



Make Your Dog Epic

Dog Training Academy



Join a Winning Team and Become a Howling Success!



Peter Taunton

Chief Franchising Officer

Peter has extensive experience in franchising, over the last 22 years he has founded and launched 3 separate brands to over 5,000 locations worldwide.

Clay Clark

Chief Operating Officer

Clay Clark is a father of five kids, the former “**U.S. SBA Young Entrepreneur of the Year**” for the State of Oklahoma, the founder of several multi-million dollar companies, an Amazon best-selling author of 30+ books, and the host of the Thrivetime Show podcast which has been number one overall on the iTunes business podcast charts 6 times.



The Dog Training Industry Today



- 65.1 million or 44.5% of U.S. households own a dog.
- 97% of those households consider their dog to be part of the family!
- The dog training industry today lacks standardization or thought leader.
- Dog training services is expected to grow to 7 x to 5 billion by 2030.
- The typical cost for dog obedience training ranges from \$500-\$3000 for multi week training sessions.
- No results-based training fee's guaranteeing results.



The “Make Your Dog Epic” Difference!

- **Our results based fee structure**... At Make Your Dog Epic, customer only pay's if they're happy with the result! Our customers select from our pricing package of obedience's...if we don't deliver on your selected commands, you don't pay... NO ONE IN THE INDUSTRY DOES THIS!
- **We come to your home**, making training easy on the owner and a comfortable setting for the dog.
- **Positive reward based training**... no shock or chokers collars... our dog clients love to go to class!
- **You pay zero royalties** unless you do at least \$1,000.00 per week in revenue. (To qualify you must get 20 Epic Dog google reviews per week.)
- **We donate** 1% of gross profit to Underdog Animal Rescue and Pet Adoption.





ONE ON ONE TRAINING PACKAGES

Core Benefits

- 1st - Results Based**
(We charge based on results, NOT the number of lessons or amount of time.)
- 2nd - We are one of the most affordable dog training services in America.**
(We will work with you to find the best package for you and your budget.)
- 3rd - We are one of the highest rated & most reviewed dog training companies on the planet.**
- 4th - Money-back Guarantee**
(We guarantee our results with a money-back guarantee on all of our packages.)



For families in need: Ask about our scholarship options

"Our Goal is Obedience but NEVER at the Expense of Personality."

E-Collar Included

<p>\$849 UNTIL DONE</p>  <p>BASIC</p>	<p>★ Most Popular ★</p> <p>\$2,099 UNTIL DONE</p>  <p>EPIC</p>	<p>\$1,399 UNTIL DONE</p>  <p>ADVANCED</p>
<p>3 Commands</p> <ul style="list-style-type: none"> 🐾 3 Commands that Work Around the Distraction of Your Pick 👤 3 Refresher Group Classes 👋 Unlimited Free Hi-Fives 📱 Lifetime Phone / Video Support 🐾 25% off Second or More Dogs 	<p>12 Commands</p> <ul style="list-style-type: none"> 🐾 12 Commands that Work Around the Distraction of Your Pick 👤 20 Refresher Group Classes 👋 Unlimited Free Hi-Fives 📱 Lifetime Phone / Video Support 🐾 25% off Second or More Dogs 📅 Great for People With busy Schedules! 🏆 Quicker Results 🏠 The Equivalent of a Board and Train Program Without Having to Send Your Dog Away 	<p>6 Commands</p> <ul style="list-style-type: none"> 🐾 6 Commands that Work Around the Distraction of Your Pick 👤 10 Refresher Group Classes 👋 Unlimited Free Hi-Fives 📱 Lifetime Phone / Video Support 🐾 25% off Second or More Dogs

CREATE A PROFESSIONALLY TAILORED PACKAGE

- | | | |
|---------------------|---------|---------|
| COME | SIT | QUIET |
| OFF | PLACE | LOAD UP |
| LOOSE LEASH WALKING | DROP IT | WAIT |
| BREAK | HEEL | KENNEL |



Featuring Revolutionary Focus-Based Positive Reinforcement Training & Methodology



Epic Performance!

Our Average Revenue Per Week Per Trainer :

Date	Tulsa	Ogden
06/10 - 06/16	\$5,775.00	\$7,498
06/17 - 06/23	\$5,391.00	\$4,703
06/24 - 06/30	\$5,063.32	\$5,154
07/01 - 07/07	\$2,460.86	\$4,409
07/08 - 07/14	\$4,820.52	\$8,801
07/15 - 07/21	\$9,583.73	\$7,578
07/22 - 07/28	\$10,006.56	\$1,544
07/29 - 08/04	\$11,214.21	\$6,010
08/05 - 08/11	\$6,927.34	\$3,677
Total Weekly Sales Average	\$6,804.73	\$5,486
System-wide weekly average	\$ 6,145.37	



We are a true partner with you!

- We teach you everything you need to know to become a MYDE certified trainer at our training center in Tulsa Oklahoma.
- Little to no admin, we manage all appointment bookings and revenue collection on your behalf from our Epic call center, so you can focus on training dogs and driving revenue!
- You pay zero royalties unless you do at least \$1,000.00 per week in revenue. (To qualify you must get 20 Epic Dog google reviews per week.)
- Weekly 1 on 1 coaching calls with you or your manager to keep you on track to drive your business.
- Hundreds of marketing materials at your disposal.



If you love dogs and people this business is for

A photograph of a dog and a child in superhero costumes. The dog is on the left, wearing a red cape and mask, sitting on a skateboard. The child is on the right, wearing a red cape, a white t-shirt with a red star, and blue shorts, sitting on a skateboard. They are on a paved surface.

Affordable Business Opportunity!

Franchise Fee	\$29,500.00 - \$ 29,500.00
Deposit on vehicle (62 month payment plan)	\$ 1,000.00 - \$ 1,000.00
Dog training supplies & Uniform	\$ 4,000.00 - \$ 5,000.00
Travel, Accommodations and food during training.	\$ 2,000.00 - \$ 2,500.00
Demo Dog (Golden Retriever or Labrador)	\$ 2,500.00 - \$ 3,500.00
Dog Training (Train your demo dog)	\$ 4,500.00 - \$ 4,500.00
Professional Fees (Attorney or Accountant)	\$ 1,500.00 - \$ 2,500.00
Misc. (IPad, Grand opening advertising, etc.)	\$ 2,000.00 - \$ 5,000.00
Working Capital	\$ 2,500.00 - \$ 10,000.00
Total Investment Range:	\$ 49,500.00 - \$63,500.00

Projected Monthly Operating Costs:



Vehicle Payment:	\$850.00
Vehicle Insurance:	\$100.00
Business Insurance:	\$150.00
Weekly Coaching and Call Center:	\$750.00
Operating Software:	\$150.00
Advertising:	\$500.00
Google verified office:	\$500.00
Gas:	<u>\$300.00</u>
Monthly Estimated Costs:	\$3,300.00



Steps and Time Line to get started: 15 to 90 days

Step 1:

- Sign FDD and declare your territory
- Order your promotional dog
- Order your MYDE wrapped vehicle

Step 2:

- Start your weekly coaching calls.
- Get Scheduled to attend “Make Your Dog Epic” dog training academy in Tulsa OK.

Step 3:

- Fly home with your promo dog and start training!
- Gather at least 20 Google reviews per week.



Let's Get Started!

Call Today: 833-800-EPIC

Email Today: Franchise@MakeYourDogEpic.com

Instagram: @MakeYourDogEpic

YouTube: @MakeYourDogEpic

