

ISSUE 6

The Stress Free

DOG WALKS CHALLENGE



JANUARY 2026



Welcome!

The Stress Free Dog Walks Challenge is a **FREE** live online training where I'm sharing simple, real-world training techniques that get your dog to focus, listen, and walk calmly, even around distractions like other dogs, people and wildlife.

Featuring daily training techniques, live masterclasses, and personalised advice from expert trainers & behaviourists to transform your stressful walks into the BEST part of your day!

Designed for Dogs Who:

- **Pull** you down the street because they're excited
- **Bark and lunge** because they're reactive
- **Struggle to listen** to you when distracted
- **Ignore your recall** when there's something more interesting
- **Yank your arm** out because they're frustrated
- **Overwhelm** with frantic anxiety... or freeze up :(
- **Make you dread walks** in case they show you up again



facebook.com/groups/scentventuredog



THIS WEEK YOU'LL DISCOVER

Real-world practical dog training techniques to gain and keep your dog's attention so *they ignore distractions and listen to you* - even in unexpected or challenging situations!

Masterclasses diving deep into **what they DON'T tell you in face-to-face training**: The psychology of turning your pulling, lunging dog into a **stress free walking companion!**

Rolling all of this into my **5-Step Treatment Plan** so that you walk away with an action plan for taking it all beyond this week for a lifetime of *calm canine behaviour* that makes it *easy to succeed regardless of where you're starting from today*.

WITHOUT

🙄 Tedious training drills - frustrating for you, even worse for your dog!

🕒 Wasting your precious evenings on long training sessions - because we all have busy lives!

💰 Squandering a fortune on expensive equipment that doesn't solve the problem.

😡 Harsh methods that subdue, frighten or hurt your dog - because, hello 2026!

😞 Demoralising training classes that work only a bit then leave you failing like a failure again.

3 QUICK + SIMPLE

Anti-pulling Techniques

Keep the lead nice and loose! With videos and step-by-step guides you can easily follow along at home, and out on your walks.



3 LIVE MASTERCLASSES

Uncovering the Success Secrets of Stress Free Dog Owners

Expert-led web classes that reveal the worst mistakes keeping dog owners stuck in a cycle of pulling, barking and lunging - and what YOU can do instead.

THE MOST AMAZINGLY

Supportive Community of Dog Owners

For daily motivation & accountability! You're not doing this on your own any more.



3 VIP WORKSHOPS

The daily dog training techniques tell you 'what' to do. VIP is the HOW! How to approach this training, and rewire your own habits and thought patterns to feel CONFIDENT out there on your dog walks and adventures!



1 CALM BOOSTER

Use before you even step foot out of the door

Because calm walks start at home! You'll know what to do before, during, and after walks to create a calm, controlled, and genuinely relaxed experience.



7 DAYS FREE ACCESS

To a World Leading Team of Dog Trainers + Behaviourists

Giving you personalised advice about YOUR DOG - so you'll know exactly how to accelerate your progress every single day!





MEET THE TRAINER

HELPING DOG OWNERS

ENJOY STRESS FREE WALKS!

Hi, I'm Katie!

I help the families of reactive and easily distracted dogs LOVE walking their dogs again.

MY OWN REACTIVE rescue dog Lao used to pull, bark, bite and lunge! Not only did I dread walking him because it was so stressful and I was at the mercy of other people's judgment, but I constantly felt guilty that he was missing out on all the fun, freedom and adventure that I saw other dogs enjoying.

I felt I'd tried everything - and nothing was working. It was like I was letting him down, failing him.

This training gave me back my freedom. And it gave Lao the life he deserved. Thanks to him, this January event has given 10,000+ dog owners the tools to enjoy stress free dog walks. Some love the quick wins that make their life easier straightaway.

For others it's all of a sudden understanding how their dog's mind works and so they know how to keep them calm in any situation.

Many people join the event when they're ready to give up on their dog. They've spent £1000s on trainers and behaviourists or wasted weeks, months, years on mediocre advice.

Most people stumble across this training by accident and it ends up transforming their lives. Are you ready to join them?

I hope to meet you at the Live Masterclasses!

Katie x

HOW THIS *Challenge* WORKS?

1

Every morning at 8am you'll receive an email with the day's practical dog training challenge.

Follow the instructions and have a go!

Record your efforts, post your videos in the Facebook group for feedback and ask for advice.

2

LIVE Masterclass Trainings!

We're bringing you a carefully curated selection of dog training and behaviour topics that dive deep into the problems that are unique to pulling, lunging dogs, and show you how to address them.

3

VIP Exclusives

Become a VIP to get 3 extra Workshops with Katie, the VIP Companion, plus the Full Masterclass Replay Suite to keep for life (when it disappears for everyone else)!

[SCAN QR CODE OR CLICK HERE TO UNLOCK VIP](#)



MASTERCLASS SCHEDULE

As well as the practical training techniques which you can get started with in just 10 minutes per day and start seeing fast results from, the masterclasses teach just the right amount of dog psychology so you can tap into how your dogs' mind works so you know exactly what to do to make them calm down, listen to you and behave in a whole range of different situations.

DAILY MASTERCLASSES

✓ *Watched*



TUES 13TH JAN, 7PM

What's REALLY Causing the Pulling, Barking, Lunging - And How To Stop It!

THURS 15TH JAN, 7PM

The Dangerous Domino Effect: Why Every Meltdown Matters

FRI 16TH JAN, 7PM

Meet Becca & Freyja:
The Stress Free Walkers

SUN 18TH JAN, 10AM

The BIG Stress Free Dog Owner's Treatment Plan: The Full & Complete Solution

MON 19TH JAN, 7PM

Inside the Calm First Process: Unlocking Long-Lasting Calm

TUES 20TH JAN, 7PM

Behind the Scenes Special & Question Time!

VIP EXCLUSIVES

WEDS 14TH JAN, 7PM

Guilt, Shame & Resentment: Stress Free Walks Start with Clearing the Past

SAT 17TH JAN, 10AM

Stop Caring What People Think (It's Sabotaging Your Confidence AND Your Progress)

SUN 18TH JAN, 7PM

Are You Still Waiting to be Saved?

**SET YOUR ALARMS NOW
BECAUSE YOU DON'T WANT
TO MISS ALL THESE!**

JOINING OUR

Live Zoom Classes



If you're feeling a little shy, don't worry! We're very welcoming and there's zero pressure to speak or interact on Zoom. You don't need to turn on your camera or mic, just come along and soak up all the juicy info!

We aim to record the classes, but it's always best to join live if you can. Unless you're in VIP, replays are only available for a limited time - and sometimes those pesky tech gremlins sneak in and recordings don't work at all! If that happens, VIP Pass Holders will be invited to a repeat session after the main event. So don't risk missing out - make every effort to attend live so you don't miss a single tip, moment, or breakthrough that could transform your dog's behaviour!

Here's some other reasons why you'll love being there live:

- ★ **Get your questions answered in real time** by Katie and the Scentventure Guides
- ★ **Golden nuggets from other dog owners in the chat** - people say this is their favourite part! You'll learn just as much from each other as from the class itself.
- ★ **Bonus live-only goodies** - special worksheets to streamline your training, plus...
- ★ The **chance to win a £50 Dog Hoose Gift Card** to spend on treats, toys, apparel or accessories! Every live attendee gets into our prize wheel.

So even if you're nervous, come along and give it a try. We promise - once you're there, you'll feel right at home.

Download Zoom in advance, get comfy, and let your family know you can't be disturbed. This time is just for you and your dog.



JULIE CRICHTON

The tips and techniques learnt in these live sessions have been great and easy to implement and continue with - blessing!

JACQUI COSBY

It was so lovely to join the live. It always gives me a boost for training.
Thank you so much team xx

TRACEY WELLARD

These live sessions have helped and we now look at all the positives that happen and how far we have come.

OLIVER ASHTON

Thank you so much, loads of information in the live session!



WHAT'S REALLY CAUSING THE PULLING, BARKING, LUNGING - AND HOW TO STOP IT!

TUES 13TH JANUARY, 7PM



Come along to the Kick Off Call to get crystal clear on how this training challenge works and take your first steps to success.

Chances are you're here in The Stress Free Dog Walks Challenge because walks with your dog are harder than expected. From leash pulling to lunging, we know the struggle is real.

There is **one single most effective method** to treat pulling on the lead, zig-zagging, obsessive scent trailing, reactivity, anxiety and over-excitement at the root.

Until you achieve this one thing, every other goal should be organised around it.

If you've ever felt like you're doing all the things and still not getting the results you want... this class will change how you approach your dog's behaviour for good so you can finally start enjoying relaxing walks with your dog.

Plus, I'll walk you through exactly how this event works so you can maximise your results.

THE DANGEROUS DOMINO EFFECT: WHY EVERY MELTDOWN MATTERS

FRI 15TH JANUARY, 7PM



Discover why every reactive or overexcited meltdown counts, and why the stakes are sky-high!

We're uncovering the hidden triggers that send dogs into a tailspin. From barking at other dogs and chasing wildlife, to sudden noises or changes in routine - and why even the tiniest of triggers can turn any dog into a stress volcano!

Do you ever wonder why your dog ignores some dogs, but reacts to others? Sometimes passes a squirrel without a second glance - and other times loses their mind? Or perhaps why they seem to

'forget' the training cues you've definitely taught them?

Each stressor leaves a physiological footprint that sends dogs' brains and bodies on a rollercoaster that jeopardises immunity, gut health, appetite, and even the very essence of brainpower!

But don't fear. I'll unveil an arsenal of strategies to conquer The Dangerous Domino Effect. You'll have the tools to be the ultimate stress-busting hero for your dog.

This class is a rescue mission for every dog's well-being!

Absolutely do not miss it.

MEET BECCA & FREYJA: THE STRESS FREE WALKERS

FRI 16TH JANUARY, 7PM



At home, Freyja just couldn't switch off. She was constantly mouthing, barking, throwing tantrums, getting destructive... there was no settling, no calm, no rest for anyone.

And walks weren't the escape they hoped for. Freyja hit the outdoors in a state of overarousal, distracted by everything, frantic, pulling ahead, darting round corners, and fixated on getting to the next thing. They were stuck between a rock and a hard place.

Face-to-face classes just weren't helping, so Becca came to us for help. And I'm so glad she did! They now LOVE their walks together.

In this free class, we're revealing the exact steps Becca followed to go from chaos at home and on walks to genuine calmness and connection - so you can learn from her triumphs and take away actionable insights and practical strategies to use immediately with your own dog.

This class is your backstage pass to understanding the winning combination of training expertise and the mindset that actually breeds success.

Follow the process Becca used to go from dreading the next walk to actually looking forward to them!

THE BIG STRESS FREE DOG OWNER'S TREATMENT PLAN: THE FULL & COMPLETE SOLUTION

SUN 18TH JANUARY, 10AM



A clear plan for how to use the techniques beyond the challenge for a lifetime of calm canine behaviour.

Warning! This Masterclass is a full and complete solution to the problems of pulling, barking, lunging and overexcitability on walks, so you're going to need to block out 90 minutes and show up live.

I'm giving you EVERYTHING here. This is not just a few more dog training techniques; it's the whole plan. If you apply this in its entirety, it will not just change your walks but transform your life with your dog.

It's a clear plan for how to use the techniques beyond the challenge for a lifetime of calm canine behaviour.

With so much at stake, you'll agree it's worth carving out 90 minutes of your day?

You've already got some proven practical tools in your kit... now I'm telling you how they fit into the ultimate plan for stress free dog walks.

But you've got to take the first step and join me LIVE.

INSIDE THE CALM FIRST PROCESS: UNLOCKING LASTING CALM

MON 19TH JANUARY, 7PM



Ever wondered why training seems to work for some dogs but not yours? Same problem, same techniques, but vastly different results?

Seeing other people enjoying stress free walks faster than you is frustrating and it can make you feel like a failure.

But there's a very good explanation why this happens - and it's not that your dog is broken or 'unfixable'!

It's because your dog's walk starts before you even touch the lead (or even get out of bed!). In fact, the outcome of today's walk - whether it's stressful or stress-free - was determined around **30 days ago**.

In this Masterclass, I'll explain exactly what causes this 30-Day phenomenon and what you can do about it so that you can regain control of today's walk.

BEHIND THE SCENES SPECIAL & QUESTION TIME!

TUES 20TH JANUARY, 7PM



Meet the dogs who've ditched the drama!

One of the best things you can do to find your own success is to follow the people who have gone before you.

That's why I share all the things I did right - and wrong - with my rescue dog Lao...

But there's an even bigger benefit you can gain from hearing what other dog owners just like you have experienced - because when you see someone with the same struggles finally succeeding, it stops feeling impossible for you.

Which is why I'm SO excited you'll be able to hear from Club Dogwood members in our 'Behind the Scenes Special'!

I'll be showcasing and celebrating the dog owners that you really need to meet... 'ordinary' people from very different backgrounds who've had amazing success with their dogs.

They're sharing how they did it - so that you can steal their strategy and apply it to your own dog.

Expect a nice cosy relaxed session, more like a chat between friends.

If you've ever felt hopeless that things can't change, last year these dog owners were in the same position that you're in now. Come along and pick up some nuggets of wisdom from them.

Plus, I'm ready to answer ANY and ALL the final questions you have, in our final live session together.

100% live. No replays.

VIP WORKSHOP

GUILT, SHAME & RESENTMENT: STRESS FREE WALKS START WITH CLEARING THE PAST

WEDS 14TH JANUARY, 7PM

"I ruined it"
"I'm failing"
"My dog is too much"
"Everyone is judging me"

Are your thoughts costing you peace, confidence, connection with your dog, and the stress free walks you so desperately want?

If you replay old walks in your head, feel the shame of your dog reacting in public, or carry a quiet belief that you should have done better by now, you are in the right place.

Guilt and shame do not just sabotage your happiness. They grip your body, and change how you hold the lead. They make you micromanage, overcorrect, or hide away.

And they slow your progress more than your dog's actual behaviour!

If you want stress-free walks, forgiveness is not optional. It's the closest thing you'll get to wiping the slate clean and giving you and your dog the fresh start you deserve.

In this Workshop you will:

- **Understand how guilt and shame sabotage your dog training results:** Hesitation, self-protection, avoiding small risks, pushing too fast, shutting down - all things that block yours and your dog's progress.



- **Learn how forgiveness resets your nervous system:** Your cortisol = their cortisol. Your tension = their tension. Forgiveness is a physiological intervention that is totally necessary for stress free walks.
- **Be guided through a forgiveness process:** A gentle step-by-step release of guilt, shame, resentment and blame so you leave feeling lighter, happier, and ready to focus on the dog in front of you, instead of the mistakes behind you.

This workshop is for dog owners who feel weighed down by guilt, judgment, or the fear of getting it wrong again and want a clean emotional reset so they can finally move forward.

VIP WORKSHOP

STOP CARING WHAT PEOPLE THINK (IT'S SABOTAGING YOUR CONFIDENCE AND YOUR PROGRESS)

SAT 17TH JANUARY, 10AM

If you've ever felt the sting of a stranger's stare when your dog shows you up... you already know this class is for you.

Judgemental looks or snarky comments don't 'just' feel awful, they shape your behaviour, your dog's behaviour, and the entire trajectory of your training results.

This Workshop unpacks why caring what others think hits so hard - and why it's the #1 reason so many dog owners never achieve the stress free dog walks they're capable of.

You'll discover:

- The **invisible habits that drain your confidence without you noticing**. You'll see them clearly - and understand exactly why they keep your dog tense too.
- **Why avoiding risk feels safer... but quietly kills momentum**. Progress requires imperfection - but fear of judgment makes that impossible (until you know what I'm sharing in this class).
- A **practical filtering tool** that stops strangers, neighbours, and passing dog walkers from hijacking your confidence.
- **How to rewire your brain in the moment itself** - the second someone looks, comments, or judges. This is the missing piece. Knowing something and feeling it in your body are two different things. You'll learn what to do in that split second so you don't spiral into old patterns.

This session will change how you understand yourself, your dog and the power dynamic between you and the outside world. Absolutely do not miss it.



[SCAN QR CODE OR CLICK HERE TO UNLOCK VIP](#)



VIP WORKSHOP

ARE YOU STILL WAITING TO BE SAVED?

SUN 18TH JANUARY, 7PM

If you have ever blamed your dog, the weather, the off lead dog, your past, your schedule, or even yourself for why things aren't improving, this workshop is for you.

Most reactive dog owners do not get stuck because of technique. They get stuck because they've convinced themselves they are powerless:

Everyone else has more time, more experience, easier dogs!

That mindset will cost you more progress than any squirrel or off-lead dog ever has.

The truth is simple and uncomfortable and life changing:

Your progress depends on how you see yourself. Not your dog. Not the trigger. Not the world around you. You.

This session will show you:

- How your unconscious programming shapes your dog's outer behaviour and your experience on every walk.
- The subtle thinking pattern that convinces you that you'll never enjoy the stress free walks, wins and successes that other dog owners have.



- How to reclaim your power without absorbing other people's nonsense.
- Exactly how to shift out of blame, out of waiting, out of victimhood, and into the full responsibility that's needed to create real change.

Nothing in dog training works long term if you're waiting for the world around you to change first.

Adopt this approach and your progress becomes inevitable.

Come learn the single most important mindset shift you will ever make for yourself and your dog.

VIP Upgrade

3 ADDITIONAL LIVE WORKSHOPS!

Most dog owners eventually come to realise that it's their own self-doubt, lack of confidence and mindset holding them back from the dog training results they desire. Over 3 VIP-Exclusive Workshops you'll gain the mindset skills needed to train your dog with ease, confidence and resilience.



VIP EVENT COMPANION

You'll also download an exclusive-to-VIP Stress Free Dog Walks Companion full of trackers and checklists and prompts and guides to streamline your training experience.

I've even thrown in some additional step-by-step dog training exercises that aren't included in the free challenge.

If you LOVE being organised - or you know you NEED to get organised, the VIP Stress Free Dog Walks Companion is exactly how you'll do that.

FULL MASTERCLASS REPLAY SUITE

Hold onto the Masterclass replays - even when everyone else loses access!

Spoiler alert... in the live masterclasses we go deep into the psychology of how to keep your dog calm in any situation. We pack them with so much juicy advice that you'll probably want to watch each one several times!



[SCAN QR CODE OR CLICK HERE TO UNLOCK VIP](#)



THE DOG TRAINING INDUSTRY HAS CONDITIONED US TO BELIEVE WE JUST NEED MORE TECHNIQUES, MORE COMMANDS, MORE TOOLS.

You've been lied to.

Most reactive, anxious, or easily-distracted dogs don't improve not because their owners lack experience, skill or technique – but because of their mindset.

- The overthinking, the overwhelm – the more you 'research', the more stuck you feel.
- The panic decisions on walks... that you later regret
- The comparisonitis that makes you feel behind. Everyone else seems to have it all worked out.
- The giving up before you even try. It's never worked before, so why bother?
- The lone-wolfing because you don't want anyone to see you fail.
- The heavy, private sense of failure you carry home after every bad walk

You already know this is not a dog training issue.

It's your mindset.

And it's affecting your progress, your confidence – and yes, even your dog's behaviour.

Everything you do on a walk is determined by your emotional state.

- You won't make the best decisions for you and your dog if you're constantly overwhelmed.
- You won't speak up for your dog if you're a people-pleaser trying not to make a scene.
- You won't take the small risks necessary to achieve stress free walks if you're afraid of 'getting it wrong' in public.

Your dog is tuned into your emotions, and can even reflect those emotions in their own behaviour: pulling, barking, lunging, ignoring you.

You did not cause your dog's difficult behaviour – but you are probably the only one who can do anything about it.

If you don't address your mindset, you'll keep working twice as hard for half the results.

Most dog owners will spend years trying new techniques, new leads, new strategies – without ever addressing the biggest obstacle: their own self-doubt and lack of confidence.

VIP changes that. Three smaller group Workshops that address the limitations holding you back. You'll leave feeling lighter, happier, and finally ready to TRULY do what it takes to get the stress free walks you came for.



SHELL MAKEPEACE

I didn't realise how much my mindset was holding me back! The VIP for £19 is great value and you can go back over anything you want to watch again.



EM AND SWEEP

Looking forward to more VIP sessions. I always take something amazing away, it's perked me up after a long work day!



DEREK & MARGARET

VIP changed our minds and helped so much!



[SCAN QR CODE OR CLICK HERE TO UNLOCK VIP](#)

Kit List!

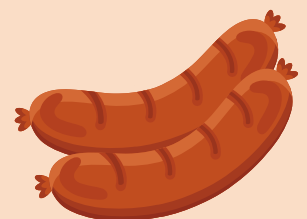
YOU'RE IN FOR A TREAT THIS WEEK!

We're sharing simple, fun Scentventure activities with you and showing you how to get the most out of them.

Whilst they are simple, the week is fast-paced with a new activity to try every day!

Having some high value treats prepared will allow you to get stuck in straight away.

Soft treats cut up into small pieces e.g. pate, cheese, chicken work well.



Calm FIRST

A UNIQUE APPROACH FOR UNIQUE RESULTS

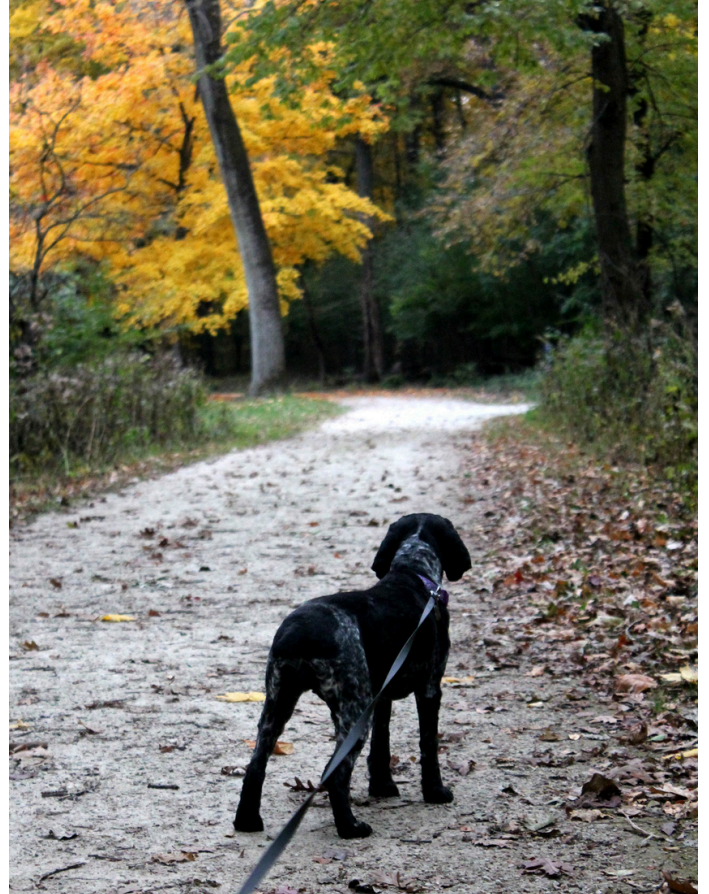
Scentventure takes a unique 'Calm First' approach to canine behaviour problems with specialist – but simple – techniques to calm the nervous system. Where other trainers will jump ahead and give you training drills, recall repetitions or 'socialisation' exercises that patch up the problem in the short term without getting to the root cause, Scentventure focuses on creating a calm dog who can listen and pay attention to you in any situation.

The best part about making your dog calm first is that all the problems get easier to tackle – not just the main one! This means you can improve, say, loose lead walking and reactivity at the same time (because there's rarely just one problem).

You simply can't get the kind of transformation we create with training techniques alone. Significant results require a significantly different approach, plus a little bit of Scentventure magic.

And you don't even need training experience. You only need to implement our simple method of creating calm – and anybody can do that.

With the calm first approach, you'll experience immediate relief (quick wins that take the pressure off you today) and build long lasting good behaviour for a lifetime.



ADELE & LUCKY

We had been to many other dog trainers beforehand who all did different things but after seeing the results with Lucky we now can see he needed to relax and be calm first before any training could be done.

RACHEL & JASPER

I have seen a much calmer Jasper overall by getting the foundations of calm first. It allowed us to make progress in other areas too. A calmer dog helps you get better progress.

LUCY & BO

It's not just dog training, although the resources and advice for that are amazing. It's a framework for your life with your dog, an approach that helps dogs and humans to live happily together and it has enriched my life as well as Bo's.



SCENTVENTURE SUPERSTAR

Learning your dog's body language is the most fundamental part of becoming the go-to expert. By recognising when your dog shows subtle signs of over-excitement, uncertainty, or conflict, you can guide them toward making great choices on their own (without constantly needing to micromanage them).

Karie and her dog, Mabel, are a shining example of how understanding canine body language can lead to A-MAZING results - and Expert status!

Inside Club Dogwood, Karie dived into interpreting Mabel's communication signals. Now she can redirect Mabel's focus around wildlife, and trusts Mabel to calmly observe and disengage on her own. (Your dog making the CHOICE to disengage on their OWN is the ultimate goal.)

"This has now allowed me the confidence to let her off lead," said Karie.

Karie's deeper understanding hasn't just given Mabel more freedom - it's also helped Karie and Mabel support a friend's nervous and reactive dog, Daisy!

Confident in her own skills, Karie set up a co-walking session, with Mabel becoming a shining example to Daisy. With her calm and composed demeanor, Mabel helped Daisy enjoy a relaxed, positive experience.

Nothing beats the quiet inner knowledge that you're doing an amazing job raising your dog. Of course, when YOUR dog is called upon to help another dog - well that's the icing on the cake! And it all started with reading Mabel's body language.

PRIZES!

3 ways to win...

1 Share your biggest #breakthrough in the private FB group daily.

Every day, the best one will win a selection box of natural treats courtesy of The Dog Hoose Tynemouth!



2

Tag us in your training clips on your Instagram account:

#Scentventure

@DogwoodAdventurePlay

@Doghoose_Tynemouth

The person with the most hashtags at midnight **20th Jan** wins a hamper of natural treats and a 1-1 consultation with a behaviourist!

Your account must be 'open' and not set to private.

3

Come along to the Masterclasses for a chance to win gift vouchers live on the line!



Blue!

SCENTVENTURE SUPERSTAR

Herd of sheep.
Off lead dog.
Off lead dog chasing herd of sheep.

Is it just me, or does that sound like PURE CHAOS to you too?

Mal and Blue recently experienced the walk of nightmares when they came face to face with a herd of sheep being chased by an off-lead dog.

Blue was understandably excited. AND he bounced back and regained his calm like an absolute Champ.

Mal sums up the experience by saying, "Before Club Dogwood we would have had an awful day, but Blue returned to his normal cheeky self very quickly."

Had they trained for this situation?

Nooo. I mean, I don't know about you, but most dog owners don't encounter an off-lead dog chasing a herd of sheep that they can practice around every day.

But Mal is a Scentventurer. And Blue is a Scentventure Dog.

And so, although they hadn't prepared for this scenario, Scentventure's Calm First approach prepared Blue for this success.

That's the power of real-world ready-for-anything-ness.

Scentventure Dogs like Blue aren't born ready for everything the world throws at them. They're intentionally prepared for it.

This is a true testament to the resilience that builds in the background whilst Scentventuring!

THANKS TO OUR EVENT SPONSOR!

Behind the scenes with

SARAH

from



**THE DOG
HOOSE**

I was a first-time dog owner and rescued two adult rottweilers, Norman and Jessie. Norman had been found as a stray - filthy, covered in scars and was believed to have been used for fighting. Jess too had come from a very unpleasant environment. Both had behavioural issues, such as reactivity and resource guarding. As a result, I felt so isolated and alone facing these challenges and also so overwhelmed - where do I turn for help and support? These challenges inspired me to go and look for help and gain the knowledge I needed to allow me to support both my dogs and myself.

My dogs were the greatest teachers I could ever have had. They gave me the courage to change from a corporate career and jump into the canine industry.



**The Dog
Hoose is
giving away a
natural treat
box every day
of the event!**

The Dog Hoose was born when Norman chewed his lead one day in Tynemouth! Through lots of learning I gained understanding, grew more confident and was able to advocate for Norman and Jessie.

I wanted others to know that there was help and support out there. I wanted to use my business as a platform to be as informative and supportive as I could be and create a safe space for owners to reach out for some help and direction.

The Dog Hoose is more than a business - it is driven by passion; a passion to help and support. Being reactive, Jessie inspired me to launch the Private Shopping Experience. Out of hours, the owner and dog could have the whole shop to themselves without interruption. It was priceless to see the dogs and owners, relax, the smile, the tail wag and just being normal for a while! This also led me to create a gated safe space in the shop, allowing owners to use this for fittings or simply to give their dogs that much needed extra space.



The Dog Hoose has helped me to create a community and support network of like-minded people and professionals, because I believe our dogs deserve the best version of ourselves.

We sell a range of accessories, safe treats and toys for dogs, aiming to support and champion other small businesses along the way.

Having the business allowed me to support those less fortunate and it led me to work with Street Paws. We collect and redistribute used accessories and also raise much needed funds to support the homeless and their dogs, as well as rescue centres.





Harvey & Pumpkin!

SCENTVENTURE SUPERSTAR

When walks become overwhelming your dog's reactions feel nonstop, peaceful strolls can seem out of reach. But thankfully, with the right guidance, even the most stressed dogs can transform into calm, confident companions.

In Club Dogwood, we have a proven 5-Step Treatment Plan that has helped even the most reactive and easily distracted dogs make remarkable progress.

Take Club members Sarah, Harvey, and Pumpkin. Upon joining us, Sarah focused on decoding her dogs, mastering new practical training skills and building their confidence. That allowed them to start going on busier walks again.

After a recent walk, Sarah shared "I am so chuffed with Harvey, who would normally

react, bark and lunge and ignore me. We were able to pass other dogs using our Scentventure tools, and he was actually focusing on me. I could have cried, so so happy, and Pumpkin didn't react because Harvey didn't, so a double win."

We're so proud of the progress they've made together, sticking to their plan and really reaping the rewards from it! Great work Sarah, Harvey and Pumpkin!

This is what the Treatment Plan is all about. When you're competent with your practical training skills toolkit, you become confident in yourself and you trust that your dog can focus, engage and make good choices. Then, finding the courage to step out of your comfort zone and make amazing memories together is SO much easier.



The dedicated team of friendly, generous and knowledgeable Scentventure Guides are waiting to support you!

You have access to a team of experts – with a universal goal of helping you navigate the Stress Free Dog Walks Challenge Event.

Not all dog trainers and behaviourists are created equal, and specialists in reactive, overly excited or easily distracted dogs need a well-stocked toolbox with additional skill sets in advanced behaviour, wellness and wellbeing.

Scentventure is led by these specialists, practicing the best, kindest, most up-to-date and effective methods. Prioritising your success, ethical training and above all, the welfare of the dogs we love.

The best in the business are now on YOUR team!

It's the next level of support rarely seen in the dog industry.

Join the Facebook group for unlimited access to these experts!



facebook.com/groups/scentventuredog



SCENTVENTURE SUPERSTAR

There you are, mooching along with your dog, and you turn a corner to encounter another dog who starts pulling to get to yours. And you reeeeeeally don't trust their intentions.

When this happened to Lauren and Fifi, Lauren went straight into Scentventurer mode, pausing to do a quick and simple trick to create space between them and the other dog.

Fifi responded like a pro!

She checked in with Lauren and then plodded along again with absolutely no reaction towards the other dog - a very different outcome to what would have happened pre-Scentventure!

"When I joined Scentventure just the sound of a dog in the distance would send Fifi wild," Lauren reflects. "She was pulling, barking, her hackles were up, she was super alert and had absolutely no interest in anything on the walk.

Actually seeing a dog turned her into a Tasmanian Devil at the end of the leash - flipping, tangling, spinning and snapping."

So how did they get from Tasmanian Devil to no reaction?

Lauren prioritised building a strong connection with Fifi (as well as her other dogs, Skip and Buster!) and then she used simple Scentventure strategies to flip Fifi's internal switch to the CALM setting.

Lauren sums up just how far they've come by saying, "This was a really positive outcome and a reminder of how far we have both come and how much Fifi trusts me to make judgements for her."

How would it feel to step out in confidence with a dog you can trust and who trusts you? That's the Scentventure Effect!

A new way TO WALK YOUR DOG

We're showing you how to reinvent your daily dog walks to make them easy, relaxing and fun!

Twice per day, 14 times per week, 60 times per month, 730 per year... that's a lot of dog walks! No wonder dogs and their owners get sick and tired of the same old difficult or dull walks.

It's time for a shake up! Reinvent the daily drag to prevent pulling on the lead, distraction and recall problems, and help your dog calm down, listen to you and relax... so that you can enjoy stress free walks packed with fun, freedom and adventure.

The benefits of reinventing the daily dog walk don't end with your dog's calmer behaviour - it's great for us humans too as it keeps walks fresh and exciting. You and your dog are now on an adventure together!

There's a whole new way to 'walk' your dog. We call it Scentventure.

- No more boring, stressful walks!
- No more not knowing where to go or what to do!

EVERY WALK CAN BE A
Scentventure!





SCENTVENTURE SUPERSTAR

Keeping a teenage dog calm is no mean feat - especially when he's a Collie x Belgian Shepherd!

Hudson has phases of "big puppy energy," and at the start of their Scentventure journey Carl said Hudson suffered from a "lack of focus, lots of excitement, ears shut off as all he wants to do is go explore everything in his own way."

Fast forward 3 months, Carl marvelled, 'He's settling better, focusing more. He's spent most of today sleeping or napping. Think he's finally learning to just be a dog.' Hudson even stayed calm when Carl stopped to talk to a horse rider last week!

So how do Carl and Hudson do it?

- 3 hour walks?
- Agility?
- Chucking a tennis ball?
- Running together?

Nooooooo! Carl achieved MORE by doing LESS.

There's a common assumption that if you have a high energy teenage dog, you need to tire them out with more and more physical exercise, until before you know it you've created a dog that can't switch off.

Carl and Hudson explore together, they do scentwork and they go on adventures. Carl has even built some Scentventure equipment for their yard!

When you provide your dog with species-appropriate exercise, they will thank you for it with calmer behaviour.

Well done lads!



The Stress Free Dog Walk Challenge is totally inclusive.
All exercises can be adapted to your individual dog's needs, just ask.

Never worry

about what you see other participants doing. We all have the same goal of relaxing walks but our paths are completely different because no two dogs are alike. Comparing your efforts to someone else's is futile and will suck the joy out of this. Success in this challenge is completely individual to you and your dog.

You will finish this challenge with a toolkit of techniques to engage your dog and keep/regain their focus around distractions. These techniques are the foundation for stress free walking and recall training, because good behaviour on walks rely on your dog being able to pay attention to you instead of the many distractions out there.



“Comparison is the Thief of Joy.”

Theodore Roosevelt



SCENTVENTURE SUPERSTAR

Do you ever feel like walks with your dog are more of a struggle than a pleasure? Perhaps your dog is so engrossed with sniffing everything that they drag you along, and you're powerless to control them. That's exactly what was happening with Derek and Margaret, and their dog Charlie.

They described his behavior as, "He obsessively sniffs and then can't listen or respond and pulls like mad. The more he sniffs, the worse it becomes."

"Outside in the world, he finds it hard to focus, nose to the ground, pulling whenever he can," they continue. "At times, it feels like he has more triggers than a Clint Eastwood western, but we love him and want to do our best for him."

Charlie had been known to pull Margaret across roads to get to where he wanted to go, and she no longer felt safe on their walks. They had tried other training programs without the success they needed. The training alone just wasn't working. They turned to Scentventure for help.

Together, Derek and Margaret learned how to help Charlie dial down his over-excitement, refocus on them when asked, and use his sniffing talents for fun and engaging activities. They discovered and addressed the real reasons behind his frantic pulling, and they started to see success right away.

They began implementing Calm First protocol, gave Charlie a longer lead to allow for more freedom, and practiced new techniques from their toolbox.

Now, only a couple short months later, they say, "Our walks together are truly a pleasure again!"

Charlie is much calmer on his walks. He now has the freedom to explore the smells and is no longer dragging anyone around.

It's much easier to refocus him when he does get distracted and move him along in the direction they want to go.



PERFECTION FREE *Zone*

We're not looking for perfection – the spirit of Scentventure is to get stuck in and have a go!

We know that video can seem daunting but we don't mind what you're wearing, how your hair looks or whether you've tidied up or not. We're just here to help with your dog's training. You can still take part in the challenge if you don't wish to film your training but you'll get more out of it if you do!

Scentventure is a safe space, a judgement free zone – so don't be shy.

Rosa!



SCENTVENTURE SUPERSTAR

From Squirrel Chaser to Focused Walker: Rosa's Journey

Club Dogwood member Nic used to struggle with Rosa's obsession with wildlife. The moment a squirrel appeared: boom! Rosa was off: barking, pulling, totally tuned out. Even toys and tasty treats didn't cut it.

Determined to turn things around, Nic leaned into the Scentventure games Rosa already loved: fun, focus-building activities disguised as play - and added scenting games to channel Rosa's hunting instincts in a more purposeful way.

They started at home, building confidence and connection, before gradually venturing into more distracting environments. Bit by bit, the wild-eyed chasing was replaced by calm, focused engagement. Nic used low-distraction areas, raising the challenge only when Rosa was ready. No pressure, no panic; just progress at their own pace.

Now? Rosa is doing scent games in full-on squirrel zones. Nic says she's "impressed she can do these out and about now!"

And even better, Rosa loves it, so every walk can be enjoyable for both of them!

The North East Dog Festival interviewed

Katie



Scentventure is a dog training & lifestyle methodology with a devoted membership community. It addresses pulling on the lead, recall and reactivity so that dog owners can enjoy stress free walks. Though apparently people think it's much more than that! It has even been described as 'a movement'. So we asked its founder Katie what that's all about!

First of all, why do people think of Scentventure as a movement?

I think it's because it's so much more than dog training, behaviour improvement or dog sports, etc. Yes we have all of that but we sprinkle in a touch of Scentventure magic to make it special! A movement is a group of people who want change and feel empowered. Our members were dissatisfied with the training they'd tried and knew there must be something more. Something more inclusive, more exciting, more effective.

Why do you love what you do?

More than anything else I love that Scentventure transforms peoples' lives. It's given thousands of dog owners all over the world the tools to enjoy stress free dog walks.

Some people love the quick wins that make their life easier straightaway, or the toolkit of techniques that just gets more and more effective. For others it's the lightbulb moments – all of a sudden they understand how their dog's mind works and so they know how to keep them calm, focused and happy at all times.

What's your biggest takeaway from creating the Scentventure movement?

I've learned that it takes strength to do things differently. You have to believe so strongly in what you're doing and the benefits it will have to dogs and their humans. What we now take for granted was a formidable undertaking when it was new. The Scentventure club takes an unusual approach. We know it's weird, we know it's wonderful and we know it works. If you're sure that what you are doing is right: go for it with the ferocity of a lion's heart beating in your chest.

“She's started a goddamn movement!”

**Dominic Hodgson,
Pet Business Inner Circle**

JOIN THE MOVEMENT

BACK FOR THE 6TH-YEAR RUNNING!

The Stress Free Dog Walks Challenge Event has given thousands of dog owners the tools to enjoy stress free dog walks. Some people love the quick wins that make their life easier straightaway, or the toolkit of techniques that just gets more and more effective the more they use it. For others it's the lightbulb moments - all of a sudden they understand how their dog's mind works and so they know how to keep them calm, focused and relaxed at all times.

Many people join our challenge when they're ready to give up on their dog. They've spent a fortune on trainers and behaviourists or wasted hundreds of hours researching 'solutions' that didn't work

Most people stumble across the challenge by accident and it ends up transforming their lives.

Are you ready to join them?



JANE & OSCAR

It is making such a difference. So many new games and tools for training. Thank you!



NIKKI & CONNIE

Absolute game changer!



SABRINA & LENNIE

He seems much more relaxed and, in turn, is making me more relaxed.



MANDY & SHERLOCK

Normally he would be snarling, pulling and getting totally psycho. This could be the beginning of great things!

It Works.

We LOVE hosting these events (this is our 10th!) – and we keep doing it because it actually helps people. It gets better every year, thanks to our relentless focus on improving participants' experience. This year is no exception.

Here's what they said in previous years' Challenges....



RACHAEL & DEE

I loved it! It really made sense and helped me and my dog Dee to address her walking, but more importantly, my whole life approach to training and enjoying dog life. Thank you again for the wonderful course and team, what a wealth of information and support.



TRACY THOMAS DORAN

We've had an amazing week. After being with Bentz for over 6 years this is the first time I feel confident that we are working towards addressing some of his issues.



CATHERINE

I just want to say how much I have enjoyed this week and I have learnt so much about my dog. I have spoken to several trainers who just "train" and don't appear to look at the deeper reasons for their behaviour which is why I love your training so much more than others.



JULIA BRICE

It feels amazing to have some structure to our training and not feel overwhelmed all the time. It's such a minefield finding the right help. A huge thank you to you all!



JANE HOGG

Proud of how quick she is and realise a lot of her 'problems' is my bad knowledge so thank you Scentventure for your help.



JODY BROWN

Is the word 'owner' silent in the phrase 'dog training'? I Feel like my boys are rolling their eyes and thinking 'finally the dog (owner) training is starting to pay off!!!' The boys are so quick and eager to show me that they can be happy and relaxed once I've been taught properly how to help them achieve this. I'm really enjoying #7days22. Thank you everyone at Club Dogwood for making this possible.



HELEN BROWN

We are both learning so much in these 7 days.



JENNIFER EARLE

Everything you've said has made complete sense and we're so grateful to have found you!



SIoux CONLIN

I've watched all the clips, read the notes, had a fair few lightbulb moments so I will crack on with my gorgeous boy. Thank You for the BRILLIANT content, makes so much sense.

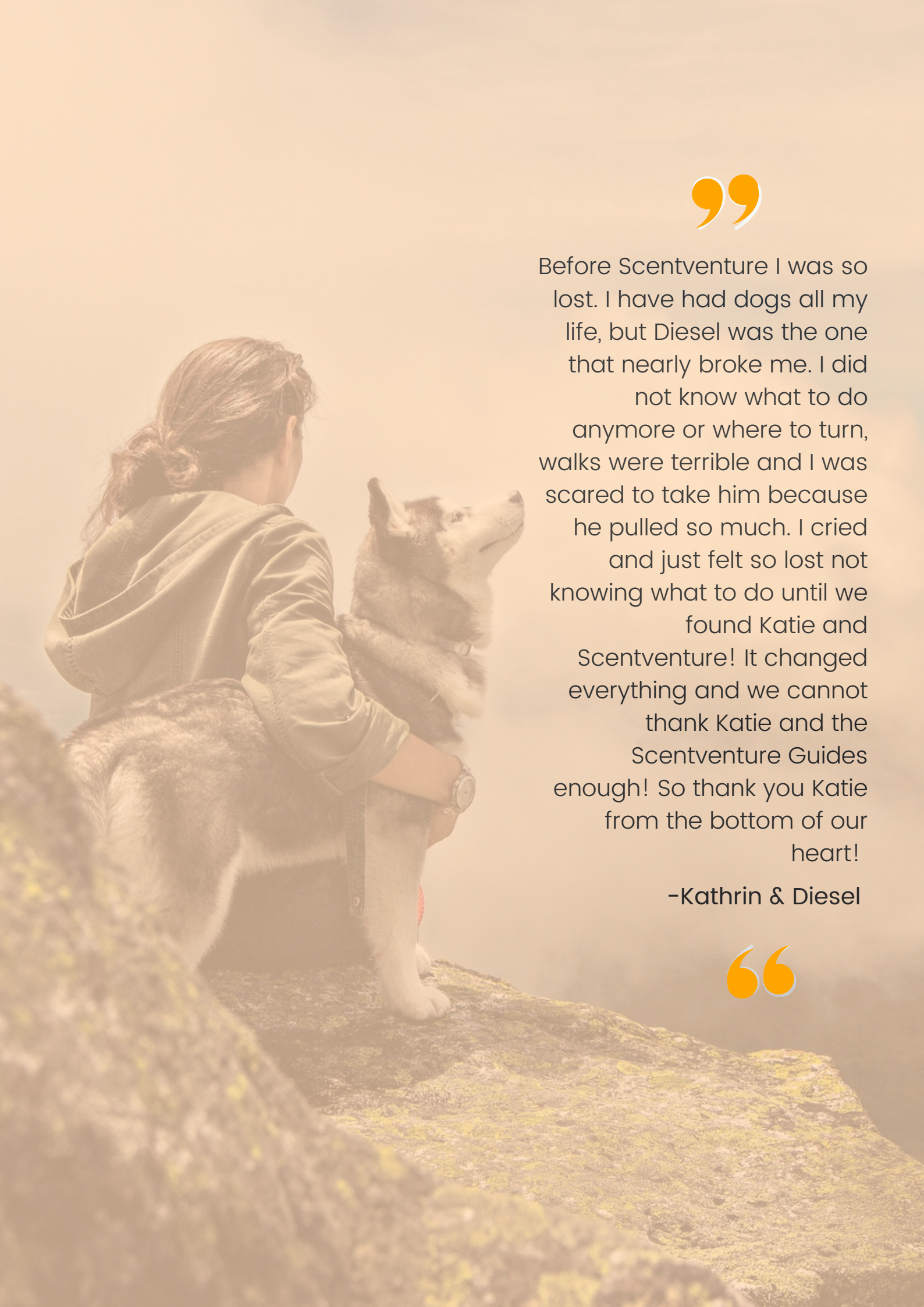


SHIVVY GEORGIA

I have really learnt a lot and can see a massive difference in him already so a wholehearted thank you to the Scentventure Team!



”



Before Scentventure I was so lost. I have had dogs all my life, but Diesel was the one that nearly broke me. I did not know what to do anymore or where to turn, walks were terrible and I was scared to take him because he pulled so much. I cried and just felt so lost not knowing what to do until we found Katie and Scentventure! It changed everything and we cannot thank Katie and the Scentventure Guides enough! So thank you Katie from the bottom of our heart!

-Kathrin & Diesel

“



Who are we?

You'll be guided by world-leading experts in dog behaviour, training and wellness. Between us we have professional qualifications from industry-leading institutions, degrees, masters degrees and thousands of hours experience working with reactive and easily-distracted dogs. We're sharing the same proven methodologies that we use to get results for our clients every single day.

How does it work?

The daily do-anywhere dog training techniques are delivered direct to your email inbox every morning. The masterclasses are on Zoom. Don't worry if you're feeling shy, you don't need to interact, you can just listen in and soak up all the juicy info. It's all online so you can take part from anywhere in the world, from your phone, tablet or computer - then put it all to use immediately out there on your everyday dog walks.

What is this all about?

A free dog training challenge designed especially for dogs that pull, zig-zag and lunge.

You'll have a toolkit of techniques for calm and focus so you can get and keep your dog's attention - and keep that lead nice and loose!

A team of elite dog trainers and behaviourists will guide you every step of the way and give you personalised feedback advice about your dog.

Are there any hidden costs?

Nope. The training is absolutely free! Upgrading to VIP is 100% optional. You've got nothing to lose - except your stressful walks!

What skill level do I need?

Anyone can try these quick and simple methods, whether you're an experienced dog owner or brand new to training. Our friendly Trainers & Behaviourists are on hand to tailor the techniques for you and your dog all week, for free. We know it can be intimidating starting something new, but our events are famous for their supportive communities.

What methods do we use?

Our unique methodology is informed by the most up to date science and research from the fields of canine behaviour and wellness. We use positive reinforcement and choice-based methods. So you're in kind, safe hands.

What equipment do I need?

With no need for specialist equipment, you can get started with minimal prep - just a supply of dog treats.

I'm busy. How much time will this take?

The quick and simple practical training is designed to fit into your busy workday. Get started with just 10 mins/day from the comfort of your own home (PJs are totally acceptable attire!) and out on your everyday dog walks (you might want to change out of your PJs for that part - though we don't judge!)

Do I need a Facebook account?

Nope! The daily do-anywhere training techniques will also be delivered straight to your email inbox every morning. 📧

So, what's the catch?

There genuinely isn't one. We LOVE hosting these events (this is our 8th!) - and we keep doing it because it actually helps people. Some dog owners decide they want to work with us afterwards, others get everything they need from the event - and that's a win in our book.

JANUARY 2026

The Stress Free

DOG WALKS CHALLENGE



facebook.com/groups/scentventuredog