

LEADER Before LOVER

Leader before lover...

Now if I'm not careful, then this saying can sound... unloving.

"What does he mean? Leader before lover. I love my dog with all my heart. I brought this puppy into my life to love him and cherish him."

Ok... Ok...

I understand. BUT the leader has to be FIRST. And the reason it needs to come first is because you LOVE him or her.

I literally receive hundreds of emails each week and slowly but surely I will respond to the ones that have a problem that is not addressed in my fast track guide.

Want to know the biggest mistake I see?

You guessed it. Not being the leader or the boss.

It is SO easy to forget that the precious one that you are holding is first... a dog.

Yeah... I went there.

Your puppy or older dog is first and foremost a dog. And if you forget this then you will try to place traits on him that are almost human and treat him like a human and to him...

This is entirely confusing.

WHO IS THE BOSS?

Your puppy comes into your home after leaving his mom. And make no mistake about it... He KNEW who the boss was when he was with mom.

She let him know very quickly. From the low growls... to the light bites if he got out of hand... to the strong nudges- she was the boss.

And now he is entering your world and asking himself- "Who is the boss?"

Guess what?

LEADER Before LOVER

Either you take the role OR he will take it.

That was powerful so let me say it again.

Either you take the role OR he will take it.

Why?

Because it is his nature... His nature of being a dog consists of being in a pack. And as a pack... there is ALWAYS a pack leader. When dogs live together, they have a pack leader that decides when everyone eats and how much they get... where they sleep... when playtime is over... what to look for.. where to go.. and on and on.

You get the point. The pack leader is the BOSS. Part of being the boss or the leader is establishing rules and guidelines for your puppy.

Know this:

A trained dog is a happy dog.

If your puppy could talk to you, he would tell you in those weak moments, that he NEEDS to know the boundaries. He needs to know the correct behavior for different situations. He needs to know how to act around strangers, other dogs, and family members.

Ok, back to being the leader.

The pack leader, or some would call the alpha dog, is the one who gets the respect.

Now listen:

It would be very easy to write this off as the ex-cop talking a bunch of macho, male talk. And you would be correct, except this is not about being macho...

This is about the life of your puppy.

What do I mean?

LEADER Before LOVER

I have made it my goal to keep your puppy out of the shelter and in your home. That is what I stand for.

IF you do not get this "leader before lover" down then the battles get a lot tougher. IF you do not get this leader before lover down then you may write to me in 6 weeks and say... Please don't help me anymore because we had to get rid of our puppy. He was uncontrollable and just wouldn't listen to anything we said.

Yeah, you'll blame me and think that it was my fault and I'm a big boy I can take that. BUT if you are not the leader then don't fool yourself. It was much more about you than me... or even the dog.

See, the alpha dog is confident, fearless and in control. And because of these personality traits, he or she is much more affectionate... and a better lover.

Here's my question for you:

Are YOU?

Are you the pack leader?

Let me share an email with you:

I will keep it nameless and you tell me the problem.

Ready?

Trey,

Thank you so much for the fast track guide. In 3 days my puppy was house trained and we're loving it. I have a problem that I hope you can help us with.

My 8 week old puppy will not walk on the leash. He will just sit and I cannot get him to follow me on a walk.

What do I do?

LEADER Before LOVER

Does this sound far-fetched for you?

Or are you thinking?

“Yeah Trey, what should she do?”

First of all- Who is the leader in this situation? Who is the boss?

Looking on the outside, it's obvious, isn't it?

YOU HAVE TO WIN YOUR PUPPY'S RESPECT!

It's true.

You have to win your puppy's respect. Guess what? EVERY member in your family has to win your puppy's respect.

Just today, I received an email of a puppy picking on one of the younger kids... Growling and just being mean. WHY? No respect. Guess what is the #1 reason a puppy gets possessive over their food and growls when you get near his food?

Because he can!

You take his food away and let him see that you are the controller of his food and you will SHARE your food with him and the possessiveness ends.

PLEASE.... PUL... LEASE.

Do NOT think that I am saying.. BE a JERK.

I am not. What I am saying is that your authority has to be final. You are the pack leader. You are the leader of the pack.

Let me give you another common scene.

LEADER Before LOVER

Go to any park and you will see this repeatedly.

The dog PULLING the owner every where. Usually the owner will have one of those retractable leashes and the dog is 20 feet ahead while the owner holds on for dear life.

Is this an enjoyable walk? NOT!

OK, pop quiz....

Who is the leader?

Answer: The one in front.

Remember the leader... LEADS.
The rest of the pack follows.

The leader LEADS... The rest of the pack follows.

Can you see how crucial it is to follow the steps that I've laid out in the fast track to become the leader in your puppy's life?

Can you see how this is not just about housebreaking your puppy? It is the total package.

So- let me give you some practical steps to being THE LEADER.

1. **Act the part.** What do I mean? When you are with your puppy, you are calm and confident. You are the one giving the commands not asking permission.

" COME"...

"Do you want to come over here girl?"

LEADER Before LOVER

Do you see the difference? Do you hear the difference? The second one has that tone of: I mean you don't have to but it really would be nice if you did...

Don't give suggestions but commands. IF you are the slightest nervous about giving commands and REALLY don't mean it, then your puppy will pick it up and tear it apart. BE the leader... Attitude and Action!

2. **Act on your time table...** Let me give you an example. We just adopted a year old dog... Great dog. But being 5 years old and NEVER being an inside dog, she runs the yard. She is used to being the leader. In about two weeks, we house trained her and now she will go to the door if she needs to go outside.

But then she caught this nasty habit... She thought that any time she came over to me and slapped my arm that I was supposed to take her out. NOW. At this moment.

Then she would go outside and just play... not really needing to go potty and this was fine but I wanted it to be on my time. WHY? Who is the leader? We struggle with this one... from walking on a leash to going outside but I'm using this example now-

So now what I will do is wait until she leaves me and lays back down and then I will say to her- "Let's go outside."

On the outside, you may see this as a slight difference and too little to worry about... but trust me- the devil is in the details...

So if I had to sum up #2: Learn to ignore- until you are the one leading.

3. **Have a routine.** Stick with it. Have structure. Do the same thing every time. In the fast track, I go into great detail telling you how to house train your puppy. Why? Your puppy needs these specific steps and she needs to see this routine- EVERY time.
4. **Your place is your place.** Ok, I know some will battle me on this one. BUT I have seen this one cause so many problems. Ready?

LEADER Before LOVER

There should be places in your home that are OFF-LIMITS. In our home, this is our beds AND our sofa.

The day you let your puppy sleep with you or get on the back of the sofa then you have just established that you are equals. Now am I saying you shouldn't have a lap dog? No, not all at. But even in this situation, you need to invite the puppy up into your lap...

Not make it a free for all where he jumps up there anytime he wants to.

Don't be his brother or sister... be his leader.

5. **Be the LEADER- Then Train.**

You first have to establish that you are the leader then you can start training. IF not, why should he listen to you? Who are you?

Or as my younger son says to my oldest-
"You're not the boss of me!"

How do you establish this? Again- routines. Routines... Routines...

6. **NEVER... NEVER let the submissive dog GROWL at the alpha dog.**

A growling puppy is challenging you. She is testing the boundaries. How far can I go with this?

Show her that this is not a good thing. FIRM- "NO" then look back at her eye to eye. DO NOT let her growl at your kids or even others...

Yes, this is cute when they're 10 weeks old... but it is an absolute disgrace when they're grown. Have you ever been to a home where the dog was so possessive that you really didn't like him? Ok, you might hate him.

Why? Because these rules and boundaries were not laid out in the beginning. The puppy could get away with it and the owners probably thought it was funny until one day it's the norm.

LEADER Before LOVER

7. **Last one we will cover in this report- LEADER ALWAYS COMES FIRST**

What do I mean? The easiest illustration is going through an open door. When you are leaving the house, the alpha dog leaves first. That's you.

You are the leader. You're the one scoping out any danger. You're the one telling the rest of the pack, it's ok to come out.

When your dog goes out first, he is the leader... HE is in alert mode and now he's silently saying- get behind me- I've got this.

How does this ugly behavior show up? For example when the dog is leading the pack and he sees another dog... what happens?

He goes nuts. He has got to protect his pack. And with two foot of sidewalk and another dog approaching this can be quite uncomfortable.

BUT- if you are the leader then your dog knows- ok- she's my pack leader and she'll protect me. There is no reason to get alarmed over this encounter. Let's just enjoy the walk.

Ok, it is only fair that I cover a few steps that ARE NOT a part of being a leader.

Maybe this will help you to see the difference.

1. Being irregular or not making your mind up. Not having a routine. Today he cannot get on the sofa but tomorrow you let him. It will hold no water with your dog when you REALLY mean it.
2. Physical punishment- I never agree with striking your dog or pushing his nose in his pee... The only gives him a wet nose and actually places a fear in your puppy that is unhealthy. It causes your puppy to be more stubborn and will not listen to you.

LEADER Before LOVER

3. Treating your puppy like your kid... Especially NOT in the beginning.
Again- Have those places that are YOUR places.

I hope this report has helped you see the importance of leading before loving. Why? Because once you are the leader, only then can you really love him.

If you knew me more, you'd know that I have a huge heart. I'm the guy who cries at chick flicks, so being firm to my dogs does not come natural...

BUT I do it because I know the outcome of NOT doing it.

I hope by now you see the same.

Take care,

Trey

Get all the insider information you need in the [fast track system](#).

**"I want to compliment you on
your 'Dog Whisperer' approach..."**

I want to compliment you on your "Dog Whisperer" approach.
The puppy, 12 week old PBGV, "General Beauregarde", while looking like an angel, is a little closer to "Hell's Angels"...

...your comments are educational and entertaining even to old troupers ,
having raised many dogs; we still enjoyed the directness and technique in
the training tips.

"Beau" has improved markedly in just one week: goes to the door when he
feels the call, and goes into his crate in the bedroom on his own.
Today, we left him alone in his crate for the first time...took your advice on
how to leave and how to return...worked perfectly!

LEADER Before LOVER

I could go on and on because we are so pleased with the results.

Thanks again.

**-Dick and Lynda Baio
Bucks County, PA**

**"I was beginning to feel that I may have failed my puppy,
(Wooki), before we had even began a relationship!"**

Hello Trey, I haven't written to thank you yet on the information you have been flooding my way, so, Thank you Trey!
I bought my little puppy and in the first week felt myself overwhelmed and well in over my head.

What was I thinking.

It had been 16 yrs since last I had a puppy, and boy was I feeling the loss of experience there. So in a desperate act for help I begin to investigate online. I was beginning to feel that I may have failed my puppy,(Wooki), before we had even began a relationship.

Then I found your site online by way of other people writing about you. I bought your book and began to read immediately!

Suddenly, I was no longer overwhelmed, even better yet, I felt pressure lifted and my confidence back in such a hurry that I wondered how I could I've been freaked out! Although she is not top notch with her potty training, I feel like she is the smartest little puppy in the whole world.

So thank you Trey, keep up the puppy work!

-Rachel Morris Pahrump, NV

LEADER Before LOVER

"Finally... Finally... Finally... she let us sleep the entire night through"

Hi Trey! I read your book yesterday and started implementing your tips right away.

Finally Finally Finally my 9 wk shitzu/bichon has stopped crying in her crate and has let us sleep the entire night through.

Thank you so much!!!

You are awesome! thank you so much, I was ready to pull my hair out!

**Sincerely,
Mayda Nahhas
Miami, FL.**

"I could not imagine ever achieving full housebroken status... yet 3 days later..."

Trey,

Thank you so much for making the "Fast Track" available to the public. I have been crate training all along, but having little success with potty training because of a few key mistakes in my tactics.

Establishing the "pack mentality" helped tremendously, as well. I am so much closer to the "puppies", too. And I find myself using this mentality in a general way with my toddlers, TOO!

It is very good for us, because our "pack leader" (my husband) is on active military duty stateside and travels a lot.

I could not imagine ever achieving full housebroken status with our 2 year old rescued mini daschund Sadie and 7 month old maltese-chihuahua Macy, **yet 3 days after starting your program and correcting my**

LEADER Before LOVER

errors, we are already seeing the light at the end of the tunnel and they are obeying some commands, like "stay" as well.

Sadie has stopped her high emotion incontinence, and acts more confident too! Now I am wishing I had purchased your obedience training product, too!

Thanks Again, Trey! Keep up the great service you are doing for dogs and their owners everywhere.

- Atina Guerieri , Hernando, MS.

**"No problems with accidents
at home or work..."**

Hey Trey,

Thought I'd give you an update...

Cooper is doing well... **we are having no problems with accidents at home** or work..., she'll wait till I get back at go.. so she has started to trust that when I'm not around, i will be back to let her out...

She is starting to go to the designated area without a leash... however, sometimes while we are hanging out together in the backyard, she will miss the area a little, but its not like she can see a boundary line... she doesn't 'go potty' just anywhere in the backyard which is the big plus.

She is responding well to commands and sits whenever meeting new people knowing she wont get any affection till she does so.

Thank you so much,

- Amy M David, New South Wales Australia

LEADER Before LOVER

"She sits at the door and waits until we've given her permission with 'okay outside'."

Dear Trey,

Kara & Sofie... her 12 wk old Cocka-poo

Thanks so much for all your "help" via ebooks and emails. . . it has made a big difference for our 12 week old Cocka-poo
~ Sofie.

We brought her home and began crate training her but found that there were so many conflicting pieces of advice.

I went online immediately and looked for a common sense approach. I was delighted to find your system and have found it to be especially helpful.

She has not had any accidents for 10 days and goes immediately to her "restroom" when we take her outside. She sits at the door and waits until we've given her permission with "okay outside". We are delighted.

Thanks so much . . .

I'll be recommending your site to our breeder and anyone else who is in the puppy stage of life.

Blessings,

**-Kara Haakenson
Prinsburg, MN**

[Get your copy today...](#)