

The Puppy Parent Outline (Completed)

Message for the writer

Hello! I want to make your job as easy as possible so I have created this very in-depth book outline for you to follow so that you can focus on the **quality of your writing** instead of what to write.

I have also written this outline to let you know **how important the quality** of this book is to me, and I want to do everything I can to help you with it.

The creation of this book is a team effort between the both of us, so if you have any questions **please ask me.**

We need to create a book that **readers/listeners will love.** The entire goal with this book is to serve the readers and give them what they want, which is a book that they will:

1. Learn a lot from
2. Enjoy to read

I will read, proofread and edit the entire book myself once it is delivered, so it is in both of our best interests to work together on this and make sure it turns out the best that it possibly can. The goal of this book is simply to provide **value value value** to the reader/listener.

There are 5 key elements that this book needs to focus on to be the best that it can:

1. **Information** - Valuable and in-depth information
2. **Focus** - Content is straight to the point with no fluff
3. **Organization** - Information is presented in a logical manner
4. **Flow** - Chapters and content work together and flow nicely
5. **Language** - Your writing style that makes the book interesting and enjoyable to read

A few things that I cannot accept with this book are:

- Unnecessary writing that serves no purpose to the book except to “fluff up” the word count
- Redundant writing
- Poor sentence structure
- Incorrect information

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Quality is everything and I don't publish a book until I am happy with the quality of it.

Book overview

Title: Perfect Puppy Parent Guide

Subtitle: Discover the Secrets to Training any Puppy in just 21 Days, Even if You're a Clueless Beginner.

Author: Dorian Burton

Word count: 10,000

Target audience

Gender: Any

Age: Any

Problem that lead the customer to purchase this book:

They just got a new puppy (or will be getting it within a few weeks) and don't have a clue about how to train it so that it is a good and well behaved puppy.

Solution to that problem:

Learn actionable steps about how to train their puppy from a very young age so that it is obedient and doesn't piss and poo everywhere.

Brief summary and purpose of the book:

This book is going to be a very short guide for brand new and first time puppy owners. They don't want their puppy to win any world renowned dog competitions, they just want to train their puppy so that it has foundational level obedience and becomes a good family dog.

They just want to know the basics about how they can train their new puppy quickly. Things like potty training and simple commands like sit, lay down, come here, stop barking and things of that nature.

The purpose is to give the reader foundational level training skills so that they can apply what they learned to their own real life puppy, and get instant results.

Top competitive titles:

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1. https://www.amazon.com/Art-Raising-Puppy-Revised-Skete-ebook/dp/B0047Y0FC8/ref=sr_1_3?keywords=puppy+training&qid=1553742594&s=digital-text&sr=1-3
2. https://www.amazon.com/How-Train-Puppy-Practical-Way-ebook/dp/B07L6HMBC4/ref=sr_1_2_sspa?keywords=puppy+training&qid=1553742594&s=digital-text&sr=1-2-spons&psc=1
3. https://www.amazon.com/How-Raise-Perfect-Dog-Puppyhood-ebook/dp/B002QE3CU8/ref=sr_1_6?keywords=puppy+training&qid=1553742594&s=digital-text&sr=1-6
4. https://www.amazon.com/Puppy-Training-Step-Step-Positive-ebook/dp/B01GDD5XMW/ref=sr_1_8?keywords=puppy+training&qid=1553742594&s=digital-text&sr=1-8

Chapter by chapter outline

Introduction: 500 - 1000 words

The introduction is the **most important part** of the entire book because it sets the tone for the rest of the book. The introduction is what hooks the reader and inspires them to actually continue reading and finish the book.

I have created a structured introduction for you to follow. When you have written the introduction, please deliver it to me so that I can read it and make sure we are on the same page.

1. Identify and state the problem

You just got new puppy, and you want it to be well behaved so you can confidently take her anywhere. You don't want a puppy that you can't control and shits everywhere. You want a good boy.

2. Present the solution

In this book, I am going to enable and empower you to train your own puppy. I will show you how to take your puppy from a blank slate to a fully trained and well behaved puppy, in less than 30 days. If your puppy has a bad habit like peeing in the house or not listening to your commands, I will show you how to put an end to that behavior immediately.

3. Assert credibility

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My name is Dorian Burton and over the years as a dog trainer, I've trained hundreds of dogs of all different breeds and sizes. It might seem like a strange job, but working with and training dogs is what I love to do. Being that my parents were avid dog lovers, I've been always been around dogs since the day I was born. My love for my 3 babies Moxie (Boxer), Bailey (Husky) and Rocket (Border collie) is what inspired me to turn my passion into my career. I want to show people that, with a little bit of training, dogs really are a man's best friend.

4. Show them the benefits

Once you have taken your puppy through proper training, you will have a little pup that you can take anywhere and be proud of. Trust and respect are core characteristics of a strong relationship with your dog. Train your puppy the right way from a young age and you will have a loyal and dedicated doggy sidekick for life.

5. Give them proof

People thank me for how my training has changed their life, and has helped them build a deeper and more meaningful relationship with their dog. This is the exact same training that I will be unveiling in this book. Training that is easy for anyone to get results with. It doesn't have to be hard.

6. Make a promise

With my help and expertise, you will be fully equipped with the skills and knowledge you need to be able to take your puppy from a naughty little trouble maker to an obedient and loyal canine companion.

7. Create a sense of urgency

Ever heard the saying "old habits die hard?" Well... its true, especially when it comes to training your dog. Your puppy's brain is like a sponge, and over time it's brain will fill up and new habits and skills become harder to learn. So it's very important to train your puppy as early and young as possible, or you will miss out on the most valuable time to train your dog. It is crucial that you don't wait around to train your puppy.

8. Call to action

The puppy training tips and tricks that you're about to read are proven to yield incredible results for puppies of all ages, breeds and sizes. Every chapter in this book will provide you with actionable steps that will help you to get rid of your puppies undesirable habits and behaviors

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and instill good values and doggy qualities so you can take your dog anywhere and show him off to the world. If you follow the training in this book, it is very likely that you will never have to train your puppy ever again.

Body chapters: 2000 - 3000 words each

The body chapters will deliver on everything that was promised in the introduction. I have outlined every chapter for you, so that you don't have to. I have also included the talking points of each chapter, as well as where you can go to find the information you need.

Chapter 1 - 5 Most popular dog training methods, and which is right for you and your puppy

- There are more ways of training a puppy, but in this book we will mention 5 different types:
 - Positive reinforcement
 - Alpha dog or dominance
 - Scientific training
 - Clicker training
 - Electronic training
- Briefly go over each one and the principles behind why they work, and how they work.
- But this book will be all about how to train your puppy using positive reinforcement. We believe this is the best method that can work well for all breeds of dogs. All things considered, positive reinforcement is the most effective and simple method to teach to complete beginners and first time puppy owners, like the people reading this book. So that's the method we will be using to train your puppy. All methods do work though.
- Talk about dog psychology and what makes different dog training methods work. Talk about the nature of dogs and how their brains work. This simple wikipedia page has phenomenal information on dog behavior and all that https://en.wikipedia.org/wiki/Dog_behavior
- Say that a puppy's response to training will vary with each puppy, but this kind of training is what most puppies will react to the best.

Notes: This first chapter gives the reader a good feel and overview to how dog training works, and what makes dog training effective.

Resources: <https://dogtime.com/reference/dog-training/50743-7-popular-dog-training-methods>
Look at numbers 1 through 5, this article basically has all the basic information you need to talk about these 5 popular training styles.

Chapter 2 - 3 Essential training skills that your puppy needs + things you NEED to know beforehand

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- The 3 essentials trainings that your puppy needs are:
 - 1. Crate training
 - 2. Potty training
 - 3. Common commands. The common commands that are important that we will be discussing in this book are 1. Sit 2. Down (as in lay down) 3. Come 4. Stay and 5. No. These are the 5 most important common commands that your puppy needs to know. These are the foundation of a well trained puppy/dog.
- Things you need to know before you start training your puppy to make sure you have success with your puppy training: <https://www.insidedogsworld.com/essential-commands-to-teach-your-dog/>
- This chapter should be covering all the important things to know about how to make your puppy training most effective. Foundational stuff before the actual how-to training begins
- Have a FAQ section where you answer basic questions that first timers are probably asking themselves: <https://vcahospitals.com/know-your-pet/puppy-behavior-and-training-training-basics> Make sure the answers to the FAQ is aligned with everything else we say in the book. <https://www.ultimatepuppy.com/puppy-training-faq/> | <https://www.fidosavvy.com/puppy-faqs.html> | <http://www.vetstreet.com/our-pet-experts/answers-to-10-of-the-most-common-questions-people-have-about-owning-a-new-puppy> | Only answer FAQ that fit in. Like don't answer for example "how do I potty train?" Because we will talk all about that very soon in a later chapter

Notes:

Resources: <https://www.dogster.com/lifestyle/the-10-most-popular-and-most-important-dog-training-cues> | <https://www.pedigree.com/dog-care/training/10-best-training-tips#> | <https://www.petfinder.com/dogs/dog-training/dog-training-tips/> |

Chapter 3 - The easy 5 step process to effective crate Training

Please answer all of these questions about crate training in this chapter.

- What is crate training?
- Why is it important and necessary for a properly trained puppy? Crate philosophy: <https://www.caninejournal.com/crate-training-puppy/>
- Benefits of crate training
- How to choose the right crate for your puppy.
- The 5 step process to crate training. Here is all you need: <https://www.humanesociety.org/resources/crate-training-101> Use this 5 step process as the way to effective crate training.

Notes: This chapter is just all about crate training and how to crate train your new puppy.

Resources: <https://www.rover.com/blog/important-dog-training-skills/> - Under house training are some good notes about potty training your puppy, things to know. Additional resources about crate training: <https://www.paws.org/library/dogs/training/how-to-crate-train-your-dog/> | <https://www.akc.org/expert-advice/training/how-to-crate-train-a-puppy/> |

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<https://www.labradortraininghq.com/labrador-training/how-to-crate-train-a-puppy/> |
https://www.petmd.com/dog/puppycenter/potty-training/evr_dg_crate_training_for_puppies |
<https://rspcaviv.org/health-and-behaviour/dogs/crate-training-your-dog/>

Chapter 4 - Powerful Potty Training for First Time puppy owners

- Have the same chapter structure for this chapter as the previous chapter about crate training. Except you don't really need to talk a lot about why potty training is important because it is quite obvious... because you don't want your puppy peeing and pooping in the house! House training is a synonym for potty training
- Cover all the things you need to know about potty training before you begin.
<https://pets.webmd.com/dogs/guide/house-training-your-puppy#1>
- Signs that your puppy needs to pee or poo.
- Do's and don'ts of potty training your puppy
- Tips for potty training: <https://www.hillspet.com/dog-care/training/puppy-potty-training-tips>
- Then get into the actionable how to process of potty training your puppy. Step by step kind of thing. The 3 resources below are great and contain everything you need about it.

Notes: This chapter is allll about potty training your puppy.

Resources: This is a great piece about potty training your puppy: <https://www.akc.org/expert-advice/training/how-to-potty-train-a-puppy/> |
https://www.petco.com/content/petco/PetcoStore/en_US/pet-services/resource-center/behavior-training/Tips-and-Tricks-for-Housetraining-a-Puppy-or-Dog.html | https://www.whole-dog-journal.com/issues/21_7/features/How-to-Potty-Train-A-Dog_21870-1.html

Chapter 5 - 5 Essential Commands your puppy needs to know

- Things to know before getting started with command training for the most successful training
- The 5 essential commands that I would like covered in this chapter are:
 - 1. Sit
 - 2. Down (as in lay down)
 - 3. Come
 - 4. Stay
 - 5. No
- Example why these 5 commands are 5 of the most important ones for a well behaved puppy/dog.
- Just breakdown and talk about each one and how to effectively teach your dog these 5 commands using positive reinforcement. <https://www.cesarsway.com/dog-training/obedience/5-essential-commands-you-can-teach-your-dog>

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Notes: This chapter is just all about the chapter title.

Resources: Use a combination of these resources about command training. They contain everything you need: <https://www.akc.org/expert-advice/training/teach-your-puppy-these-5-basic-commands/> | <https://figopetinsurance.com/blog/5-basic-puppy-commands> | <https://www.insidedogsworld.com/essential-commands-to-teach-your-dog/> | <https://www.purina.com/articles/puppy/training/puppy-command-training> | <https://www.southbostonanimalhospital.com/blog/five-basic-obedience-commands-your-dog-should-learn>

Conclusion: ~500 words

The conclusion will wrap up everything that has been covered and give good closure to the book.

- Restate the message of the book using new language
 - Summarize the most important topics covered
 - Paraphrase how you have delivered on your promise and provided the solution
 - What is the one thing you want the reader to take away from this book?
-

Resources page

Please create a resources page in APA format with all the resources that you used to write this book.

Here is a free APA citation generator that can help to speed up the process:

<https://www.scribbr.com/apa-citation-generator/>

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Most common reasons for bad reviews

We obviously want to avoid bad reviews on the book at all costs, so I did some research on other popular books in the same niche to figure out what was provoking people to leave bad reviews. Here is what I found. These are the top reasons why people left bad reviews on similar books:

1. Generic “how to” when it comes to training. So want specific and actionable how to that works.
2. Boring. So we want to keep it fun.
3. Too much reading. Good thing this book will be relatively short and straight to the point.
- 4.