



WOW Trainer Certification Application

Becoming a trainer is a big accomplishment and we are thrilled that you are taking the next step in applying for certification. You've worked hard to get here and certification can be the icing on the cake!

When completing the application and evaluation please ensure you are following these guidelines:

- Answer in as much detail as possible as we want to hear not only your methodology for training but the thought process involved as well as step by step instructions. If you do not have an answer to a question or you don't feel it is applicable, please explain why.
- Any submitted documents, such as homework sheets, class syllabi or informational handouts are required to have the author's name and shall be used as additions to the application and not in place of a written answer.
- We define "formal training" as training classes or sessions with a professional trainer.
- Application will not be processed until the non-refundable fee is submitted.
- In order for certification to be granted, applicant must have signed the Woof's of Wisdom Certification Code of Ethics and Conduct at the end of the application.
- In order to retain certification, there will be yearly Continuing Education Credits that need to be submitted with each renewal.

Applicant Contact Information

Name:	
Address:	
Phone:	
Email:	
Website	

Year that you began training professionally: _____

Are you currently working as a trainer either full or part-time? YES NO

If no, do not proceed.

If yes, please complete the following information:

Business Name	Self-Employed?	Address	Website	Email

Training Hours Achieved

Please list not only the hours achieved in each category but with whom you worked with to earn them. For group classes, you must have a minimum of 24 hours as a Lead Trainer and 48 hours total. For private sessions, you must have a minimum of 10 hours as Lead Trainer and 20 hours total.

Group Classes:	Trainer Assistant:		hours
	Lead Trainer:		hours
	Total:		
Private Sessions:	Trainer Assistant:		
	Lead Trainer:		
	Total:		

Please list trainers that you have worked with to achieve hours, if different from Woofs of Wisdom:

Trainer/Business	Lead or Assistant?	Approximate Dates	Address	Website or email

Applicant Background Information

Please use separate sheet with corresponding numbers

1. What breeds of dogs have you personally owned and what formal training, classes or otherwise, have you completed with them? Please list year of completion as well.
2. Have you formally trained with dogs not owned by you? Please list breeds, training completed, year and explanation of how you came to train the dog.
3. What books, videos, online sources, etc. have you read or watched within the last year? Please include title, author, links or other applicable info about each. You may attach the WOW Tracking Sheet.
4. Have you attended, either in person or virtual, seminars or workshops about training, running a business, marketing, etc? Which ones and when? You may attach the WOW Tracking sheet.
5. Are you now or have you been a member of any dog training clubs, schools, membership organizations or similar? Please list names, years active and current status.
6. Please list 3 references with contact information and relationship to you as a trainer. These can be a pet professional, clients, veterinarian, etc.
7. Please include a copy of your registration form and/or client information sheet/questionnaire. Do you require this of every prospective client? Why or why not? What vaccines do you require for classes and private sessions?
8. What type of advertising do you do for your services or how do you get referrals for training?
9. Describe a situation where you would refer a prospective client to a different trainer? A behaviorist?

10. Describe a situation where you would suggest that a client refer to a veterinarian or other animal health practitioner?

11. List current services that you offer and the pricing.

12. Do you currently have a dog trainer's liability insurance plan?

Teaching Style

13. Please sum up your overall training philosophy in one paragraph.

14. What are the top three training aids you use in your classes and sessions?

15. Have you worked with any clients that you would deem difficult? Describe the situation and how you dealt with it.

16. Do you have foundation rules for classes or private sessions? If yes please describe.

17. Please explain, in detail, how you would teach the following commands or behaviors. Answer as if you were teaching a client with explanations and step by step instructions. In addition to writing an answer, we would like a video showing how you teach these to a "client." Speak to the camera as if you were talking to a student and demonstrate with a dog.

- a. Loose leash walking. Include what equipment you would begin with and how it will be used.
- b. Down from a distance, at least 8 feet.
- c. Stay
- d. Touch from beginning to distance of 20 feet.
- e. Recall

Private Sessions

18. How long are your average sessions?
19. Where do you hold your sessions?
20. How would you suggest a client handle these behavior issues? Be as detailed as possible.
- a. Running and nipping at kids when they are running.
 - b. Barking and charging at visitors entering the house.
 - c. Counter-surfing when owner is not home.
 - d. A dog new to the home that is very shy and scared of people.
 - e. Digging in the back yard.
 - f. Client is having housebreaking issues but will not use a crate.

Group Classes

For any classes that you are currently teaching, please include copies of weekly homework sheets, class syllabi and teaching notes if applicable. Please ensure submissions are clearly marked with class name.

21. The following issues happen during a group class, how would you handle?
- a. A student seems embarrassed about their dog misbehaving and they indicate they are taking their dog outside for a potty break, but then doesn't return.
 - b. A student keeps letting their dog run up to and greet other dogs without asking.
 - c. A student is getting too rough, physical or loud with their dog for your preference.
 - d. A student tries the exercise once then stops and stands there looking bored.
 - e. You need to help one student with an exercise, what do you tell the rest of the class?
 - f. A dog barks continuously in the first class every time they look at another dog.
 - g. You have a class maximum of 5 and a 6th wants to join. Please explain why or how you have come to your decision.
 - h. A student comes to class with a training aid that you don't allow.

22. Where do you currently hold classes?

23. Do you have an attrition rate for your classes and if yes, what are common reasons and what is the average.

Other

24. If you offer a Board and Train program, what licenses do you hold and are required by your state? Please list date licensed was attained and services started.

25. List any breeds you restrict from training and explain why.

26. If you offer a training guarantee, please include a copy.

27. Do you provide a written training plan to clients? Please include an example.

Code of Ethics and Conduct

If certified by Woofs of Wisdom, LLC, I agree to the following:

- To treat all humans and animals with respect, humane methods, kindness and free from discrimination.
- To work towards continually improving and honing my dog training skills, education marketing materials, public impression and community safety.
- To use the Woofs of Wisdom LLC Trainer Certification logo, acronym and marketing materials to their intended use, only as long as I hold a current certification with Woofs of Wisdom LLC.
- To communicate in a positive manner with other trainers, clients and the public.
- That I will not speak negatively of other trainers both privately and publicly.
- That I will always act in a responsible and professional manner.
- That certification does not imply sponsorship from Woofs of Wisdom, LLC, for any of my services, but instead means I have reached a standard of knowledge in all aspects of dog training, as set for by Woofs of Wisdom LLC as well as industry standards.
- That I understand that any complaints against me to Woofs of Wisdom Certification Program will be investigated in a neutral and fair manner.
- That certification will earn me the right to use the acronym “WOW-CDT” after my name and use the logo on my website, social media and marketing materials.
- That certification will earn me the right to have my contact information displayed on the Woofs of Wisdom, LLC’s website on the appropriate page.
- To abstain from falsifying my experience, education and knowledge in relation to dog training.
- To maintain client confidentiality. I also agree to get express written permission from a client in order to use them in, but limited to, photographs, videos or marketing materials.
- To maintain professionalism within the industry and with other pet care workers and businesses.
- To abide by all local, state and federal laws pertaining not only to my business but applicable dog laws.
- To ensure that any trainers working for me, as an employee, independent contractor or otherwise, do not promote themselves as certified nor overstate their experience or education.
- To maintain professional dog trainer liability insurance with no lapse in coverage.
- To refrain from cyberbullying and engaging in public commentary in both written and oral forms, that is disrespectful, derogatory or intrusive.
- To maintain my certification with yearly Continuing Education Credits and a yearly renewal fee.

Agreement

I certify that all information is accurate and have answered the questions truthfully. I have read and agree to the Code of Ethics and Conduct and understand that certification can be denied or revoked if I violate these policies.

Once certification is granted, I agree to the yearly renewal fee and required Continuing Education Credits, which can change at any time.

By signing this registration/contract you are agreeing to all terms set forth through Woofs of Wisdom LLC's brochure, website and information sheet regarding certification. There will be no refunds of application fee or yearly renewal should certification be revoked or denied. I also agree to release and hold harmless Woofs of Wisdom, LLC, Nicole McBride, agents, facilities rented and/or employees/sub-contractors from any liability, damage to, injury incurred to or communicable diseases exposure or contraction to you and/or your dog(s) while on any premises where services are held, observing or participating in services offered. You agree to accept full financial and other responsibility incurred as the result of the above by/to you and/or your dog(s). You also agree to allow Woofs of Wisdom LLC to use submitted photographs on website and marketing material. Lastly, you agree that all certification materials and intellectual property remains property of Woofs of Wisdom, LLC and cannot be sold, copied or used by client for personal gain, other than allowed certification logo, marketing materials and acronyms.

Signature

Date

Please submit application to Woofs of Wisdom via email: info@woofsofwisdom.com.