



Everything You Need to Know About House Training Puppies & Adult Dogs!

Lori Verni,
Certified Master Dog Trainer

BOOKSTORE EVENT INFO

Speaker/Author- Lori Verni, a Certified Master Dog Trainer and seminar lecturer with over 10 years of experience will speak at your store, providing a fun and informative program.

Recommended Curriculum- Of course, there is flexibility as space, time, and your needs allow. However, we've found that the following event format works out well. Lori Verni will provide:

- ~A short educational seminar about house training puppies & adult dogs. (Approximately 20-30 minutes.)
- ~A question and answer segment. (Usually about 10-15 minutes.)
- ~Book signing.

Book Sales- The suggested retail price is \$14.99. Your store has two options for purchasing:

- 1) Books can be ordered directly from Ingram's or Books in Print. The ISBN# is 1-4116-3153-6.
- 2) Lori Verni can bring the books directly to the event. Quantities will cost as follows:

- ~40 books or less- \$8.50 each. (Your markup \$6.49.)
- ~41 - 70 books- \$7.75 each. (Your markup \$7.24.)
- ~71 books or more- \$7.50 each. (Your markup \$7.49.)

*Please note: All books purchased directly from the author will be signed and not returnable.

Event Promotion- Of course, you will want to promote the event to the best of your ability through your mailing list, store postings, local media, and any other avenues as your events coordinator sees fit. However, we will also participate by:

- ~Providing laminated color posters to hang in your store and window.
- ~Providing additional flyers that can be posted elsewhere.
- ~Sending press releases to local dog rescue organizations, pet supply shops, schools, veterinarians, groomers, and other pet related/family oriented businesses that are likely to attract interested parties.

Scheduling- It is suggested that all events be scheduled at least 6-10 weeks in advance to allow sufficient time for marketing/promotion. Evening or weekend events will bring the best turnout.

Contact Information- Contact Lori Verni directly by phone: (919)557-2853 or e-mail: Books@FreeDogTrainingInfo.com.