



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 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!

1. **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!**
2. **We come to your home,** making training easy on the owner and a comfortable setting for the dog.
3. **Positive reward based training...** no shock or chokers collars... our dog clients love to go to class!
4. **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



Google Review's Is What Drives Your Business!



- Its imperative you have 2X more objective “Dog Training” Google reviews from real customers in your territory than your competition.
- By having more reviews, insures in most cases your dog training services will come up near the top of search engine results for your territory.
- Note, your business will be nearly unfindable by your ideal or likely prospects who are using search engines to find “Dog Training” services for your territory without 2X more reviews than your competitor.
- Reviews are gathered any place where people gather; Shopping malls, Sporting events, Parks, Trade shows, etc.



We are a true partner with you!

- Little to no admin, we manage all appointment bookings, social media posts (Instagram, Facebook, Tik Tok, U-Tube, Twitter and Google maps.)
- We handle all revenue collection on your behalf, so you can focus on training dogs and driving revenue!
- We teach you everything you need to know to become a MYDE certified trainer at our training center in Tulsa Oklahoma.
- You pay zero royalties unless you produce 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.

If you love dogs and people, this business is for you!



Epic Performance!

Our Average Revenue Per Week Per Trainer :

Date	Tulsa	Ogden
07/04 - 07/10	\$7,637.49	5,814.00
07/11-07/19	\$11,276.83	12,489.00
07/20 - 07/27	\$11,833.85	1,390.00
07/28 - 08/03	\$13,289.62	434.00
08/04 - 08/11	\$7,822.37	1,368.00
08/12 - 08/18	\$9,164.62	2,416.00
08/19 - 08/25	\$6,372.87	4,750.00
08/26 - 9/01	\$10,657.38	7,915.00
09/02 - 09/08	\$5,222.50	6,268.00
09/9 - 09/15	\$7,396.00	7,748.50
Total Weekly Sales Average	\$9,067.35	\$5059.25
System-wide weekly average	\$7,063.30	

Note, both of these franchisee's are ranked #1 in google reviews in their territory.



Projected Monthly Operating Costs:



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:	\$2,350.00



A dog and a child in superhero costumes are shown on a paved surface. 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 red gloves, also sitting on a skateboard. The background is a blurred asphalt road.

Affordable Business Opportunity!

Franchise Fee	\$29,500.00 - \$ 29,500.00
Dog training supplies & Uniform	\$ 4,000.00 - \$ 5,000.00
Travel, Accommodations and food during training.	\$ 2,000.00 - \$ 2,500.00
Demo Dog (You get to pick your dog prior to training)	\$ 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:	\$ 48,500.00 - \$62,500.00

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

Step 1:

- Sign FDD and declare your territory
- Order your demo dog

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 demo 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

