

Syllabus for Helping Your Dog's Hips Class (and information on earning \$\$ by referring others)

Below is the syllabus at this point, which is always subject to a few tweaks as it goes along. I do expect to add some bonus interviews on supplemental topics as well, but those will be just that, bonuses.

And there will be a free bonus video lesson showing some techniques from my book,

The Dog Lover's Guide to Massage: What Your Dog Wants You to Know

and e-book, *More Massage Moves for Dog Lovers*.

Remember, this class can also be good for helping your dog avoid or delay hip issues, as well as managing and improving them, so no need to wait till your dog is having problems to benefit.

Each of the 8 weeks you'll get a video lesson teaching techniques, an anatomy lesson, and an interview with a professional on their specialty. Lessons will include discussion of how they relate to hip issues in dogs, and tips on assessing your dog's function and comfort.

Week 1: Massage techniques for hind end muscles

Anatomy lesson on the hip joint

Interview with vet/chiropractor/acupuncturist Dr. Kari DeLeeuw

Week 2: Additional massage techniques for hip area

Anatomy lesson on hip extensor and flexor muscles

Interview with Lola Michelin, Director of Education for the Northwest School of Massage

Week 3: Myofascial Release (MFR) technique for connective tissue around hip (plus skin rolling)

Anatomy lesson on connective tissue (fascia)

Interview with special guest (TBA)

Week 4: Techniques to help the back with stresses of compensation

Anatomy lesson on key areas of spine prone to stress

Interview with vet/chiropractor/acupuncturist Dr. Michael Salewski

Week 5: Acupressure, specific points useful for hip issues

Anatomy lesson on Bladder, Kidney and Gall Bladder Meridians

Interview with Kim Bauer, Lead Instructor for Tallgrass Animal Acupressure Institute

Week 6: Stretching the hips safely and effectively

Anatomy lesson on hip adductors, abductors and rotators

Interview with special guest (TBA)

Week 7: Craniosacral therapy, introductory techniques

Anatomy lesson on the cranio-sacral system, including dural tube and cerebrospinal fluid

Interview with bodyworker and CST specialist Vicki Draper

Week 8: Techniques to help the shoulders with stresses of compensation

Anatomy lesson on triceps and pectorals

Interview with special guest (TBA), including topic of swim therapy

(Affiliate information next page, earning \$\$ by referring others to the class...)

Information for *All About Animal Massage* on-line classes and affiliate program

How do the classes work?

These are "go-at-your-own-pace" classes with video, audio and text lessons. Access is on your own schedule. Lessons are delivered by e-mails and a membership website with password access.

The classes each week are designed to teach bodywork techniques, related anatomy, and additional expert tips that will help you help your animals manage, improve or avoid common problems.

Q&A support is available "live" by e-mail, and also recorded Q&A sessions from past students. There is no expiration date for your access to the lessons, so you can take them once a week, once a month, or however slowly you'd like. You can also go back and review earlier lessons anytime. 30-day money back guarantee on all classes, of course!

Certificates of Completion and Continuing Education Credit: Details still to be determined, but a certificate will be available, possibly with small fee for processing and/or short assignment to verify that lessons were utilized. Certificates will NOT be to certify anyone as a professional. For questions about whether the classes will count for continuing education requirements, please check with your licensing board overseeing such requirements for whether they will accept non-provider, on-line hours. Let me know if there is anything I can do to facilitate acceptance of CE credit.

How does the affiliate program work?

Being an affiliate means earning 20% or more on referrals to new students.

Affiliates register on-line at a link provided to students (and non-profits). Once registered, you'll receive your own affiliate link (url) for each class offered. Anytime you share the link (with a friend, or via a newsletter, e-mail, or on your website) and someone buys a class, your affiliate account is automatically credited with the percentage for the sale. Payments are made by check or by PayPal.

Audience(s) who will benefit from taking the classes (besides the animals):

#1 audience are owners and care-givers

- learn skills and techniques to help their own animals
- gain knowledge that will help to utilize and coordinate professional services

#2 audience are professional bodyworkers

- to add some new ideas and perspectives to what you already do
- to review and revisit information that may be ready for a refresher
- CE credit to maintain your licensing, depending on the requirements of your licensing board
- **These classes are NOT intended to certify anyone as a professional**

#3 audience are other professionals (veterinarians, trainers, farriers, etc) and animal wellness organizations (shelters, rescue organizations, therapeutic riding centers, Delta Society, etc.)

- to refer clients, staff, and contacts for education that can support your work/mission
- to learn more about how massage and bodywork can contribute to your work/mission

Professionals can contact me about the possibility of having a discounted class fee paid out of initial affiliate sales. It's important to join the class so you can see first hand what you're recommending . Eligibility for this depends on qualifications and audience. **Veterinarians are all eligible!**