

2017

The Ultimate Editorial Calendar for Dog Trainers

	Month	Theme	Specific Ideas
Fall 2016	October	Doggy Preparations for the Fall	<ul style="list-style-type: none"> Refreshing your dogs table manners Puzzle toys to keep your dog busy as kids go back to school
	November	Food safety	<ul style="list-style-type: none"> Thanksgiving dos and don'ts Left over food you actually could use to train your dog
	December	Winter safety & new years resolutions	<ul style="list-style-type: none"> Doggy new years resolutions 3 new behaviors your dog should learn What you should know about bringing home a new puppy for Christmas
Winter 2017	January	Puppies	<ul style="list-style-type: none"> What to do with your new puppy as the kids go back to school Puppy socialization 101 Classes you should take with your dog this year
	February	Responsible Pet Owners Month	<ul style="list-style-type: none"> What Makes for a Responsible Pet Owner? (Responsible Pet Owners Month) Responsibilities New Dog Owners Face in the 21st Century
	March	Puppies	<ul style="list-style-type: none"> How to Celebrate National Puppy Day the Right Way 3 Revelations I had at Clicker Expo
Spring 2017	April	National Kids and Pets Day	<ul style="list-style-type: none"> Lessons from the IAABC Conference 10 Must-See Resources for Kids and Pets
	May		<ul style="list-style-type: none"> 3 New Tricks for National Pet Week 3 Ways to Celebrate Be Kind to Animals Week
	June	Summer dog care & training tips	<ul style="list-style-type: none"> Hot cars Traveling with your dog Preparing your dog for travel
Summer 2017	July	Mutt Day	<ul style="list-style-type: none"> Doggy Heroes for National Mutt Day How to Prepare Your Dog for July 4th
	August	International Homeless Animals	<ul style="list-style-type: none"> How to help shelter animals for International Homeless Animals Day
	September	Remembering 9/11	<ul style="list-style-type: none"> How Search and Rescue dogs are trained The Dog Heroes of 9/11

EXAMPLE

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Month	Events
October	Halloween, Clicker Expo Denmark, APDT Conference, National Walk Your Dog Week
November	Veterans Day, Voting, Thanksgiving
December	Winter Holidays, New Years
January	MLK Day, Clicker Expo Portland, National Pet Travel Safety Day
February	Valentines Day, Responsible Pet Owners Month
March	Spring Break, Clicker Expo Stamford CT, National Puppy Day
April	Easter, Earth Day, IAABC Animal Behavior Conference, National Kids and Pets Day, International Guide Dog Day, Adopt a Shelter Pet Day, Animal Cruelty/Human Violence Awareness Week, National Pet ID Week, World Veterinary Day, National Pet First Aid Awareness Month
May	Cinco De Mayo, Memorial Day, National Pet Week, Be Kind to Animals Week, Puppy Mill Action Week, National Animal Disaster Preparedness Day, Dog Bite Prevention Week, Responsible Animal Guardian Month
June	FDSA Training Camp, Take Your Dog to Work Day
July	Independence Day, National Mutt Day
August	International Homeless Animals Day, National Dog Day, Back-to-School
September	Labor Day, September 11 th , National Dog Week and Deaf Pet Awareness Week, Be Kind to Animals Week, Puppy Mill Awareness, Responsible Dog Ownership Day