



MENTORSHIP PROGRAM

Hands on training with real life clients.



Train with a trainer with 20 years of experience, work with real clients, work with a small business that has grown from a 1 man band to a what you see today in 2 years.

What makes our mentorship program different to others? You actually get to train and work with our clients. You will work hands on with our stooge dogs and be guided step by step how to train real clients in the real world - real world training is what we do. That goes for our clients, and that goes for our trainers too. Learn how to train dogs, how to teach humans and how to think on your feet.

You will train and work with our head trainer and co owner Matt, as well as work alongside and have support from co owner and entrepreneur Emily (business & customer care is what she does).

We have 3 options of how you can work and learn with us; 'Shadow Program', 'Mentorship & becoming a Trainer', 'Mentorship, becoming a Trainer and growing a Business'. Below is an in depth breakdown into what each package offers, costs and a look into who you are working with.

We make humans just as great as their dogs - let us make you a great teacher, trainer, coach & business owner.



Shadow Program

- Shadow Matt whilst he trains with his clients, this will be shadowing him for initial sessions & follow up sessions.
- You will see everything from how we assess behaviors, recommend and work with equipment, as well as how we teach and train.
- Matt works with clients from all over the country. We specialise in the tough cases so you will shadow a lot of reactivity, nervousness, frustration and aggression cases. We always cover the basics so you will see this to.

What do you do/get from this?

- This program does what it says on the tin, you are there to shadow Matt and learn this way, there will be no hands on training or engagement with our clients or our dogs.
- Matt will answer any questions from that session after the session but there is no additional training from this.
- You are watching and learning and getting an inside look into how our head trainer teaches his clients.
- You are only able to shadow 1-1 training sessions. We are unable to accept any shadow students for our classes or group sessions.



Prices

- This depends on how many hours you wish to shadow Matt.
- 10 hours is the minimum we accept for this program, this is £500.
- 20 hours is £700
- A payment plan for this can be created.



Mentorship & Training (become a trainer, the prospect of a job with Sit Happens)



- How have we trained 3 successful trainers, one of which has since gone on to start their own successful business! By Matt & Emily putting their all into their trainers. You will have access to two mentors with support in between shadowing/training. What makes our mentorship program different than others? Hands on training with real clients, as well as the prospect of a job after 3months.
- In this program you will shadow Matt. Matt will ask questions and test you, as you progress in your learning with Matt, he will also have you take part in sessions and give you hands on training with our clients and work with his dogs. You will have access to Matt after to discuss and answer any questions about this training.
- You are not limited to the amount of 1-1 training you can shadow.
- You will have access to 1-1 sessions with Matt, pack walks, plus being able to attend his reactivity class and gain hands on experience here – If the aim is for you to join the team.

What do you do/get from this?

- The basics, foundations, equipment, how to communicate with clients, how to teach the humans as well as train the dogs. You will work with Matt's dogs and as you progress. Matt will have you run certain parts of his sessions with the aim of you running whole sessions with Matt there every step of the way. This is what makes this program different - you are working with real clients, their dogs and their problems.
- Matt and his business partner Emily are on hand to answer training questions, to test you, to have you start from the basics and build you up in your training level in-between training sessions.
- You will get 1-1 training time with Matt and his dogs. When you start Emily will work with you and your schedule to map out sessions you wish to follow and when you will be having private sessions with Matt.
- You will be apart of our team for these 3months, this is an immersive experience.
- Emily will set you hypothetical booking notes from hypothetical clients and it will be up to you to break them down and go through how you would tackle these problems. Emily will work on and challenge you on this.
- Matt will set you videos to watch by other trainers and have you analyze these – what works and what doesn't, he will get back to you and discuss your notes.



- After 3 months of training with Matt & Emily we will be able to assess your skill set and have a discussion about working with us – if you wish and you are the right fit for our team. Here we will continue to train you and assist you with your clients as you continue to grow as a trainer. You would be a trainer for Sit Happens.
- Ricky has been with Sit Happens for under a year and has taken our program and flourished with it, he is now a senior trainer – the first ever at Sit Happens, he is booked up a month plus in advance and has already had 2 pay rises.
- Emma has been with us for 7 months, has had over 40 new clients this year, a fully booked out dog walking diary, the opportunity to run clubs & pack walks.
- Both Emma & Ricky are apart of the team and get on going support from both Matt & Emily with both bosses joining them on sessions, critiquing them helping them grow.
- Working this way means you focus on the training and being a trainer and your clients, Matt & Emily look after the business and getting clients

Prices

- £3,700 for 3 months, including: unlimited shadowing & working with Matt & his clients. Pack walk shadowing. Reactivity classes - if you intend to be apart of the team, prospect of a job with sit happens, support from Matt & Emily in between shadowing/training sessions. Homework set once a week from Matt (video critique) Homework set once a week from Emily (hypothetical client cases). Minimum of 8 private 1-1 sessions with Matt & his dogs, this can be for training, theory, equipment, questions etc. Being apart of the team for a minimum of 3 months. We can work this around you current work/life situation.
- A payment plan for this can be created.





Mentorship & Training (become a trainer and learn how to grow a successful dog training business)

- This mentorship program covers everything written in the above program plus more work with Emily in how to grow your business. Looking at it from the view of you but also what you can offer the client.
- Emily has grown 3 businesses prior to Sit Happens and has grown Sit Happens Dog Training from a 1 man band to what you see today in 2 years.
- Luke – who has since left Sit Happens, worked with us for under 2 years learning and growing from Matt & Emily, he has since started his own business running classes, 1-1 training & having his own dog walker for his clients. Before learning from us he was a barber.

What do you do/get from this?

- As well as all of the above you will learn how we run our business, you will get an inside look into behind the scenes. How we look after staff and our clients.
- We will go over everything from website design, logos, social media, planning, what services to offer, what to charge, how to plan group sessions, aftercare of clients, how to get follow up bookings etc. and more.
- We will explore your specialty in training and how to find a niche in a crowded market.
- We will look at trainers & businesses' you admire and dissect them and teach you how they have done what they have.
- You will get an inside look into Sit Happens and how we have achieved what we have and how we plan for the future.
- You will also have support from Emily for an additional 6 months as you start your business, (that's 9 months in total of business support).
Additional 6 months of support from Emily will be limited to a maximum of 2 hours a week



Prices

- £8,500 for 9 months. Including everything from the above programs plus Emily knowledge and support. Business planning and more, including how we have gotten to work and keep our celebrity clients.
- You will be able to attend our pack walk and group sessions, but you will not be able to take part in our dog reactivity masterclasses for this program.
- A payment plan for this can be created.





Your Mentors:

Matt



I originally trained dogs in the Army for protection work as well as search work and I fought front line with my dog by my side. After leaving the Army in 2010, I started to train pet dogs and started Sit Happens Dog training. With nearly 20 years of experience I am proud to be able to say I can 100% help you be the best trainer you can be.

I have taught in collages, I have taught countless clients of all ages and abilities, I have taught and grown 3 fantastic trainers who get fantastic reviews and sell out calendars. Like everything you will get out of this what you put into it. I'll give you my all if you do to.

I use a variety of training styles and techniques, I call my self the yes/no trainer or solution based trainer but we are classed as balanced trainers Yes that is the behavior's we want and no that is not what we want. Life is a balance and the same should be for our beloved dogs. I am constantly learning and researching, you are never to old to learn and adjust and this is something I will encourage you not to forget.

I have reverse engineered a lot of the training we use to get out dogs hyper focused and alert for long periods to do a specific job... to instead relax and calm a frantic high energy dog that is uncontrollable to most. When working with me and my clients you are going to see and work with clients other trainers are unable to help - we get the best dogs.

Emily



First off... Yes you can be a total awesome loon and still run the best businesses... Want to know a secret? the businesses that succeed are the ones where the people behind the business are full of personality and are truly themselves!

I have worked in customer services roles since I was 18, why is this important for dog training? As it's the humans your teaching, working and communicating with. From running a visitor center and

growing this small business to something huge to working for the Princes regeneration trust and organising events for HRH (including doggy fun days), to working on TV programs such as the great pottery throw down, from starting business from scratch and selling them to growing Sit Happens to what you see today.

I have been shadowing Matt train for the past 8 years and worked with him and his clients, we know what makes people tick and we know what they want. We know ho to help you stand out in an over crowded dog training world.

I'm here to be your support system, to push you with your ideas and to guide and coach you into being the best coach and business owner(if you go down that route) you can be.

Your stooge dogs: and yes we can even look at training your dog up!



Neil, Sully, Dotty & Rupert

These are our 4 dogs who you will be able to work with both with clients and when you are working 1-1. Neil is a black 3 year old intact working GSD, Sully is a 3 year intact Great Dane, Dotty is a 9year old female Chinese Crested, Rupert is a 10year old Chinese Crested.

Any questions or if you want to discuss further then please do get in touch.

Email us at adminninja@sithappensdogtraining.co.uk