

MEDIA KIT

The Way of Life Method goes beyond conventional training to help owners design ways of life that foster deep bonds, resolve behavior issues, and raise healthy and happy dogs.

TITLE

THE *Way of Life* METHOD

How to Heal Your Relationship with Your Dog and Raise a Sound, Strong, and Spirited Companion (At Any Age)

AUTHOR

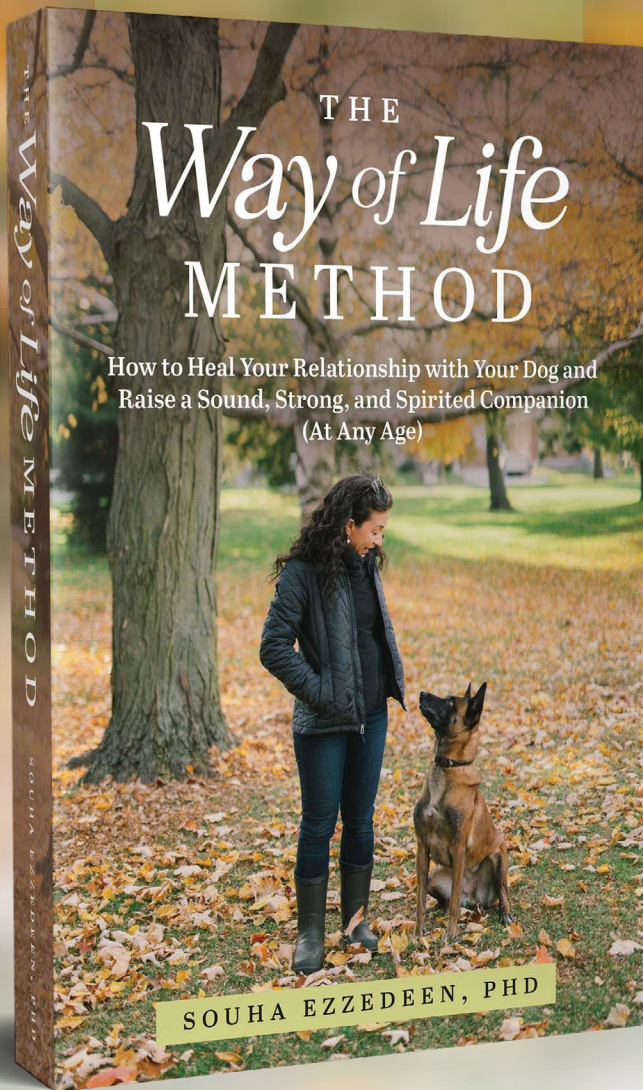
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TOPICS COVERED INCLUDE



DOG
TRAINING



ANIMAL
BEHAVIOR



CANINE
CARE



PROBLEM
SOLVING

ABOUT THE BOOK

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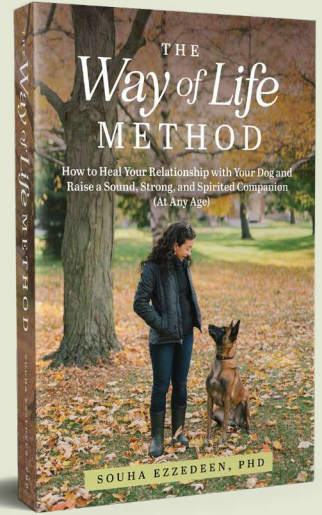
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Even the most loved dog can drive their owner crazy with behavior issues. Between the time and money spent on tools and training methods that go nowhere, it can feel like you and your pup are doomed to a life of anxiety, reactivity, and dog aggression.

Getting to the root of your dog's problem behavior starts with looking at your way of life.

Dog trainer and relationship coach Souha Ezzedein draws on nearly two decades of experience with man's best friend to invite owners to think differently about their relationship with their dog. Not just another dog training book, this guide takes a revolutionary approach to raising dogs and addressing their problems by pulling from the instinctual lessons of mother dogs and wolf packs. Get a new understanding of why dogs are having such trouble and cultivate a deeper and more harmonious bond.

Whether you're welcoming a new puppy to the family or dealing with a challenging canine companion, you will:

- Establish a positive relationship with your dog using a three-stage program.
- Focus on mindsets, boundaries, socialization, and dogs' natural instincts as you complete reflection questions and practice essential exercises.
- Discover your mindset's hidden power when you uncover your goals at each stage.
- Learn from mother dogs and wolves in nature to create a way of life that your dog instinctively understands.
- Perfect your connection with your canine by understanding how to raise dogs for character and attitude instead of training them for skills or behaviors.

Put priority on your relationship with your dog and heal the bond with your family companion, regardless of their age, breed, or background. *The Way of Life Method* goes beyond conventional training to help owners design ways of life that foster deep bonds, resolve behavior issues, and raise healthy and happy dogs.

ABOUT THE AUTHOR

Souha Ezzedeem, PhD, is a university professor, dog trainer and coach, and the founder of Way of Life™ Dog Training in Ontario, Canada. She draws on nearly two decades of diverse experiences with dogs in her training business. As an academic for more than 25 years with expertise in management and organizational behavior, Souha has a curious mind, loves research, and is well-versed in the behavioral theories that undergird mainstream dog training.

When she faced complex challenges with her dog, Maya, Souha dove deep into a theoretical and practical study of all things canine. That study soon became a passion, which revealed itself to be a calling to help dog owners and their companions develop stronger relationships. Today, her goal is to share all she's learned about the human-canine bond with people struggling to achieve a more harmonious life with their dogs.

In addition to training companion dogs of all breeds and ages, Souha has experience volunteering walking and fostering rescue and shelter dogs, boarding challenging dogs, and continuing to work through new challenges with more dogs of her own. Souha has been active in dog sport from the beginning, including sheep herding, obedience, and scent work, learning to nurture both stability and drive in her dogs.

To learn more, visit: www.wayoflifedogtraining.com.



SAMPLE TOPICS

Talk to Souha Ezzedeem about getting to the root of your dog's behavior by building a deeper relationship with The Way of Life Method.

- ◆ The Science of Dog-Owner Relationships: How to Establish, Grow, and Solidify a Harmonious Bond
- ◆ Dog Training Redefined: Exploring Unique Approaches to Shape Positive Behavior through 3 Nature-Backed Stages
- ◆ Behavior Unleashed: Tapping into Dog Instincts from Mother Dogs and Wolf Packs for Transformative Behavior Change
- ◆ From Reactivity to Trust: Strategies for Calm and Connected Walks and Outings with Your Dog
- ◆ Why Your Dog Training Classes Alone Won't Help and Daily Practices to Try Instead
- ◆ Stay Out of Dog Parks: Why These Popular Dog Gathering Places Could Be a Setback for Socialization

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BOOK EXCERPT

Introduction

A lot of times rather than helping people with horse problems, I am helping horses with people problems.

—**Buck Brannaman**, Horseman and Clinician

Summer is here, and we couldn't have asked for better weather. It's still early and my German shepherd girls, Kizzy and Bruna, and I have the trail near the cabins almost to ourselves. We stop for a moment, taking in the sights and sounds, and I draw a deep breath of delight. Kizzy looks up at me smiling. "It's so beautiful, Mommy."

Bruna circles around me and leans against my leg. "Shall we?" she asks.

For once, we're in a place where it's legal for dogs to be off leash, and the girls are busy providing lovely examples of dogs deserving of the privilege—Kizzy by running around us, stomping her feet in joy, while Bruna, equally happy but more reserved, moves closer to me, circling me or staying right behind.

"Beautiful dogs!" says one woman walking by.

"So well behaved!" says her friend, looking partly impressed and partly mystified. I marvel at my girls, the liveliness in their sleek bodies and happiness in their expressions. A rush of pride travels through me, reaching my eyes, and I feel that familiar sting of bittersweet tears, remembering that things weren't always like this. Things weren't always this beautiful, this peaceful.

My mind carries me back to the other dogs I'd failed, particularly Maya, my black German shepherd. I remember

the first time I saw her jetting out of the shelter building like a bullet, pulling my friend Laurie behind her. Laurie was a shelter volunteer and was helping me choose a new companion. Maya was the last one she showed me and the one I took home. She was striking, powerful, beautiful—a big and leggy girl with a gorgeous velvety black coat. They told me I would be her fourth home, that she wasn't even a year old, and that she would be difficult. Deep down, I knew she was more than I could handle, yet I didn't hesitate. Something in her got the better of me. Little did I know this dog would change my life.

Maya proved extremely challenging. She was chronically anxious and paced restlessly. At the dog park, she herded other dogs around, which often escalated to aggression and dog fights with frenzied owners trying to intervene. More than once, the police were called, and I was threatened with being charged and having my dog seized. I eventually kicked the dog park to the curb, but Maya's aggression toward dogs had extended to other avenues by then. She walked horribly on leash and was even more reactive leashed up. I began using a head halter, which aggravated and disgusted her while giving me the illusion of being in control.

I consulted with trainers who recommended we improve upon our obedience and keep socializing her. I was told she needed to be continually exposed to things, given her past as a rescue. I was urged to help Maya "feel safe," so she went with me everywhere and slept in my room from the beginning.

It was suggested that she lacked confidence and that we boost that confidence with sport, so we pursued

every sport on the planet. Maya applied herself beautifully and excelled in all disciplines, particularly in obedience, passing her Canine Good Citizen on the first attempt a few months after I adopted her. Outside the structured training arena, however, her anxiety continued—pacing, panting, and submissively urinating whenever I came near her. Unless we were training, she had no interest in me or much else. I could tell that she was deeply unhappy. I was too.

Around that time, I discovered a famous TV personality who emphasized "dog psychology" and "pack leadership," which, in their approach, almost always involved punishment of some kind. In my despair, I remember experiencing an epiphany of sorts. Clearly, I'd failed to be firm enough with Maya! Soon after, I ended up with problems far greater. While Maya's aggression had lessened in frequency, it had heightened in intensity. Under the suppressive effect of corrections, she'd become unpredictable and vindictive. I remember how I felt I'd run out of options.

I sense Bruna brush against my leg. "Come back," she says.

It's not the first time that she's returned me to the here and now, where she and the others dwell. I stroke her cheek, telling her how good she is and thanking her for the apt reminder. I smile with relief, grateful that what is past is past. The three of us walk on as one, happy to be here and in this moment.

This could be you, and I'd love nothing more than to show you how. But first, if any of my experiences with Maya ring true for you, know that you are not alone.

EARLY REVIEWS

“It’s refreshing to see a book about dog behaviour that does not focus on training but reveals a deeper understanding of their psychological condition and needs... Dr. Ezzedeen’s straightforward approach is designed to build a foundation of trust and confidence for our dogs to enable them to live their best lives. All dog lovers should read this book.”

–DR. IAN BUFFETT DVM, VETERINARIAN

“For every person who has ever had, and currently has a dog in their life, and will always have a canine in their life, this book is a must read... The author strives and succeeds to be fair, in judgment of breeds, rescue dogs, and dogs that are struggling with mental health behavioral issues. A must have for every person and their dogs, this is a read that will change our world!”

–DEB STANTON, PSYCHIC MEDIUM, MEDICAL INTUITIVE, AND ANIMAL COMMUNICATOR

“Souha has a sincere appreciation and understanding that dogs know, so very well, how to be a dog [The Way of Life Method] is not about changing the dog from being a dog but about appreciating the animal and designing the best strategy for an empathetic relationship to blossom between the family and their dog. A must read for anyone with a dog in their life!”

–SUSAN BUTTIVANT, AWARD WINNING BREEDER, AUTHOR, DOG TRAINER, & CANINE SPORT INSTRUCTOR

“The premise of the entire book is based on the importance of establishing our bond with our pets, bonding being the goal and the focus of any form of training. A must read for any dog owner looking to understand the relationship between them and their canine and the tools to raise a happy and well-adjusted dog.”

–DOMINIQUE ROUSSELLE, CO-FOUNDER OF DOGS WITHOUT COLLARS RESCUE AND FORMER VICE PRESIDENT OF THE TORONTO HUMANE SOCIETY

“A thought-provoking resource for anyone who owns a dog, and one which would be particularly enriching for anyone who is contemplating a new canine companion. Relationship based and scientifically backed, the material flows seamlessly into the practical application of the underlying theories, making it eminently readable! If I were still breeding dogs, it would definitely be a book that I would recommend to potential purchasers.”

–SUE NEAVE, AWARD WINNING BREEDER AND SHOW HANDLER (RETIRED)

“Souha has a deep understanding and knowledge of our canine friends... She provides us with great, meaningful tools to help us take that relationship to a whole other level. This is a must read book for anyone considering adopting a dog into their family.”

–SHARI SEYMOUR, CANINE & EQUINE THERAPIST, AUTHOR, ARTIST, AND WELLNESS EDUCATOR