



Stress

free

dog walks

CHALLENGE GUIDE



Welcome to the **7 Day Stress Free Dog Walks Challenge '23!**

Prevent pulling, barking and lunging with a toolkit of quick and simple training techniques to calm your reactive or easily distracted dog so they relax, ignore distractions and listen to you.

THIS CHALLENGE GIVES YOU:

Simple techniques to defeat distractions and fire up your dog's focus FAST.

Calming tools to keep for life that just get more and more effective with time.

Fascinating insight into how your dog's mind works so you know how to keep them calm and relaxed in a whole range of different situations.

A team of dog trainers to give you personalised advice and support every step of the way.

A clear plan for how to use the techniques beyond the challenge for a lifetime of calm, canine behaviour.

TAKE BACK YOUR FREEDOM AND LOVE WALKING YOUR DOG.

A MESSAGE FROM KATIE...



Too many dog owners put up with their dog straining on the lead, lunging, manic barking, infuriating recall, and resign themselves to a lifetime of stress, frustration and embarrassment.

That's why we've created the Stress Free Dog Walks January Challenge. You'll learn a new technique every day to calm your reactive or easily distracted dog.

The January challenge is a small peek into the world of Scentventure; a taster of how simple, fun activities and training can make life so much easier! For many, the Challenge is just the start of a journey and a new way of life!

Scentventure is a complete lifestyle approach to dog training and behaviour made up of 4 Compass Points. Think of the Compass Points as the essentials to keep your dog calm, happy and healthy!

I can't wait to share it with you on the Stress Free Dog Walks January Challenge!

Love Katie x



If you have a reactive or easily distracted dog, you're exactly where you need to be and the Scentventure Guides and I can't wait to see your results from this challenge!



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STRESS FREE DOG WALKS



So, what are the Compass Points?



Partnership: navigate distractions, master recall and loose lead walking. Become infinitely better at managing your dog's behaviour and know *exactly* what to do when you're taken by surprise.



Environment: physical fitness and focus. Adventure-based activities that connect you as a team to build laser sharp focus.



Exploration: for relaxation and discovery. Tap into your dog's natural senses to leave them calm and happy... and feeling like a dog!



Scent: For calm, focus and confidence. Different styles of searching designed for relaxation and focus. At home, in the garden and out on walks.



SCENTVENTURE AWARDS

Psst! These are real badges Club Dogwood members earn throughout the year!

YOU CAN EARN THE SPECIAL LIMITED EDITION CHALLENGE BADGE!

Here's how:

1. **Have a go** at every activity.
2. Post your evidence in the Facebook group with the hashtag **#7days23**.
3. If you don't use Facebook, email evidence in one email at the end of the challenge
4. Once you've finished everything, order your badge here:

<https://scentventure.dog/scentventure-award-badge-order/>



MASTERCLASS SCHEDULE



As well as the practical training techniques which you can get started with in just 15 minutes per day and start seeing fast results from, in our masterclasses we teach *just the right amount* of dog psychology so you can tap into how your dogs' mind works so you know exactly what to do to make them calm down, listen to you and behave in a whole range of different situations.

THE TOPICS YOU HAVE TO LOOK FORWARD TO THIS YEAR...

Saturday 7th 10am

Your First Steps to Success

Sunday 8th 10am

No Brainer Techniques for Defeating Distractions

Monday 9th 7pm

The Perfect Stress Free Dog Walk - with Helen Kay

Tuesday 10th 7pm

Behind the Scenes with Club Dogwood's Annual Achievement Award Winners - how dog owners like you achieve success

Wednesday 11th 7pm

The Final Straw - how trigger stacking causes meltdowns and what you can do about it

Absolutely do not miss this.

Thursday 12th 7pm

The Big 6 Step Plan for Stress Free Dog Owners

We're leaving NOTHING out of this

SET YOUR ALARM NOW BECAUSE YOU DON'T WANT TO MISS THESE!



Fast

Focus

THIS CHALLENGE IS FOR DOGS WHO ARE:

- **Reactive** to other dogs or people - they bark or lunge and it's embarrassing. You feel like everyone is judging you and other dog owners look at you like YOU'RE the one barking!
- **TOO friendly!** They want to say hello to everyone and everything but it looks like you have no control over them.
- **Pulling so much** it's like walking a steam train not a dog! It's painful, exhausting and so far from the relaxing walks you pictured!
- **Anxious or nervous** - you feel so sad that your dog doesn't enjoy life to the full like other dogs.

"Is the word 'owner' silent in the phrase 'dog training'? I Feel like my boys are rolling their eyes and thinking 'finally the dog (owner) training is starting to pay off!!' The boys are so quick and eager to show me that they can be happy and relaxed once I've been taught properly how to help them achieve this. I'm really enjoying #7days22. Thank you everyone at Club Dogwood for making this possible."

— Jody Brown

WHAT TO EXPECT



A new challenge is released every day at 8am

Follow the instructions and have a go! Record your efforts, post your videos in the group for feedback and ask for support or advice if needed.

Every day we go Live on Zoom with a Masterclass

We're bringing you a range of dog training and behaviour topics that dive deep into the problems that are unique to reactive and easily distracted dogs and how to address them.



CHALLENGE KIT LIST



You're in for a treat this week!

We're sharing simple, fun Scentventure activities with you and explaining why they are so beneficial for you and your dog.

Whilst they are simple, the week is fast-paced with a new activity to try every day!

Having the kit prepared and ready to go will allow you to get stuck in straight away.



High value treats

Soft treats cut up into small pieces e.g. pate, cheese, chicken.

4-6 containers

- Bowls, food tubs or small boxes work well
- They need to be size appropriate so your dog can take a treat from them.

We can't wait to see the results you get from the challenge. We'll be there to advise you every step of the way!

#7DAYS23



The dedicated team of friendly, generous and knowledgeable Scentventure Guides are waiting to support you!



WHAT'S IT ALL ABOUT?

A free 7-day dog training challenge designed especially for reactive and distracted dogs.

You'll learn a toolkit of techniques for calm and focus so you can enjoy more relaxing walks in 1 week.

A team of dedicated dog trainers are there to guide you every step of the way and answer your questions.

WHAT SKILL LEVEL DO I NEED?

Anyone can try these daily-do-anywhere methods that calm your reactive or easily distracted dog, whether you're an experienced dog owner or brand new to training. Our friendly and generous dog trainers are on hand to help tailor the techniques for you and your dog.

With no need for specialist equipment, you can get started with minimal prep - just a good supply of dog treats and a few items you'll already have at home.

ARE THE LIVES RECORDED?

Yup. But you have to be registered for the challenge to receive the replays.

We go Live at 7pm weekdays and 10am weekends with masterclasses on topics from defeating distractions, finding the perfect place to walk, to a plan for long-term calm canine behaviour.

If you can't make it live you can watch the replays.

WHAT METHODS DO WE USE?

Our dog training methodology is informed by the most up to date science and research from the fields of canine behaviour and ethology. The methods follow the science of reward-based positive reinforcement.

ARE THERE ANY HIDDEN COSTS?

Nope - the challenge is absolutely free! You've got nothing to lose and everything to gain.

SO WHAT'S THE CATCH?

There genuinely isn't one. We love starting the year with a BIG challenge - the energy, the community spirit - it's a great New Year boost for the team too!

If you have a question that hasn't been answered here, please email hello@dogwoodadventureplay.com



Back for the third year running!

This challenge has given thousands of dog owners the tools to enjoy stress free dog walks. Some people love the quick wins that make their life easier straightaway, or the toolkit of techniques that just gets more and more effective the more they use it. For others it's the lightbulb moments - all of a sudden they understand how their dog's mind works and so they know how to keep them calm, focused and relaxed at all times.

Many people join our challenge when they're ready to give up on their dog. They've spent a fortune on trainers and behaviourists or wasted hundreds of hours researching 'solutions' that didn't work

Most people stumble across the challenge by accident and it ends up transforming their lives. Are you ready to join them?

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What an amazing experience, thanks to all the team for making this available, Toni and I have learnt so much!

Muriel & Toni

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I just want to say how much I have enjoyed this week and I have learnt so much about my dog. I am so fascinated with dog behaviour and dog psychology. I have spoken to several trainers who just "train" and don't appear to look at the deeper reasons for their behaviour which is why I love your training so much more than others.

Catherine & Betty

Thank you so much for this week! I have enjoyed it so much. It has been fab and really helped me to bond more with Bailey and enjoy our time outside together. Some really good challenges and things to build on. So glad it popped up on my FB page.

Thanks for all of your hard work and efforts. Much appreciated.

Helen & Bailey

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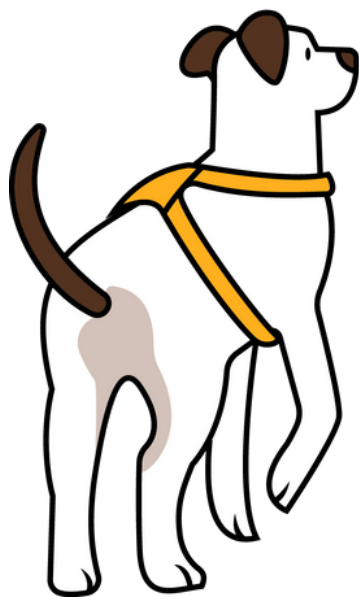
I just wanted to say the sincerest of thank yous for all your help this week. I have had a 1-2-1 trainer from July and you have helped me and Buddy in these 7 days more than he has in the past 6 months. You have helped me recognise what makes Buddy anxious and how to help build his confidence.

Beth & Buddy

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Stress Free Dog Walks

ONLINE CHALLENGE
6TH-12TH JANUARY



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