

For Immediate Release

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New Book *Beyond Treats* Achieves #1 Bestseller Status in 24 Hours, Aiming to Save Dogs with a Revolutionary Approach to Training

Sydney, NSW – 31 Oct, 2024 – Dog behaviourist George Tran’s highly anticipated book *Beyond Treats* has already achieved #1 bestseller status globally on Amazon within just 24 hours of its pre-release announcement. This groundbreaking book, set for release on December 1, aims to reshape conventional dog training methods, offering practical tools that reduce the risk of surrender and euthanasia while fostering deeper connections between dogs and owners.

Australia ranks third in the world for dog ownership per capita, with one in four Australians having a dog. But with rising behaviour-related surrenders, shelters are stretched to capacity, and the euthanasia crisis is growing. Tran’s *Beyond Treats* provides a solution that goes beyond the traditional "treat-based" approach, offering dog owners a comprehensive, sustainable framework for achieving calm, obedient behaviour in their pets.

The book follows a young woman whose journey from career frustration to dog behaviourist transforms her life, thanks to a mixed-breed mutt who, in an unexpected twist, ends up saving her. Through this unique storytelling approach, Tran shares expert insights on training without the constant need for treats, emphasizing trust, respect, and lasting behaviour improvements for dog and owner alike.

"Treat-based training can fall short for many, as it doesn’t address the deeper issues of respect and trust between dog and owner," Tran explains. "I wrote *Beyond Treats* to help people lead their dogs with confidence, to prevent unnecessary surrenders, and keep families whole. Reaching #1 bestseller status so quickly has confirmed how necessary this guidance is."

The book is now available for preorder on Amazon and will be officially released on December 1. Tran is also available for speaking engagements and interviews to discuss his distinctive training methods and commitment to reducing dog euthanasia.

Key Highlights:

- **#1 Amazon Bestseller** in Dog Training category during pre-order.
- **Official Release Date:** 1 December, 2024.
- **Special Pre-Order Pricing:** Kindle edition at **\$0.99 USD, \$1.09AUD** and paperback at **\$7 USD/\$15.99 AUD** to encourage widespread accessibility.
- **Purchase Link:** [Amazon](#)

About George Tran:

George Tran is a Sydney dog behaviourist and founder of the Dog Leadership Academy, dedicated to helping dog owners navigate common behavioural issues. With over a thousand dogs trained, Tran is sought after not only by families but also by vets across Australia, who refer clients contemplating euthanasia due to behaviour issues, giving him the opportunity to help turn the situation around. Tran is also a 2024 finalist for Wollondilly Shire's Business Person of the Year.

Press Kit

A complete press kit is available including sample interviews at:

<https://drive.google.com/file/d/10WAJN0jubcliHlbpzkqXSgJmsEXISkiN/view?usp=sharing>

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Connect on Social Media:

- **Facebook:** facebook.com/sydneydogtrainer
- **Instagram:** [@sydneydogtrainer](https://www.instagram.com/sydneydogtrainer)
- **Hashtags:** #BeyondTreats #DogLeadership

Early Praise for "Beyond Treats":

"A much-needed voice of reason in dog training. Insightful and relatable. Highly recommended!"

— **Gaz Jackson**, Author and 30 year veteran Dog Trainer

Additional Details:

A comprehensive press kit with further information, including an in-depth book synopsis, author bio, high-resolution images, and additional testimonials, is available upon request.