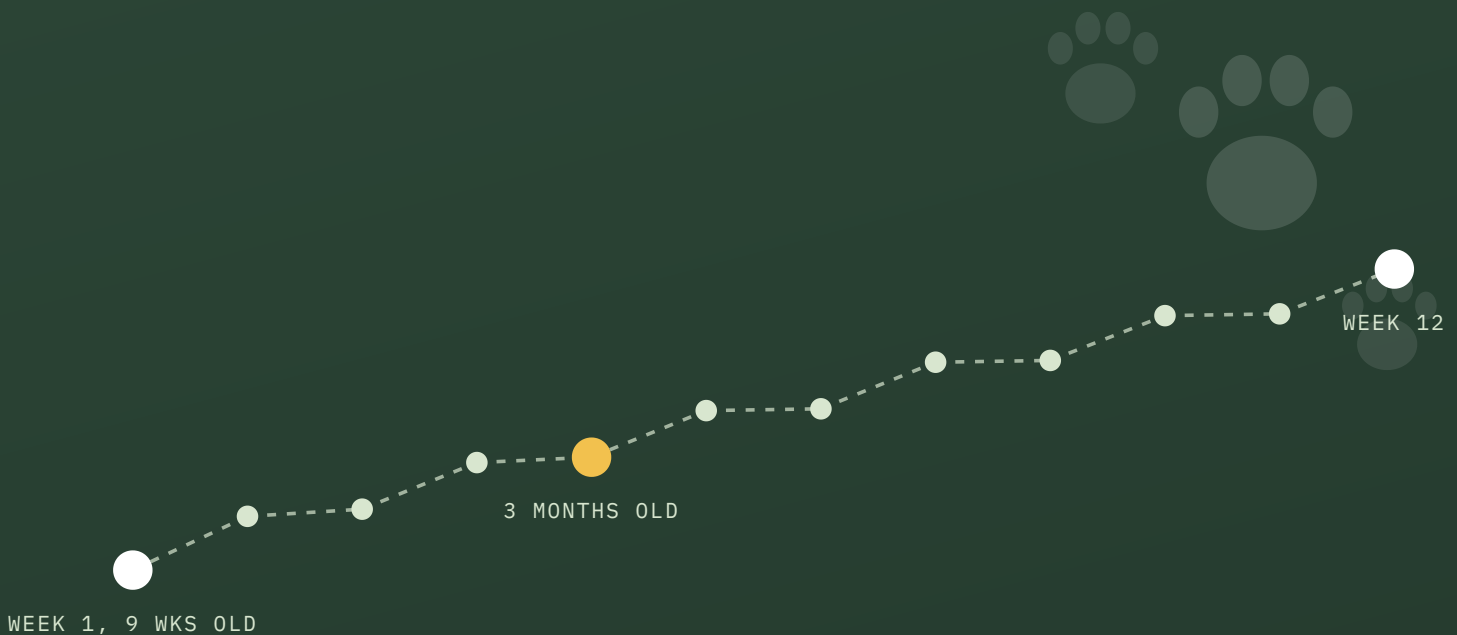


NEW PUPPY / THE FIRST 12 WEEKS

Your puppy's first 12 weeks, *built from your answers.*

A dated plan for each buyer's puppy: their name, their dates, their schedule and their home. Not the same PDF everyone gets.

**YOUR NAME HERE**

CERTIFIED PROFESSIONAL DOG TRAINER

Built with
Primer & Proof

12 dated weeks

From pickup day, with the puppy's age each week

Two kinds of day

Office days and home days, planned separately

Socialization

A checklist paced to the first three months

Skill cards

Short reward-based sessions, step by step

Eight answers in. *Twelve dated weeks out.*

The buyer answers a short form at checkout. The plan comes back with their puppy's name, the real dates and a schedule that fits their week. This sample was built for an illustrative buyer:

<p>PUPPY</p> <p>Maple</p>	<p>AGE AT PICKUP</p> <p>9 weeks</p>	<p>PICKUP DAY</p> <p>Sat, Jan 9, 2027</p>	<p>SIZE WHEN GROWN</p> <p>Medium, 25 to 50 lb</p>
<p>HOME</p> <p>Apartment, 3rd floor</p>	<p>WORK</p> <p>Office Tue and Thu</p>	<p>OTHERS AT HOME</p> <p>One adult, no pets</p>	<p>CRATE</p> <p>Yes, 36 inch</p>

1 Before pickup day

Supplies, puppy-proofing and the first-night plan for the buyer's home.

2 The 12-week map in this sample

Every week dated from pickup, with the puppy's age and the focus for that week.

3 Two kinds of day in this sample

A schedule for each day type the buyer described, built around their work.

4 Socialization in this sample

People, places, sounds and handling, paced to the first three months.

5 Skill cards in this sample

Name, crate, recall, leash, handling: short sessions, one card each.

6 Potty training

The log, the schedule and what to do after an accident.

7 Biting, chewing and alone time

The common problems, in the order they usually show up.

8 Weeks 6 and 12 check-ins

The buyer answers again; the rest of the plan adjusts.

7 to 8

weeks old is when puppies can start socialization classes.

AVSAB puppy socialization position statement

7 days

after a first set of vaccines and a first deworming, a puppy can join its first class.

AVSAB puppy socialization position statement

3 months

is "the primary and most important time for puppy socialization."

AVSAB, quoted; checked Oct. 30, 2026

Every week has a date *and Maple's age on it.*

Maple was born around November 7, 2026, so she turns three months old on February 7. The plan front-loads socialization into the weeks before that, and Week 5 is the last full week.

Week 1	Jan 9	9 wks	<div></div> <div></div>	Crate, potty spot, name game. Vet visit this week.
Week 2	Jan 16	10 wks	<div></div> <div></div> <div></div>	Short alone-time practice; handling paws and ears.
Week 3	Jan 23	11 wks	<div></div> <div></div>	New surfaces and sounds daily; hand target.
Week 4	Jan 30	12 wks	<div></div> <div></div>	Puppy class if the vet has cleared it; meet calm adults.
Week 5	Feb 6	13 wks	<div></div> <div></div>	Last full week of the first three months: new places.
Week 6	Feb 13	14 wks	<div></div>	Check-in: Maple's owner answers again; plan adjusts.
Week 7	Feb 20	15 wks	<div></div>	Loose-leash walking indoors; recall games.
Week 8	Feb 27	16 wks	<div></div>	Leash work outside; settle on a mat.
Week 9	Mar 6	17 wks	<div></div> <div></div>	Longer alone time on office days.
Week 10	Mar 13	18 wks	<div></div> <div></div>	Recall with distractions; vet handling review.
Week 11	Mar 20	19 wks	<div></div>	Repeat the socialization list in new places.
Week 12	Mar 27	20 wks	<div></div>	Check-in two; plan for months 5 and 6.

Settle in Socialization push Foundations Ready for the teen months Last full week before 3 months

YOUR NOTE HERE

"Week 5 is the one owners skip because the puppy seems fine. Go somewhere new every day that week."

Dates computed from the buyer's pickup day and the puppy's age at pickup. Ages are approximate. Vaccines and vet visits follow the buyer's veterinarian, not this plan.

Office days and home days *get different plans.*

Maple's owner goes to the office on Tuesdays and Thursdays and works from home the rest of the week. Each kind of day gets its own schedule, with potty breaks after every nap, meal and play session, and training slots where the owner has time for them.

Tuesday and Thursday

OFFICE DAY

6:30	Out to the potty spot, straight from the crate
6:45	Breakfast, then out again
7:00	Name game and hand target, 5 minutes
7:30	Calm play, then crate with a chew
8:15	Out, then crate. Owner leaves
12:00	Midday visit: potty, short play, water
5:30	Owner home: out first, then a short walk
6:00	Dinner, out again
7:00	Socialization outing from this week's list
9:30	Last potty trip, crate for the night

Monday, Wednesday, Friday

HOME DAY

6:30	Out to the potty spot, straight from the crate
6:45	Breakfast, then out again
8:00	Crate nap while owner works
10:00	Out, then crate game, 5 minutes
12:00	Lunch break: walk and a new surface
1:00	Alone-time practice: owner leaves for 10 minutes
3:00	Out, chew on a mat near the desk
6:00	Dinner, out again
7:00	Handling practice: paws, ears, mouth
9:30	Last potty trip, crate for the night

The midday visit is not optional on office days

A young puppy can't hold it for a full workday. Maple's plan lists the midday visit as a booking to make before week 1: a walker, a neighbor or a lunch trip home. If none is possible, the plan switches office days to a pen setup with a potty area.

Times are built from this buyer's answers and shift with theirs. Highlighted rows are training slots. Ask your trainer and vet about anything that doesn't fit your puppy.

One week, *day by day.*

Every week in the full plan looks like this: dated days, one new experience a day, short skill sessions and the office days marked. Sessions stay around five minutes; end on a success.

SAT Jan 23 <hr/> SURFACE Grass, then a doormat <hr/> SKILL Name game x5	SUN Jan 24 <hr/> SOUND Vacuum in another room <hr/> SKILL Hand target x5	MON Jan 25 <hr/> PEOPLE A visitor with a hat <hr/> SKILL Crate game x5 <hr/> ALONE 10 min	TUE Jan 26 <hr/> OFFICE Midday visit <hr/> SKILL Name game x5	WED Jan 27 <hr/> HANDLING Paws and ears <hr/> SKILL Hand target x5 <hr/> ALONE 15 min	THU Jan 28 <hr/> OFFICE Midday visit <hr/> SOUND Elevator ride, held	FRI Jan 29 <hr/> PLACE Lobby, 5 calm minutes <hr/> SKILL Crate game x5 <hr/> CHECK Log the week
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THIS WEEK'S LOG

SAT

SUN

MON

TUE

WED

THU

FRI

Accidents indoors

Longest calm crate time

Alone-time practice (minutes)

New thing she met

Her reaction (calm, curious, unsure)

New things, *one good experience at a time.*

The list is built for Maple's world: an apartment, an elevator, a city sidewalk. Each item gets a check when she meets it, three boxes for repeats, and a note on how she took it. If she's unsure, go back a step and try again another day.

EXPERIENCE	FIRST TIME	REPEATS	REACTION
People			
A person in a hat or hood	☐	☐ ☐ ☐	----
Someone with a beard	☐	☐ ☐ ☐	----
A child, calm and supervised	☐	☐ ☐ ☐	----
A person using a cane or walker	☐	☐ ☐ ☐	----
Sounds			
Vacuum cleaner, from another room first	☐	☐ ☐ ☐	----
Doorbell and knocking	☐	☐ ☐ ☐	----
Traffic from the building entrance	☐	☐ ☐ ☐	----
The elevator	☐	☐ ☐ ☐	----
Surfaces and places			
Grass, gravel, a metal grate	☐	☐ ☐ ☐	----
The building lobby	☐	☐ ☐ ☐	----
A pet-friendly store, carried or in a cart	☐	☐ ☐ ☐	----
A car ride, short	☐	☐ ☐ ☐	----
Handling			
Paws held, nails touched	☐	☐ ☐ ☐	----
Ears looked into	☐	☐ ☐ ☐	----
Mouth opened gently	☐	☐ ☐ ☐	----
Brushing	☐	☐ ☐ ☐	----
Other dogs			
A healthy, vaccinated, friendly adult dog	☐	☐ ☐ ☐	----
Puppy class, once the vet clears it	☐	☐ ☐ ☐	----

The primary and most important time for puppy socialization is the first three months of life.

American Veterinary Society of Animal Behavior, Position Statement on Puppy Socialization, checked Oct. 30, 2026

Five minutes, *one skill, one card.*

Every skill in the plan has a card: what it's for, the steps, and how to know it's done. All reward-based. The full plan has cards for recall, loose-leash walking, settle, alone time and drop it.

HER NAME MEANS GOOD THINGS HAPPEN

Name game

1. Say her name once, in a normal voice.
2. The moment she looks at you, mark it with "yes" and give a small treat.
3. Five reps, then stop while she still wants more.
4. Next session, try it from another room.

DONE WHEN She turns to you on the first call, five times in a row.

THE CRATE IS THE BEST PLACE IN THE HOUSE

Crate game

1. Toss a treat into the crate; let her walk in and out.
2. When she goes in on her own, treat inside the crate.
3. Close the door for two seconds, treat, open.
4. Add a few seconds each session.

DONE WHEN She walks in on her own and lies down.

TOUCH MY HAND WITH YOUR NOSE

Hand target

1. Hold two fingers near her nose.
2. When she sniffs them, "yes" and treat.
3. Move your hand a little each rep.
4. Add the word "touch" once she's doing it every time.

DONE WHEN She moves to touch your hand from two feet away.

VET VISITS GET EASIER

Handling

1. Touch one paw for one second, then treat.
2. Work up to holding the paw, then touching a nail.
3. Same for ears and mouth, one at a time.
4. Keep it short, and stop before she pulls away.

DONE WHEN She stays relaxed while you hold each paw for five seconds.

YOUR NOTE HERE

"If she's mouthy during handling, do it right after a walk, when she's tired."

The plan your new-puppy followers keep asking for, *with your name on it.*

New owners ask you what to do first, when to start class and how to get through office days. We build the plan engine and write every page from your methods, and you check it and approve it before launch. We run the store, take the payments, build each buyer's plan from their answers, deliver it and answer every buyer. You share the link, and your share of every sale is paid to you automatically.

You get 60%

Of every sale price, before any fees. We pay the store, payment and production costs out of our share, and nothing is ever billed to you.

Nothing to run

No store, no files, no customer emails. Your work before launch is checking the content and the training steps, in your words.

Paid automatically

Your share is credited at checkout on every sale and paid out to your bank on the store's regular schedule. You see each sale in your own dashboard.

YOU DO

Open a free payout account	10 min
Review the plan and skill cards	4 to 6 hrs
Link in bio, 4 posts or stories in launch month	about 2 hrs
A mention once a month after that	15 min

WE DO

The plan engine and every page
Design, sales page, store and checkout
Payments, sales tax and delivery
Buyer support and the week 6 check-in

THE MATH, ILLUSTRATED

Audience **50,000** Price **\$39** Your share **60%** Fees **paid by us**

CONSERVATIVE / 0.25% BUY

125 buyers x \$39 = \$4,875

\$2,925 your 60%

BASE / 0.5% BUY

250 buyers x \$39 = \$9,750

\$5,850 your 60%

STRONG / 1% BUY

500 buyers x \$39 = \$19,500

\$11,700 your 60%

Illustrative, not a forecast or guarantee. Results depend on your audience and the launch. Your 60% is figured on the full sale price; we pay every platform and payment fee.

NEW OWNERS ALREADY BUY PUPPY GUIDES

\$25

puppy survival ebook

\$39.99

new puppy training guide

\$39

a plan built for their puppy

Prices as listed Oct. 29, 2026: trainwithlayne on Gumroad; "Ultimate New Puppy Training Guide" on reach.dog. Not to scale.

From yes to launch *in about 30 days.*

STEP 1

A short call

What new owners ask you most, your methods, and whether this fits you.

01 Your name, your methods. Nothing goes live without your yes.

03 Reported errors are fixed within 7 days, with a corrected plan sent to every buyer.

STEP 2

We build it

The intake form, the plan engine, every page, the store and checkout.

STEP 3

You approve

You check every skill card and schedule rule. Nothing goes live until you approve it.

02 Written terms before anything launches.

04 Leave anytime on 30 days' notice. The plan comes down, and neither of us sells it without the other.

STEP 4

Launch

Link in bio and 4 posts or stories in the first month. You're paid from the first sale.

Is this veterinary advice?

No. Vaccines and health questions go to the buyer's vet, and the plan says so on every page that touches them.

Do I disclose it?

Yes, as the FTC requires. We give you the wording.

Is it exclusive?

Not for you. Keep your classes, your board-and-train and everything else.

BL

Blake Long, founder

Blake is a certified skydiving instructor with more than 1,000 jumps, and he builds the study guides his colleagues use to prepare for certification exams. He started Primer & Proof to give creators a finished product without the production work, and he is your one point of contact from first call to every payout.

We only partner with certified dog trainers who use reward-based methods. Your credential and your methods are what make the plan worth buying.

Want this built for your audience?

Reply "interested" and we'll send the partnership terms and a build plan for your channel. No call needed. Or email hello@primerandproof.com.

Blake Long, founder, Primer & Proof