



# GOLDEN PAWS Academy

5179 Osage Beach  
Osage Beach, Mo.  
573-693-1789

**"INNOVATORS IN PET STYLING EDUCATION"**

"LEARN FROM THE BEST"

*We're thrilled you're interested in attending Golden Paws Pet Styling Academy.*

*Choosing a school for training in any occupation is important but when it's an unregulated, unlicensed field with no common standards, curricula, or much recourse should things go bad, it is critical.*

*Investigate, compare and choose the school that'll give you the best chance of success in this exciting, diversified and in demand career.*

**WHY GOLDEN PAWS?**

*We take your training seriously.*

*Dedicated, trained instructors will teach you the techniques and nuances of quality pet styling in a very short time using Golden Paws proprietary, step-by-step instructions, materials, and lesson plans emphasizing fine finishing and pet safety.*

**GOLDEN TRAINING FOR A GOLDEN CAREER!**

*Call now to schedule a tour and learn how we'll help achieve your career goals!*



*Join our Happy Skilled Graduate's!*



**Call Today!  
573-693-1788**

# GOLDEN PAWS ACADEMY & CAREER PAK

A career in grooming can be both **financially** and **personally rewarding** for trained stylists who love pets.. Professional stylists and finish bathers are in high demand across the U.S. and elsewhere.

*If you asked 100 pet grooming business owners what their biggest issue is, almost all would say "Finding skilled groomers."*

*A chronic shortage over the last 50 years has created huge opportunities for those stylists and bathers willing to get the required training.*

As an ever increasing number of pets go from the backyard into our homes and hearts the greater need for groomers. This need is shining a light on a career that until recently had been somewhat hidden.

Grooming Schools have grown with public interest and as a way for salons to rectify the lack of qualified applicants.

Historically, groomers have passed down their skills, good or bad to family or apprentices who did the same and so on.

Adding to the chronic shortage of qualified groomers is the common belief training is not required. Even though grooming trends, styles, and tools continue to evolve over the last 40 years and pet owners become more 'n' more knowledgeable and discerning about their pet style and care.

Today, the need for professional groomers skilled in all-breed styling, safety and pet care is greater than ever. So too are the abundant personal and financial rewards.

There are those who feel qualified to open a salon whose only training consisted of "grooming" their own dogs at home.

These untrained "groomers" can end up on the news after injuring a pet or worse, damaging their reputation and forcing them to close.

Fortunately public awareness is creating clients who demand



more for their pet, allowing less and less unqualified "groomers" to stay in business.

The misconceptions about the level of specialized training required in pet care and styling along with no mandatory licensure that would require testing has resulted in extreme variations in the quality of grooming and education,

Future stylists and bathers need more than patience and love of dogs, they need to do their due diligence in choosing a school, curricula, and instructor and pet safety, communication, and humane control techniques and more.

## Pet Stylists Educational Requirements

Getting some practical experience in pet grooming is great way to understand what's involved with the job..

Call Golden Paws to experience a "day in the life" of a groomer.

*At Golden Paws we've seen a surge of new career seekers entering the pet grooming field. We've taught people from a large variety of positions; managers, accountants, sales persons, hair stylists, lawyers, and even a judge has sought training at Golden Paws to fulfill their passion to work with animals.*

*We've also trained a number of high school graduates who forgoed college for training as a pet groomer. People entering this career prefer independence and often choose to go into bussiness where the only limits are those placed on themselves.*

Source: *Mitzi Parrish*  
CEO Golden Paws

There is much more to grooming & bathing than learning the "art" of grooming. Scissors can

lacerate the skin and soap can burn corneas causing severe damage. Pet Stylists need at least comparable training as a cosmetology student, if not more.

Many people are attracted to grooming as a career because they won't be sitting at a desk all day watching a clock. Grooming is physical, your moving around all day which can be taxing for those who have any physical limitations or conditions made worse by lifting, carrying, and handling pets. If you do, you'll need to consider the effect of a physical career on your life.



There are ways to lessen physical demands of grooming, they include; limiting the weight on pets, using ergonomic tools and grooming procedures such as sitting while grooming. But only you can decide that. Ask during the tour/interview for available counter measures. You are welcome to spend a day at the school to relieve any concern of a physical limitation.

## The Self-Employed Groomer

*Pet grooming is an exciting and diversified field where you learn something new every day.*

Pet owners make joyful clients, who show their gratitude for taking care of their pet while grooming them as requested.

We've been honored to have some of the best clients in the world and want to honor them by teaching superior client service and pet care. We model what we teach and ask you to respect our clients while at the school.

Learning customer service specific to pet grooming is a must. You may spend most of your time with the pet, but you'll need to know how to obtain and the correct grooming instructions to have a successful career.

Grooming businesses are one of the easiest to operate, check returns are almost non-existent and low start-up costs.



Grooming employment and business opportunities can be found in:

- 🐾 Grooming salons
- 🐾 Grooming departments
- 🐾 Boarding facilities
- 🐾 Veterinarian clinics
- 🐾 Pet day care facilities
- 🐾 Retail pet stores

## Self-Employment Opportunities

Our students have taken many paths to owning their own business. Including:

- 🐾 Grooming salon w/wo other services such as,  
Pet daycare  
Self-serve pet wash  
Retail store  
Boarding
- 🐾 Mobile grooming van
- 🐾 Salon Home business
- 🐾 In Home grooming business (pet owners' home)
- 🐾 Renting space in a grooming salon or Veterinarian clinic

Whatever career path you are interested in, our experienced



staff can be a valuable resource to learn the real-world pros and cons of any aspect

of grooming you're interested in and will provide you with concrete steps to help achieve that path. We can offer suggestions and guidance as to the equipment you'll need, brand selection, and operational costs based on our experience in the pet grooming field.

***The biggest determining factor in achieving your career goals as a professional pet groomer or bather besides your determination, will be your educational choice. Choose wisely.***

## Choosing the School

In any successful learning program, there is an identifiable method that is used to transfer knowledge and skill from the program to the student. Without an effective method of delivery, learning a complex subject such as pet grooming would be daunting at best.

## Career Opportunities

The *Golden Paws* Proprietary Pet Styling Program Methods, Procedures and materials are licensed to a few select schools across the nation and have been tested and proven training successful stylists over 5 decades.

The *Golden Paws* Complete Guide to Dog Grooming instruction book, Learn to Groom DVD Series, lesson plans and skill development exercises and other program materials that work together step-by-step in conjunction with your instructor's guidance to develop top quality styling skills and grooming knowledge in you.

Some grooming schools without a solid curricular and training materials must rely on the "watch me and



repeat” learn to groom method which may cause you to really struggle in a new career trying

*PET GROOMING CAN BE A COMPLICATED SUBJECT TO MASTER WITHOUT A GROOMING PROGRAM'S CLEAR-CUT INSTRUCTIONAL MATERIALS WITH SKILL SET EXERCISES AND STEP BY STEP INSTRUCTIONS GIVING YOU THE ADVANTAGE IN LEARNING AND MASTERING STYLING SKILLS, KNOWLEDGE DOG PARTS, SAFETY, NEEDED TO APPLY INSTRUCTIONS IN AN ALL-BREED BOOK OR CLIENT. JUST AS YOU WOULD NEED TO KNOW HOW TO PLAY AN INSTRUMENT FIRST, BEFORE YOU PLAY A SONG BY FOLLOWING THE SHEET MUSIC.*

to remember what the instructor said or did. With the Golden Paws easy-to-learn and easy-to-teach program your able to eternalize what you've learned in the school and take the Golden Paws unique learn to groom materials with you, to reference if needed.

Golden Paws graduates on average are able groom 6-8 dogs a day after 2 months in a work environment with its comprehensive program.

## Educational Opportunities

Your educational choice for a successful career in the grooming industry is vitally important and will affect your entire career. The school nearest you may not have the knowledge, skills or structured method of delivery needed to launch your career.

If you were to attend a cosmetology school you would expect to have well laid out lessons plans within a structured curriculum, with textbooks, learning aids and lesson plans designed to teach you how to cut and color hair. How much different is learning to groom and care for pet's?

Without a solid training program with good support system the result could be damage to your career. Pet grooming can be much more complicated than styling hair on a person sitting quietly. How much more important should it be for grooming schools to have a common set

Currently there are no governing bodies that require pet grooming schools to have common standards or a proven course of study like cosmetology schools. There are no licensing boards for groomers to pass.

Entering the grooming field without proper training can put yourself and pets in volatile



situations.

Most Professional groomers are strong on state mandatory education standards that would at a minimum. require groomers to meet educational standards. Which would hopefully prevent some of the tragic accidents caused by lack of grooming safety and knowledge.

Which would prevent people who put an “open for business” sign up, without the required training passing themselves off as professional stylists to the unsuspecting public. Whether they don't know enough to be fearful of hurting an innocent animal or they know and simply don't think the risk outweighs the rewards, eventually they pay. Even if they get lucky and don't seriously injure a pet, clients will get tired of “weedwhacker” haircuts and take their business to a groomer with more skill.

A good groomer needs a lifelong pursuit of learning and most professional groomers take advantage on ongoing training.

We consider ongoing education non-debatable for ourselves, staff, and students. You will have the opportunity to attend available tradeshows and other career events, to learn more about your career and other streams of revenue, from nail art to doggie day care. You may even want to open a school and license the Golden Paws pet grooming training program one day.

### **Grooming Educations are not Expensive.**

A pet grooming education is very affordable compared to the cost and return on investment with a 4-year college education. Many college graduates earn far less income than skilled groomers.

You can be out of grooming school in 2 to 4 months and without years spent repaying college loans.

### **The Cost of a Grooming School Education is a bargain compared to Potential Returns of \$1 million over 20 years.**

Even veterinarians are put in the position of explaining to veterinary school graduates that their groomers would be earning higher wages.

You may even be eligible for a grant from a private arrangement or through government programs. Ask us about financial aid possibilities. Another option you may think costs nothing but your time for

is apprenticeships, but what is your time worth? Compared to a school education that is over within a few months.

You will not have a dedicated instructor whose sole job is to train you. People you are learning from will be busy grooming the salon's dogs. Are you willing to gamble the success of your career on training you're not sure of or be tied to an employment contract?




### **Take the next step on your path to success. Call and schedule a tour at Golden Paws Training Center.**

We encourage you to take the time to make an informed decision in choosing your education. As experts in pet grooming education we've seen how effective Golden Paws training methods and materials make pet grooming, a difficult subject, easy to learn and master.












### **Grooming School Interview Questions**

*You should interview as many schools as possible, & not just the closest one.*

**These** questions may help you choose a school.

-  Is the school "approved" or "licensed" as a vocational education institution?
-  What is the field-related background of the school's owner and instructors?
-  Is there at least one dedicated Instructor at all times? What training

do they have as an ***instructor?***

-  How many instructors per student? Max number of students per class?
-  Offer government related financial aid?
-  If you want to be self-employed, does the school have a pet grooming business management class?
-  Housing options? Toolkit cost? Quality? Compare tool lists.
-  Will you learn to groom breed designs and mixed breeds?
-  Ask to see the course materials, are textbooks, handouts, videos, or other forms of educational materials provided? (Remember you don't take the instructor with you upon graduation).
-  between theory and Practical Application?
-  Is the size of the schools' pet clientele, adequate to supply to all enrolled students with well-behaved pets
-  in a range of styles (not all Shave-downs)
-  Does the school have a job placement program?
-  Ask to see the course materials, are textbooks, handouts, videos, or other forms of educational materials provided?

Visit us at,

Website:

<http://www.goldenpawsgroomingschoolmo.com>

Or Click below to get more information on the Professional Pet Styling Course or schedule a Tour of the School by email.

<http://www.goldenpawsmo.com>



**“I look forward to meeting you and sharing our mutual passion for the pets in our lives!”**

**Alice Richtner,**  
President of  
Wondergroom  
Training

**Join us We're Groom'in!**