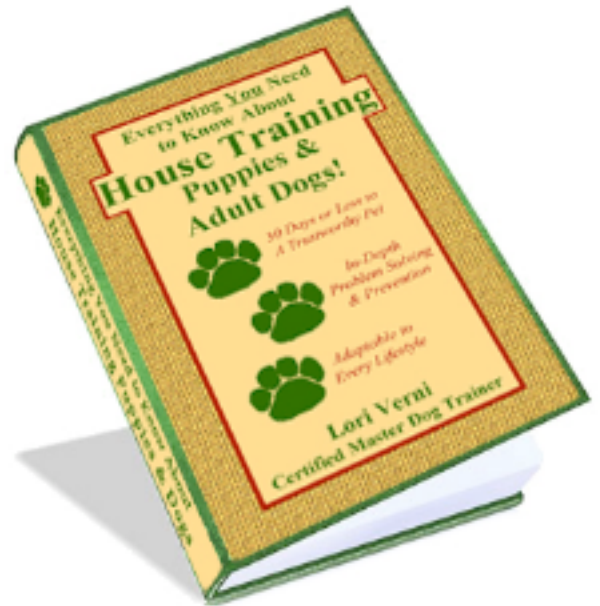


FreeDogTrainingInfo.com

MEDIA KIT



A goldmine of free dog training info. Including an extensive library of free articles, resources, and much more!

“Everything You Need to Know About House Training Puppies & Adult Dogs” by Lori Verni, Certified Master Dog Trainer.

CONTACT INFO

Lori Verni, Certified Master Dog Trainer

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QUICK FACT SHEET

FreeDogTrainingInfo.com

Who- Lori Verni, a Certified Master Dog Trainer with over 10 years of experience specializing in family pets. Also a professional writer, seminar lecturer and published author.

What- Created a web site www.FreeDogTrainingInfo.com. A goldmine of free articles and resources about dog training and behavior modification. Just published “Everything You Need to Know About House Training Puppies & Adult Dogs!”

Where- Of nationwide interest. The site is designed to be a valuable resource for rescue organizations, individuals and pet professionals. The book helps owners of both puppies and adult dogs to prevent or alleviate house training problems.

When- Just released!

Why- Thousands of pet owners every day “get rid of” their pets due to behavior problems. Many end up passed from home to home, or are euthanized in shelters if not adopted in time. The goal of both the site and the book is to educate pet owners in a full-scale attack on euthanasia rates and family heartbreak.

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PROFESSIONAL PROFILE

Lori Verni, Certified Master Dog Trainer

History- Lori Verni is a Certified Master Dog Trainer and owner of Best Paw Forward Dog Education, along with husband Frank. She started up, owned and operated Best Paw Forward in Long Island, NY, for ten years, and then relocated to Holly Springs, NC, where they started up a new Best Paw Forward and have been helping pets for an additional year. Their training consists of teaching obedience and manners, preventing and alleviating behavior problems through private, in-home training.

Education- Having attended the National K-9 School of Dog Trainers in Columbus OH, both Lori & Frank Verni are qualified to train for behavior problems, obedience, search & rescue, police work, handicapped assistance and more. However, their special area of interest is family pets.

Seminar Lecturing- Lori Verni has been a professional seminar lecturer for eight years. She teaches educational curriculum for humans about dog behavior at numerous college and high school adult ed programs, rescue organizations and animal hospitals, and even provides special preschool and youth programs about Children's Safety Around Dogs.

Professional Writing- Beginning nine years ago with the inception of the Best Paw Forward Newsletter, Mrs. Verni's writing career has expanded to include numerous published works in magazines, web sites, and newspapers. She is currently a weekly columnist in the Independent family of newspapers, syndicated in four editions. Her book, "Everything You Need to Know About House Training Puppies & Adult Dogs!" has just been published, and she is currently working on her next book, "Everything You Need to Know About Dog's Separation Anxiety." Of course, she also wrote every article on FreeDogTrainingInfo.com.

Personal- Lori Verni and husband Frank pride themselves on being very family oriented, and an important part of their community. Their dog training services are very much geared for the "regular family pet," as are all of the articles on FreeDogTrainingInfo.com.

They play an active role in their community through volunteering, providing free programs for schools, youth programs, rescue organizations and fundraisers, and involvement in their local Chambers of Commerce.

Frank & Lori Verni were featured in Oprah Magazine in September 2001 in a piece on "Couples Who Met Through Their Pets."

The Vernis have now been married and training dogs together for about eight years. They have two children, one dog, and two cats.

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FOR IMMEDIATE RELEASE

A GOLDMINE OF FREE DOG TRAINING INFORMATION LAUNCHED In a Full-Scale Attack on Euthanasia Rates and Family Heartbreak

Every day, thousands of pet owners are heartbroken when they “get rid of” their dog due to behavior problems. Even worse, many of these pets eventually become euthanized after they’ve been passed from home to home, or if they’re not adopted from animal shelters in time to save them.

Knowing that many of these issues could have been avoided if humans were more educated about preventing or alleviating behavior problems, Lori Verni, a Certified Master Trainer and owner of Best Paw Forward Dog Education has created an educational web site called www.FreeDogTrainingInfo.com. Including a huge library of articles that people can read for free and many other resources, her goal is for people to educate themselves and their pets in a full-scale attack on euthanasia rates and family heartbreak.

Simultaneously, she has also published her book, “Everything You Need to Know About House Training Puppies & Adult Dogs.” We all know that puppies require house-training, but there are significant numbers of adult dog owners who suffer with housebreaking problems too. Based upon her 10+ years of experience training family pets, Lori Verni has addressed literally every common and obscure house training dilemma faced by pet owners.

The book is available for purchase at www.FreeDogTrainingInfo.com. Bookstores can purchase it wholesale through Ingram’s or Books in Print. The ISBN# is: 1-4116-3153-6. Bulk discounts are also available at www.Lulu.com/DogTraining.

If you’d like more information about this topic, or to schedule an interview with Lori Verni, please contact Lori Verni directly at (919)557-2853 or Books@FreeDogTrainingInfo.com.

SAMPLE CHAPTER

From “Everything You Need to Know About House Training Puppies & Adult Dogs!”
by Lori Verni,
Certified Master Dog Trainer



Water



Water is one of the most commonly misconceived topics when it comes to house training. Dogs, like all living things, need lots of water to be healthy and to keep digestive processes going smoothly.

Many people mistakenly think they should limit their dog's water during housebreaking. Not so! But while your dog's water intake should not be *limited*, it does need to be *tracked*. This means that your pet should drink lots of water throughout the day.

However, instead of simply filling the bowl and leaving it on the floor, you'll need to keep the bowl up on your counter.

When offering your dog some water, fill the bowl with fresh water while making a big deal. "Oooh, Buddy look! Water!" When you put the bowl down, you can also use a phrase such as, "Drink water," and praise "Good boy, drink water!"

You may be surprised that your dog will actually drink more water using this method than he would when the bowl is left available all day. The big benefit for training is that now you know exactly *when* he drank it! And what goes in must come out. You'll know that if your dog drank half a bowl of water, he'll need to urinate soon...probably within 10 minutes.

Therefore, you'll also know that this is not the time to allow free run of the living room, and that he'll need to be walked to the designated area very soon.

Keep in mind that if you're going to bed at 11 pm, last water should be given at 10. By giving the water one hour before turning in, you'll be able to give your dog ample opportunity to urinate at "last time out," and you'll be able to go to sleep knowing you're tucking in an "empty" pet.

Have you ever gone on a long road trip? What does everyone do before hitting the road? They go to the bathroom! Or at least try. I'll try not to be too graphic, but did you ever notice that if you really didn't have to go, but you just tried anyway...next thing you know, you're on the freeway and need to use the bathroom only half an hour later? I've noticed the same thing with dogs. If they urinate when they have a very full bladder, then they tend to completely empty themselves. This is something to keep in mind when tracking water before work, sleep, etc.

More sample chapters and full table of contents available at
www.FreeDogTrainingInfo.com.

SUMMARY

The goldmine of training information available at FreeDogTrainingInfo.com, and learning about the book “Everything You Need to Know About House Training Puppies & Adult Dogs” are sure to be valuable educational resources for your readers, viewers or listeners. Lori Verni is available for interviews of every kind.

You will find her to be informative and well-spoken. She is a comfortable public speaker due to her years of experience as a seminar lecturer. Prompt for appointments, attention to deadlines, and easy to work with, she can be an asset to your projects.

On a more personal note, having invested her own personal funds and hundreds of hours of her time creating the site and writing the book, she will vastly appreciate the media exposure you may provide.

Thank you for taking the time to review this press kit. She looks forward to hearing from you soon!



Pictured from left: Diana, Frank, Julia, and Lori Verni, and their dog Sam.

This complete press kit is also available at FreeDogTrainingInfo.com. Simply visit the media section.

All photos, logos, and book covers are also available in jpeg, pict, tiff, and numerous other formats. Simply contact Lori Verni and she will provide everything you need.

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