



Dog Training A Woman's Way



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FOR IMMEDIATE RELEASE

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LIPSTICK AND THE LEASH: Dog Training a Woman's Way

LIPSTICK AND THE LEASH: Dog Training a Woman's Way is an instruction guide for women who need help controlling their dogs. No wonder – since 3 out of 4 households leave dog care to a woman! Author Camilla Gray-Nelson, a.k.a. the Dog Talk Diva®, explains that it's not about "Sit" when it comes to controlling a canine. It's not about manhandling, yelling or cookies, either.

Using her farm-girl wisdom, Camilla shares that "top dogs" in the animal world aren't the ones doing the barking and fighting; they are cool, calm and collected. She points out that we are all animals at our core and, because of this, can get what we want from our dog in the same way the top dog achieves what he wants: through quiet focus, feedback and follow-through.

The book is full of anecdotal stories from Camilla's childhood with her animal mentors, among them Piggy the Cow and Nellie the Dog. Her country upbringing has made her fluent in the non-verbal language of animals. Her mother was also an important role model for quiet strength and effectiveness as she got what she wanted from Camilla's father, whom the author describes as "one willful puppy!"

The chapter entitled "A Woman's Kryptonite – Stay Away From It!" reveals three specific types of behaviors that can undermine a woman's natural power, just as the mysterious element Kryptonite rendered Superman powerless in its presence. One example: anger and frustration will communicate weakness in animal terms and leave a woman powerless with any dog she is trying to control.

Instead, Camilla explains the importance of powerful body language, eye contact, a calm voice and consistent enforcement of rules. Numerous photos throughout the book show dogs communicating non-verbally with each other and illustrate how women can use these same non-verbal techniques to instruct their dogs more naturally – and effectively.

The final chapter on training demonstrates how to teach basic commands a woman's way and includes practical tips on stopping common household behaviors like jumping, barking, digging, counter-surfing and more.

Women will find LIPSTICK AND THE LEASH insightful and helpful for improving their dogs' behavior and as an added bonus, they will take away valuable lessons for becoming more effective in other areas of their life as well.

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More information about the author can be found at:
www.lipstickandtheleash.com.

Promotion plans include a six-city tour beginning March 15, 2012. The author will be exhibiting at the Global Pet Expo in Orlando and giving presentations and workshops in San Francisco and the greater Bay Area, Seattle, WA; Portland, OR; Memphis, TN; St. Louis, MO; and Minneapolis, MN.

LIPSTICK AND THE LEASH: Dog Training a Woman's Way

By Camilla Gray-Nelson

Pets/Dogs/Training, Self-Help/Personal Growth

\$17.95/ paperback / 208 pages, 7" x 10" / 131 b/w photographs

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PRAISE:

"Camilla's 'farm-girl' approach to a happy life with your animals struck a chord for me. Growing up, that outlook worked at both my homes — the real one and my "other" home on the Hollywood set of the Martin farm with Lassie. My own mother and my TV mom exuded the kind of quiet strength that Camilla presents as the backbone of her dog management philosophy. Somehow, she found a way to translate that heart-warming experience to paper with lively humor, creating a clever and thought-provoking book sure to be of benefit to even the wildest household!"

~ Jon Provost, Timmy from "Lassie" - www.jonprovost.com

"Camilla puts her finger on something no one else is talking about: How otherwise smart, organized, strong and accomplished women turn into dumb wimps with their dogs. I'm one of them! I've had dogs all my life, but Camilla is the first person who has zeroed in on the real reasons why I could not get my precious dogs to do what I ask. As a movie critic I'm strong-willed, opinionated and not afraid to speak my mind, but I was a failure with my dogs."

"Camilla's advice changed all that. Instead of yelling, I speak more softly now and use follow-through instead of force. I make obedience fun for my dogs instead of threatening them. I don't confuse permissiveness with love. Better communication, less emotion and the power of quiet confidence and follow-through are exactly what empowered me with my dogs and what is offered in LIPSTICK AND THE LEASH: Dog Training a Woman's Way. The advice in this book changed my life!"

~ Jan Wahl - Dog Owner, Movie Critic, Television and Radio Personality



"I'm a lawyer and know a thing or two about leadership, but when it came to controlling our own dogs, Camilla needed to train us how to win our case at home. Where was Camilla when we were raising our kids?"

~ Len Tillem - KGO Radio Personality & Practicing Attorney

(regarding Camilla Gray-Nelson's training program)

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About Dog Talk Diva®

Camilla Gray-Nelson known also as the Dog Talk Diva® has over 20 years of experience training dogs and their people. She owns and operates the Dairydell Doggie Dude Ranch and Training Center in Petaluma, California and is author of the soon to be released "Lipstick And The Leash—Dog Training A Woman's Way" (March, 2012 / Double Dove Press). When not training or writing about dogs, Camilla can be found with her husband Kurt, and the numerous animals that reside on their Dairydell Ranch in the heart of beautiful Sonoma wine country.

Dog Talk Diva is a subsidiary of Dairydell Inc.
For more information visit: www.dogtalkdiva.com

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