FreeSport Dog Co.

www.freesportdog.com



SHAPE UP
8-WEEK PREMIER
PUPPY TRAINING



Presented By :

FreeSport Dog Co.

Building confident, connected, and engaged puppies through shaping and play — a premium experience by FreeSport Dog Co.



WHY START EARLY?

FREESPORT

The first months of a puppy's life shape their confidence, learning habits, and positive associations. FreeSport Dog Co. believes training is an active partnership — between puppy, handler, and environment. Shape Up is built on shaping, play, and positive reinforcement to grow puppies who want to participate, not just obey.



WHY START EARLY?

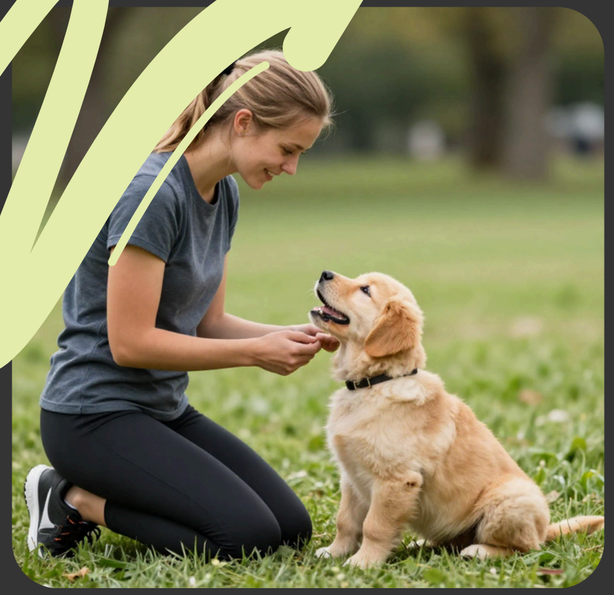
EARLY DEVELOPMENT

The first months of a puppy's life shape their learning habits, confidence, and positive associations with the world. Training is an active partnership between puppy, handler, and environment. Shape Up builds puppies who genuinely want to participate — not just obey.















THE SHAPE UP PHILOSOPHY

3 PILLARS

Connection: Puppies earn rewards for checking in with their handler. Shaping: Puppies are encouraged to make choices that earn rewards — building confidence through discovery. Motivation: Food, play, and movement make learning irresistible. Together, these pillars adapt high-level obedience foundations to puppy development.





ENGAGEMENT BEFORE OBEDIENCE

CHOOSE ME

We build motivation before commands. Reward voluntary eye contact and check-ins. Teach puppies to reorient after distractions using play and movement. The "Choose Me" game: your puppy earns fun by choosing to connect with you first.



HOW SHAPING WORKS

STEP BY STEP

Identify the behavior you want, then break it into tiny steps. Mark and reward every desirable choice. Add a verbal cue only once the behavior is reliable. Practice in new environments to build real-world confidence.





THE SKILLS WE'LL BUILD

CORE BEHAVIORS & MANNERS





Foundational obedience: sit, down, stay, and come. Communication skills: hand touch, target, and leave it.

Everyday manners: loose leash walking and polite door behavior.

Confidence & care: grooming, handling, and socialization.

Every skill is built through games and positive reinforcement — never repetitive drills.

TEACHING PUPPIES

ABOUT THE WORLD

Positive, age-appropriate exposure builds lasting confidence. We introduce puppies to people, dogs, sounds, surfaces, and new places at a pace that feels safe. Puppies learn to check in voluntarily around distractions, recover calmly from new experiences, and trust their handler as their anchor in any environment.











THE EIGHT-WEEK SHAPE UP JOURNEY

Week 1: Connect & Discover – marker training, "Choose Me" game.
Week 2: Think & Offer – shaping sit, down, hand touch.

Week 3: Come When Called – recall games with distractions.
Week 4: Impulse Control – leave it, short stays, re-engagement.
Week 5: Real-World Manners – loose leash, door manners.
Week 6: Confidence & Cooperation – grooming and handling.
Week 7: Take It on the Road – generalize skills in new settings.
Week 8: Shape Up & Show Off – skills assessment and games.





THE HANDLER IS PART OF THE TRAINING

YOUR ROLE

Learn to recognize and reward good behavior with timing and precision. Shape new skills without frustration by setting your puppy up to succeed. Read body language and signs of stress to guide each session. Commitment: 8–12 hours total over 8 weeks of guided sessions and home practice.



WHAT MAKES SHAPE UP DIFFERENT?

VS. TRADITIONAL CLASSES



Traditional: obey commands → Shape Up: choose to participate
Repeat until compliant → Shape behavior through rewarded choices
React to mistakes → Arrange for proactive success
Practice at home → Build skills in real-world environments
Measure by commands → Measure engagement & confidence



SHAPE UP INVESTMENT

$1,500

Your investment of $1,500 covers a full 8-week premium experience — structured curriculum, expert coaching, training materials, and ongoing support. You're not just enrolling in a class; you're building the foundation for a lifetime of confident, connected partnership. Shape Up prepares your puppy for real-world manners, future sport training, and a relationship built on trust, communication, and play.



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LET'S SHAPE UP TOGETHER

Enroll Now :
Shape Up Program

"The puppy you have today is the training partner you're building for tomorrow."
Imagine a confident, motivated partnership — we'd love to help you build it.
Contact FreeSport Dog Co. to enroll today.