

## FOR IMMEDIATE RELEASE

### New Dog Owners: Get Your Free Copy of the Amazon Bestseller *Beyond Treats* This Holiday Season

Sydney, NSW – 27 November 2024 — Welcoming a new dog into your home—whether a rescue dog seeking a fresh start or a playful new puppy—is a joyous occasion filled with excitement and love. However, it can also bring unexpected challenges. To support all new dog owners in building a harmonious relationship with their canine companions, George Tran, author of the Amazon bestseller *Beyond Treats: Revolutionary Dog Training for Lasting Behaviour Change*, is offering his acclaimed book for **free** this holiday season.

#### For a Limited Time: Get the Amazon Bestseller Free

Normally retailing for \$15.99 on Amazon, *Beyond Treats* is being offered as a gift to new dog owners. Available in both paperback and audiobook formats, this compassionate, easy-to-read guide provides quick, practical solutions to common dog behaviour problems—all without relying on harsh methods or endless treats.

To claim your free copy, visit [www.dogleadershipacademy.com/freebook](http://www.dogleadershipacademy.com/freebook).

#### Why *Beyond Treats* is a Must-Have for New Dog Owners

Many training manuals are dense and overwhelming. *Beyond Treats* breaks the mold by offering:

- **Quick and Easy Solutions:** Perfect for busy families and individuals seeking effective training without spending hours.
- **Humane, Force-Free Methods:** Build trust and strengthen your bond with your dog using compassionate techniques.
- **Expert Insights:** Gain from George Tran's years of experience and the latest in canine behavioural science.

Whether you're dealing with house training a new puppy or helping a rescue dog overcome fear, *Beyond Treats* offers invaluable guidance to create a harmonious, happy home.

**"I believe every dog deserves a loving home and every owner deserves access to the best resources,"** says George Tran. **"By offering *Beyond Treats* for free, I hope to make effective, compassionate training accessible to everyone."**

#### Special Support for Rescue Dog Owners

For those who have opened their hearts to a rescue dog, unique challenges like anxiety, past traumas, or behavioural issues may arise. *Beyond Treats* provides compassionate, effective strategies tailored to help rescue dogs adjust to their new homes, ensuring they become cherished family members.

#### Also Available as an Audiobook

Prefer listening on the go? *Beyond Treats* is available as an audiobook on Google, Amazon, and Apple. Whether you're commuting, walking your dog, or at the gym, you can absorb valuable training advice wherever you are.

### **Helping Dogs Stay in Loving Homes**

Every year, countless dogs are returned to shelters because families struggle with unexpected behaviour problems. George Tran's mission is to prevent this outcome by providing dog owners with the right tools and knowledge to succeed.

**"Training doesn't have to be overwhelming or intimidating," says Tran. "*Beyond Treats* makes it simple for anyone to implement effective, compassionate training techniques."**

### **How to Claim Your Free Copy**

Don't miss this limited-time opportunity to access proven training methods that can transform your relationship with your new companion.

Visit [www.dogleadershipacademy.com/freebook](http://www.dogleadershipacademy.com/freebook) to claim your free copy of *Beyond Treats* today.

For those looking to purchase additional copies or give the book as a gift, *Beyond Treats* is available on Amazon for \$15.99 during the pre-order phase.

### **Praise for Beyond Treats**

*"Insightful and relatable. A must-read for dog owners who want practical solutions that actually work."*

— **Gaz Jackson**, 30-year veteran Dog Trainer

*"Beyond Treats helped me transform my anxious, reactive rescue dog into a calm, happy companion. George Tran's methods are straightforward, humane, and most importantly, they work. This book is a must-read for any dog owner."*

— **Eva**, Dog Owner

### **About George Tran**

George Tran is a Sydney-based dog behaviourist and founder of the Dog Leadership Academy. With over a decade of experience, Tran's leadership-based training methods have helped thousands of dogs and their owners achieve harmony. His compassionate, science-backed approach focuses on practical solutions that create lasting, positive change.

### **Media Contact**

#### **Carol Anne**

Public Relations Manager

Dog Leadership Academy

Phone: +61 490 903 031

Email: [carol@dogleadershipacademy.com](mailto:carol@dogleadershipacademy.com)

Website: [www.dogleadershipacademy.com](http://www.dogleadershipacademy.com)

## **Social Media**

Facebook: [facebook.com/sydneydogtrainer](https://www.facebook.com/sydneydogtrainer)

Instagram: [@sydneydogtrainer](https://www.instagram.com/sydneydogtrainer)

This holiday season, give your dog the best start in their new home. **Claim your free copy of *Beyond Treats* at [www.dogleadershipacademy.com/freebook](https://www.dogleadershipacademy.com/freebook) and discover how this \$15.99 bestseller can transform your dog's behaviour with simple, compassionate training techniques.**

#BeyondTreatsBook #FreeDogTraining #HappyDogsHappyHomes #NewDogOwner

## **Note to Editors:**

For additional information, high-resolution images, or to schedule an interview with George Tran, please contact Carol Anne at [carol@dogleadershipacademy.com](mailto:carol@dogleadershipacademy.com) or +61 490 903 031.

## **Terms and Conditions:**

- The free offer is available for a limited time during the holiday season.
- To claim the free book, users must visit [www.dogleadershipacademy.com/freebook](https://www.dogleadershipacademy.com/freebook).
- Available while supplies last.