



Professional dog trainer, as well as owner and creator of the signature BAXTER & Bella online puppy school, **Amy Jensen** (pictured left), has found herself seated in front of multiple cameras lately, and we believe it's an indication of some exciting things to come and look forward to sharing more of the details with you soon!

2019 HAS BEEN A YEAR OF UPGRADES, UPDATES, ENHANCEMENTS AND GROWTH!

Exciting Things Are Happening Here At BAXTER & Bella

With what began years ago as a labor of love and part-time hobby, we are excited to report BAXTER & Bella is now a recognized, top-tier international canine company, impacting the puppy population for good locally and globally with members spread across the world!

To say we are surprisingly flattered is an UNDERSTATEMENT, as it's an incredibly huge honor & pleasure for us to wake up each morning and go to work with so many of the most amazing pet parents out there, people who are pushing themselves everyday out of their normal comfort zones in order to learn and do more for the animals

they love as they work together toward achieving better animal ownership and experiencing the very best in canine companionship!

Moreover, this journey continues to bring so much joy into our lives both personally and professionally. We can't help but offer our most sincere appreciation to each one of you, our amazing PARTNERS, who are making dreams come true with the online puppy school business!

Obviously with so much going on and us adapting quickly, 2019 has been a year of upgrades, updates, enhancements and growth! In fact, in just the last two months alone,

over 70 of you have decided to join our PARTNERS program, ultimately trusting us in playing an important role in the longer-term healthiness and happiness of your pet families!

We want you to know we take this responsibility very seriously and are committed to delivering the kind of service and support both you and your puppy parents are asking of us. As such, and in order to best live up to these expectations, we invite you to read about the upgrades, updates and enhancements we have recently added, as well as our invitation to let us know what more is needed moving forward. **SEE PAGE 3 FOR MORE!**

INSIDE THIS EDITION OF OUR PARTNERS NEWSLETTER...

PAGE 2:

- Featured PARTNERS Ideas and Best Practices

PAGE 3:

- An overview of a few of the exciting Upgrades, Updates & Enhancements
- NEW Referral Bonus Program and an increase in PARTNERS Commissions



FEATURED PARTNERS IDEAS AND BEST PRACTICES

IDEAS

A WEEKLY PUPDATE...

Having experienced this ourselves when we were on the list to adopt “BOOTS” our newest service-dog in training, we absolutely love how Jen from Bunji Doodles sends out a weekly pupdate message to all of the families who are anxiously awaiting the day they get to bring home their new canine companion!

Inclusive of important details and updates, these messages shared puppy pictures and weights, as well as information about what is happening during the week, tips & tricks to help better prepare new pet families to be successful. For example, at the bottom of these emails was a section emphasizing the importance of proper training and an invitation to sign up for the BAXTER & Bella online puppy school – WE LOVE IT!

BEST PRACTICES

INTRODUCTION TO A CRATE...

Ok, so one of the more challenging adjustments new puppy parents encounter and talk to us about is regarding successfully introducing a crate. This is obviously a very big adjustment for the puppies who are already going through a lot of transition with a new home, new family, new littermates, etc... the crate is one more new thing!

Needless to say, as a breeder best practice, properly introducing your puppies to a crate (see the image to the right) for regular periods of time throughout those final weeks and prior to going home will make a big difference for good in the lives of pet parents and puppies!



Meet Jen Carlson with Bunji Doodles

Jen and Cavan Carlson, along with their 2 children, are a fun-loving family in Michigan who love the outdoors and have huge hearts for all things people and puppy – they are some of the nicest people we know!

What’s more, not only do they absolutely love dogs, but everyone has a role and a responsibility to play in the family business. When it comes to the puppies, they each help do whatever they can in order to create an environment for the ultimate in canine healthiness and happiness, including the proper socializing of their dogs to anything and everything around as an important step in the process of helping to best prepare them for a smooth and seamless transition into their forever families!

Moreover, living on a little over 2 acres, Bunji Doodles allows for a lot of room to run and play and this they do. It’s not uncommon for Bunji pet families to gather in this space and celebrate their friendships together!

As for Jen, she grew up around dogs most of her life and even showed her Australian Shepherd Payton, who is credited with sparking her pet passion. In 2014, Jen decided to get a breed known to be excellent with children, super smart, unlikely to shed and with a contagious look about it - she met an Australian Labradoodle and instantly fell in love. After helping another breeder whelp and socialize several litters, Jen couldn’t resist the call to start her own program and dreamed of it becoming super special – Bunji Doodles was born and we are all the better for it!

Being passionate about proper care and continued training, Jen used her proficiency in positive reinforcement clicker training, agility and therapy work, as well as six years of veterinary experience to start a business and commit to bettering the breed. Today, Bunji Doodles has steadily grown into one of the most successful Australian Labradoodle organizations in the United States and provides some of the most well-prepared puppies found anywhere to families everywhere as lovable canine companions!

PARTNERS Resources

The BAXTER & Bella Company



Upgrades, Updates and Enhancements

As noted above, we are super excited about the tremendous growth we are currently experiencing in our PARTNERS family – more than 70 new pet providers in the past two months – and as such, we have recently pushed an upgrade, update and enhancement to our online PARTNERS Resources page. We are hopeful these updates will make it easier to take advantage of the items we are commonly asked to provide.

For example, we have now upgraded, updated or enhanced many of the following areas within our PARTNERS Resources page just for you:

- **REFERRALS** – Many of you have asked us for a better way to refer a friend to join our PARTNERS family and IT'S FINALLY READY! Simply fill out the referral form. Once they become PARTNERS and after their discount code is used for the first time, we will send you \$100 as part of our newly announced PARTNERS Referral Bonus.
- **B&B (BAXTER & Bella) Images & Videos** – In addition to us hearing from many of you that the images were difficult to save and or hard to share, we have upgraded this section to make it much easier. Simply select what you want and a new page will open, allowing you to easily right-click, save and then share an image file. Also, per your requests, we are working to add a few additional overview videos for you to share with your prospective puppy families.
- **PDFs & Printables** – These items are perfect to provide for your prospective puppy families and have recently been updated to include some of our newer MEMBERS ONLY additions this year.
- **SHARE A MESSAGE** – Our message templates to help you save time have been updated based upon what newer PARTNERS have used.
- **NEWSLETTERS** – We created an area just to store our newsletters.
- **FACEBOOK GROUP** – We see making it easier for all of our PARTNERS to share ideas and best practices as a great way to learn more and ultimately become better together in our efforts toward achieving better animal ownership and experiencing the very best in canine companionship – WE HOPE YOU WILL CHOOSE TO JOIN!

REFERRAL BONUS

Many of you have asked for it and we are ready to officially announce and launch a PARTNERS Referral Bonus program!

Moreover, we believe the best way for us to connect with other great pet providers just like you, is to encourage our PARTNERS just like you to help us make those initial introductions!

Moving forward, when you provide us with a referral who chooses to become PARTNERS with us and then uses their discount code for the first time, we will send you a bonus of \$100 – THANK YOU!

*In order to make referring a friend easier, we have created a form for this on the PARTNERS Resources page under the REFERRALS link!

AFFILIATE COMMISSIONS

Some of you have already noticed and appreciatively commented on it, but for anyone who is unaware, we have INCREASED the amount we pay as part of our PARTNERS Affiliate Commissions to \$50 for every new puppy parent who uses your discount code when deciding to join BAXTER & Bella lifetime MEMBERS ONLY Access.

Please know we recognize and appreciate all you do in promoting our online puppy school and want to give you a little extra money – YOU TOTALLY DESERVE IT!

PARTNERS,

First of all, we are so appreciative of your decision to join with us as PARTNERS on our journey of successfully helping families achieve better animal ownership and experience the very best in canine companionship! In fact, we are convinced our partnership will make us both better and stronger from working together and we look forward to providing your puppy families with the ongoing pet parenting resources needed for a lifetime of healthy and happy animal ownership.

Further, we want you to know our partners are absolutely critical in giving puppies the best start possible and the work you are doing is simply irreplaceable - thank you! Through early neurological stimulation, proper socialization, crate introductions and marker training, you have the opportunity to really set your pet families up for success when it comes to puppy training - and without any doubt, the synergy of our online training program really begins with you!

In a perfect scenario, once one of your new pet parents has made the decision to become an animal owner, they now likely have some available preparation time between picking out their puppy and waiting for this new canine companion to reach an appropriate age to bring home. This is an ideal time to introduce us and you can trust we will be ready, willing and able to provide for their ongoing training needs. Simply refer them to our website and encourage them to take advantage of your discount code in order to become Lifetime MEMBERS ONLY. We will teach them the basics of dog training, help them learn how to properly set up their house for success and prepare them to make the most of their first day home! Further, that's not all, you can be confident we will continue to hold their hand, as much or as little as they want, as we individually support them along their training journey of becoming best friends through love and learning. In fact, in addition to working through the curriculum as fast or as slow as they want, they can print off the daily task sheets, watch and re-watch the imbedded video demonstrations, ask us questions, interact with our other pet parents to share ideas and best practices, join any number of our LIVE! Canine Coaching puppy classes, schedule one-on-one time with us to talk about all things puppy, use the any number of our training games to help them stay in tip-top training shape, and do all this and more for life - DON'T WORRY, IT'S ALWAYS ALL INCLUDED! No waiting for puppy class. No time for mistakes to sink in. No questions unanswered. No stressing on what to do and when to do it. Our online puppy school program is designed and developed to make training as easy as possible and comes with all the support ever needed!

What's more, we are happy to assist you in any way possible in order to help your puppies experience happy and healthy relationships with their new families. If there is ever something we can create, or anything we can do differently, which you feel will be beneficial to the pet parenting experience, please don't hesitate to ask and we will get started on it right away. In fact, listed below are a few of the resources we've already been asked for and have created just for you... Moving forward we hope to hear what is needed and continue to build out this partners page with worthwhile and rewarding content.

Again, thank you for deciding to become PARTNERS with us and we look forward to working together in order to more positively impact the puppy population for good!

Sincerely,

Amy & Scott Jensen

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