

ISSUE 2

The Loose & Lead Walking Challenge



OCTOBER 2025



Welcome!

The **Loose Lead Walking Challenge: 3 Days to a Looser Lead Event** is a **FREE** live online training where you'll have a toolkit of simple anti-pulling techniques AND the confidence to take BIG ACTION on reinventing the daily dog walk.

Featuring daily training techniques, live masterclasses, and personalised advice from 7 pro 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 2025!

😓 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.



7 PRO

DOG TRAINERS & BEHAVIOURISTS

Offering to personally help you train your dog. No two dogs are the same and so you have FREE access to my specialist team giving you personalised feedback and advice about YOUR DOG - so you know exactly how to progress every single day.

3 LIVE MASTERCLASSES

UNCOVERING THE SUCCESS SECRETS OF STRESS FREE DOG OWNERS

So you can avoid the worst Loose Lead Walking mistakes that keep most dog owners stuck in a cycle of pulling and lunging.



THE MOST AMAZINGLY

SUPPORTIVE COMMUNITY OF DOG OWNERS

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





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 October event has given 10,000+ dog owners the tools to enjoy loose lead 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 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 30TH SEPT, 7PM**
What's REALLY Causing The Pulling – And How To Stop It!

■ **THURS 2ND OCTOBER, 7PM**
How to Train Loose Lead Walking Without Losing Your Sanity

■ **FRI 3RD OCTOBER, 7PM**
Meet Em & Sweep, The Loose Lead Walking Scentventure Superstars!

■ **SUN 5TH OCTOBER, 10AM**
The Loose Lead Walking Recipe: The Complete Stress Free Dog Owner's Treatment Plan!

■ **MON 6TH OCTOBER, 7PM**
Inside the Calm First Process: Unlocking Long-Lasting Calm

■ **TUES 7TH OCTOBER, 7PM**
Question Time!



VIP EXCLUSIVES

■ **WEDS 1ST OCTOBER, 7PM**
3am Thoughts: Breaking Free from Dog Owner Overthinking

■ **SAT 4TH OCTOBER, 10AM**
Stop Being a People Pleaser (Your Dog Will Thank You Too)!

■ **SUN 5TH OCTOBER, 7PM**
How to Stop Feeling Behind (Even If Today You're 'Back to Square One')

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

MAKE SURE YOU JOIN LIVE FOR:

- Bonus worksheets to streamline your training – just for attending live! Ask questions and get answers in real time.
- Golden nuggets from other dog owners in the chat (participants say this is the BEST part of attending live – they learn SO much from each other!)
- Everyone has a chance to win a £50 Dog Hoose Gift Card (to spend on treats, toys, apparel or accessories!) when we spin the wheel!



Set your alarms for 10am weekends and 7pm weekdays, then sticky note it to your fridge, your mirror and anything else you can get your hands on! Ok maybe not... but you'll get so much more out of the classes if you're there live with us!

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

TUES 30TH SEPT, 7PM



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

Chances are you're here in The Loose Lead Walking 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.

That's exactly what we're sharing with you at the opening Masterclass. Discover what's really causing your dog to pull, zig-zag and lunge - and the counterintuitive way to stop it!


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HOW TO TRAIN LOOSE LEAD WALKING WITHOUT LOSING YOUR SANITY

Quick Wins, Less is More, and an Actual Training Schedule for your Busy Life!

THURS 2ND OCTOBER, 7PM



Wondering how much training your dog actually needs – and how to fit it in around everything else in your busy life?

This Masterclass gives you clear, science-backed answers to the questions dog owners wrestle with most:

- How often should I train?
- How long should each session last?
- What's realistic when I'm already busy, tired and overwhelmed?
- How can I make the most of the little time I do have?

If those questions have been spinning in your mind lately, here's some good news! You don't need to spend hours a day, or sacrifice your sanity, to make progress with loose lead walking. *Phew!*

Tune in live to discover:

- How often to train your dog for maximum results

- How long sessions should be (it's probably shorter than you think!)
- The surprising role of SLEEP in training success
- Why "overtraining" is a problem – and how to fix it
- 3 practical time-saving tips to help you make the most of the time you do have
- Plus a real-life dog training schedule even the busiest of guardians can stick to.

You'll leave knowing exactly what to focus on, what to stop wasting time on, and how to build training into your week without it taking over your life.

If you feel like you're juggling it all and still getting nowhere, this is the class you need to come to.

MEET EM & SWEEP, THE LOOSE LEAD WALKING SCENTVENTURE SUPERSTARS!

FRI 3RD OCTOBER, 7PM



Em was *reeeeally* struggling to walk Sweep. He pulled like a steam train, but his recall was also sketchy – so he couldn't be let off lead either. They were stuck between a rock and a hard place.

Sweep's pulling was turning walks – that should have been the best time in their day – into the worst experience for Em. Face to face classes just weren't helping, so Em came along to our loose lead walking masterclasses.

And I'm so glad she did! They now LOVE their walks together!

In this free class, I'm revealing the exact steps Em followed to get that loose lead of dreams so that you can learn from her triumphs and take away actionable insights and practical strategies to implement immediately with your own dog.

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

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

THE LOOSE LEAD WALKING RECIPE: THE COMPLETE STRESS FREE DOG OWNER'S TREATMENT PLAN!

SUN 5TH OCTOBER, 10AM



Loose lead walking is a recipe. Miss out one ingredient and your dog will continue pulling you in every direction. Get all the ingredients right and you'll bake it to perfection!

The loose lead walking training itself is just one ingredient in the recipe. You need all 5 ingredients for stress free walks.

Until then, you'll go round and round in circles, having your shoulder pulled out, or like I did... going home in tears.

It's because of this approach that I went from dreading every walk to actually looking forward to them! I want you to have that too.

You'll leave with a Treatment Plan to finally tackle that painful pulling on the lead problem. And you can start looking forward to calmer, more relaxing walks.

Walk away with a real, tangible Treatment Plan to use beyond this challenge for a lifetime of calm canine behaviour and loose lead walks.

INSIDE THE CALM FIRST PROCESS: UNLOCKING LONG-LASTING CALM

MON 6TH OCTOBER, 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*.

QUESTION TIME!



TUES 7TH OCTOBER, 7PM

**COME ALONG TO THIS OPEN Q&A
TO GET ALL YOUR QUESTIONS
ANSWERED!**

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 - unless you have questions to ask. You don't need to turn on your camera or mic, just come along and soak up all the juicy info!

VIP WORKSHOP

3AM THOUGHTS: BREAKING FREE FROM DOG OWNER OVERTHINKING

WEDS 1ST OCTOBER, 7PM

Ever find yourself replaying that awful walk where your dog barked and lunged, or rehearsing every possible scenario before you even step out the door?

Do you lie awake thinking, *"What if he never gets better?"* or *"If only I'd trained her differently from the start..."*

Overthinking. Rumination. The silent saboteur in your dream of stress free dog walks.



Rumination is the cost of living in your head. It traps you in unproductive cycles of guilt, worry, and leaves you emotionally exhausted, disconnected from your dog, and stuck in shame loops that drain your confidence - not just with your dog - but in all areas of life.

In this VIP Workshop, we'll uncover why overthinking is so destructive, how to recognise when you're caught in it, and most importantly, how to break free. You'll leave with practical tools to quiet the thought loop, reclaim your confidence, and get back to living fully - right here, right now - with your dog.

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VIP WORKSHOP

STOP BEING A PEOPLE PLEASER (YOUR DOG WILL THANK YOU TOO)!

SAT 4TH OCTOBER, 10AM

- Do you find yourself at the bottom of an ever-growing long to-do list, waaaaay beneath your dog? Taking care of everyone else and putting yourself last?
- Find yourself saying yes to things you know aren't in your dog's best interests?
- Silently resentful when you're piled with unsolicited advice, feeling like a failure because you must look like you need help?
- Disagreements with the family about how to raise your dog?

If you're anything like I was, you've probably spent years avoiding conflict, keeping the peace, and putting everyone else's comfort before your own.

You've learned to swallow the 'no,' soften the truth, and shrink your needs down to fit into other people's plans. And you've done it well. So well that people probably describe you as easygoing, helpful, flexible. Maybe even selfless.

But lately, it's costing you. Your energy. Your time. Your dog's progress.

Terrifying.

You know something needs to change – but the thought of actually saying it out loud?

If any of that sounds like you, and you *know deep down* that you and your dog deserve more than being a doormat, this workshop can't be missed.

You'll know exactly:



- The right time to set a boundary (and stop overthinking it, or being a martyr)
- How to find the right words, even when your voice shakes
- What to say and do if the other person pushes back
- And how to deal with the guilt, anxiety or discomfort that often shows up afterwards

This is boundary setting without bravado. No shouting. No ultimatums. You'll leave with a boundary you're ready to set (to improve either your dog's life or your own), the language to say it, and a plan to follow through.

If you're ready to stop ghosting, avoiding, or absorbing everyone else's stuff, you must join us. This is possibly the most important class I've ever created for VIP, and well worth the admission fee alone.

VIP WORKSHOP

HOW TO STOP FEELING BEHIND (EVEN IF TODAY YOU'RE 'BACK TO SQUARE ONE')

Plus a Practical Plan to Get Ahead!

SUN 5TH OCTOBER, 7PM

If you've ever looked at someone else's dog and thought, '*Why is it so easy for them? Why does my dog still struggle? What's wrong with me?*' - you'll know the sinking, heavy feeling that follows.

Comparison cuts deep. It makes you feel behind, not good enough, like you're somehow failing your dog. And when you're stuck in that place, no amount of tips and tricks can touch the real problem: the way you're measuring yourself.



You're missing the most important metric that no one is talking about in dog training: the one that matters more than whether today went well or badly.

Once you start measuring the *right thing*, your entire idea of progress changes. And you start making *more of it*.

That's what this workshop is here to change. In this session, you'll finally get a way of looking at your dog's progress that lifts the weight of comparison off your shoulders. You'll leave with a simple plan that gives you confidence in what to do next, and lets you see exactly where you need to focus over the next month.

My best advice is don't dabble with this; get stuck in. It's just a few days of action for a lifetime of calmer walks.

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 Loose Lead Walking Companion full of trackers and checklists and prompts and guides to streamline your training experience.

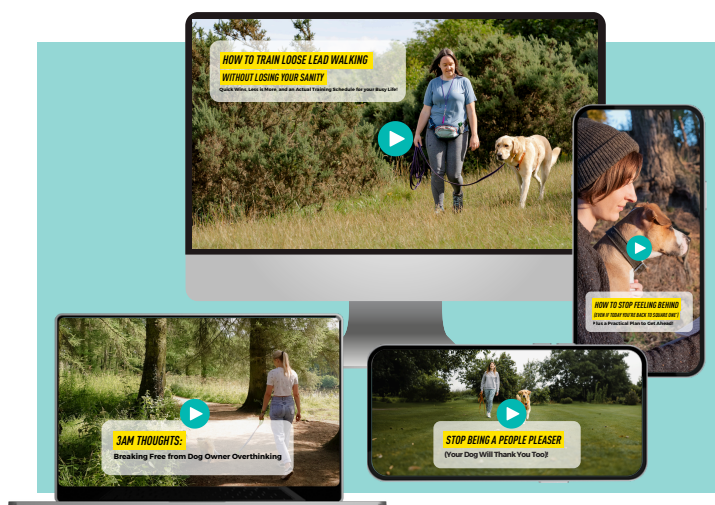
I've even thrown in some additional step-by-step dog training exercises that aren't included in the free challenge.

If you LOVE being organised - or you know you NEED to get organised, the VIP Loose Lead Walking 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](#)



Kit list

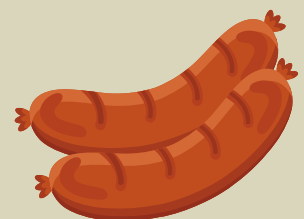
You're in for a treat this week!

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.





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.

Calm First

A UNIQUE APPROACH FOR UNIQUE RESULTS

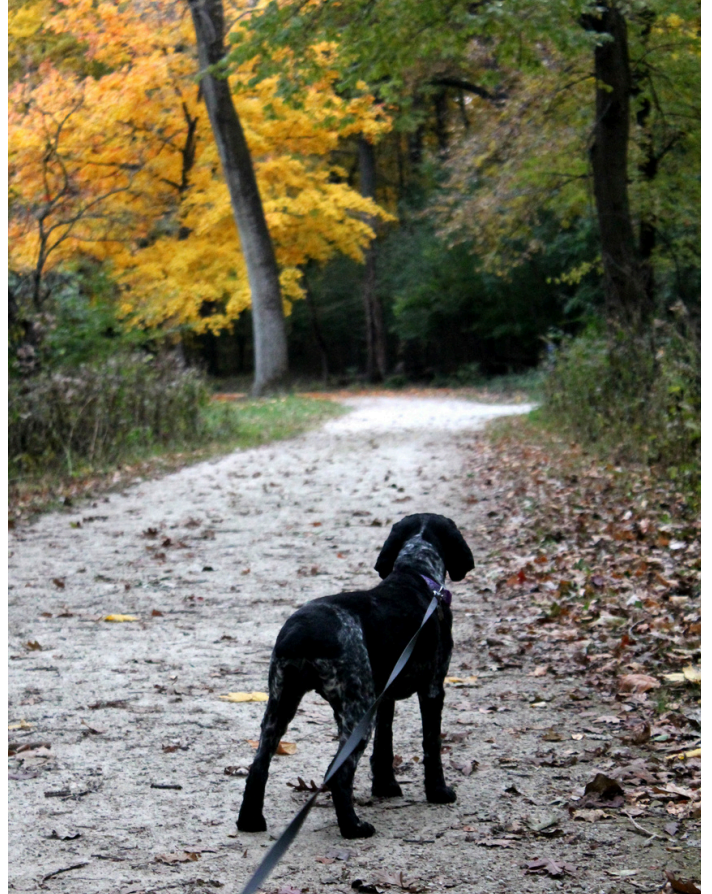
Scentventure takes a unique 'Calm First' approach to canine behaviour problems with specialist – but simple – techniques to calm the nervous system. Where other trainers will jump ahead and give you training drills, recall repetitions or 'socialisation' exercises that patch up the problem in the short 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.

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 **7th October** 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!



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.

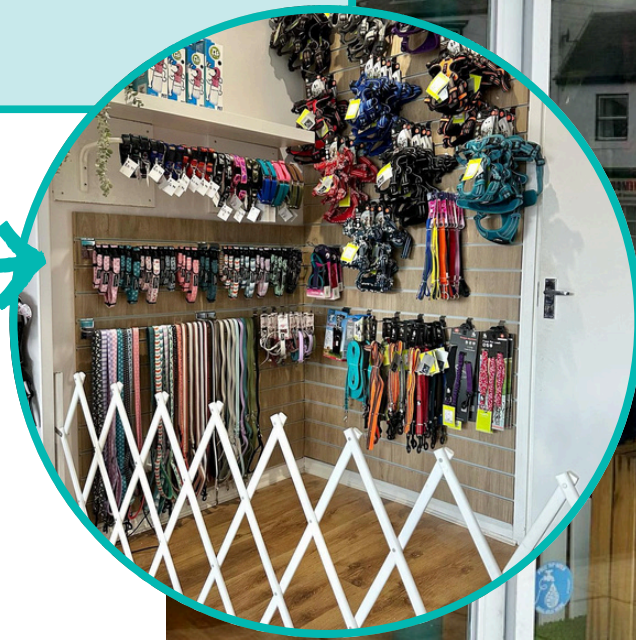


**The Dog
Hoose is
giving away a
natural treat
box every day
of the event!**

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 Loose Lead Walking 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 loose lead 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!**





The **Loose Lead Walking Challenge Event** 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



Hudson!

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 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**

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!

JOIN THE MOVEMENT



BACK FOR THE 6TH-YEAR RUNNING!

The Loose Lead Walking 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 9th!) - 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!





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.



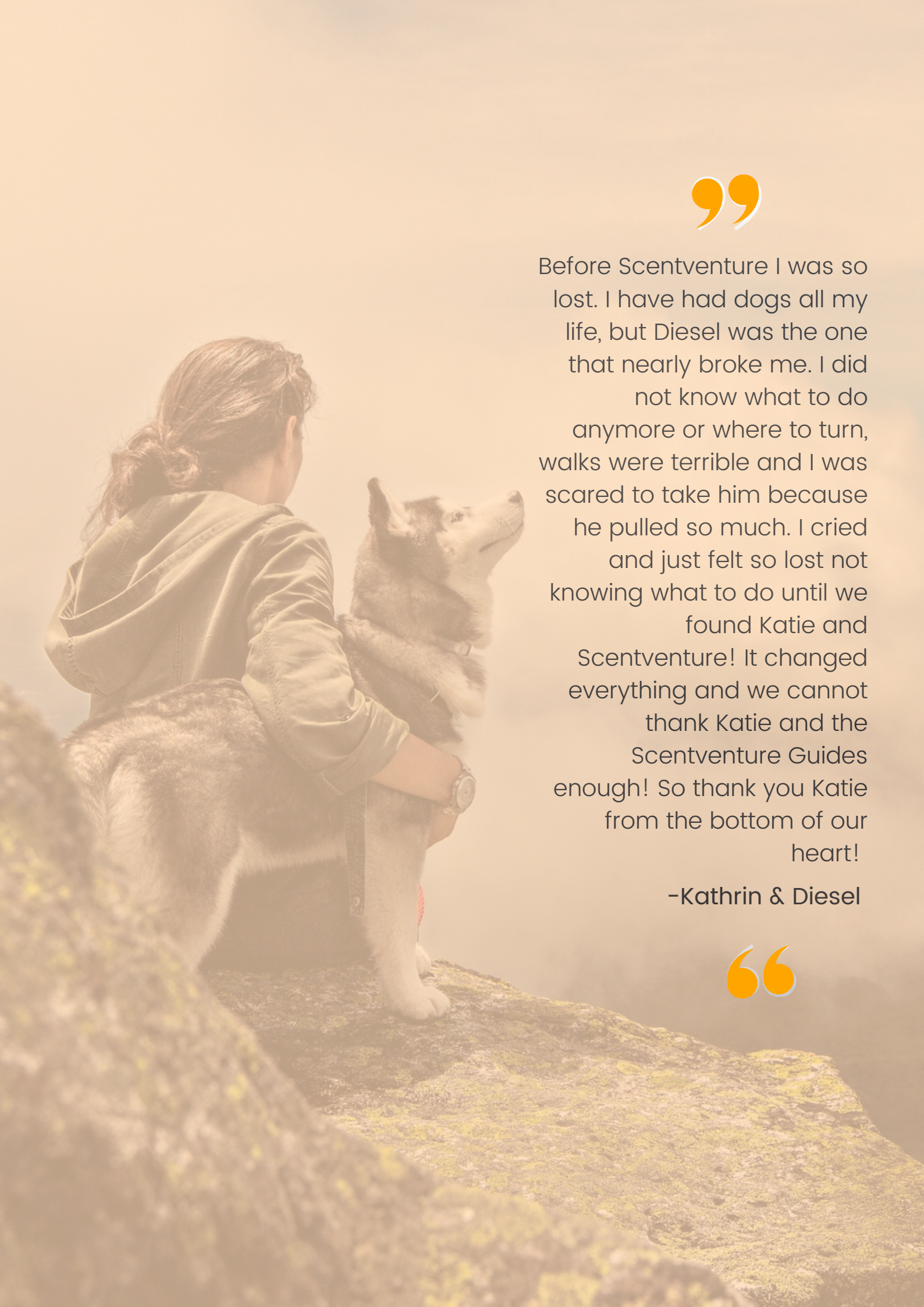
PERFECTION FREE *Zone*

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!

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

”



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

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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?

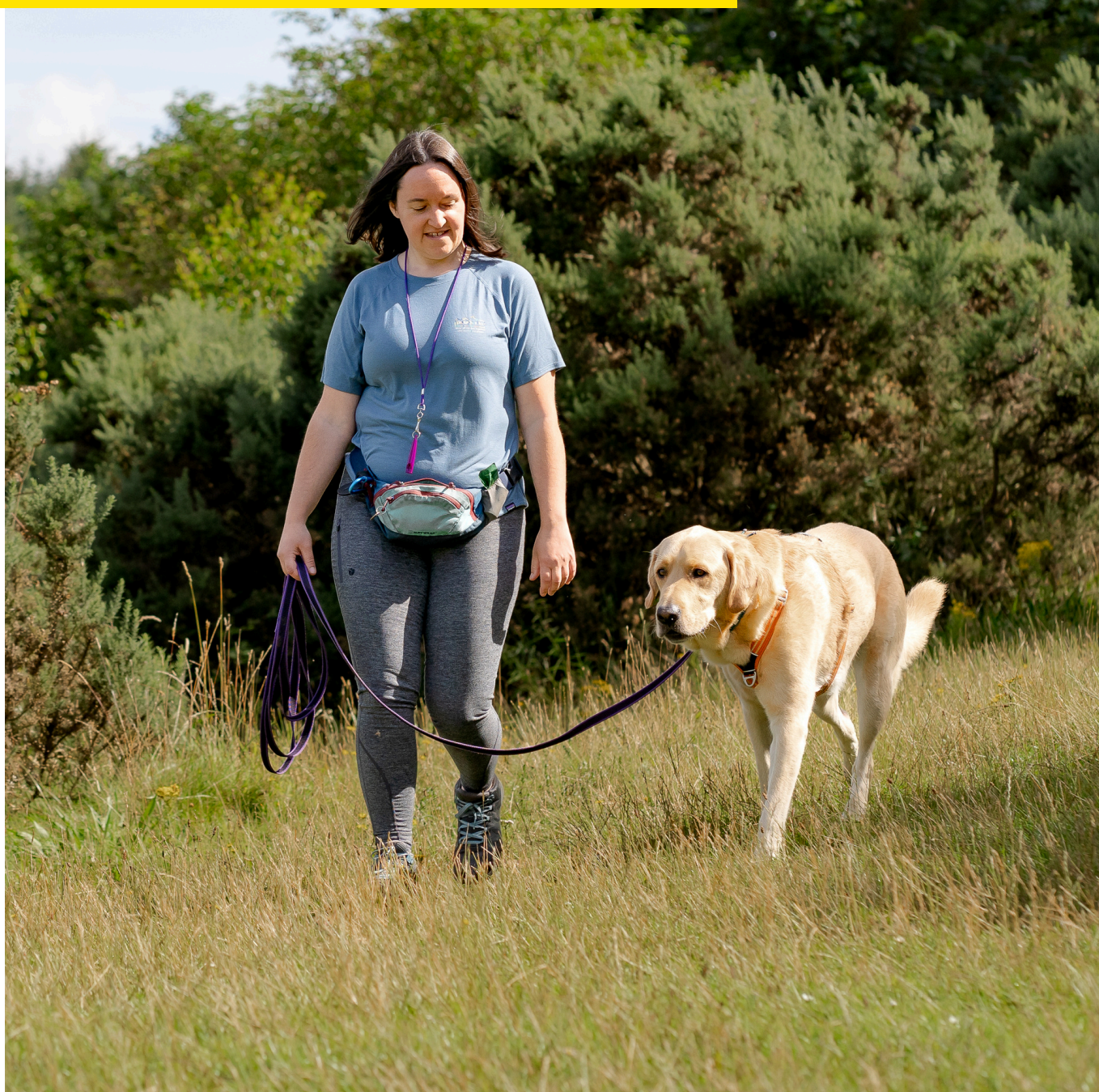
Nope! The daily do-anywhere training techniques will also be delivered straight to your email inbox every morning. 📧

So, what's the catch?

There genuinely isn't one. We LOVE hosting these events (this is our 9th!) - 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.

OCTOBER 2025

The Loose & Lead Walking Challenge



facebook.com/groups/scentventuredog