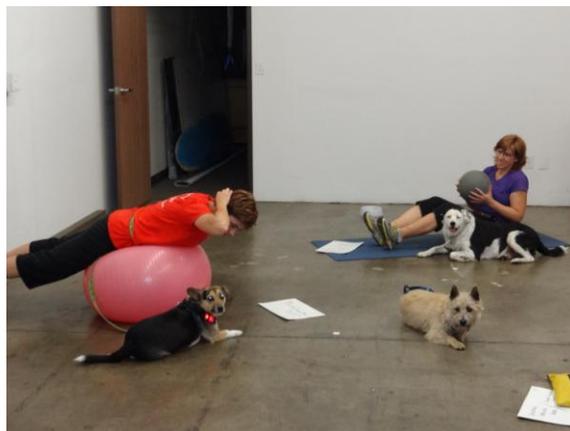
Parking Lots

If you can't find any of the above, then a large parking lot will work. Many businesses do not open on the weekends or until later in the day. We teach a class in the parking lot of a dog boutique before they open. They help us market, supply the bagels & treats for the participants and offer a discount to the class when they open. It works out great. Of course this will not work if the pavement is hot but you shouldn't be working out with the dogs in the heat of the day anyhow. Other parking lot options are schools, churches, administrative businesses and corporate buildings. Some even have a green belt or other grassy areas surrounding them that you can use. As always, get permission before setting up shop.

Indoor Ideas

- ✿ Recreation Center
- ✿ Church Basement
- ✿ Dog Agility or Training facility
- ✿ Dog Boarding Facility
- ✿ Warehouse
- ✿ Garage

Our Upper Body Circuit Class is in my boyfriend's garage that is attached to his business. We do it partially outside and mostly inside and it works great!



Chapter 4

Class Styles

There are many class styles that you can do with your dog fitness classes. We have tried many so I will share with you what works best.

HITT

The high intensity interval training works GREAT for many reasons. First of all, everyone is together and doing the same thing so it is easier to keep an eye on everyone. Everyone can work at their own pace and there is NO COUNTING, everything is timed.

ALWAYS begin class with movement!! The goal is to tire out the dogs. The dogs will be excited and hyper at the beginning of class so you want to start getting them tired at the get go. Start with some cardio and dynamic stretches but keep moving for at least 5 – 8 minutes. Many dogs will stop to potty so make sure you are on grass or a trail; keep everyone in a common area for this part of the class so that everyone can be together during all of the “potty” stops.

After the initial warm up, you can form a circle or line and do some calf and other stretches and balance work to get everyone ready for class. Have the dogs in a sit next to their owners—that will give them something to “mentally” do. You can make class announcements & introductions at this time. Keep it short though as the dogs are still rearing to go!!

Depending on your class location, you can either have mats set up or just have different locations where you are going to stop to do your muscular training. After your stretching, start moving again. Do your cardio exercises for another 3 – 4 minutes. The timing will vary depending on your class demographic and location.

After the first interval of cardio, it is time to stop and do some muscular work. You can either go back to your mats or stop at a park bench, table, curb, etc. to do your exercises. Have the dogs be in a sit or down at every stop. The dogs are getting their “mental” stimulation at this point. If there are dogs that will not listen, either you take them from the owner and work with them or if you have another trainer or helper, have them take them. Some dogs take longer to tire out and are very excitable. After a few classes, they will “get it” and begin to listen. The main thing is to not let them get away with not listening. You want the owner to get a good workout and not be frustrated so if you can help out with the dog everyone will be happy. If it is a regular and the dog still doesn’t listen, then obviously the owner is not reinforcing what you are trying to teach. What I do is say, “Everyone keep doing pushups until ALL of the dogs are in a sit.” That will make the owner want to work

with their dog at home as she doesn't want the class yelling at her!! And believe me—they WILL!!

After one minute (and not much longer) of muscular work, back to the cardio!! This is especially important at the beginning of the class. You can mix in other exercises while they are doing the cardio. For example, you can have them sprint to a tree, do a squat for a ten count and then sprint back. There are also many cone drills that you can do.

After the second cardio session, back to the mats, bench or table for more muscular work with the dog in a sit or stay again.

Keep repeating this until the last 10 or 15 minutes of class. By the end of class, the dogs should be worn out! Between the mental and the physical stimulation MOST dogs are ready to sit still for a few moments while the humans do their yoga and balance exercises. There will still be a few that are rearing to go and again, you may have to take them while the owner is stretching or at least help get them in a down/stay.

Circuit

I would NOT recommend this type of class at the beginning as your participants are not used to working out with their dogs yet. Circuit classes are very difficult to manage at first. There is just too much going on. You have a person at each "station" and you have to show them what to do. Even if you "demonstrate" at the beginning of class, they won't get it and you will have to constantly be showing everyone what to do and making sure they are doing it correctly and safely. Then you have the dogs just standing there and they want to RUN so they are going to get bored and start acting up.

If you do decide to do a circuit, I would keep it small. After four years of being in business, we just started a circuit class called "Upper Body Circuit" this year. We originally started it as a Fitness Challenge and it was the first class that I did not allow the dogs. It was February and we were doing the class indoors in my boyfriend's garage. As a personal trainer, I have a lot of "toys" so I brought out my TRX suspension trainers, pull up bars, ropes, balls, bands, weights, steps and bosu ball. The class was for two months so we got through February and March, the two rainy months in San Diego. The class was so popular that I moved it outdoors to a park and allowed the dogs to join in. We have moved it back in the garage with the dogs and it is working out great! The participants are mostly our regulars therefore, they are used to working out with their dogs, it is not new to the dogs and they are familiar with the class rules and structure.

The way we set up the class is every 3rd station has a cardio exercise so that the dogs are moving. I have a timer beeper so everything is timed and they have a specific

time to get to the next station. When the beep goes off, it is time to move on. I would suggest this as trying to keep the time with a stopwatch is hard with so many things going on. The timing can be mixed; as the class progresses, the time between each exercise can decrease and /or the time doing the exercise can increase!

The class is set up as a roster so that everyone that wants to do the class must sign up for the entire month. That way, I am not constantly teaching new people the exercises every week. It is a little hectic as there are many who do not “get” the exercises so I am running around the entire class making sure everyone is doing everything correctly. After a few classes, they become more familiar as I keep the circuit the same every week for the entire month.

If you do decide to go the circuit route, I would recommend that you have two trainers running the class to help with the dogs and with exercise instruction unless you have a very small class and the demographic is similar.

Trail

Trail classes can be a lot of fun. They have that true outdoor feeling! There are a couple of ways that you can do trail classes. Our trail running classes are very popular. We pick a new trail every month. Instead of just running, the participants do different drills and exercises to increase their running speed & endurance. A few of the trail run formats:

- ✿ Hill repeats. Find a hill and have them run up and down for a certain time period. Or find two hills that are next to each other and have them run up one, then back down and then up the other one and back down. This works well with different fitness levels as everyone is running at their own pace.
- ✿ Indian Runs. Everyone lines up and starts running. The lead person controls the pace. When the instructor says “SWITCH” the lead runner runs to the back of the line and the next person in line leads the pack. This works well as it pushes the slower runners to “keep up” and it slows the faster runners down which sometimes is just as tough! Another way to do it is have the last runner come to the front and become the new leader.
- ✿ Exercise Run. Do exercise along the way. This is another great way to help everyone stay together. Pick a spot where you are going to run to. Have everyone run there and do an exercise. You can even have two or three that you do. The slower folks may miss out on the first exercise as they catch up. Once everyone is accounted for and caught up, then move on to the next meeting spot and do another set of exercises.
- ✿ Destination Run. Run to a certain spot, do ALL of your exercises and then run back. This works well if most of the group runs at the same level.
- ✿ Interval Runs. Have the group begin with a walk, then at certain spots along the trails, have them SPRINT all out to the next spot where they will begin to walk again. Have them work on their speed.

Yoga

Dog Yoga is a very popular class and you can do it almost anywhere! There are a few areas I would NOT have the class. Anywhere that is noisy does not work well. We had class in the flight path near the airport once. The scene was beautiful, a park right on the water at sunset but I had to scream to say the poses. Screaming and Yoga don't really belong in the same sentence! A few other things that you do not want:

- ✿ Skateboarders
- ✿ Off-leash dogs
- ✿ Kids
- ✿ Cars
- ✿ Construction
- ✿ Birds, ducks, squirrels, rabbits or other animals that the dogs like to chase
- ✿ Any noisy distractions

Try to find a quiet park, field or room. This is a GREAT class to teach inside at another dog establishment.

We structure our classes the same every class and it works 99% of the time. As in all of our classes, we get the dogs moving first thing! They will need to potty and to get their excitement out. We find a place where we can leave our mats; if you are worried about this, have another trainer or helper there to watch the mats and everyone's belongings.

Class begins with a short walk with standing yoga poses along the way. Make the walk a nice relaxing walk; have everyone focus on their posture, breathing and clearing their minds. This is a great time for a visualization exercise to help them relax. Stop often and line everyone up or put them in a circle and do a few standing stretches and then walk a little more. After 15 – 20 minutes, return to the mats. The number one rule when returning to the mats is NO TALKING!! The goal here is to keep the dogs calm. If the participants stay calm, the dogs will too. We have seen some extremely hyper dogs just lay quietly next to their owners. Keep most of the poses to floor poses, if the participants start getting up too much, so will the dogs.

Keep this part of the class to no longer than 45 minutes. The dogs will not last much longer than that, sometimes, they do not last this long but the key is to STAY CALM!! If one dog starts getting antsy, then just have the owner walk away or calm the dog. The participants can even bring non-squeaky chew toys to class. I would not recommend treats as the other dogs will smell them and want in on the action. We had one pit bull that we would take "before" and "after" photos of. The toy would be shredded by the end of class. Three years later, she sits quietly during the entire class!

Don't forget to add in a nice doggy massage. Work on the area behind the ears as this relaxes the dog. Also massage their legs as they work them very hard and just like humans, they need massages too!

End the yoga class with a relaxing visualization exercise. Have the participants lay supine on their mats with their eyes closed in Shavasana. Have them visualize their body relaxing one section at a time beginning with the feet and moving up.

Doggy Drills

People will come to your classes for two reasons: 1/ to get into shape 2/ to make their dogs better behaved. Most people care more about their dogs than they do themselves so you have to make sure that you are incorporating dog obedience into the classes. There are MANY reasons for this:

1/ Marketing purposes: your classes will stand out if you are offering both workout for the people AND dog obedience. Your class is not just bring your dog to class with you and have them watch; your class is also going to work with the dogs!

2/ You want the dogs to be well behaved in class so the more you make the owners work with their dogs, the smoother your classes will run.

3/ A few people may be reserved about bringing their dog to your class for whatever reason, maybe they are scared to be around other dogs OR they don't think their dog can behave well enough—either way, with the added dog obedience, everyone feels better.

Neither I nor my trainers are dog trainers so we offer Doggy Drills classes quarterly. We work with many dog trainers in the community and we have them come and teach a special class. Each quarter focuses on different issues that we see happening in class. It can be failure to sit, heel, down, stay, etc. OR it can be more serious like lunging at people or other dogs, pulling on the leash or barking at pedestrians and/or skateboards.

We make the class fun and incorporate games & exercises into the dog training session. The class can be taught in any environment as long as the dog trainer is willing to run a little with you.

Special Holiday Classes:

It is so much fun to mix things up. I don't know about you but I get bored doing the same old stuff. It is fun to take advantage of holiday, special dates and any other reason to do something different! On 12-12-12 we did a class where they had to do

12 different exercises, 12 reps each, 12 times!! It was so much fun!! We threw in stretches, cardio, core and strength and they got a KILLER workout! On 10-11-12, we did something similar. Keep your classes wondering what you are going to do next—it keeps everyone on their toes and keeps them coming back for more! Other ideas.....

- ✿ Valentine's Day: Make up rhymes on little pieces of paper (or Valentine's Day cards) with exercises on them. Have one person pick an exercise: For example: Roses are Red, Violets are Blue, 10 squats are much better than 2!! Have everyone do the exercise and then have someone else pick one. You can do intervals with different exercises.
- ✿ Presidents Day: Google which presidents had dogs. Give clues and have your class guess which president had which dog or which president said something about their dog. Have them do exercises if they guess wrong. You can even have them do a specific exercise for the amount of dogs each president had. Some presidents had a lot of dogs!
- ✿ St. Patrick's Day: Have everyone wear green!
- ✿ Easter: **Easter Egg Hunt.** Fill some eggs with human treats (no chocolate in case the dogs get them) and some with dog treats and some with exercises. Fill one or two with a note saying—take someone's egg or give someone one of your eggs and mark those two with a smiley face so they know to open them. The person with the most eggs wins. **Egg and Spoon Races.** Eggs, spoons and an area to run are all you need for this game. The person has to hold their leash in the hand with the spoon. Put the egg in the spoon and run. Variations could include relays and obstacle courses.
- ✿ Fourth of July: Team people up on Red, White and Blue teams and play different games and races with them.
- ✿ Halloween: MY FAVORITE!! Go with a theme!! We have done 80's workout. Kelly and I wore thongs, tights, leg warmers and big hair. All of the gals dressed up and of course dressed the dogs up too!! We played 80's music and even did step aerobics. One year we did neon—that was a riot!! Pick a theme that they can exercise in. You can even have a costume contest after class and give out prizes.
- ✿ Thanksgiving: Burn the bird class. Bring in a frozen turkey and see who can throw it the furthest!!
- ✿ Christmas: For the whole class you do repeats of the 12 exercises! Like the 12 days of Christmas! And just repeat the whole class. Like 12 lunge walks, 11 jumping jacks, 10 band bicep curls, 9 weaves, 8 hops, 7 tricep dips, 6 skips, 5 bicycles, 4 jumps, 3 dive bombers, 2 burpees.....1 MINUTE PLANK!!!! You can write on sign so don't forget and let everyone go at their own pace. Play some rock and roll holiday music to get them in the spirit!
- ✿ New Year's: It is all about the resolutions!! Have everyone write down their goals for the month and hold them to it!! You can even partner people up to keep each other accountable

Pricing

Now that you know what kind of class that you are going to have, how do you price them? I would recommend getting a commitment from your participants. When we started, we had 12, 6 and 3 class packages. Of course everyone bought the 12 class because it was cheaper but the BIG mistake that we made is not putting expiration dates on the packages so most people would take a year to use their 12 class package, remember that we only had one class at the time. You can't plan for consistent class numbers by using this method. Sometimes we would have 4 in class and sometimes we would have 20. After learning this valuable lesson, we began to put expiration dates on all packages. Then we would hear: well, we are going on vacation or our dog is sick, etc. Can we extend our package? Heaven forbid they buy a smaller package! You have to remember that you are running a business. You become "friends" with your participants but just remember what you do for one you have to do for all of them because THEY TALK! So now what we do is price them like dog training class packages except we do it monthly. You pay for the month OR you can purchase one class at a time for a higher amount (a lot of people don't like commitment so they opt for this option) or you can buy the monthly membership which includes EVERYTHING! Those are your three options. Each class that we have is priced a little different depending on the set up involved. We also offer a monthly unlimited that includes ALL of our classes and monthly events. The monthly unlimited is a great deal if they come to everything, which many do. Our goal is to get our clients to become consistent in their workouts as they will get the best results that way. Our other goal is to have enough people in class to warrant having the class, if we don't get at least 5 people signed up, then we have to cancel it. That usually doesn't happen because we market, market, market our classes!! (See chapter 11 on marketing). There are many options for pricing but whichever one you pick, have expiration dates and stick to them!

Other options are:

- ✿ Price every 6 weeks and progress the class each time
- ✿ Have a 2 day a week, 3 day a week, 4 day a week price (that will depend on how many classes that you offer)
- ✿ Do EFT (electronic fund transfer) and do monthly prices depending on how many classes that they commit to
- ✿ Do a package of classes but have an expiration date

Chapter 5

Class Set Up

It can be very daunting teaching a class for people and their dogs. Everyone is going to be different in how you run your class and what your “rules” are. The main thing is however you decide to regulate your class, do not waiver from your rules. Just like training your dog, you can’t have it one way today and another way the next day or there will be total chaos. I am going to share with you what we give to all of our instructors.

Tips for Teaching

- ✓ Scout the class area before class, make sure there are no holes in the ground, dog poop in the workout area or slippery areas.
- ✓ Remind the participants that there are NO TREATS allowed in class, it is very distracting to the other dogs.
- ✓ For safety reasons, no retractable leashes are allowed in the classes. If anyone has one, replace with our reserve leash.
- ✓ Have poop bags and business cards on you at all times, you never know when you are going to need them.
- ✓ Always learn your participant’s names and introduce new participants to the class. This creates a social interaction between participants.
- ✓ Ask at the beginning of class, “Are there any injuries or restrictions that we should know about—shoulders, knees, low back, neck, wrists, etc. How about allergies such as bee stings?”
- ✓ If you are teaching a class “on the move” – do NOT leave anyone behind. Make sure that the entire class is within your view the entire class.
- ✓ Make sure EVERYONE is listening!! People tend to pay more attention to what their dog is doing than what you are doing so make sure that they are ready and that you have their attention. If you are completing a cardio exercise and coming back to the mats, make sure you wait until the people and their dogs take their water break before continuing. If there are people talking, stand there and wait until they are done or blow your whistle and ask for their attention. There is no use explaining the exercise when half of the class is still trying to get their dog situated.
- ✓ Always explain the exercise and **Always DEMONSTRATE the exercise.**

- ✓ Demonstrate an EASY version and a HARDER version so everyone is challenged.
- ✓ After the warm-up, ALWAYS begin the class with cardio—tire the dogs out!
- ✓ Don't use a count method for the exercises—a timed method works better. 2 – 4 minute per cardio depending on fitness level of participants and heat factor and 1 – 2 minutes per mat exercises works great. If the mat work is longer, the dogs get restless.
- ✓ ALWAYS remind people AND dogs to drink water after every cardio section.
- ✓ **Do NOT do the class with the participants.** You must keep your eye on everyone to make sure the dogs are in line and the people are doing the exercises correctly. This is for 2 reasons: 1/ **SAFETY** 2/ Making sure people are in correct alignment for maximum results and to decrease injury.
- ✓ Use the participant's names during class. "Good job Sally"; "You are looking stronger Rachel." It shows that you are paying attention to them.
- ✓ Many dogs are trained to heel on the LEFT, do not make the dogs heel to the right of the owner during the exercises.
- ✓ Remember to incorporate the dog obedience in the cardio portion of the class. – this is a must to mentally stimulate the dog and tire them out and give them something to do.
- ✓ Make sure everyone can hear you while teaching—please do not stand in one place—move around and show enthusiasm and encouragement.
- ✓ Always end the class on a positive note: have participants thank their workout partner (their dog) for being the BEST workout partner ever!
- ✓ At the end of class, always thank the participants for coming and make any announcements that need to be made.
- ✓ After class, make sure everything is picked up and that nothing was left behind—this includes dog poop!
- ✓ Be professional and never talk about other participants to your class. No gossiping!

What do you need for class?

When I began teaching class, I had yoga mats and bottled water for everyone in the class. This was fine when we were in one area and I had five people in class. As our classes began to grow and we started hiring trainers and more classes, obviously this wasn't working out anymore. The problem is, once you begin something, it is hard to stop it so think through whatever you decide to offer your classes. The yoga mats need cleaned as they get dirty during every class so I would not recommend that, plus it is not real sanitary. It is fun to offer fruit or bottled water after "special" classes but I would not recommend doing it after every class.

Our motto at Leash Your Fitness is K.I.S.S. (Keep it Simple Sweetie)! The less that you need for class, the better! We have everyone bring a yoga mat or towel and a bottle of water, and we supply the bands and water for the dogs. That is IT!! We don't use weights that people have to bring to class, plus your different body parts use different weights so it would be had to have people bring weights for all of the different exercises that we do. You are not going to use a 5lb weight for back rows as the back is a large muscle that requires a heavier weight. Bands are super easy to carry and you can get them in all different resistances plus you can do a ton of exercises with them.

Other things that you may want to bring:

- ❖ A timer so that you can time the exercises
- ❖ Optional: Cones, jumps, weave poles
- ❖ A whistle to get their attention or to end each exercise
- ❖ A first aid kit for people AND dogs
- ❖ A binder with your class sign up forms, waivers and notes
- ❖ Freebies, we give away a ton of stuff. Dog food samples, toys, treats and other things that we get for free. You can use them for contests.
- ❖ Extra mat for those that forget theirs
- ❖ Extra 6' leash in case anyone has a retractable
- ❖ Dog bowls
- ❖ Bottled water for the dogs
- ❖ Extra bottled water for anyone that forgets theirs

Chapter 6

Safety Information

The number one rule is SAFETY FIRST!! There is a lot going on in these classes. You will have a number of different people fitness levels as well as a number of different dog fitness levels and temperaments. It is CRUCIAL to keep your eye on what is going on AT ALL TIMES!! At Leash Your Fitness, we do not require any sort of “pre-acceptance” into our classes. Everyone is welcome. We have seen amazing improvements in both extremely un-trained dogs as well as extremely un-fit people. We are willing to work with everyone and that is one of our claims to fame. Our participants are not 18 – 25 year olds with no injuries and perfect bodies, our population is 30 – 65 year olds with everything from back to shoulder to foot to wrist “issues”. Working with these types of people requires a large database of exercises and experiences to offer a safe environment. I would NOT recommend a dog trainer without any fitness certifications or fitness experience to lead these types of classes. It is a major liability and not a good idea.

On the other hand, we also do not turn away any dog breeds. The only restriction that we have is that the dog is not aggressive, although we did work with one dog trainer that ONLY trained aggressive dogs and all of her clients came to our classes for socialization and exercise and the dogs would wear muzzles. She would come as well and work with them and it actually worked out great. Her clients loved it!! As a personal trainer and group fitness instructor for PEOPLE, I am not officially trained in dog training and neither are our other fitness instructors. We work very closely with dog trainers and have them come in quarterly for our Doggy Drills classes. Working with different dog trainers works well as one type of training may not work with all of the different dogs that come to our classes plus it is great for marketing. We learn from them and share techniques with our classes. Only basic dog commands and agility are offered in our classes. If any dog seems to have issues that are not being addressed, we refer them to the dog trainers to get one-on-one guidance. Often times we have dogs that do not get along in class, just like humans, not every dog is going to like each other. In these cases, the dogs are just kept away from each other and that usually solves the problem. Oftentimes, after a few classes, they become friends.

There are a few things that I would recommend to enhance the safety in your classes:

- 1/ NO RETRACTABLE LEASHES, they are very dangerous even when locked. The cord will get tangled and someone will get cut on it, I guarantee it.
- 2/ Scout the area where you are going to be teaching. Look for any hazards such as holes, roots, construction, faulty equipment in the playgrounds etc.

3/ Ask the participants about any injuries or illnesses and then work around them. Also ask them how they are feeling. If they are tired, have a headache, etc. Keep an eye on them and don't push them too hard. Know if your participants are allergic to bee stings, are diabetic, have a heart condition, etc. This should all be in the PAR-Q. (see legal forms).

4/ Keep dogs that do not get along away from each other.

5/ Do NOT teach class when the temperature rises above 85 degrees or if it is humid. The dogs do not do well in the heat. If you do have to teach, take a lot of breaks and let the dogs lay near the mats while the humans do their workouts near or on the mats and have a lot of water on hand. Make sure that there is plenty of shade nearby. It is not recommended to do any hiking or trail classes in the heat. Know the signs of heat exhaustion and stroke and be prepared in case a dog or person is experiencing any problems.

6/ Know the poisonous plants in your area. Some of the common ones are poison ivy and oak. Print out photos of them to show your class so that they know what to watch out for. This is also where scouting comes in so you know where the plants are to warn your participants. The oil from the plant is what causes the reaction so if you do come into contact with it, wash IMMEDIATELY upon your return with COLD water (hot water will make it spread) and use a soap like Tecnu soap; it will wash the oil away. Also know that the dogs are very susceptible to poison oak as they are close to the ground, you can get the oil from the plant from their coat so keep them AWAY from it!

7/ Make sure the participant is capable of doing the class that they signed up for. Although we work with everyone, we are not going to bring our lady with a leg brace to our trail running class. She does the circuit class in the field where she can work at her own pace and not get injured. Always give alternative exercises to those that are not ready for the advanced ones or unable to do them due to an injury. We have a lot of shoulder and wrist injuries so we are constantly showing alternatives to plank and other upper body exercises.

8/ Keep an eye on the weather. Do not have class in the pouring rain or if there is thunder or lightening. Light rain is fine and sometimes fun!! Just watch that nobody slips and that the terrain is suitable.

9/ Do your participants have the correct attire on for class? No flip flops or other shoes that are dangerous for the class being taught. If someone shows up in sandals or flip flops (we have had that had numerous times!) do NOT allow them to run.

10/ Meet with a certified dog trainer and go over the essentials needed when being around dogs (how to break up a dog fight, cues to watch for when a dog is ready to attack, how to tell if a dog is anxious, etc.).

First Aid Kit

I would HIGHLY recommend that you carry a first aid kit on you at all times. If your class is near your car, it is ok to leave it in the car but if you are teaching a trail class, take it! Better to be safe than sorry! Remember that you have to have supplies for both dogs and humans. I would also advise that you take a Dog First Aid class and if you are going to be hiking or doing trail activities, a Wilderness First Aid class is another great idea.

Essentials for First Aid Kit:

- * Roll gauze
- * Gauze pads
- * Rigid board or cardboard splint
- * Bandana or other cloth
- * Adhesive tape or athletic tape
- * Cohesive Wrap (stretches, clings to itself but not to fur)
- * Disposable Gloves (non-latex)
- * Band-Aids of different sizes
- * Antiseptic Wipes/ Swabs
- * Hydrocortisone Cream
- * Ibuprofen
- * Small scissor & Tweezers
- * Neosporin or other anti-biotic cream
- * Sunscreen
- * Techu soap (if teaching in an area with poisonous plants)
- * Muzzle (if dog gets injured, may need it)
- * Bottled water
- * Sugary candy or drinks (in case of low blood sugar, I have also used homemade dog treats!)

Chapter 7

Dog Obedience Information

Just like every parent is different, every dog owner will be different in what is important to them when it comes to dog obedience. It is up to you to decide what you will tolerate in class. Some Dog Bootcamp Companies do a consultation or evaluation before allowing any dog to class in order to teach them the basics. If you are a dog trainer, that is a great way to get new business! If you are working with a dog trainer, that is a great way to negotiate how you work together as they may use this evaluation to recommend some dog training before the dog is ready for class.

Leash Your Fitness does not require an evaluation or a consultation before attending class. Most of the people that are willing to bring their dog to a class like ours has the basics down and their dog is fine in social settings. We are not dog trainers, our classes focus on the people training. Depending on if you have a dog trainer helping to teach your classes will depend on how advanced that you work with the dogs. I would recommend that you have basic knowledge about dogs and work with a dog trainer for a few sessions to get pointers on how to handle certain situations. We have a dog trainer teach our instructors a class on what to look out for and some tips on how to handle basic dog obedience problems, break up a dog fight, etc.

We keep the dog obedience very simple. The only commands that we use are:

- ❁ Sit
- ❁ Down
- ❁ Heel
- ❁ Stay
- ❁ Weave
- ❁ Jump
- ❁ Come

Treats are NOT permitted in any of our classes EXCEPT occasionally in the doggy drills class depending on which dog trainer that we are working with. We encourage our participants to work on their dog obedience at home occasionally using treats. The dog will want to obey as they will not know when they are getting a treat! If the dog ONLY listens when treats are present, then they will not be prepared for real life situations.

Discourage barking in class as when one dog starts barking at something, they all chime in. If a dog starts to bark, we ask the participant to take the dog to the side and distract him / her to whatever is causing the barking. Often it is a dog that is walking by, a bird or other animal or sometimes it is just attention that they seek. We have one dog that can spot a skateboard two miles away! If you teach early in the mornings or in a housing complex, the neighbors will thank you for this rule!

If the dog is not staying during the mat, strength or yoga portions of the class there are several things that you can do:

1/ Take the dog from the owner and place the dog in a sit; do not allow the dog to move. The more the dog feels you are the alpha, the more they will listen to you even if they do not listen to their owner. The dog knows that the owner doesn't make them obey.

2/ Have a stake in the ground next to the owner or have the owner put their mat by a pole or tree where you can tie the dog too. Have the owner and dog close to each other or the dog may start to bark.

3/ If you have a helper or are working with another trainer, have them take the dog and work with him/ her. Maybe give the owner some tips on how to get the dog to obey the commands that you are asking.

4/ Try using a hands free leash. If the dog is attached to the person, they often will be accustomed to staying near. They do not have the flexibility that a regular leash has.

After a few classes, the dog will settle down and understand that they are in a class. We have seen it hundreds of times. The dogs need to get used to the "rules" and the class format. Most dogs are used to going on walks, runs or going to the dog park with their owners. They are not used to a structured class, unless it is a dog obedience class. It does not take them long to catch on as long as you set the rules and stick to them. If not, they will get away with what they can! We have one participant that allows her dog to hump her, run away from her and she does not enforce any commands. The dog listens to EVERYTHING that I tell her to do. She knows that I will enforce it and her mom won't.

Decide what your rules are going to be and stick to them. If you have a dog trainer helping with your class—GREAT!! They will be a huge asset. If not, definitely have a good relationship with one that is willing to come in and help and if needed, a referral.



Thanks to our friends at Pawtopia Dog Training for sharing this bit of information:

How to break up a dog fight: Dog fights are scary but your reaction to them will make the difference between serious injuries and a minor scuffle. When a fight starts, REMAIN CALM! The dogs and their owners will already be upset, if you get nervous, that will only escalate a bad situation. NEVER grab a fighting dog's collar or put your hand near their head. They will think another dog is biting them and then bite you. Instead to break up a fight:

- ❖ Do not yell, it doesn't work. In many cases, it will make the fight worse.
- ❖ If there is someone else to help you, each person should grab each dogs back legs and lift them off of the ground. Then move backwards in a slow semi-circle. The dog will not be able to bite you and the sudden sensation of being lifted off the ground causes most dogs to release their bite.
- ❖ If you are alone, or nervous about grabbing their legs then use anything in the environment to help you. Sometimes spraying the dogs with water, placing a chair over them or tipping a trashcan will help break them up.

This handy chart will help you in determining what the dogs in class are feeling:

DOGGIE LANGUAGE

starring Boogie the Boston Terrier



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Doggy Drills Class: Quarterly, we do what we call a Doggy Drills Class to brush up on our commands, practice with a dog trainer present and maybe learn some new things. We make it fun, give away prizes and always learn new techniques or cues that can help us in class.



Pawtopia dog trainers working on the Sit / Stay / Come Commands

The following are some samples that we do in our quarterly doggy drills classes. Your dog trainer will also have ideas and feel free to ask your participants what they need help with. We have done classes on aggression toward skateboards, other dogs, leash pulling and biting and prey drive. The more that you help your clients with their dogs, the better off they and everyone else will be in class.

The dog trainer and personal trainer must be on the same page to run a structured class. Have a plan set up before class. The dog trainer must be aware that they can step in at any time for suggestions and comments. That is what they are there for. Encourage the participants to ask questions. Also, make sure that if your dog trainer is not used to running or exercising that you have your class in a small area.

Sample Doggy Drills Class

- 5 min** Warm up with a walk and practice the healing
Allow for potty time
Stretch with dogs in a sit /stay

Red Light Green Light

- ✿ Line up all owners with their dogs in a sit
- ✿ Instructor blows whistle and gives command:
- ✿ **Green light** –sprint with dog
- ✿ **Red light**—dog in down or sit
- ✿ Last dog in command goes back to the beginning
- ✿ (**TRAINERS**: help with dog in obedience and pulling)

Puppy Push-Ups

- ✿ Person and dog are on mats
- ✿ The exercise is timed for one minute
- ✿ The dog does as many sit / downs that they can in allotted time
- ✿ Person starts w/ 20 push-ups and deducts one for every “puppy push-up” that their dog did
- ✿ (**TRAINERS**: help with sit / down)

Stay –come –Sprint

- ✿ Using long leash dog in sit/stay
- ✿ Person sprints 20’ and calls dog, you can start with shorter distances and then gradually increase distance
- ✿ We do this exercise in a fenced field. We do not use the long leash and use a variety of distances depending on the dogs. Make sure that all of the dogs like each other and that there is no way for any of them to escape.
- ✿ (**TRAINERS**: help with stay)

Last dog staying

- ✿ Place dog in down, sit or a stand and a STAY
- ✿ Person doing jumping jacks or other exercise around the dog while they are in a stay
- ✿ On the instructors cue, the person increases the distance that they exercise around their dog while the dog is in a stay
- ✿ If the dog breaks their stay = push-ups for the person!
- ✿ (**TRAINERS**: help with stay/ down / sit)

Race

- ✿ Practice fast walking or sprinting with the dogs in a race
- ✿ If dog pulls, turn around and practice heel
- ✿ A fun way to do this is with a full cup of water in the hand of the leash

- ✿ At the end, whoever has the most water in the cup—WINS!!
- ✿ (**TRAINERS**: help w/ pulling, leash biting)

Distractions & Leave it

- ✿ Put dog in command or walk past distraction
- ✿ Use food, balls or other distractions to teach the dog to LEAVE IT or to hold any command: heel, sit, stay, down, etc.
- ✿ (**TRAINERS**: help with distraction training)

Agility

- ✿ Jump training
- ✿ If access to A-frame then A-frame training
- ✿ Tunnel Training
- ✿ Balance Training
- ✿ Weave Training
- ✿ (**TRAINERS**: help with cueing)

Chapter 8

Legal Documents

Insurance

There are a few things that are ESSENTIAL to cover your tracks when teaching any fitness class. The dog and me bootcamp classes are a little more “involved” than a regular people fitness class. It is tricky finding insurance for them. Regular fitness insurance will not cover the dogs and dog training insurance will not cover the fitness. You will need to buy a business liability insurance plan. Most locations will want a copy or want you to add them as additionally insured. A funny story: When I was shopping around for insurance, I called Metro Insurance and of course the agent had never heard of anything like what I was doing. He said that he would call me back after he researched it. He asked his assistant if she had ever heard of anything like it and her response was, “Not only have I heard of it, I am friends with them on Facebook!” so that is how Metro Insurance got our business! She was kind enough to send our policy for me to share with you to see if you can find something similar. (See end of chapter.)

Waivers

You MUST have a waiver that EVERYONE signs. I would recommend having your attorney write up your waiver or you can use ours, adjust it for your business and unique situation. The people AND the dogs MUST both be covered in the waiver. Also, have the participant’s initial critical areas so that you make sure that they read it. (Sample at end of chapter)

Physical Activity Readiness Questionnaire (PAR-Q)

A Par-Q is a form that ALL of your participants MUST fill out so that you have a basic understanding of their physical condition. If your participants are over the age of 65 and are not physically active OR of they are having any chest discomfort or any other medical issues, then they should check with their doctor before starting any exercise program. Also, if your participants have any limitations, allergies or medical conditions, then you need to know about them. You can obtain a detailed PAR-Q by going to the <http://www.recgov.org/fitness/PAR-Q.pdf> website or you can make one yourself or use ours. It is essential that you find out as much as you can about your participants and then keep these signed forms on file. You can make notes on them after you speak with the participant as well so that you have notes on each person. I always ask about muscle and skeletal injuries. Sometimes they don’t remember until they go to do something and then they have pain and remember an injury from ten years ago!!

SCHEDULE OF FORMS AND ENDORSEMENTS

POLICY NUMBER:	NAMED INSURED
Form/Endorsement No./Edition Date	Title (Note- Titles are indications only. See actual form for correct name.)
WW230 (08_11)	COMMERCIAL COMMON POLICY DECLARATIONS
WW232 (01_12)	COMMERCIAL LIABILITY COVERAGE PART DECLARATIONS
IL0017 (11_98)	COMMON POLICY CONDITIONS
IL0021 (09_08)	NUCLEAR ENERGY LIABILITY EXCLUSION ENDT
ENDTA (11_07)	ENDORSEMENT A
WWCA01 (12_11)	CALIFORNIA DISCLOSURE NOTICE PREMIUM REFUND
D-2 (07_11)	CALIFORNIA NOTICE
WW1 (06_12)	DEDUCTIBLE ENDORSEMENT
WW13 (06_12)	CLASSIFICATION LIMITATION
WW183 (05_12)	MINIMUM-EARNED PREMIUM
WW192 (07_12)	PREMIUM BASIS ENDORSEMENT
WW204A (06_12)	STANDARD PROVISIONS ENDORSEMENT
WW401 (06_12)	TOTAL ASBESTOS EXCLUSION
WW424 (09_10)	EXCL OF NUCLEAR/BIO/CHEM INJURY OR DAMAGE
WW456 (01_12)	COMMERCIAL GENERAL LIABILITY AMENDATORY ENDROSEMENT
CG0001 (12_07)	COMMERCIAL GENERAL LIABILITY COVERAGE FORM
CG0068 (05_09)	RECORDING/DISTR: MATERIAL IN VIOLATION OF LAW EXCL
CG2147 (12_07)	EMPLOYMENT-RELATED PRACTICES EXCLUSION
CG2167 (12_04)	FUNGI OR BACTERIA EXCLUSION
CG2173 (01_08)	EXCLUSION OF CERTIFIED ACTS OF TERRORISM
CG2144 (07_98)	LIMIT OF COVERAGE TO DESIGNATED PREMISES OR PROJ
WW191 (01_97)	CONTRACTUAL LIABILITY - AMENDMENTS
WW100A (12_11)	SEXUAL MOLESTATION INSURANCE
WW220 (03_10)	PROFESSIONAL LIABILITY COVERAGE FORM
WW397 (11_10)	WAR LIABILITY EXCLUSION
WW403 (02_08)	EXCLUSION OF CERTIFIED ACTS OF TERRORISM
WW218 (07_07)	MAXIMUM LIMIT OF LIABILITY
WW219 (08_94)	EMPLOYEES AS INSURED - PROFESSIONAL LIABILITY
WW173 (01_97)	CANCER EXCLUSION
WW172 (03_88)	COMMUNICABLE DISEASE EXCLUSION
WW171A (01_97)	SEXUAL ACTION EXCLUSION
WW3 (08_09)	ASSAULT AND BATTERY EXCLUSION
WW284 (08_11)	EXCLUSION - LEAD CONTAMINATION-Except NH

COMMERCIAL GENERAL LIABILITY LIMITS OF INSURANCE

General Aggregate Limit (Other Than Products-Completed Operations)	\$ <u>2,000,000</u>	
Products - Completed Operations Aggregate Limit	\$ <u>INCLUDED</u>	†
Personal and Advertising Injury Limit	\$ <u>1,000,000</u>	Any One Person or Organization
Each Occurrence Limit	\$ <u>1,000,000</u>	
Damage to Premises Rented to You	\$ <u>100,000</u>	Any One Premises
Medical Expense Limit	\$ <u>5,000</u>	Any One Person
Each Professional Incident Limit (if applicable)	\$ <u>1,000,000</u>	

† If the Limit is shown as Included, Products-Completed Operations are subject to the General Aggregate Limit.

INSURED

****SAMPLE WAIVER & PAR-Q, HAVE YOUR ATTORNEY REVIEW & THEN CREATE ONE SPECIFICALLY FOR YOUR BUSINESS****

WAIVER OF LIABILITY, RELEASE, ASSUMPTION OF RISK AND INDEMNITY AGREEMENT

It is the purpose of this agreement to exempt, waive and relieve Releasees from liability in exchange for my opportunity to participate in the _____ classes. For purposes of this agreement, the term "Releasees" shall include _ (**instructor's names, parks names, etc.**) _____ or governing regulatory agency and any of the agents, employees and affiliates of the aforesaid.

For and in consideration of my participation in the Classes, I, _____ (Print Name) waive and release any right I, my heirs, distributees, guardians, legal representatives, and assigns may have to any and all claims for liability and cause(s) of action that arise in any way in connection with my participation in the Classes, including for personal injury, property damage (including damage to animals), and/or death, caused by any acts of the Releasees, including acts of negligence. **INITIAL:** _____

I understand that the Classes involve both vigorous physical activity on my part as well as the opportunity for my dog to interact with other dogs. I acknowledge, understand, and assume the risks, including certain unique risks regarding me and my dog interacting with animals we are not familiar with, arising from the Classes. In particular, I acknowledge that:

1. I am familiar with the structure of the Classes and I will seek out and discuss and any questions or concerns that I have with the trainers who lead the Classes.
2. My dog is in good health and is unequivocally able to participate in the Classes. I will immediately notify my **YOUR BUSINESS** trainer if a change in my dog's health or other condition would affect my dog's ability to participate in the classes.
3. I affirm and attest that my dog has NEVER been in a fight of any form and has NEVER acted aggressively or violently towards any people or other dog.
4. All vaccinations for my dog are up to date. **NOTE:** rabies, bordatella, and distemper are required. **INITIAL:** _____

ADDITIONAL WAIVER: I acknowledge that there may be certain unique risks to me and to my dog associated with my participation in the Classes. These include, but are not limited to, the fact that animals can be unpredictable, may fight with each other, may bite other animals or humans that are present. **I HEREBY ASSUME ALL LIABILITY AND RISK TO MYSELF AND MY DOG WITH RESPECT TO THE ACTS OF THE OTHER ANIMALS PRESENT IN THE _____ CLASS IN CONNECTION WITH MY PARTICIPATION IN THE CLASSES.** **INITIAL:** _____

I (and my parent/guardian, if applicable) certify and declare that I am physically sound and not suffering from any condition, impairment, disease, or other illness that would prevent my participation in an exercise program. I acknowledge that I have either had a physical examination and been given my physician's permission to participate, or that I have decided to participate in

an exercise program without the approval of my physician and do hereby assume all responsibility for my participation and activities. **INITIAL:** _____

I (and my parent/guardian, if applicable) AGREE TO INDEMNIFY AND SAVE AND HOLD HARMLESS THE RELEASEES AND EACH OF THEM FROM ANY LITIGATION EXPENSES, ATTORNEY FEES, LOSS LIABILITY, DAMAGE OR COST THEY MAY INCUR DUE TO ANY CLAIM MADE BY OR ON BEHALF OF ME AGAINST ANY OF THE "RELEASEES" THAT IS DETERMINED TO BE WITHIN THE SCOPE OF THIS AGREEMENT. **INITIAL:** _____

Health Information (PAR-Q)

Yes No Are you under the care of a physician, chiropractor, or other health care professional?

If YES, please list reason(s): _____

Please indicate the correct response below:

- Yes No Has your doctor ever said you have heart trouble?
- Yes No Do you frequently have pains in your heart and or chest?
- Yes No Do you often feel faint or have spells of severe dizziness?
- Yes No Do you currently have high blood pressure, or are on medication for high blood pressure?
- Yes No Has your doctor ever told you that you have a bone or joint problem such as arthritis that may be aggravated or made worse with exercise?
- Yes No Is there any reason not mentioned here why you should not participate in an exercise program?
- Yes No Are you over the age of 65 and not accustomed to vigorous physical activity?

If you marked yes on any question above, please explain: _____

By signing below, I acknowledge and agree that I am aware that there are risks, hazards, and dangers inherent in physical activity. I hereby assume any and all such risk and accept that it is my sole responsibility to participate only in those activities for which I have adequate skills, conditioning, and training. I have completed this form to the best of my knowledge and agree to release _____ and its staff from any and all liability and responsibility.

I (and my parent/guardian, if applicable) acknowledge that I have been provided and have read the above paragraphs and have not relied upon any representation of releasees concerning its terms and agree that this agreement shall be construed and enforced in accordance with the laws of the State of _____.

SIGNATURE: _____ **DATE:** _____

Chapter 9

Sample Classes

Depending on where you are teaching and what your demographic is will determine how you set up your class. I personally would recommend a class with flow and not a circuit to start off, especially since it is new to everyone involved. A certified fitness instructor should be leading the class and preferably one with an arsenal of exercises and experience with a wide range of fitness levels. Our classes have everyone from 27 to 75 year olds taking the same class (although, sometimes the 75 year olds are in better shape)! The tricky part about setting up a class, is finding a time that works for everyone. Remember, this is not a typical fitness class, the participant has to go home and get her dog which making the class before or after work a little difficult sometimes.

You can set up your classes with different demographics in mind. For example:

- ✿ 9 a.m. “mom’s” classes for after the mom’s drop their kids off at school
- ✿ 5:30 a.m. or 6 p.m. corporate class for the working people
- ✿ 10 a.m. senior class
- ✿ Or you can have a guy’s class!! Although, 99% of group classes are taken by women
- ✿ Weekend classes work great. Saturday or Sunday at 9 a.m.

Notes about sample classes:

- ✿ Exercise descriptions are not given as we assume a certified group fitness instructor or other fitness professional that is familiar with basic exercises will know how to do each exercise listed.
- ✿ Many traditional exercises will work for the cardio portion of the classes as long as the participant can hold a dog leash while doing them.
- ✿ Cones are used for intervals. A cardio interval may be paired with a leg strength interval or two cardio exercises can be done between cones.
- ✿ When doing the dog agility jumps, we have the participants go over the jumps as well. A dog trainer will be able to teach you technique on how to get the dogs to go over the jump.
- ✿ NEVER make a dog do something that they are not comfortable with. If they are afraid of the jumps, lay them flat on the ground and let them walk over them then gradually raise them and let them walk over them until they feel more comfortable.
- ✿ Most of the strength exercises can be done on a yoga mat, towel or a bench or table. It depends on where your class is being held.

SAMPLE CLASS 1

- 1/ 5 – 10 minute Warm-up with Dynamic Stretches
- 2/ **Cardio:** Sprints between cones with Squat Walk interval. Dog in heel. Stop & Squat—dog in command
- 3/ **Strength:** Pushups with one arm in close (tricep) and other hand in traditional PU. Switch.
- 4/ **Cardio:** Carioca alternating sides alternate with squats to side. Close leg squat w/ dog command
- 5/ **Strength:** Plank with alternate knee in
- 6/ **Cardio:** Jumps
- 7/ **Strength:** Downdog to plank push up
- 8/ **Cardio:** Intervals between cones: Power Skips/ Solider walks with dog in heel
- 9/ **Strength:** Band Bicep Curls
- 10/ **Cardio:** One leg hops then diagonal hops
- 11/ **Strength:** Superman's
- 12/ **Cardio/ Strength:** Intervals: Knee up Sprints/ Lunge Walks into one leg balance stand
- 13/ **Game:** Red Light –Green Light
- 14/ Yoga / Balance stretches
- 15/ Always end with a dog hug and thank dog for being the best workout partner ever!

SAMPLE CLASS 2

- 1/ Warm-Up Walk/ Standing Stretch
- 2/ **Cardio/Strength:** Run up ramp or stairs with push-ups on rail
- 3/ **Strength:** Plank with sway front / back
- 4/ **Cardio:** Agility Jumps
- 5/ **Strength:** High rows with band around pole
- 6/ **Cardio:** Up stairs –lunge walk down sidewalk with dog in heel. Turn around squat walk back down sidewalk and run down stairs.
- 7/ **Strength:** V sit ups w/ knees in and out.
- 8/ **Cardio/ Strength:** Step ups on bench—dips on bench. Dog in sit.
- 9/ **Cardio:** Intervals: Squat Walks and 2 legged hops
- 10/ **Strength:** Side laying obliques
- 12/ **Cardio:** Side shuffles to cone, return other side
- 13/ **Strength:** Pullups on rail or band bicep curls
- 14/ **Balance:** Standing on one leg / spell name with other foot
- 15/ **Yoga**
- 16/ Always end with a dog hug and thank dog for being the best workout partner ever!

TIMED SAMPLE CIRCUIT CLASS

1/ Warm Up: Dynamic stretches and fast walks. Knee ups/ Heel ups, Twists, Carioca's, Soilder Walks, Arm Circles

STATIONS:

(alternate upper/ lower/ cardio)

- * Jumps
- * Pull-ups
- * Right legged lunge
- * Left Legged lunge
- * Walking Planks (side or front/back)
- * Sprint
- * Tricep Dips
- * Plyo Squats
- * Bicycles
- * Skips
- * Upright Rows with bands
- * Hip Raises on mat
- * V-sit ups
- * Run back wards
- * Rows with band around pole
- * Right Leg Lift (work on balance)
- * Left Leg Lift (work on balance)
- * Side shuffles right
- * Side shuffles left

Cool down and Visualize Exercise

SAMPLE CLASS 3
(Walking, low impact, no mat work)

- 1/ Warm up walk w/ standing stretches
- 2/ **Cardio:** Soldier Walks w/ lunge; dog in command
- 3/ **Strength:** Bench exercise (dips, pushups, step ups)
- 4/ **Cardio:** Intervals: Walk with high knees / lunge walks
- 5/ **Strength:** Band Exercise (twists, triceps, chest, biceps)
- 6/ **Cardio:** Intervals: Squat walks / stop & squat and dog in command
- 7/ **Strength:** Band Exercise (twists, triceps, chest, biceps)
- 8/ **Cardio:** Interval: Power walk / slow walk
- 9/ **Strength/ Balance:** Side leg raises holding on to fence or pole or practicing balance
- 10/ **Stretch:** 15 minute of Standing Yoga stretches
- 11/ Always end with a dog hug and thank dog for being best workout partner

SAMPLE CLASS 4

- 1/ Warm up light jog, side shuffles, soldier walks, arm circles
- 2/ Dynamic Stretch
- 3/ **Cardio:** Suicides between cones
- 4/ **Strength:** Traveling plank walks (side or front/ back)
- 5/ **Cardio:** Intervals: Side Shuffles / Side Kicks at end of each shuffle between cones. Dog in command while doing kicks.
- 6/ **Strength:** Band Exercise at fence or at mat
- 7/ **Cardio:** Intervals: run backward/ reverse lunges
- 8/ **Strength:** Bicycles on mat
- 9/ **Cardio:** Dog jumps with wall squat at the end
- 10/ **Game:** Puppy push ups
- 11/ **Cardio:** Agility: A-frame, tunnel or weaves
- 12/ **Strength:** Band Exercise at fence or at mat
- 13/ **Cardio:** Different exercises at each whistle blow. Run forward, backward, side shuffle right, side shuffle left.
- 14/ Yoga and mat stretches
- 15/ Dog massage and hug!!

Chapter 10

Special Events / Holiday Classes

One of the things that makes Leash Your Fitness stand out from regular bootcamp classes is our monthly events. Our participants LOVE them and they are a great way to get new clients. We meet people that love to hike that come out on our hikes and then our regulars talk them into joining in on the classes! Our events cycle through the seasons. We start the year with hikes and quarterly Dog Yoga classes while it is cool. We end the hiking season with a camping trip in May that is very popular. It sells out instantly!!

Summer brings the water sports!! We do kayaking with the dogs which is one of the most popular events that we do; we had to have six outings last year because they kept selling out. The last two years we have had summer beach parties where we teach the dogs to surf. Jack is a member of the So Cal Surfing Club so we get them to come out and help. It is a riot watching the parents when their dog is riding the waves. So much fun!!

We also do fundraisers. We like to work with the local small rescue groups. Everyone is asked to bring supplies for the animals and all of the money raised goes to the rescue group. This year was our third annual Breast Cancer event as someone in our class is always doing the Susan G. Komen 3-day therefore we raise money for them. Last year we raised nearly \$1,000.00!! We wrapped the year with a holiday fundraising class where we raised \$300.00 for the Hurricane Sandy relief efforts. Fundraisers are not only a feel good thing to do, they also attract people that would not normally come to your class, and it is also a GREAT way to get media exposure.

There are a TON of ways that you can run your events. You can do them for free to attract new people but what I have found, when something is free then people do not commit. We used to do our hikes for free and 20 people would sign up and nobody would show up!! As soon as we started charging \$12.00 a person then 12 – 15 people would pay and show up!! We offer social events for free or extra educational classes that are part of another class. For example, we work with a local running store as part of our trail running class. Everyone who is registered for class gets an educational workshop that we have in their store. It is a win-win as they offer the group a discount and we get educated on proper running shoes, running mechanics, injury prevention, etc.

Turn what you like to do into an event. If you like it, then others will as well! Snow sports would work well too!

I will share with you what works for us on the next page.

Hikes

Our hikes are the first Saturday of every month. The locations change each month. I scout out the hikes no earlier than a month prior to make sure that everything is ok as many trails are being re-routed because of erosion. I try to plan on how far the group will be able to hike as we have a large demographic of hikers. In the description on our site, I rate it as easy, moderate or advanced depending on the hills, distance and terrain. We like to go somewhere that the dogs are able to swim but in San Diego, that is not always an option although I know a lot of small ponds that most people do not know about because Jack is a water dog so we seek them out!

We begin each hike with a light stretch (especially the calves) and I explain what they can expect on the hike. We have one person lead the group and one in the rear. NOBODY is ever left behind so sometimes there is a big gap. We stop and re-group in certain spots along the way. I research history about the area to share with the group. Check your local park department, bookstore or outfitter as they may have an information book on your area. The information may also be listed in any local hiking books. It is usually history about how the park was created or how it got its name, etc. I also bring a snack for everyone and some treats for the dogs. On our full moon hikes, I give them all glow sticks that I purchase at the dollar store. These little things mean a lot especially when they are paying to hike with you.

The hikes are usually approximately two hours long. Afterwards, we often go out for coffee or breakfast. It is a GREAT way to meet new people and learn more about the people in your classes as you don't always have a chance to chat with them before or after class.

What else:

- Know where the nearest veterinary clinic is in case of a rattlesnake bite or other injury
- Decide on what your "rules" are. We allow the dogs to hike off leash as long as they have good recall. We warn of rattlesnakes, coyotes and other hazards. We also warn of the chance of getting a ticket from the ranger. ☺
- Find out about any allergies or medical histories before taking a group out. Anyone allergic to bee stings? Any diabetics in the group? How about a heart condition? These things are good to know!
- Carry extra water with you, there is ALWAYS someone that does not bring enough
- Know your group and make sure they are capable of hiking the trail that you are on. There is nothing worse to getting to your end point to find out that a person is too tired to walk back!
- When giving a meeting time, EMPHASIZE that everyone is there and ready to go at a certain time or you will leave without them with no refund. There is a

difference between MEETING at 8 a.m. and HIKING at 8 a.m. If they know that you will wait for them, they will be late, especially on a Saturday morning or they will show up at 8 a.m. and still have to get organized.

- If you do a full moon or a night hike, ask everyone to bring headlights or flash lights
- I would not recommend going on a very technical hike at night
- ALWAYS look to see what time the moon rises. I took a group out once and we got to the top of the mountain and sat there for almost two hours until everyone got very cold! The moon FINALLY rose as we were almost back down the mountain.
- After the hike, have the participants check their dogs for ticks, fox tails, caked dirt in between the paw pads and anything else that you have in your area.

Camping

The annual camping trip started because I taught class every Sunday and it was our only class at the time. I really wanted to go camping as before I started my business, we used to go regularly. I didn't want to lose money from canceling the class so I decided to bring everyone camping with me! I only charged \$10.00 a person per day. I didn't want it to turn into a food fest so I supplied EVERYTHING except for their tents. Well, needless to say this wasn't enough. I did not take into account that they charged extra per car and per dog each night so I had to ask everyone to pitch in extra money while we were there. I learned a lot on that first trip!! There was a family that came and the dad LOVES to cook. Therefore, he is now our resident cook and he plans some incredible meals. I give him money each year, he does all of the shopping, prepping and cooking the entire time we are there and loves every minute of it. In return, I allow his family to come for free.

Every year, I give the group an itinerary of the weekend with options. I have included everything that I send out below so you can get an idea what to do.

I am telling you all of this because through the years, I have learned:

- Be extra nice to the camp hosts, we give them all of our extra food when we leave and we make sure our sites are cleaned very well, they really appreciate that.
- Make sure you take ALL expenses into account before you price out your events
- Plan for the worst and hope for the best
- Bring a stocked first aid kit
- Call the local veterinary clinics in the area to see who carries the anti-venom for rattle snakes if they are prominent in your area
- Know where the nearest hospital and 24-hour veterinary clinic is

- Send a list to the group of EXACTLY what to bring and not to bring; don't assume that they know to bring hiking boots!
- Send out an itinerary of the events that you have planned and any options for the group
- If you want people to help you at camp, assign duties on the first day.
- Decide on what you want to include in your price. I no longer include parking as it was a huge hassle for me getting permits for everyone. I let them figure it out when they arrive. I warn them that the parking is limited and encourage carpooling. I also let them know the cost per car/ per night.

The following is what I send out to everyone that is signed up:

Leash Your Fitness CAMPING INFORMATION

WHEN: Friday, May 18th – Sunday, May 20th

WHERE: Laguna Mountains approx 1 hour from San Diego

WHAT: Camping Weekend with the Dogs

HOW MUCH: \$28. per person / per night

INCLUDES:

- All set up of everything but your tent
- All food except any alcohol, special food or drinks
- Camping and Dog Fee
- Firewood
- Lead trail hikes, games and prizes

This year you will be responsible for your parking so I HIGHLY recommend that you car pool because spots are limited. Parking is \$7. per day unless you get the 2 Adventure Pass Spots and they are \$5.

MENU:

Friday:

Dinner: Street Taco's with various meats, chips, salsa and guacamole, & grilled vegetables

Saturday:

Breakfast: Eggs, pancakes and bacon & sausage or oatmeal, muffins and juice

Lunch: Turkey/Cheese sandwiches, vegetable platter with hummus and leftovers from Friday night

Snacks: Chips, trail mix, granola bars, pudding, fruit, and brownies, smores by the fire at night

Dinner: Dave's FAMOUS Pulled Pork Sandwiches, Coleslaw w/ pineapple, Chips

Sunday: Oatmeal, fruit, muffins and any leftovers! ☺
(most people pack up and leave early, hike optional)

Drinks: Coffee/ Tea with non-fat milk, juice

WHAT YOU NEED TO BRING:

- ✿ Dog food and bowl, 2 leashes (in case one breaks) –no retractables please
- ✿ Tent (beg, borrow or steal), Sleeping bag and/ or blankets (it gets cold at night)
- ✿ Refillable water bottle and an insulated coffee mug (very important!!)
- ✿ At least one gallon of water per person
- ✿ Sleeping mat or Air mattress
- ✿ Any medications that you or your dog are on
- ✿ Clothes: it may be cold at night and hot during the day so bring a variety including extra socks, a hat, long and short pants and don't forget fido's clothes
- ✿ Hiking boots or sturdy shoes
- ✿ CAMERA
- ✿ Camp chair, towels for you and your dog
- ✿ Make sure your dog has TICK repellent on (frontline, revolution, etc)
- ✿ Sunscreen and toiletries including bug spray and WET WIPES!!!
- ✿ Any alcohol or special drink. Juice and coffee/ tea will be provided.

PLANS FOR THE DAYS:

Friday: Everyone arrives and gets set up, take small hike, have dinner and hang by fire

Saturday: Have breakfast and coffee. The day is yours but we will be leading a hike that can be as long or short as you like. You can hang at camp and read, play with dogs, take a walk, ride your bike, play cards, whatever makes you happy! Lunch will be provided and you can eat when you are hungry! We will play a few games and have prizes—best dog trick? Best human trick? Saturday night: dinner and then hang by fire and eat smore's. Entertainment is the doggy fashion contest as most dogs bring their warm weather gear!

Sunday: Have light breakfast and either hang at camp, pack up and leave, or go for another short hike.

It is your weekend—you are free to do what you want. We will have organized activities for you to join in on or you can just hang and relax.

ADDITIONAL INFORMATION:

- ❖ There are bathroom with running water at the camp. They are coin operated so bring quarters if you plan on taking a shower.
- ❖ Tons of bike/ hiking trails but you can't leave your dog unattended at camp. There is usually somebody always at camp so you can probably arrange a dog sitter.
- ❖ There is a lake one-mile from camp and the dogs can swim if they want
- ❖ We will have signs throughout the park so FOLLOW THE LEASH YOUR FITNESS SIGNS.
- ❖ It is **very rustic** there so come prepared

GETTING THERE:

Laguna (CA) CLEVELAND CA

Located 50 miles east of San Diego, California. Take I-8 to Sunrise Highway Exit. Go approximately 13 miles to **Laguna/El Prado Campground**, just beyond the 26 mile marker. Stop at entrance for campground information and site location. We will have signs up so follow the signs back to camp> STAY TO THE LEFT

[View Regional Map](#)



Kayaking

Who thinks that their dog would NEVER be able to go kayaking?! A lot of people do and the truth is most dogs do fine!! Kayaking has become one of our all-time most popular events. It attracts all shapes and sizes of people and their dogs.

Last year, two older ladies pulled in beside my car in the parking lot and they parked in the handicap spot. When I warned the lady that she was parked in a handicap spot, she said that her sister was handicapped. I thought, UH OHH!! This is going to be interesting! It got better when I found out that neither one of them had ever kayaked. I told them that we may have to separate them but we would see how it went. They could both walk ok but the sister had an issue with her arms. Those two ladies had a BLAST!! They never stopped smiling the entire time, did great in the kayak and went home and told all of their friends about it. They called the next week and wanted me to take them out again with their dog group on a private tour.

Getting people to do activities that they would never do on their own is so much fun! It creates a buzz and is very rewarding!

We are lucky in San Diego to have the bay and the ocean at our disposal. Maybe you have a lake nearby that will rent you kayaks or doing private tours is also an option.

Aqua Adventures is a local kayak shop that is located on Mission Bay. I have been kayaking with them for years and have a great relationship with the entire staff. She gives me a deal on the kayaks and then I double it to make my profit. I organize the entire event and give them a call the morning of the event to let them know how many kayaks that we will need.

I give everyone a time to be at the kayak shop, they go inside and sign their waivers and leave EVERYTHING that they don't need in their car. The car keys STAY AT THE SHOP! Do not take anyone's car keys to hold and don't allow them to take them with them in case they capsize.

The size of the kayak used will be decided on the size of the dog and how many people are going together. If the dog is large, then a tandem is necessary. A single does not work well because the dog will be sitting in the owner's lap and they will be unable to paddle. Of course if there are two people going together, then a tandem will be used and the dog will hopefully sit in the middle. If there are small dogs

involved then a single should work or two people and two small dogs in a tandem work well also. I would recommend sit on top kayaks to sea kayaks but either work fine.

After everyone is in their kayaks, do a little demonstration on the correct paddle technique and let everyone know where you are going and the plan for the day. We paddle to an island and then allow the dogs to get out and run around and play. A helper meets us at the island in case anyone or any dogs are having any problems, she will drive them back to the start and we will tow the kayak. She has only ever had to take two dogs back. One was freaked out by the kayak and the water. The other was a bulldog that fell in and sank and the owner was freaked out about it (the dog was fine).



After playing on the island, we kayak back and go have lunch!!

A few things:

- ✿ Get the dog in the kayak on the dock or shore first. Give the dog a few treats to make it a positive experience for them.
- ✿ Have a capsizing plan for the dogs AND for the people. We have only had it happen two times and they were both ok.
- ✿ Suggest that the dogs wear Personal Flotation Devices (PFD) even if they can swim. It makes it easier to get them back in the kayak as the dog PFD have handles on them. Give the owners some suggestions on where to buy them. We deal with a local dog store owner that gives our kayak group a discount.
- ✿ Make sure the PFD fits properly. It should not be too tight but it should not slip off easily either.
- ✿ Only allow people to bring what they need, nothing else.
- ✿ Make sure everything is water proof or in a water proof bag, including cameras and phones.
- ✿ Have a plan in case there is a problem. I have had to tow a few people to the island because they were having problems steering. At the island, I rearranged people in their kayaks and the return back went much more smoothly!
- ✿ Remind everyone to wear sunscreen and don't forget the feet & ears.

- ❖ If you have a couple in your group—make them go together in one kayak. The dogs do not like their parents broken up and they will jump out to get to the other one. I have seen it happen numerous times.

Surfing

Obviously you need to live near an ocean or lake with waves to take the dogs out surfing. It is super fun. It is a mixed bag as to which dogs like it. Whatever you do, please do not force the dogs to go into the water if they don't want to go in and make sure that they like to swim and are comfortable in the water & at the beach before introducing them to surfing. A few tips about surfing:



Breaking the Guinness Record for having 17 dogs on a surf board!

- ❖ First question: Does the beach allow dogs?
- ❖ Get the dogs used to being on the board on shore first. Feed them a few treats on the board so they associate good things with it.
- ❖ Only use a foam board, regular surf boards do not work well. The dogs slip off even when they are waxed. If you use an epoxy or fiberglass board, then cover the top with a traction pad.
- ❖ The dogs ALWAYS wear a Pet Flotation Device (PFD) when surfing. They have a good chance of going under and even if they can swim, there could be waves, currents, etc that can hold them under. Plus, there is a handle on the top for easier handling in the water.
- ❖ Make sure the PFD fits properly. It should not be too tight but it should not slip off easily either.
- ❖ When putting the dog on the board, hold them under their belly with one hand and the board with the other. Try to keep them on the back of the board. Jack still always runs to the front, so we have a little counterweight anchored on the back of the board.
- ❖ Always start in very shallow water first so everyone can get used to this new sport together!!

For more information and tips about dog surfing, please go to:
<http://www.socalsurfdogs.com/>.

Paddle Boarding

Paddle boarding is a ton of fun with your dog. Jack and I go often. I have never taken out a group paddle boarding but you can work one-on-one with your participants or take out a small group. The trick about paddle boarding is balance so if you have a dog like Jack that likes to jump on and off the board to swim, then it may be a challenge. Many dogs just like to lie on the board and enjoy the ride. A few tips:

- ✿ Practice on land first. Get the dog used to the board by feeding him/her treats on the board.
- ✿ Always wear a PFD on your dog in case they fall off
- ✿ Start in shallow water and get used to the balance
- ✿ Keep the first couple of outings short and stay close to shore

Fitness Challenges

A very lucrative event that we began two years ago is our fitness challenges. We have them a few times a year: New Year's (capitalize on the resolutions), May (before bikini season), and September (back to school). There are a few ways that you can run these contests:

- ✿ Decide on the number of weeks that you want the contest to run. We have done everything from ten days to eight weeks. People get bored so if you are planning on eight weeks, have a lot of contests planned or you will lose people.
- ✿ Is it going to be in-house, on-line or both? There are benefits to both. **In house:** Is a feeder program to your other classes. It allows people to see your facility, try your services or classes and meet you and your staff. The down side is unless you offer a variety of class times, sometimes it does not work for people's schedule so then they won't do the contest because they can't make it to class. **On-line:** We have had great success with on-line groups. The private Facebook group works well or a Google group. You can post photos, documents and everything is private in the group. Most people have a Facebook account and if they don't, ask them to make a "fake" account just for the contest. The on-line groups can feed into your other classes as well as the group talks about the classes and gets others excited. Anyone can do the on-line group and they do not have to come to class.
- ✿ Decide on what information you will provide: nutritional information, motivational sayings, recipes, stretches, and tips like which shoes to buy, why they should wear compression socks, why foam rolling is important, etc. Demonstrate exercises that they can do on their own. We demonstrate with videos and photos with descriptions. You can do a video challenge and challenge them to how many reps that they can do in a minute or how long they can hold a plank.

- ✿ With an on-line or in-house program, you can add seminars or other educational meetings. Grocery store tours, nutritional seminars, shoe fittings, running techniques, foam rolling seminars, cooking classes are all ideas that you can add to your contests.
- ✿ Measurements. What are you going to measure? We have tried different things. We had one contest that we weighed the person and the dog. Most of our dogs are not overweight so that wasn't an issues AND if you do that then you have to have a special scale as a Great Dane is not going to fit on the bathroom scale. We did our measurements at a doggy daycare but you can also do them a veterinary office, dog training facility, dog groomer, pet supply store, anywhere with a scale and room to do everything else. We did ours in the main lobby after hours when nobody was around. Now we only measure the people. There are two sites for the measurements (hips & waist), person weight and we measure: how fast they can run a ¼ mile, how many crunches they can do in 1 minute, how many pushups they can do in 30 seconds, how long they can hold a wall squat. All of this is entered on an excel spreadsheet and the person with the greatest percentage increase in overall fitness at the end wins. You can do other things like blood pressure, heart rate or other exercises as well. We like to keep it simple.
- ✿ Winnings. What does the person win? How about a gift certificate to use in your company? We give away \$200. Leash Your Fitness bucks that they can use on anything that we provide including clothing, leashes and supplements. Other ideas are massages, workout gear, dog training, books and gift certificates with other business that you work with like shoe companies, nutritional supplies, dog supplies, etc. We gave away a custom yoga mat (with our logo on it) in our last on-line group. It wasn't a contest but I gave it away to the person who commented the most, offered ideas and feedback and did all of the exercises that we gave them to do. I even had them post photos of them doing the exercises at work on their lunch break.



Fund Raisers

Fund raisers are VERY rewarding. There are endless organizations that need money so deciding on what your cause is going to be is very personal. We try to do at least one a year for a local dog rescue group and one for a human group. There are many different ways that you can raise funds. A few that we have done:

- ❖ 2 hour wellness class: Every 20 minutes it was a different class or other wellness activity. We had other small business owners help out. Offered: doggy & people massages, mini-facials, dog yoga, boot camp, doggy drills and doggy peticures. Everyone even got doggy ice cream at the end.
- ❖ Burn Your Booty for Boobies: Breast Cancer fundraiser stair climbing event. The San Diego Convention Center has over 1,000 stairs. We did a stair climbing class where 3 groups of different fitness levels climbed all of the different stairs. We also had all of our business friends donate items including baked goods for the people and the dogs. Between the bake sale, raffle table and event we raised \$1000. in an hour event!
- ❖ Dog Yoga. We give a portion of all of our Dog Yoga classes to a dog rescue organization. The participants are also asked to clean out their dogs “closets” and bring any extra leashes, dog bowls, food, meds, etc. to donate to the rescue dogs.
- ❖ Holiday class. End the year with a BANG! Have everyone bring their dog’s holiday outfits, take photos, give out holiday treats and have a little “social” hour after class. The money raised can go to a local food bank or other charity.



Grand Opening Classes

If you are starting a new class why not have a GRAND OPENING!! Do a sample class, have local businesses donate raffle prizes, have snacks, giveaways and games to play. Make it fun!! Run a special, if they sign up for classes today they get a discount. These are another way for people to stop by and see what you do without feeling intimidated. We have had great success with our Grand Opening Classes; most people come back for our regular classes. Make sure you have the class in your regular class location so you will attract the people who live in that area. If you can have it at the same time that you will actually be teaching the class, that is even better but this is usually only possible on the weekends.

Inform the local businesses that you are new in town. Ask if they want to donate a prize to your Grand Opening class. Put the name of their company on the flyer and then ask if you can hang in their store window!! Cross marketing with the local businesses is a great way to attract new clients in the area.

Dog CPR Classes

You and your instructors should be certified in dog CPR so why not host a class. If you have a brick and mortar, you can have it at your facility. If not, then ask a dog trainer, boarding facility or other business if you can have it there—you can even cross market. If you get enough people, then you may even get your class for FREE!

Other Dog Events

Leash Your Fitness has a run/ walk team for the local 5k dog friendly walks. More and more walks are becoming dog friendly in San Diego. There are even two 5k walks that are exclusively for dogs and their parents. We form a team and buy everyone matching team shirts with our name on them. It looks really cool and it is great for marketing when a huge group has the same tropic blue shirt on. A walking team is led by our book keeper and our running team is led by our running instructor. Everyone starts together and then everyone splits up and goes at their own pace. Each year our team gets bigger and bigger!



We also negotiate to do the warm up for the runs and the yoga at the end in exchange for a free booth at the event. This is a WIN-WIN as it puts in front of the crowd two times at the event and saves us money on the booth fees!

Social Events

Last but not least, don't forget about social events. Women are social and

Team Leash Your Fitness

99% of our participants are women. They like to talk, compare stories, eat, and drink wine. The more that you can create a bond with your women, the more that they will keep coming back if nothing else than just to see their friends! Of course, the dogs become friends as well! Social events are fun as people get to know each other and everyone gets to see each other in regular clothes instead of their workout attire! Some ideas:

- ❖ **Yappy Hours:** After our Dog Yoga classes, we usually all go to Yappy Hour. We schedule them at 6 p.m. on Friday nights near a dog friendly restaurant. After class we all go and sit outside and enjoy dinner, appetizers, drinks or just socialize. Of course we only do this in the summer months. Restaurants are only allowed dogs on outside patios in California; check the rules in your state.
- ❖ **Pet Parades:** San Diego is very dog friendly. We have pet parades for St. Patrick's Day, Halloween and Christmas. There is one in the summer too but I don't recommend that one as the pavement is too hot for the dog's paws. It is so much fun to get a group together and walk down the street in the parade. Jack and I have even got to lead a few of them!
- ❖ **Parties:** We have dog birthday parties at the end of our classes if it is one of the dog's birthdays. The owner brings a cake and I supply the plates and party hat for the birthday dog. It is a lot of fun. I also have a beach party for Jack every year and everyone is invited. I supply the cake and snacks for the people and the dogs. Last year we even did surf lessons. Leash Your Fitness also has an annual Holiday Party. It is the only thing that we do that is NO DOGS allowed as we have it at a clubhouse or my house. Everyone brings a dish and a \$20. gift for the gift exchange. It is so much fun and things get interesting when gifts are being stolen! Every year there is a favorite that everyone wants and of course it is always dog related. We also have done beach and park parties. Parties are another great way to meet new people that may not know that they want or need to workout. Once they get there and talk to the others or see that other women look like them and they are doing it, then they may try it. It is a non-threatening way for people that are in the contemplation stage to meet you and the other people in your classes.
- ❖ **Singles Events:** These are a lot of fun. Have them at a dog friendly bar. The trick is to get guys to attend! The weekend or even a few days before the event, pass out flyers in local bars, gyms and other places that guys hang out. Have doggy themed drinks, raffle prizes, games and other fun things to do.

For a better turnout, have all or a portion of the proceeds go to a rescue group or other organization and have them help you advertise. For an example of one of our Singles Events, see the next page.

Welcome To

Spring Fling

doggie style

Raffle Gift Baskets

_____	5:30	2 Belly Up Concert Tickets (\$54) Snap Gift Basket Authentic White Tiger – Intro training class for 2 people (\$200)
_____	6:00	Chama's Dog Wash \$50 Gift Basket Thunderbird Therapeutics—One Hour "People" massage (\$70) Wizard Of Paws Gift Cert(\$20)
_____	6:30	Howlistic Gift Basket (\$75) Healing Hands Canine Massage (\$40) Gilden Chiropractic—2 weeks chiropractic care for you and your dog (\$59) 1 hour people massage (\$60)
_____	7:00	2 Belly Up Concert Tickets (\$54) Snap Gift Basket Wizard Of Paws --Gift Cert(\$20)
_____	7:30	Spawtlight Gift Basket Authentic White Tiger – Intro training class for 2 people (\$200) Wizard Of Paws --Gift Cert(\$20)
_____	8:00	Muttropolis \$40. Gift Card and Treats Cutting Edge --Swim lesson <i>Love Just Happens - 3 months Date coaching</i>
_____	8:30	FREE 1 night stay at the Hotel Indigo

Raffle Tickets

\$1.00 each
or
6 for \$5.00





Sign Courtesy of Clairemont Signs, Inc.

Raffle Gift Basket schedule sign created for our Spring Fling Singles Event.

Chapter 11

Marketing

Getting the word out about your classes is going to be the single most important thing that you do. If you already own a dog training business or are working with a dog trainer, it will be a little easier although it takes a while for people to grasp the concept. Marketing your business is a never ending process. That is why you still see Starbucks & Coca-Cola spending millions on advertising—you ALWAYS want your name out there. The experts say that it takes someone seven times to see your business name before they take action. From the Intention Stage to the Maintenance Stage is a series that many take years to go through so don't give up!

The first action may be to visit your website or social media page (Contemplation Stage). From there, you want them to reach out to you by email, message or the old fashioned way via a telephone call (Preparation Stage)! It is amazing to me how many people go through the steps of signing into our registration site but never sign up for anything! The next thing you want them to do is SIGN UP for a class (Action Stage)!! We make this super easy by giving them the first class for free. Once you get them to class, the next step is to KEEP THEM (Maintenance Stage)!! Of course these stages do not necessarily go in order and they may even back track that is why you ALWAYS have to be on the top of your game, keep the classes interesting, make sure people are seeing results and keep up with your marketing!

Unlike ten years ago, today marketing can be cheap. Social media is an AWESOME way to market that doesn't cost you anything! Gone are the days of running expensive print ads! Those have not worked well for us at all! Let me share with you what has and hasn't worked:

Business Cards: This is pretty basic but I am surprised at how many businesses don't have them. You can order them on-line and they are pretty cheap. Make sure that your website, phone, email and social media information is on them. I would suggest not making them white—you want them to stand out from other business cards.

Website: The FIRST THING you need to buy is a domain name. You don't want it too long and make sure nobody else is using it. Make it catchy and easy to remember. I would recommend sticking to a .com instead of .net or .org. Most people use .com. Have a website that you can make changes to yourself. You don't want to have to pay someone every time you need a change, you will have a lot of changes, especially in the beginning until you figure out what works for you. Wordpress is a very common site to use. The site should also be mobile friendly as many people use their phones to search. You want your website to be inviting and keep people there! If it doesn't GRAB their attention—they will move on! Other important things to consider:

- ✿ Photos and videos: they will SHOW your audience what you are doing in your classes and it also shows your demographic. We have people comment that they like our classes because everyone isn't 18 and in perfect shape like many bootcamp classes. They see our photos and are not intimidated.
- ✿ Registration: Must be easy. Only ask them what you need. I would recommend a box to find out how they heard about you so you can keep track for marketing purposes. Name, email, address, and phone number are also important.
- ✿ Additional Helpful Software: There are many software programs that can be used on your website to help with registration, scheduling, etc. Mind Body is a very comprehensive registration system that can be used for registration purposes as well as scheduling appointments, listing classes/ events, running reports, keeping track of all of your client transactions, automatically sending reminder emails, collecting revenue, follow-up logs, as well as a host of other things. It is a little costly but it will save you a TON of time. It is a software service that you can pay a monthly fee to use. It is VERY comprehensive and does much more than I use it for. You can find Mind Body at: <http://www.mindbodyonline.com/>. The one that we initially used was SuperSaas. It was a basic registration system that was super easy to use and much cheaper. www.supersaas.com/
- ✿ Contact Page: Make sure your contact information is very easy to find. There is nothing worse than going to a website with no contact information. Have your phone number on every page. Also have a contact page where people can type you a message. That is what most people do, very few call. Be careful putting your email on there as you are inviting spam.
- ✿ Testimonial Page: Prospects like to see that your participants are getting results. It doesn't have to be only weight loss either. Lowered blood pressure, gaining strength, able to run a 5k, a better behaved dog are all great reasons to come to your classes!!
- ✿ Media Page: The more of an "expert" you are, the more people will feel confident in your business. Find local newspapers or magazines that will publish your articles or get on the local news (*more on this later*).
- ✿ Team Page: Who is your team and what are their credentials? Photos are good too. If you work with dog trainers, add them on your team as well! The bigger your company looks—the better!!
- ✿ Questions Page: If you are constantly getting the same questions when people contact you, then put the answers on this page.
- ✿ Search Engine Optimization (SEO): A website designer may have to help you with this. It is how people are finding you. When they search on Google, is your website coming up on the first page? This can be a little complicated so you may want to research it a little. Basically, you want "key words" on and in your site.

Social Media: Probably almost important as a website is a social media site. There are many to choose from these days and more are popping up every week. It can be a little overwhelming so pick one and USE IT!! We like Facebook because I post a ton of photos, inspirational quotes, funny dog cartoons and other fun stuff. Our Facebook page is connected to our Twitter Page so whatever I post on FB will automatically post on Twitter (I do not know how to use Twitter)! There is also Google +, LinkedIn, Foursquare, Pinterest, YouTube, Yelp and many others. You can decide what works best for you. Having an active social media site can be time consuming so have a plan so you don't get sucked in! It is a great way to post information about your classes & events. Post educational articles or helpful tips, fun stuff, photos, etc. Don't ONLY post information about your company or that will be too much like advertising and people will get bored. Try to get people active on your site. I ask questions on almost every post. For example, I may post a picture of Jack swimming and then say "Does your dog like the water?" Or one of him hiking and ask "Where is your favorite place to take your dog hiking?" It is fun to hear from others AND when they post a comment, it will show up on their page and then their friends will like your page!! Smart way to get new followers! You can have contest as well. People can vote on the best dog costume, dirtiest dog photo, best Valentine photo, etc. It is also really smart to have a company YouTube page. YouTube is one of the most searched sites so it will really help your SEO. A few things that will help you get Social Media followers:

- ✿ Post your "like" page EVERYWHERE: website, business cards, email signature, flyers, all marketing material, etc.
- ✿ Post comments on other people's page from your business page. Their followers will be curious about you and check out your page.
- ✿ Have GREAT content so your followers will SHARE on their page
- ✿ Ask questions, when your followers comment, it will show up on their page and their followers will begin to follow you
- ✿ Tag your participants in your posts (make sure you get their permission to post photos of them)

Blog: A blog is fun to have and easy to do. Most of our blog posts are written by "Jack", my Cairn Terrier. Everyone knows Jack, he is cute and the blog can be more fun that way. A blog can be educational, inspirational, a place to post photos, or anything else that you want to share with your participants. You don't have to write them all yourself. A gal from our Facebook page in Texas writes our dog book reviews and one of our participants shares all of her treat recipes with us! You want your blog to be prominent on your website and you want to share it with your social media. It is a way to get people to your website and it is another great SEO tool. How often you post is up to you but stay consistent. It doesn't look good if you have a blog but only post on it two times a year. A few of the things we use it for:

- ❖ A recap on ALL of our events complete with tons of photos
- ❖ Any special class recap: dog birthday parties, fund raisers, holiday classes, etc.
- ❖ Dog book reviews
- ❖ Dog Friendly Road Trips
- ❖ Educational material
- ❖ Dog training information
- ❖ Healthy homemade dog treat recipes
- ❖ Tips
- ❖ Testimonials

Booths at Dog or Fitness Events: One of the best ways that we get the word out about our classes is actually talking to people. Answering their questions and explaining what we do has been the best form of marketing for us. San Diego is a very dog friendly city. In the spring and summer there is some form of dog event every weekend. It can be a dog adoption, fund raiser for an organization like Canine Companions, a rescue group, etc. Dog friendly 5k walk and runs are becoming very popular. We even have National Dog Party day and Jack is the poster dog for it! Having a booth set up at these events are awesome!! It doesn't HAVE to be a dog event but we have found that if the majority of the people have dogs, it is more bang for your buck. We have tried having booths at Farmers Markets, Street Fairs, and Corporate Wellness Events but they have not been as receptive. A few things that you may want to know if you are new to having a booth:

- ❖ Try to negotiate your services in lieu of the fee. Some booth fees can be expensive. Leading the warm up, teaching a dog yoga class or educational seminar are great services that you can use to negotiate.
- ❖ Have a 6' table and an Easy Up of your own. That will often save you money as many times they charge extra for those and even more often, they don't supply them.
- ❖ If you live in a windy area, have weights or full gallon water bottles to hold down your Easy Up. Many parks do not allow you to put stakes in the ground. Ours has blown away twice!!
- ❖ A banner and signs are great as they will grab attention. Have a catchy saying or photo on it. We use our Jumping Jack photo—it always gets attention AND it makes people talk to me as they always ask if he really did that! Make sure that the banner can be seen and it is easy to hang. Other signs on your booth need to be easy to read, visible and pertinent to what you have going on that you want people to sign up for. Pictures say more than words so display photos of your classes and events.
- ❖ If you are going to be having a contest or event, give people a discount if they sign up TODAY!



- Giveaways are a great way to get people to give you their information and to come to your booth. We learned very quickly that a lot of people come to events with a suitcase that they fill with free giveaways. They don't even care what it is!! Some of the things that we have given away are: little bags full of goodies like dog biscuits, coupons and educational info; dog food samples supplies by one of our partners; free class coupons; water bottles with our custom label on it. The most important thing is to have a sign up for something before you give them something. We ALWAYS have a sign up to win 3 FREE classes. On the sign up form, we ask if it is ok to add them to our newsletter list. After they sign up, THEN we give them something. If you just leave your free stuff on your table, it will be GONE in an hour!! Have your business name and contact information on whatever you are giving away, even if you have to staple your business card to it.
- If you are at a dog event, know that dogs are going to pee on whatever you have on the ground so I would not recommend putting baskets or anything else on the ground in front of your booth. I would recommend putting out bowls or water and poop bags. That is another way to get people to stop by!



Flyers, Postcard, Brochures: You decide which one will work for you. We use 4 x 6 postcards. We always put a little bone shaped offer in the bottom right corner with our contact information. A free class, a percentage off your first class, a free consultation or a free bag of dog treats are a few ideas that you can use. Have them with you at all times and pass them out at your booths, during your classes and give them to your participants to pass out. Offer them a referral fee if anyone they know signs up for classes. We give our participants a free class. If you are planning on hanging flyers in public places, you may want to check the rules. For example,

certain Starbucks will only allow you to hang flyers if it is for a non-profit SO if you are doing a fund raiser you can hang them!! Honestly, when I began Leash Your Fitness, I hung flyers EVERYWHERE and never got one call from them. I would go back in a few days and they would be gone. But, it is just one more way to get your name out in the community. Remember, people have to see your name seven times before they take action!

Articles: Do you like to write? If so, submit articles to your local newspapers, magazines and on-line resources. We write monthly articles for Active.com; it is an on-line resource for everything fitness. We also write for a couple of different on-line resources. They put our name at the bottom of all of the articles and link our website. The more you get your name out there, the better plus it makes you the “expert” in your field when you write articles about it!

Newsletters: I would say that sending out a monthly newsletter is one of the best marketing tools and fairly inexpensive. There are a lot of different companies that you can go through. We use IContact but there is Constant Contact, Mail Chimp, Vertical Response, Sparklit, and many more. Look at their sites and see which one will work best for you. Many of them are free up to a certain amount of contacts. Start collecting your participants email information. We do this on our website when they register, at our booths during events and on our website on the “newsletter sign up” form. You should always ask permission before signing someone up on our newsletter and make sure that there is an unsubscribe button at the bottom in case they no longer want to receive it. Sending out weekly, bi-monthly or monthly emails is a great way to keep your list informed on what is going on with your business AND to stay on the radar so that they don’t forget about you. However often you decide to send your newsletter, be consistent. I would not recommend saying that it is a monthly newsletter and then send it out every week or every day like some companies do! What you include in your newsletter is up to you but make sure that your contact information is located on it numerous times, there are links to your website AND your social media sites. Some ideas that you can include:

- ✿ Educational Information
- ✿ Your class and event information
- ✿ Fun things to do in your area
- ✿ Inspirational quotes
- ✿ Recipes
- ✿ Tips

Apparel: Having your class workout on with your company logo on their shirts is an AWESOME way to get attention. Many times when they leave class, they go run errands so what better way than to have a walking billboard advertising for you!! Shirts can be reasonably inexpensive depending on the style that you purchase. We

offer our classes numerous styles including: tanks, t-shirts, long sleeve jerseys, hoodies, and sport shirts. A few things to consider:

- ❖ Are you selling or giving away the shirts? We do both. We used to give away a shirt to everyone that bought their first package; we do not do that anymore but will give out shirts for raffle prizes etc. The more expensive styles, we sell at a small profit.
- ❖ Are you going to inventory the shirts? We do not have a brick and mortar so it is a little harder to have inventory where people can see them all of the time so we allow the girls to pick the styles and colors that they want. They are more apt to wear them if they like them and our girls wear them all of the time!
- ❖ How often are you going to order? Most screen printing places want a minimum order so if you are going to do special orders, limit how many times that you do them and order extra's so that you maintain the minimum order.
- ❖ Have special colors each season: another fun idea is to have special color shirts each season or a different logo each season and only order a certain amount. Create a buzz so that people WANT to be the first to have one!

Leashes: We have special Leash Your Fitness hands free leashes made. They say, “My dog is my workout partner” “Leash Your Fitness”. They work GREAT for class because the participants have their hands free to do pushups, core, yoga stretches and other exercises. We have also found that the dogs do not pull as much when they are tethered to their human. Of course, they do not work well with all dogs but our participants say that it is nice not having the dogs pull on their shoulders. Most of the people in our classes use them. If you are interested, let us know and we will give you our vendor so you can have your very own leashes made!



Other LOGO ideas: There are a variety of ideas that you can use for giveaways to your clients with your logo on them. Think of things that they need so that they will actually USE what you give them and others will see it. Every year we come up with something new to give away with our information on it:

- ✿ Insulated lunch bags
- ✿ Shopping bags (we ordered large ones that they can carry their yoga mat in!)
- ✿ Water Bottles
- ✿ Collapsible dog water bowls
- ✿ Doggy poop bag holders
- ✿ Hats / Visors
- ✿ Socks
- ✿ Yoga mats
- ✿ Stickers or decals for their cars
- ✿ Back packs or gym bags

Press Releases: Send out press releases to all of your local media outlets for any of your grand openings, special events and especially for fund raisers. The media love unique ideas. Sometimes they will write about them or often times, the news will come out and cover your event. Include all of your company information on your press release and keep them to the point.

News: Have you ever been on the news?

I remember the very first time that the news called me and asked if I wanted to do a segment on working out with your dog. I was so excited! I planned for hours what I was going to say, I made up little water bottles with our custom label to give to everyone in the news room, I gathered a bunch of people to come with me at 5:30 a.m. to the news station to demonstrate the exercises and I worried all night! The segment was approximately two minutes and they gave me a tiny square to demonstrate. Right before the segment was about to air, the newscaster threw the remainder of the bagel he was eating right in the middle of our demonstration area! I ran out and got it so it would not distract the dogs. Anyhow, it went well although one of the gals showed up in jeans—not workout clothes!

Since then, I have been on the news plenty of times. Some tips if you land on TV:

- ✿ Recommend that the news station come to you! Many times they will, depending on their timing. You can demonstrate better and give the audience more of a feel about your classes. It is hard to demonstrate in a little on a news set.

- ✿ Make sure that if you bring helpers, that they wear workout clothes. If you have your logo on them it is even better!
- ✿ Have a game plan on what you are going to talk about but be ready to switch gears as they may have another idea or start talking about something else
- ✿ Wear bright clothes—no black!
- ✿ Take well behaved dogs with you, the last thing you want is the dog to attack the newscaster or be so hyper that the dog is a distraction
- ✿ Be early and talk to the other guests that are there for their segments, it never hurts to network!
- ✿ Ask the news station to put your contact info on the screen and make sure that they have it correct!
- ✿ Ask them if you bring a DVD or CD if they will give you the footage (unless you know how to tape it) so that you can put it on your YouTube & Media page

Cross Market: Working with other dog businesses is a fun idea. You are all marketing to the same people so why not work together. Setting up a booth outside a dog supply store is one way to cross promote or you can run a special with them. For example: They can give their patrons a free class if they buy \$100. worth of supplies or you can give your clients a free coupon from their store for coming to your class. Ask them to put a coupon for your classes in all of their bags for a month. It is an extra bonus for their clients and free marketing for you! Doing events together works as well. (See chapter 10 on events)

Print Ads: Print ads should be your last marketing route to go. It is the most expensive and it will yield the worst results. Most print ads must be run on a monthly basis as people have to see it multiple times before they will take action. They are usually very expensive for a quality size. Figure out how many new clients you will have to get to pay for the ad and then go from there. If you do run a print ad, don't put the name of your company as the heading like most people do. You have to GRAB their attention FIRST! Once you have it, THEN tell them who you are, the action step and how to contact you.



Sample 4 x 6 postcard

Chapter 12

Team

Your team is very important as they represent you and your company. It is important to get the “right people on the bus.” Who you need on your team will depend on if you have a brick and mortar or if you are mobile. If you are mobile you don’t need a front desk person or a cleaning crew. But Leash Your Fitness has gone through many instructors in the last four years. It is a challenging class to teach, especially if you are doing it alone. If your business plan is going to be to have a dog trainer and a people trainer, then that makes it a bit easier to find an instructor but price your classes accordingly to cover both instructors. Whoever you decide to have teach your classes, insist that they sign a non-disclosure in case they decide to take your idea and start teaching somewhere else. If they refuse to sign, as I had one instructor do, then you don’t want them on your team. There are a few other things that you should be aware of when you begin to hire. One very important question is, are they going to be an independent contractor (IC) or an employee? This is a very gray area so be careful. The IRS has specific rules that you have to go by. This is copied this from the IRS website and I suggest that you visit their website as well:

Common Law Rules

Facts that provide evidence of the degree of control and independence fall into three categories:

1. **Behavioral:** Does the company control or have the right to control what the worker does and how the worker does his or her job?
2. **Financial:** Are the business aspects of the worker’s job controlled by the payer? (these include things like how worker is paid, whether expenses are reimbursed, who provides tools/supplies, etc.)
3. **Type of Relationship:** Are there written contracts or employee type benefits (i.e. pension plan, insurance, vacation pay, etc.)? Will the relationship continue and is the work performed a key aspect of the business?

Businesses must weigh all these factors when determining whether a worker is an employee or independent contractor. Some factors may indicate that the worker is an employee, while other factors indicate that the worker is an independent contractor. There is no “magic” or set number of factors that “makes” the worker an employee or an independent contractor, and no one factor stands alone in making this determination. Also, factors which are relevant in one situation may not be relevant in another.

Instructors

- ✿ Are they ok with all dog sizes and are they going to be able to handle the participants AND the dogs?
- ✿ How are you going to pay them? Per class? Commission? Both? We pay both, it gives the instructor incentive to teach a killer class, help market and own their classes. If you pay only per class, then your instructor has no

incentive to keep people coming back, they will most likely show up and teach and that is it.

- ✳️ Require your instructors to have their own insurance and if they are an IC, then they may have to have their own business license. Check the rules in your area.
- ✳️ Current Fitness, CPR and Dog CPR are also requirements
- ✳️ If the instructor is an IC, then you can't force them to wear your logos or business attire but make sure that they are representing what you want. If your demographic is an older crowd, they may not want a young instructor baring their midriff in class, but maybe they do!! That is up to you to decide and be aware of.
- ✳️ If your instructor is an IC, then you can't make them follow your class format but you can give them "tips" on how you would like them to teach. If they are an employee, you have more control over how they teach the classes.
- ✳️ Our best instructors have been participants that LOVED what we do so they went out and got certified to teach. They didn't have any bad habits to break and they were already familiar with our classes and our mission.

Marketing Coordinator

We have good luck finding interns in our local colleges. Sometimes they can work for school credit or they will be willing to volunteer for experience. We have always paid our interns. The one thing you have to be careful of is time management. If your intern is working from home, then give them deadlines and tell them EXACTLY what you expect from them. If they are in school and working, sometimes things take a little longer. A marketing person can help you with your social media, newsletter, blog, press releases, posting your classes and events on local websites, booths, talking to businesses, etc. Other ways to find a marketing person:

- ✳️ **Marketing companies.** They can be very expensive but depending on how good they are, may be worth it. Have them look at your company and find out exactly how they can help you. Weigh how much they cost and how many new people it would take to cover the expense of hiring them.
- ✳️ **Self-Employed Marketing person.** When we started, one of our instructors was actually our marketing person as well. That was what she did at her full time job. It worked out great as she knew about what we did and what we needed as she taught for us! You can also try doing a trade with a self-employed marketing person. They may need to lose weight while you need their services. Another Win-Win! You can run an ad on Craigslist or start asking around in your classes or on your Facebook page.
- ✳️ **Participant.** Is there someone in your class that is very social and loves to spread the word about your company? Then do a trade with them!! Have them help with your marketing for free classes.

Bookkeeper

If you are like me, you don't want to be bothered with the financials and numbers. I really hate the tedious stuff and don't know what I would do without our bookkeeper.

This is the part of the business that often suffers the most. Small business owners are so busy finding clients and running their business that they do not pay attention to the financials. They are so busy MAKING money that they don't think about managing the money that they are making. Keeping an accurate accounting system is crucial for many reasons. Are you paying quarterly taxes? Are you paying your yearly sales tax? Are you keeping track of all or your expenses? Are you sending timely statements to your clients or do they pay on-line via credit card? This is ALL very important and the more organized that you are, the easier it is at the end of the year when tax time rolls around. I couldn't believe how much smoother it was come tax time when all of my records were in Quickbooks and organized.

Our bookkeeper can get all of the reports from Mind Body and see who paid for what service. She handles all of the credit card fees, reconciling the bank account, paying our bills including the state tax, balancing the checkbook and organizing all of our expenses. In return, she is welcome to any of our classes and events and I also pay her a monthly salary. She does this as a part time job at night after her full time job.

Partner

If you decide to go the partner route, be careful. Have EVERYTHING in writing and have a business account where everything goes in and comes out of for easy tracking. Decide who is going to have which responsibility in the business and how you will both get paid. Have an attorney help you get everything documented. Make sure you both have the same work ethic. You both don't need to be good at the same things, as a matter of fact, it is better when you complement each other.

When I began Leash Your Fitness, I had a partner. She was a fitness instructor that was very business savvy and she had a dog that she was very active with. I was really excited to work with her. It didn't take long to discover that I was doing MOST of the work. She had her own business that she was building and this really wasn't in her plan. We both agreed that it wasn't working out and then I went solo.

****SAMPLE****

**Independent Sub –Contractor Agreement
(Non-employee Compensation Agreement)**

The Independent Sub – Contractor Agreement (the “Agreement”) is entered into effect the _____ in the year **XXXX** by and between _____ (“Client”) and _____ (“Sub-Contractor”). Whereas, Sub-Contractor desires to perform certain services for the Client and Client desires the Sub-Contractor to perform these services. Now, therefore, in consideration of the foregoing terms, the terms and conditions specified herein, and other good and valuable consideration, the receipt and sufficiency of which hereby acknowledged, intending to be legally bound, the parties hereby covenant and agree as follows:

- I. Sub-Contractor agrees to perform the following services on behalf of the Client:
 - A. Group Fitness Classes
 - B. Walks/Hikes/ Other Services
 - C. Submit verification of applicable certifications, business requirements and liability insurance and maintain those certifications, requirements and insurance policy.
- II. Sub-Contractor will commence work on or before _____ and will perform work on a per job basis. This work will continue until _____.
- III. Client will pay the Sub-Contractor the following sum as set for the below:
 - A. Group Classes: \$____ per hour class.
 - B. Walks/Hikes/ Water Sports & Other Services will be paid ____.
- IV. Sub-Contractor and Client intend this agreement to be one between an independent contractor and employer. Nothing in this Agreement shall be construed as creating a partnership, joint venture or relationship of principal and agent or master and servant between Client and Sub-Contractor. Accordingly, Sub-Contractor retains sole right to direct the manner in which the services described herein are to be performed. Sub-Contractor is responsible for maintaining a safe and controlled environment when performing the services described herein. Subject to the foregoing, Client retains the right to inspect, to stop work, to prescribe alterations and generally to supervise the work to insure its conformity with the work specified in this Agreement. Sub-Contractor and Client understand that it is the Sub-Contractor’s sole responsibility to provide for all employment taxes including withholding and social security, including worker’s compensation coverage.
- V. Either party may terminate this Agreement with cause by giving the other three weeks notice either orally or in writing.
- VI. Professional Ethics
 - A. Client encourages ethical and appropriate behavior with all clients and fellow associates.
- VII. Invoice for service submission and procedures
 - A. Each associate sub-contractor will be issued sign in sheets for the clients participating in the _____ classes. Each participant must sign in if they are a paid participant.

- B. Each associate sub-contractor will be issued waivers for the new participants in the _____ classes. Each new participant must thoroughly fill out the entire waiver. It is up to the sub-contractor responsible for instructing said class to make sure waiver is signed before allowing participant to participate in the _____ classes.
- VIII. Group Fitness No Show Percentage Allowances
- A. Instructor independent sub-contractors, while independent, are representing _____. Therefore, parameters are being set for the percentage of NCC's (no-shows or no class conducted) individual instructing sub-contractors are allowed before they are no longer eligible to represent _____.
 - B. When an instructor has NCC'd for 2% of his/her classes within any given time period (from the time of the first NCC to the time of the NCC that brings him/her to 2%) a warning will be issued to instructor and reasons for the NCC pattern will be investigated in an effort to assist the instructor in overcoming what is causing the NCC pattern.
 - C. When an instructor has NCC'd for 4% of his/her classes within any given time period (from the time of the first NCC to the time of the NCC that brings him/her to 4%) the class or classes may be assigned to another instructor at the discretion of _____.
- IX. Sub-Contractor agrees that during the period of one year immediately after the termination of this Agreement, Sub-Contractor will not, either directly or indirectly, call upon, solicit, divert, or take away, or attempt to solicit, divert or take away any of the customers, business or patrons of Client.
- X. Each party to the Agreement has had the opportunity to review the Agreement with legal counsel. This Agreement shall not be construed or interpreted against any party on the basis that such party drafted or authored a particular provision parts thereof, or the entirety of this Agreement.
- XI. Nondisclosure Agreement. Sub-Contractor has reviewed, approved and executed a Nondisclosure Agreement with respect to Client's proprietary and other information.

Sub-Contractor Signature _____
Date

Client Signature _____
Date

****SAMPLE****

NONDISCLOSURE AGREEMENT

This Nondisclosure Agreement (the "Agreement") is made by and between _____ (the "Subcontractor") and _____ (together with its affiliates, successors and assigns, the "Company"), and is effective as of _____ (the "Effective Date").

This Agreement is signed and executed to formally set forth the understanding and agreement of the parties hereto with respect to the treatment to be accorded to any Confidential Information (as defined herein) obtained by the Subcontractor from or through the Company.

NOW THEREFORE, in consideration of the mutual covenants contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Company and the Subcontractor, intending to be legally bound hereby, agree as follows:

I. NONDISCLOSURE OF CONFIDENTIAL INFORMATION

- 1. Company Information:** The Subcontractor agrees at all times during the term of its employment by or affiliation with the Company, and thereafter, to hold in strictest confidence, and not to use, except for the benefit of the Company, or to disclose to any person, firm or corporation without written authorization from _____, any Confidential Information of the Company. For the purposes of this Agreement, "Confidential Information" means any Company proprietary information, technical data, trade secrets or know-how, including but not limited to: research, product plans, learning or coaching tools, products, services, customer lists and customers (including but not limited to: customers of the Company on whom the Subcontractor called or with whom the Subcontractor became acquainted through its work with respect to the Company), markets, software, developments, inventions, processes, technology, designs, drawings, marketing, finances, information about Company employees, Company partners, Company officers (past and present), Subcontractors and other business information disclosed to the Subcontractor by the Company either directly or indirectly in writing, orally or by observation.

All Confidential Information obtained by Subcontractor prior to the execution of this Agreement shall also be subject to the terms of this Agreement.

- 2. Third Party Information:** The Subcontractor acknowledges that the Company has received and in the future will receive from third parties their

confidential information subject to a duty on the Company's part to maintain the confidentiality of such information and to use it only for certain limited purposes. The Subcontractor agrees to hold all such confidential information in the strictest confidence and not to disclose it to any person, firm, or corporation or to use it except as necessary in carrying out the Subcontractor's work for the Company consistent with the Company's agreement with such third party.

II. RETURNING COMPANY PROPERTY

The Subcontractor agrees that, at the request of the Company, it will deliver to the Company (and will not keep in its possession, recreate or deliver to anyone else) any and all devices, records, data, notes, reports, proposals, lists, correspondence, specifications, materials, equipment, other documents or property, or reproductions of any aforementioned items developed by the Subcontractor pursuant to its work with the Company or otherwise belonging to the Company, including but not limited to, all keys, passes, parking passes and/or other necessary equipment, property, as well as any and all passcodes, PINs and other access information given to the Subcontractor pursuant to the employment. This includes: _____.

EQUITABLE REMEDIES

The Subcontractor agrees that it would be impossible or inadequate to measure and calculate the Company's damages from any breach of this Agreement. Accordingly, the Subcontractor agrees that if it breaches any part of this Agreement, the Company will have available, in addition to any other right or remedy available, the right to obtain an injunction from a court of competent jurisdiction restraining such breach or threatened breach and to specific performance of any such provision of this Agreement. The Subcontractor further agrees that no bond or other security shall be required in obtaining such equitable relief and hereby consents to the issuance of such injunction and to the ordering of specific performance.

III. GENERAL PROVISIONS

1. Entire Agreement: This Agreement sets forth the entire agreement and understanding between the Company and the Subcontractor relating to the subject matter herein and merges all prior discussions between the two. No modification of or amendment to this agreement, nor any waiver of any rights under this agreement, will be effective unless in writing signed by the party to be charged. Any subsequent change or changes in the duties or

compensation of the Subcontractor will not affect the validity or scope of this Agreement.

2. **Severability:** If one or more of the provisions in this Agreement are deemed void by law, then the remaining provisions will continue in full force and effect.
3. **Legal Fees:** In the event of litigation relating to the subject matter of this Agreement, the non-prevailing party shall reimburse the prevailing party for all reasonable attorney fees and costs resulting therefrom.
4. **Choice of Forum:** The parties hereto agree that all actions or proceedings arising in connection with this Agreement shall be tried and litigated exclusively in the State and Federal courts located in the County of _____. The aforementioned choice of venue is intended by the parties to be mandatory and not permissive in nature. Each party hereby consents to the jurisdiction of the courts located in the County of _____.
5. **Successors and Assigns:** This Agreement will be binding upon the Subcontractor's heirs, executors, administrators, and other legal representatives and will be for the benefit of the Company, its successors, and its assigns.

SUBCONTRACTOR

By: _____
Name: _____
Title: _____

By: _____
Name: _____
Title: Owner

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