



# Ines McNeil

**Dog Training Industry Expert & Business Coach**  
B.S. Biology | Certified Professional Dog Trainer-  
Knowledge Assessed (CPDT-KA)

## BIOGRAPHY

### Biography

Ines McNeil, B.S. Biology, CPDT-KA, is a dog training industry expert and founder of the industry-leading dog training business coaching company, The Modern Dog Trainer, in 2014. She's also an incoming member of the board of directors of the Association of Professional Dog Trainers in 2023.

She started out working with dogs in animal rescue in Texas in 2006. Eventually this led to a variety of roles in the dog training industry including working at big box pet stores, vet clinics, dog training schools, working for other trainers, and finally starting her own dog training business in 2011.

Now, through The Modern Dog Trainer, she helps hundreds of professional dog trainers around the world figure out how to build a six-figure dog training business that suit their ideal life, working with people and dogs they live, and avoiding burnout.

### Background

Ines McNeil is driven to help women find happiness and financial independence by doing more of what they enjoy. Ines' unique perspectives come from her life experiences including immigrating to the US at 4 years old from France. The culture and language barriers made it challenging to relate and blend in with peers and animals played an important role in helping her build human connections.

## SUGGESTED QUESTIONS FOR INES

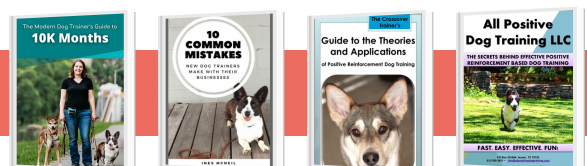
- What are some common mistakes dog trainers make in business?
- How has running your own business changed your life?
- Why do you choose to do this work?
- What are some modern business practices that dog trainers should be adopting?
- How should dog trainers raise their rates? Is there a process?
- Why is financial independence so important to you?
- Is it possible to "have it all?" How do you do it? (Marriage, family, business, & sanity)

## SIGNATURE SPEECH

### The Fine Art of "Raising Your Rates"

How to go from \$200/client to \$2k/per client in 30 days and why you can't just "raise your prices." You'll discover all the pieces of the puzzle that must be addressed in order to charge clients thousands for your services and remain in alignment and integrity to your values.

## BOOKS



## BUSINESS

### The Modern Dog Trainer

Blog | Podcast | Business Academy

Modern strategies for dog training businesses to clarify their vision, offers & systems to reach six and seven figures with ease.

Our mission is to revolutionize the dog training industry by empowering positive reinforcement dog trainers to build professional, freedom-producing businesses that deliver effective training solutions to dog owners, thereby accelerating the adoption of the R+ methodology around the world.

## UNIQUE FACTS

- Endorsed by the Certification Council of Professional Dog Trainers (CCPDT), Michael Shikashio, & many more.
- 15+ years in the dog training industry
- Featured in the International Association of Animal Behavior Consultants (IAABC) and Positively by Victoria Stilwell
- Previously a marketing strategy consultant for billion-dollar technology businesses
- An immigrant & dual citizen (France & USA) and is bilingual

Featured in:



Connect with Ines McNeil

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