

PARTNERS Newsletter

"...we are better together!"

MEMERS ONLY Upgrades, Updates & Enhancements

There is so much to be excited about moving forward as we continue to do everything we can to improve upon what we offer and how we support our pet families...

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We would love to hear from you!

It goes without saying you are definitely our greatest resource toward positively impacting the puppy population for good, and ultimately our success of helping pet parents achieve better animal ownership and experience the very best in canine companionship, hinges on obtaining your trust and delivering on both you and your pet family expectations!

As such, we would absolutely love to hear from you, as well as from your puppy families, when feedback is available, on how we are doing, what we could do differently, and where we should focus our efforts in order to best serve you and your puppy family needs moving forward.

Please know we recognize and appreciate the feedback many of you have already offered and we hope you see the progress made in 2019 with the addition of new features and benefits (See page 3 for details). Likewise, we are thrilled to announce that we are actively in the process of creating a 'Successful Puppy Parenting' video series based on commonly requested help from our PARTNERS and typical first-time puppy parent pitfalls we consistently come across. We are really excited about these and know they will really compliment our current curriculum and online puppy school resources – stay tuned!

We recognize getting a new puppy is life changing, exciting, super fun, somewhat stressful and oftentimes overwhelming. Our objective is to proactively help animal owners calm the chaos and help find the joy that can be found in the pet-parenting journey. We do this by providing both the resources needed and the assistance wanted when and where it makes the most sense, teaching the puppy how to act and coaching the pet parents how to train! Please know we love what we do, we thoroughly enjoy working with each of your puppy families and we are determined to achieve better animal ownership and experience the very best in canine companionship this year – thank you!

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"Of all the things we have purchased for our new puppy, we are most excited about the BAXTER & Bella program!"

Ways Our PARTNERS Earn Money...

Throughout 2019, we not only launched our PARTNERS program, but we have been overwhelmed with joy with the hundreds of incredible puppy professionals just like you who have contacted us and decided to join in on our pursuit of achieving better animal ownership and experiencing the very best in canine companionship!

In short, we wouldn't be where we are today without you!

What's more, although many of you will tell us it's not about the money, we hope you recognize our decision to give back is the least we can do to sincerely say thank you for trusting us with the service and support of your puppy families!

As such, there are (3) ways for you to earn some extra cash when becoming PARTNERS with us and we would like to highlight those in this newsletter...

1. **PARTNERS Commissions**
2. **PARTNERS Referral Bonuses**
3. **PARTNERS BUY DIRECT and SAVE Program**
(SEE Newsletter Page 4 below)



PARTNERS Commission

Simply share your unique discount code with everyone you know, including your family, your friends and your followers!

Subsequently then, as they visit our store and purchase Lifetime MEMBERS ONLY Access, there is an option at checkout for them to use your discount code, which will instantly save them 25% on the cost of their membership!

Likewise, for each family that uses your code to purchase our program, we will send you \$50 as our way of thanking you for trusting us with their lifetime puppy parenting care!

Remember to send us your PayPal details!



PARTNERS Referral Bonuses

We know the best way to connect with other great pet professionals like you, is through PARTNERS just like you!

Naturally then, we would absolutely love it if you will help introduce us to your industry colleagues... others you believe who would also see the value in what our online puppy school has to offer.

As such, our PARTNERS Referral Bonus will pay you \$100 for each new puppy professional you send our way after they become PARTNERS with us AND once their unique discount code is used for the very first time!

To simplify this process, we have set up a Referrals form for you to use, which is easily accessed on our PARTNERS RESOURCES page and we will take it from there, as well as update you on our progress!

The Online Puppy School Updates, Upgrades & Enhancements

This past year has been filled with so many exciting advancements in our online puppy school features and benefits, but none likely more so than LIVE!

Anyhow, read below for a recap of the many BAXTER & Bella updates, upgrades and enhancements from 2019!

- **LIVE! OFFICE HOURS and LIVE! CANINE COACHING**

Without any doubt the most popular addition for 2019 was LIVE! Office Hours with Amy, which are one-on-one video-enabled meetings with us and LIVE! Canine Coaching, which are online training classes that go into deeper details on anything and everything our members want to learn about.

What's more, we have also made these options unlimited, in addition to expanding our software systems in order to make them even better – now allowing members to more conveniently schedule these, more easily attend and also watch them recorded back as often as they want!

- **THE PUPPY TRAINING PODCAST**

A weekly puppy training podcast from professional dog trainer and BAXTER & Bella owner and creator Amy Jensen, talking about all things canine companionship, as she shares ideas and some of our favorite tips, tricks, tools and techniques that lead to achieving better animal ownership and experiencing the very best in canine companionship... She also answers common questions, highlights best practices and provides yet another great way for animal owners to learn more and become better!

- **PAWSfit GAMES & ACTIVITIES**

Now in addition to a handful of games that are designed to help you teach your puppy patience and impulse control, this section has been expanded to include additional games, Field Trips, Boredom Busters and Workouts!

- **FAQ's**

If and when you have a comment, a question or even a suggestion, this VIP messaging center is individualized just for you! Inclusive of all the most common questions we are asked regularly, as well as providing you the opportunity to email directly with us, we encourage you to review what's being asked, to read through the questions, to contact us directly and check back often to see what others are asking and learning about too!



“Simply AMAZED by all of the incredible resources available to help me learn!”

- **PARENT FORUM and FACEBOOK GROUP**

Dedicated places for our PUPPY PARENTS to ask lingering questions, to share great ideas and to learn of best practices together... plan to visit our Puppy Parent Forum often in order to see what others just like you are discussing and don't hesitate to become regularly involved as active participation is a proven tool of learning more and becoming better in beneficial, rewarding and worthwhile ways!

- **ONLINE CHAT**

Available Monday-Saturday on average for well over 12 hours throughout the day, this is a great way for our MEMBERS to quickly be in touch with us on all things puppy parenting and get answers to their most pressing questions!

- **NEW INTRODUCTORY WALK-THROUGH VIDEOS**

To best help our Lifetime MEMBERS ONLY Access family understand everything that is included, as well as how to make the most of their memberships, we have begun to roll out new MEMBERS ONLY and PUPPY PREP overview and walk-through videos, now better reflecting all the recent changes to our site, in addition to sharing with families how we can accomplish our goals of helping them be successful!

- **2020 – THE YEAR OF VIDEO!**

We are super excited to announce that 2020 will be the year of video for us as we are currently underway in producing an incredible video series on Successful Puppy Parenting, in addition to updating, upgrading and enhancing what you already know and see!

The launch of our BUY DIRECT and SAVE Program!

Listed below is a sample message we organized from a few of the emails our PARTNERS send their families...

Hello Puppy Families!

First of all, CONGRATULATIONS on your decision to become a new pet parent - it is without any doubt one of the most exciting, most rewarding and most worthwhile experiences we know!

What's more, we anticipate you are likely counting down the days until you are able to pick up your new puppy and as such, we want to reiterate that right now is some of the very best time to begin preparing for positive pet parenting and productive animal ownership.

When your puppy comes home, it will have already experienced multiple really good training sessions and considering dog development phases, it will be very important for you to continue right away with what we have already started with our early-start learning. Ultimately, we want all of our puppy families to enjoy a CALM, well-mannered and better-behaved family pet and although what we do is a great start to a healthy and happy canine companionship, nothing quite compares to what you can do in the upcoming couple of months as your puppy is not only excited to learn, but likewise eager to build a bond with you!

In an effort to set each of our puppy families up for success, we have automatically enrolled you in the BAXTER & Bella Online Puppy School! This DIY training program includes more than 65 step-by-step lessons, over 100 how-to video demonstrations, printable charts & checklists, unlimited LIVE! classes and one-on-one help with puppy parenting professionals, in addition to much more! Please know we feel strongly about their methods, materials and other supporting resources as they were strategically designed and developed to help you achieve better animal ownership and experience the very best in canine companionship!

In fact, they will support you throughout the entire pet-parenting process, including the preparatory information needed from before your dog even arrives in your home. You will also learn how to establish a solid training foundation, get ready, set up your house and then what to do step-by-step from the first day onward!

Naturally, we feel strongly about the relationship you and your puppy can build with the right tools and therefore pay a portion of the total \$238 cost of this lifetime membership. Your family will be invoiced the balance of \$170 upon puppy pick up, however we will reimburse you an additional \$50 if, within the 1st three months, you send us a video of you working with your puppy using the BAXTER & Bella techniques. Should you take advantage of our offer, this lifetime unlimited program will only cost you \$120 and trust me, it will be one of the best puppy purchases you can make!

You will be receiving an email from them shortly, if you haven't already, and it may be in your SPAM Folder depending on your email settings. It will be subject line addressed: "BAXTER & Bella - Welcome... You Can Now Log In!" and we encourage you to begin working through the INTRO and PREP Units prior to picking up your puppy!

As always, please know we want nothing but the very best for you and your puppy and don't hesitate to let us know if and or when you have any comments or questions!

BUY DIRECT



and SAVE program!

HOW IT WORKS:

Based on PARTNERS request and now conveniently available online for the first time, we have created a BUY Direct and SAVE program that provides you the unique option to purchase each of your soon-to-be puppy parents our unlimited Lifetime MEMBERS ONLY Access!

What's more, not only is it easy for you and super convenient for them - it's also our lowest available price of \$110 each!

WHAT YOU WOULD DO...

- Fill out the submission form located on our PARTNERS Resources page for each of your puppy families
- Instruct them to watch for our email... "Welcome... you can now log in!"
- We quickly set up their accounts and send them the details to get started
- We conveniently invoice you directly at the lowest possible pricing!
- AND you have 60 days to pay the bill!
 - Allowing families to begin prior to picking up their puppy!
 - And providing you the option to delay your payment to us until you have collected from them!

Simply stated, when you decide to use our BUY DIRECT and SAVE Program, you are not only purchasing at the lowest allowable price per program, but your request is quickly processed, your puppy family is automatically enrolled and your invoice isn't due for 60 days!

A few of the great things our Lifetime MEMBERS ONLY Access families are saying...

BAXTER & BELLA HAS THE ANSWERS

This program is amazing! I am not a "Dog Person" but fell in love with my little pup anyway, so it has been of most importance to me that she is well trained.

Everyday when I get on the Baxter and Bella website I find answers. I have used the chat portal many times for quick answers to issues I am facing with my dog in the exact moment that they are happening. I have also found answers after a quick search in the Ask The Trainer tab. And the best part so far has been signing up for a video chat with Amy. She listened well and helped us address behaviors tailored exactly to our situation.

The help that is available here is never ending and personalized! My dog has quickly become a well-loved member of the family. Would highly recommend to all dog owners!

GRATEFUL

I found Amy through her podcast and am so grateful I did. Her materials are extensive and informative. I love that she offers zoom video one-on-one appointments to address specific issues and concerns as each puppy presents unique issues/questions. She has great ideas and is super approachable. The one on one call was just like having her at my home!

BECAUSE OF YOU

You may just be my saving grace when it comes to bringing home a new puppy. I have finally come around to the idea of bringing home a puppy (I did not grow up with dogs), but my husband did. We are a family of 5 with 3 children, ages 10, 11, & 13. Our youngest has been begging for a dog for years and our other 2 children are also excited about the idea of a dog.

Although I do not want to take this lightly as it is a huge responsibility and commitment. This entire process seems completely overwhelming to me because I am realizing that most of the reason I haven't been a dog person is because many of the dogs I've encountered haven't been trained properly or even at all. I do not want to make this same mistake and you are our answer. Thanks so much in advance!

FOLLOW UP

She is doing great, housetraining is going so well. She is such a smart pup. No problems with the crate at all... and Thank You so much for the BAXTER & Bella training. I have learned so much – it is our go-to guide!

CAN'T IMAGINE RAISING A PUPPY WITHOUT THIS!

I'm so grateful I happened upon Amy's podcast several months ago. I was trying to find something to listen to in preparation for bringing a puppy home to join our family. Amy's podcast was by far the best, and I quickly became a devoted listener!

Her training is so systematic, clear, and practically explained and written. After listening to her podcasts, and exploring her website, Amy quickly gained my admiration, respect and trust. She has high expectations of what owners and their beloved pets can achieve through the use of effective positive training, and her love for animals is clearly evident in her training practices.

The Baxter and Bella phrase of "becoming best friends through love and learning" could not sum it up any better! Now, we are just a couple of weeks away from bringing our sweet puppy home, and I feel so much less overwhelmed than before. Amy has filled an incredible void with her program!

GREAT RESOURCE!

So happy to have discovered Amy at a Baxter and Bella. Definitely worth the investment. I like that I can read the sessions or watch the video by topic! Also, the one to one video coaching is so helpful and convenient. I highly recommend it!

I CAN'T SAY ENOUGH GOOD THINGS ABOUT THIS!

We are first time puppy owners and I was excited and anxious about having a puppy in our home. I had high expectations about how I did AND didn't want our puppy to act. The lessons have allowed the entire family to be on the same page with training and has gotten our kids excited and accountable.

I have participated in several of the LIVE training classes, which have all been really informative and allowed hands on training during the class. Finally, last week I had my first one on one video call where my questions were answered well and I was able to work on some behaviors with the dog during the call. Thank you, Baxter and Bella for your excellent program!

EXCELLENT!

Amy's (BAXTER & Bella) training materials have been a lifesaver for me with my new puppy. We ran into roadblocks as we progressed with our pup and got on a video call with Amy. She was so helpful to re-invigorate our training plan and approach and help us as a family understand how to recognize play, stop nipping, and stay on course!

As you hear feedback from your families about their experiences with our online puppy school, please don't hesitate to share those with us – it helps us build upon our strengths and improve whenever necessary!