

Essential Canine Life Skills

# Franchise Opportunity



**Full Prospectus**



*'More than just a Dog Trainer'*

# Introduction

By purchasing an Essential Canine Life Skills franchise, you can enjoy growing your own business and income, whilst having support from one of the leading dog training innovators ensuring your personal growth is sustainable and supported.

Emma and her handpicked team will help you drive your business forward while keeping the company business alive at the forefront.



*'Together We Can Achieve'*

# Company History

## Company History

Emma started the business as a qualified dog trainer in 2012 working just 4 hours a week alongside her teaching job with Essex County Council. Even then she was passionate about delivering excellent customer service along with good quality balanced dog training to ensure well-behaved and balanced dogs in the home, her dream and drive was to educate as many dog owners as possible to try and slow down the rate of dogs going into rescue through lack of knowledge – this company ethos stands strong today.

During the COVID-19 pandemics Emma drove the business forward and with the help of the company that produced the website, and the support of her trainers and those around her, lessons were pivoted online, web-based courses were produced and she wrote 5 dog training books, the support was amazing and she will be forever grateful.

The business successes were recognised by two prestigious business awards in 2021.

*'Together We Can Achieve'*

# Today

## Today

In 2021 Emma was at saturation level and she realised that only radical thinking would help the business grow further into stability, whilst keeping her core values of excellent customer service and excellent standards of dog training alive.

The Essex Dog Training Logo was trade-marked and she formed the limited company Essential Canine Life Skills Ltd and worked with solicitors to form the franchise company you see today, this gave her the opportunity to keep her dreams and passions alive and inspire others to keep providing an excellent service.

Emma realised that by mentoring and developing other successful, highly motivated individuals, dog trainers and business owners, she would have the ability to continue supporting even more dog owners across the UK. All of this whilst still achieving sympathetic education and superior dog training.

*'Together We Can Achieve'*

# Business Awards Personal Successes

In 2021, her amazing innovative business successes were recognised by small business industry experts and she was awarded two prestigious awards:

- **[The BEST Growth Hub NOVO Business Award](#)**
- **[Vodafone Business UK Small Business Shoutout](#)**

Simply put, Essex Dog Training and Emma's quick thinking and hard work ensured Essential Canine Life Skills Ltd continued to develop with fast expansion, whilst many other businesses were struggling. Training can be pivoted online using virtual platforms when required. This innovative brand was so important with the huge uplift in dog ownership during the pandemic, but now means that businesses can continue to operate whatever the circumstances.

Emma is passionate about the quality of service the business offers to clients and in maintaining the high standards of dog training and success in an unregulated business therefore there are stipulations in place to ensure a high level of training is present.



# Business Awards Personal Successes

Personally, Emma is still and will remain a very active member as the leader of the organisation and will be supporting the franchise owners from the front.

She has enjoyed phenomenal success with her own dogs. All three of her dogs have enjoyed podium positions at Crufts, two of her dogs have been on three different UK teams and she has added to her dreams by achieving and qualifying Kipp to run in the Kennel Club Agility Small Stakes at the International Horse of the year show in 2021 & 2022, achieving an amazing 4<sup>th</sup> place in the evening, her young dog Nairobi, a Working Cocker Spaniel is already achieving well in both Agility & Gun Dog.



# Who We Are Looking For

## Self-Employed Dog Trainers

You will be a self-motivated, approachable person with hands on canine experience with a variety of different breeds and sizes of dogs.

You will have at least one academic qualification with one of the industry recognized companies or further education. All trainers will need to follow and pass the application process. You will need to be a people person and enjoy empowering others.

Hands-on canine experience can come in various different ways: grooming, dog walking, kennel work, helping and shadowing in classes etc., attending classes with your own dogs to name just a few.

You will need to demonstrate confident handling in dog husbandry and have a natural aptitude in reading canine behaviour. References will be required.

Emma personally offers a trainer mentoring service if you are not yet at the required level but wish to become a Franchise Owner.

*'Inspiring Others'*

# Who We Are Looking For

You will have an up-to-date canine first aid certificate, human first aid certificate and a small DBS.





You will be proficient in a “no hands on” training approach. We do not allow “considered aversive training methods” such as shock/prong collars. We also do not advocate ‘moulding’ as a training method.

Emma is open minded to “cross-over” trainers and will be happy to discuss with interested applications, new trainers and experienced trainers.

You will have an absolute minimum of 8 hours per week . available (plus admin time) to develop your business.

It is recommended that before applying you have a direct conversation with Emma to discuss your experiences and she can advise on your specific application and work with you.

## **On application you will need to supply:**

-  Current Detailed CV
-  Copies of all relevant certificates / Insurance
-  3 x videos of you training/walking 3 different breed of dogs
-  2 x written references (one personal and one industry specific)

*‘Inspiring Others’*

# Who We Are Looking For

## **Doggy Daycare, Petshops & other pet professionals**

You will be already running a successful pet business and be looking to offer award-winning training as another strand of income.

You do not have to have the relevant trainer qualifications, however your business should be demonstrating 'for the love of animals' ethos and attitude.

If you are not qualified yourself, you will be willing to engage the service of an approved trainer/s to support classes and pup visits/behaviour visits in your entire franchise area – these can be offered at your existing premises.

If you are not running a canine business but are interested in purchasing a franchise then we are happy to commence talks with you.

If required, Emma will personally support your business in order to continue her passion of excellent training and customer service.

On application you will need to supply proof of ID, proof of trading with all relevant insurance and written references.

*'Inspiring Others'*

# The Financials

## How much will it cost me?

One off payment for a new territory franchise area is £2,750.

One off payment for an existing franchise area is £4,750.  
(payment plan in place so balance will be due after trading commenced).

There is a sliding scale for monthly franchise fee, to help you build your business in a sustainable way.

Sales of £1 - £1000 - £100 per month

sales of £1001 - £1999 - £200 per month

Sales of £2000 - £2999 - £250 per month




Sales of £3000 - £3500 - £300 per month

Sales of over £3500 = 10%

(Bonuses and incentives are available for top sales figures both monthly and annually)

There are no other hidden startup costs in the franchise. You will also receive a product startup pack worth over £449.

Extra costs for you to consider:

-  Any relevant business licenses for your services offered
-  Products for resale
-  Continuous Professional Development

*'Believe to Achieve'*

# The Financials

## How much will I earn per week?

This is an approximate guide for a typical week, based on prices. (website 2024)

*(Please note income is not guaranteed)*

This chart is based on a minimum time investment of 8 hours per week. This income can easily be achieved and added to the more time you invest in your business.







		Per Week
<b>Puppy Package</b>	3 x 6-week puppy package (£195)	<b>£97.50</b>
<b>Classes</b>	3 x classes per week £70 profit per class (excluding hall hire)	<b>£210</b>
<b>Walks 1-2-1</b>	3 x one hour training walks 1-2-1 £40	<b>£120</b>
		<b>£427.50</b>
	<b>£1710 per 4-week period</b>	Less £300
	<b>£1410 per 4-week period</b>	



As you will see training classes are a large part of the income, increase this number and your earnings will increase

# Services You Can Offer

**If you purchase a full franchise as standard you will be able to offer under your franchise agreement**

-  Pet dog obedience training classes
-  Pet Dog Training Workshops/ Seminars (i.e., recall, loose lead etc)
-  Behaviour modification visits
-  One to one training, training walks, home training etc.
-  Dog walking/ dog boarding (relevant license required)
-  Puppy Visits and packages
-  Online Training via virtual platforms
-  Children's Training classes (extended DBS required)

*'Believe to Achieve'*

# Services You Can Offer

In addition to this list if you would like to offer one of the fast-growing popular sports as an extra service such as agility training, trick training, gun dog training etc. we can support you through this process at an extra cost.

Assessment and addition of the sport onto the website (after application) will be £250 per assessment.

If you are already competent in any of these areas at the time of application and relevant proof of training etc. can be submitted (including references) then this additional service will be included in your initial investment.

Please discuss this with Emma in your initial consultation meeting, prior to making a full application.









*'Believe to Achieve'*

# Brand Training & Support




As an Essential Canine Life Skills Franchise Owner, you can rest assured your progression and the protection of your wellbeing is paramount to our team.

Simply put, Emma is totally committed in helping you run a successful training business in your exclusive area and can support you wholeheartedly should you choose.

When you sign your contract, you will be signing a legally binding contract and are expected to carry out your services to a high standard. In return you will receive:

-  Support from a highly valued, award-winning, successful dog trainer and Managing Director.
-  An exclusive territory to work
-  Continuous advice and support
-  A long established recognised, award-winning reputable brand
-  An innovative business model that can generate an income even in the most testing of circumstances.
-  A fully functional page on our website with training and designers to support you
-  Your own reporting features on the website, enabling easy process of payment for your clients and easy accounting between the franchise owner and the franchisor
-  A full working manual and brand training
-  Discount codes for various organisations

# Brand Training & Support

-  Full access to client terms and conditions, processes, booking forms and automated emailing, and full access to lifetime website membership, paperwork and logos.
-  Email Address and account
-  A Full and on-going marketing campaign launch on head office social media pages.
-  A member of the franchise support private community for Essential Canine Life Skills Franchise owners and Dog Trainers.

Emma is committed to support all Franchise Owners with her time and knowledge.

As a franchise owner you will be given a safe space to discuss cases and classes with other like-minded people to ensure quality of service to all clients and to support every franchise owner through their journey, continuous professional development and mental wellbeing. This will give you the peace of mind that you are supported.







From time to time well-being days & CPD days will be organised.

You will be an individual running your own small business but with the confidence and assurance of a recognized brand within the Canine Industry.

The organisation will continue to be fast developing and therefore there are likely to be further amazing opportunities in the future.

# Brand Training & Support

## What is included in your brand training?

-  Your initial training will include a minimum of 6 hours training and full manual.
-  This training includes how to help your clients bridge the gap between “dog training” and canine life skills to help your clients achieve a well-mannered pet dog at home.
-  The ethos surrounding our Essential Canine Life Skills brand.
-  Teaching you how to demonstrate and educate people with exercises in class and setting homework for your dog owners. Your training will also include dealing with clients and how, by asking the right questions and “listening to what the dog is telling you”, can help build your business.
-  All standard class Essential Canine Life Skills assessments & certificate templates (Bronze, Silver and Gold).
-  Advice on retaining customers and ways to work within your local community to grow your business.



# What Happens Next?

So, now that you have decided that you want to become part of an award-winning team whilst also having the freedom to run the canine business you want, at the pace you want, how do you apply?

It is firstly recommended that you contact

**Emma directly on 07742 432441 or**  
**[sales@essentialcanineliveskills.co.uk](mailto:sales@essentialcanineliveskills.co.uk)**

to arrange a free, no obligation informal consultation meeting to discuss your experiences and current cv to assess your eligibility for the required criteria.

Or

**Apply Now!**  
**[Click Here](#)**

*'Believe to Achieve'*

# The Future

## The Future

Emma is transparent on her realistic plans for the future and is open-minded and innovative in her thinking.

Future and immediate plans include:

- 🐾 To continue forward-thinking collaboration with the canine industry
- 🐾 To open discussions with leading governing bodies to negotiate membership across the organisation.
- 🐾 Further CPD days for all trainers
- 🐾 The ECLS brand throughout the UK to ensure the company is represented in as many counties as possible.
- 🐾 To develop the brand across social media channels – in particular Tik Tok and You Tube
- 🐾 To continue to improve and develop business processes to ensure best practices always
- 🐾 To continue to maintain her original ethos of educating as many people as possible to help slow down the rate of dogs into rescue through lack of education.

We are also looking to appoint one clinical behaviourist in each county. This does not have to be your single source of income but you must have time to support ECLS clients from all Franchises in the county. If the need arises more behaviourists will be appointed.

*'Believe to Achieve'*

# Notes





*'Believe to Achieve'*



*'More than just a Dog Trainer'*