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The Dog Walkers Club ADVANCED: Belief Installation



**How To Use The Power Of Email Marketing To
Attract And Keep Clients.**



Introduction:

Making Them Believe

Making Them Believe: How One of America's Legendary Rogues Marketed the Mob, the Church, the Middle Class, and the American Dream is a business and persuasion book by **Dan S. Kennedy** and **Dustin Mathews**. It explores psychological and strategic lessons from a notorious 20th-century con artist to illustrate persuasive communication and marketing techniques. The book is valued in direct-response marketing circles for its vivid storytelling and applied psychology.

Key facts

- **Authors:** Dan S. Kennedy and Dustin Mathews
- **Publication year:** 2013
- **Publisher:** Morgan James Publishing
- **Genre:** Business / marketing / persuasion
- **Core theme:** Psychological triggers behind belief and influence

Background and concept

The book recounts the story of Victor Lustig, the swindler famed for "selling" the Eiffel Tower twice. Kennedy and



Mathews use Lustig's real-life schemes as allegories to teach modern persuasion principles. Through historical narrative, they demonstrate how belief formation and emotional leverage drive both fraudulent and legitimate persuasion.

Persuasion framework

Each chapter connects Lustig's tactics—confidence, credibility projection, and narrative control—to ethical business applications. The authors break down how authority cues, scarcity, and social proof can shape customer perception. Kennedy positions these psychological levers as timeless marketing mechanisms applicable to sales, fundraising, and personal branding.

Reception and influence

Praised within direct-marketing communities, *Making Them Believe* reinforces Kennedy's reputation for practical, story-based instruction. Readers appreciate its blend of crime history and actionable insights, though some critics note its provocative moral framing. It remains a reference for entrepreneurs studying the intersection of persuasion ethics and high-impact communication.



Here's a **clear, practical summary of *Making Them Believe* by Dan Kennedy**, focused on the ideas people actually use in marketing, sales, and persuasion.

■ Making Them Believe – Summary

Core idea:

People do **not** buy based on facts, logic, or even truth. They buy based on what they **believe** is true.

Your job as a marketer or persuader is not to argue, explain, or educate —
it is to **engineer belief**.

1. Belief Comes Before Proof

Kennedy's central premise is blunt:

People don't believe because something is proven. They accept proof *after* they believe.

This flips conventional thinking on its head.

- Logic rarely creates belief
- Evidence is used to *justify* belief, not create it
- Emotion, identity, authority, and certainty come first

Implication:

If you lead with data, charts, or explanations, you lose most people.



2. Certainty Is More Persuasive Than Truth

One of the book's strongest points:

The most certain voice wins — not the most accurate one.

People follow:

- Confident leaders
- Clear positions
- Decisive opinions

They distrust:

- Hesitation
- Balanced arguments
- “On the one hand / on the other hand” thinking

Practical takeaway:

Speak with **absolute conviction**, even when others hedge.

3. Authority Beats Logic Every Time

Kennedy emphasizes that belief is often **borrowed**, not built.

People believe because:

- An authority figure says so
- “People like me” believe it



- It's endorsed, certified, or socially validated

This is why:

- Credentials matter
- Titles matter
- Media appearances matter
- Testimonials outperform explanations

Marketing lesson:

Positioning yourself as an authority is more important than being correct.

4. Stories Create Belief Faster Than Facts

Facts inform.

Stories **install belief**.

Kennedy explains that stories:

- Bypass scepticism
- Engage emotion
- Create identification ("that's me")
- Make conclusions feel self-generated

This is why:

- Case studies outperform white papers
- Anecdotes beat statistics



- Personal stories sell better than features

Rule:

Never tell people what to believe — let the story do it.

5. Repetition Is Not Optional

Belief is not formed once — it is **conditioned**.

Kennedy stresses:

- Repetition creates familiarity
- Familiarity creates comfort
- Comfort creates belief

People must hear the same message:

- Repeatedly
- Consistently
- Across multiple channels

Key insight:

You are not being annoying — you are being effective.

6. Opposition Strengthens Belief

Counterintuitively, Kennedy argues that:

- Conflict increases belief
- Enemies create loyalty



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- Polarization sharpens conviction

When you:

- Take a strong stand
- Reject alternatives
- Call out “wrong thinking”

You force people to **choose sides** — and once chosen, belief hardens.

Marketing takeaway:

Trying to appeal to everyone weakens belief in everyone.

7. People Protect Beliefs Like Identity

Once belief is installed:

- People defend it emotionally
- They ignore contradictory evidence
- They rationalize inconsistencies

Kennedy warns:

You cannot reason someone out of a belief they did not reason themselves into.

This explains:

- Brand loyalty
- Cult-like followings



- Resistance to better alternatives

Your advantage:

If you install belief first, competitors are largely irrelevant.

8. The Persuader's Real Job

Kennedy reframes persuasion as:

- Not convincing
- Not debating
- Not proving

But:

- **Framing reality**
- **Controlling context**
- **Directing attention**
- **Guiding interpretation**

Whoever controls the frame controls belief.

One-Sentence Summary

Making Them Believe teaches that persuasion is not about truth or logic — it's about certainty, authority, emotion, repetition, and framing belief before proof.



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Making Them Believe → Email Marketing for Dog Walkers

Core Reframe for Your Students

Most dog walkers think email marketing is about:

- updates
- reminders
- offers
- being “helpful”

Your course teaches the real truth:

Email marketing exists to **install belief** — not to inform.

Belief that:

- *“This dog walker is the safest choice”*
- *“I’d be stupid to leave my dog with anyone else”*
- *“Switching feels risky”*
- *“This is who we trust”*

MODULE 1: Belief Before Booking

(Foundational mindset shift)



Kennedy Principle

People don't book because of prices, availability, or features. They book because they **believe**.

Teach Dog Walkers:

Your emails must create belief that:

- You are the *authority* in their area
- You understand dogs better than others
- You care more than competitors
- Your system is safer, calmer, more professional

Practical Lesson

✗ Bad email:

"We offer group walks, solo walks, and puppy visits."

✓ Belief-building email:

"Most dog walkers lose control of groups after 3 dogs. Here's why we cap ours at 4 — and what happens when walkers don't."

Outcome:

Belief → trust → booking → price resistance disappears

MODULE 2: Certainty Beats Credentials

Kennedy Principle



The most certain voice wins — not the most qualified.

Teach Dog Walkers:

- Stop hedging
- Stop apologising
- Stop sounding unsure

Replace This:

“We try to give every dog the best care possible.”

With This:

“Your dog will never be rushed, overwhelmed, or ignored on our walks. Ever.”

Email Exercise

Have students rewrite emails to remove:

- “We try”
- “We aim”
- “We hope”
- “Usually”
- “Sometimes”

Rule:

If it sounds polite, it's weak.

If it sounds certain, it converts.



MODULE 3: Authority Is Borrowed, Not Earned

Kennedy Principle

People believe *who* you are before *what* you say.

Teach Dog Walkers:

Emails must constantly reinforce authority via:

- Experience
- Standards
- Rules
- Boundaries
- Selectiveness

Example Email Angles

- “Why we don’t accept every dog”
- “The behaviour test every new dog must pass”
- “Why we stopped offering cheap trial walks”
- “What we look for in responsible dog owners”

Key Insight for Your Course

Being selective increases demand.

Demand increases belief.

Belief increases loyalty.

MODULE 4: Stories Install Belief (Facts Don’t)



Kennedy Principle

Stories bypass resistance. Facts trigger scepticism.

Teach Dog Walkers:

Every email should include:

- A dog
- A moment
- A mistake
- A lesson

Template: The Belief Story Email

1. Situation: "Yesterday on a walk..."
2. Problem: "Something most owners never notice..."
3. Insight: "Here's what this tells me..."
4. Conclusion: "This is why our system works."

Example Subject Lines

- "This nearly went wrong — and why it didn't"
- "What Charlie taught me about group walks"
- "The mistake I see new dog walkers make"

Result:

Owners feel like they're inside your world → belief deepens



MODULE 5: Repetition Without Apology

Kennedy Principle

Belief requires repetition. Silence kills belief.

Teach Dog Walkers:

You are not “spamming” — you are:

- Conditioning trust
- Reinforcing authority
- Staying top-of-mind

Repetition Themes to Cycle Weekly

- Safety
- Calmness
- Control
- Experience
- Selectiveness
- Professionalism

Same message.

Different story.

Every week.

MODULE 6: Polarisation = Loyalty

Kennedy Principle



Trying to appeal to everyone destroys belief.

Teach Dog Walkers:

Emails should subtly repel:

- Price shoppers
- Casual owners
- “Just anyone will do” clients

Example Email Lines

- “We’re not the cheapest — and that’s deliberate.”
- “If you want the lowest price, we’re not a fit.”
- “This service is for owners who treat dogs like family.”

What Happens

- Right clients feel *chosen*
- Wrong clients self-exit
- Belief hardens

MODULE 7: Belief Locks Out Competitors

Kennedy Principle

Once belief is installed, competitors are irrelevant.

Teach Dog Walkers:

Your emails should make switching feel:



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- Risky
- Uncomfortable
- Illogical

Example Email Angle

“Most dogs struggle when routines change.
Here’s what we do to prevent regression — and why switching
walkers often causes it.”

You’re not attacking competitors.
You’re framing reality.

MODULE 8: The Real Job of Email Marketing

Kennedy Reframe (The Big Idea)

Email marketing is not:

- Newsletters
- Updates
- Offers

It is:

- Reality framing
- Belief reinforcement
- Identity alignment

Final Line to Teach Students



“When owners believe in you, they stop comparing you.”

How This Strengthens Your Course

This mapping lets you position your course as:

- **Psychology-based**, not tactical
- **Authority-driven**, not “tips & tricks”
- **Long-term**, not quick hacks

It also explains **why email works better than social media** for dog walkers:

- Private
- Repetitive
- Relationship-based
- Belief-building

30-Day Belief-Building Email Swipe File

Below is a **30-day, copy-and-paste email swipe sequence** for professional dog walkers, mapped directly to the **belief principles from *Making Them Believe***, written so your students can:



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- paste → personalise → send
- build belief daily
- increase trust, loyalty, and price resistance
- quietly repel bad-fit clients

Each email includes:

- **Subject line**
- **Email body**
- **Belief principle installed**

This is a 30-Day Belief-Installation System that quietly removes price resistance and locks in loyalty.



WEEK 1 — BELIEF BEFORE BOOKING

Day 1 – Control

Subject: Why most dog walkers lose control (and don't realise it)

Hi [Name],

Something interesting happened on a walk a few years ago.

Nothing dramatic.

No fights.

No escapes.

But I noticed one dog — usually relaxed — starting to scan constantly.

Head up. Ears tight. Checking everyone else.

That's often the *first* sign control is slipping.

It rarely happens in one big moment.

It happens in small decisions:

- one extra dog added
- one shortcut taken
- one "it'll be fine" moment

That's why our walks are designed to *prevent* problems, not react to them.

Control isn't about shouting commands.

It's about structure before stress ever appears.



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— [Your Name]

Day 2 – Reframing Exercise

Subject: What owners think matters vs what actually matters

Most owners tell me the same thing at first:

“I just want them to get a good run.”

That makes sense — but here’s the surprising part.

The dogs that struggle most aren’t under-exercised.

They’re overstimulated.

I’ve seen dogs come back physically tired... and mentally wired.

What they actually need is:

- calm leadership
- predictable routines
- clear expectations

Once those are in place, exercise becomes *beneficial* instead of chaotic.

That’s why we focus on calm first — distance second.

— [Your Name]

Day 3 – Cheap Walks

Subject: The unseen risk on “cheap” group walks



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A new client once told me:

“We tried a cheaper walker first.”

Within two weeks, their dog:

- stopped listening
- became reactive on lead
- was anxious at pickup

Nothing “bad” had happened.

No incident. No drama.

Just too many dogs. Too little observation. Too much rushing.

Cheap services don’t fail loudly — they fail quietly.

We decided early on that we’d never compete on price.

We compete on protection.

— [Your Name]

Day 4 – The First Minute

Subject: Why we don’t rush dogs out of the van

The most important part of the walk isn’t the middle.

It’s the first minute.

I’ve seen dogs arrive calm... then get rushed out, tangled, overstimulated — and spend the rest of the walk trying to recover.



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So we don't rush.

Even if it makes us late.

Even if it looks inefficient.

Calm entry sets the tone for everything that follows.

— [Your Name]

Day 5 – Saying No

Subject: The biggest mistake new dog walkers make

They say yes to everyone.

Every dog.

Every request.

Every exception.

We learned the hard way that saying yes to the wrong dog means saying no to the safety of the group.

Now we're selective.

Not because we're difficult —

but because dogs deserve consistency, not compromise.

— [Your Name]

Day 6 – Routine

Subject: Why routines matter more than routes

Dogs don't care if the walk is new.



They care if the *rules* are.

Same expectations.

Same pace.

Same calm start.

That's why we can change locations without changing behaviour.

Routine builds trust.

Trust builds calm.

— [Your Name]

Day 7 – Owner Fit

Subject: What we look for in responsible dog owners

The best relationships we have all share one thing.

Trust.

Owners who trust:

- calm over chaos
- structure over speed
- long-term behaviour over short-term tiredness

If that sounds like you, we tend to work very well together.

— [Your Name]



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WEEK 2 — CERTAINTY & AUTHORITY

Day 8

Subject: Your dog will never be ignored on our walks

Every dog is watched.

Not casually — intentionally.

How they move.

Where they position themselves.

How quickly they recover from excitement.

That's not optional.

That's the job.

— [Your Name]

Day 9

Subject: Why we don't "wing it"

Winging it works... until the day it doesn't.

Dogs don't need improvisation.

They need leadership.

Every walk we run follows a structure — even when conditions change.

That's why problems are rare.

— [Your Name]



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DAY 10 – EXPERIENCE

Subject: Experience isn't years — it's patterns

Hi [Name],

People often ask how long I've been doing this.

But time alone doesn't create confidence.

Patterns do.

For example — there's a moment I watch for on group walks. It's subtle. Easy to miss.

One dog starts matching another dog's pace *too closely*. Not playing. Not aggressive. Just... mirroring.

That's usually the first sign tension is building.

If you catch it early, you adjust and nothing happens. If you miss it, the walk slowly unravels.

That's what experience really gives you — the ability to see *what's about* to happen.

— [Your Name]

Belief installed: Quiet, pattern-based expertise

DAY 11 – RULES

Subject: Why we don't make exceptions (even nice ones)

We once made an exception for a lovely dog.



Great temperament. Friendly. Owner meant well.

The exception seemed harmless:

- slightly later pickup
- different harness
- small routine change

Nothing went wrong that day.

But over the next few weeks, behaviour shifted.
Confusion crept in. The group dynamic changed.

Dogs don't understand exceptions — they understand patterns.

That's why our rules are consistent, even when it's inconvenient.

Not to be rigid.

But to be fair to every dog on the walk.

— [Your Name]

Belief installed: Boundaries = safety

DAY 12 – CALM IS BUILT

Subject: Calm dogs don't happen by accident

Calm dogs aren't "easy dogs".

They're dogs who understand what's expected.



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I've watched dogs arrive buzzing with energy...
then settle within minutes because the structure is familiar.

Same calm start.

Same expectations.

Same leadership.

Calm isn't luck.

It's built — walk after walk.

— [Your Name]

Belief installed: Results are engineered, not accidental

DAY 13 – TRIAL WALKS

Subject: Why we stopped offering “trial walks”

We used to offer trial walks.

It sounded sensible.

But here's what we noticed:

- owners treated it casually
- dogs arrived unsettled
- commitment was half-hearted

Dogs feel uncertainty immediately.

Once we stopped doing trial walks and focused on proper onboarding instead, everything improved — behaviour, trust, outcomes.



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Dogs thrive on clarity.

— [Your Name]

Belief installed: Commitment creates better outcomes

DAY 14 – BUSY VS PROFESSIONAL

Subject: The difference between busy and professional

I've seen walkers sprint between pickups, phones buzzing, dogs pulling in every direction.

They're busy.

But busy isn't calm.

Busy isn't safe.

Professional looks quieter:

- fewer dogs
- smoother transitions
- slower decisions

That's deliberate.

— [Your Name]

Belief installed: Professional identity

DAY 15 – PREVENTION

Subject: Yesterday's walk could have gone wrong



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Yesterday, one dog arrived more excited than usual.

Nothing dramatic — just louder, faster, sharper movements.

Old version of us might've pushed on.

Instead, we slowed the group, reset expectations, and gave space.

Ten minutes later, everything was calm again.

No incident.

No stress.

Prevention rarely looks impressive —
but it's everything.

— [Your Name]

Belief installed: Systems prevent problems

DAY 16 – STRESS SIGNALS

Subject: One small sign owners often miss

There's a sign I watch for constantly.

A dog walking slightly behind the group.

Most people assume they're tired.

Often, they're overwhelmed.

When we spot it, we adjust pace, spacing, or position.

That small change prevents much bigger issues later.



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— [Your Name]

Belief installed: You see what others miss

DAY 17 – CHARLIE

Subject: What Charlie taught us about patience

Charlie arrived bursting with energy.

Everyone assumed he needed *more* walking.

What he actually needed was slower starts and clearer boundaries.

Once we adjusted, his behaviour changed completely.

Same dog.

Different leadership.

— [Your Name]

Belief installed: Intelligent adaptation

DAY 18 – START OF WALKS

Subject: Why we changed how we start walks

Years ago, we focused on “getting going”.

Now we focus on *how* we begin.



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Calm exits.

Space between dogs.

Clear expectations.

The rest of the walk follows naturally.

— [Your Name]

Belief installed: The beginning determines everything

DAY 19 – QUIET DOGS

Subject: The quietest dog tells us the most

The loud dogs get attention.

But the quiet ones tell the real story.

A pause.

A glance away.

A change in posture.

Those details guide our decisions.

— [Your Name]

Belief installed: Deep observational skill

DAY 20 – A MISTAKE

Subject: A mistake we made years ago

We once took on a dog we shouldn't have.



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We ignored a gut feeling.

Nothing terrible happened — but stress levels rose, and the group dynamic suffered.

That mistake shaped how selective we are today.

Every dog we walk now benefits from that lesson.

— [Your Name]

Belief installed: Earned authority

DAY 21 — CALM VS TIRED

Subject: Why “tired dogs” isn’t our goal

Hi [Name],

A few years ago, an owner said something that stuck with me.

“I just want him absolutely exhausted.”

At first glance, that sounds reasonable.

But here’s what I’ve learned after watching hundreds of dogs come off walks.

A dog can be physically tired...
and still mentally unsettled.

I’ve seen dogs collapse on the floor at home — pacing, whining, unable to switch off — because the walk was chaotic, rushed, or overstimulating.

Compare that to a calm dog.



Loose body language.

Soft eyes.

Able to settle within minutes.

That dog hasn't just been exercised.

They've been *led*.

That's why our goal has never been "tired dogs".

It's calm, content ones.

— [Your Name]

Belief installed: Reframing expectations

DAY 22 — PRICE

Subject: Why we chose not to be the cheapest

Early on, we had a decision to make.

Compete on price...

or compete on standards.

We tried the cheaper route briefly.

More dogs per walk.

Tighter schedules.

Less margin for error.

Nothing catastrophic happened — but everything felt rushed.

Dogs noticed it before we did.

So we changed direction.



Fewer dogs.

More space.

More observation.

We raised our prices and lowered our stress.

That decision shaped everything that followed.

— [Your Name]

Belief installed: Premium positioning through values

DAY 23 — NOT FOR EVERYONE

Subject: A conversation we have more often than you'd think

Every so often, a potential client says:

“Can you be flexible if my schedule changes a lot?”

That's usually the moment we pause.

Not because flexibility is bad —
but because dogs thrive on predictability.

We've learned that the best outcomes come from owners who value:

- routine
- consistency
- clear boundaries

Our service isn't designed for everyone.



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It's designed for dogs who benefit from structure — and owners who understand why that matters.

— [Your Name]

Belief installed: Identity alignment

DAY 24 — SWITCHING WALKERS

Subject: What happens when dogs have to “start over”

We occasionally take on dogs who've had several walkers in a short space of time.

You can usually tell.

They're watchful.

Unsettled.

Unsure what's expected.

Not because previous walkers were bad — but because the rules kept changing.

Different pace.

Different handling.

Different expectations.

Dogs don't reset easily.

That's why consistency isn't a “nice to have” — it's foundational.

— [Your Name]

Belief installed: Switching feels risky



DAY 25 — REGRESSION

Subject: How behaviour slips without anyone noticing

Behaviour regression rarely arrives dramatically.

It creeps in.

A little more pulling.

A slower response to cues.

More scanning. Less relaxation.

Most owners don't notice it straight away.

But once it's established, it takes time to undo.

That's why we guard routines carefully.

They're easier to maintain than to rebuild.

— [Your Name]

Belief installed: Protection narrative

DAY 26 — THE HIDDEN COST

Subject: The part of switching services no one talks about

When people talk about switching walkers, they usually talk about price.

What they don't talk about is the adjustment cost.

Dogs have to relearn:



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- timing
- expectations
- boundaries

During that period, stress often rises — even if everything looks “fine” on the surface.

That’s the hidden cost.

Our job is to minimise disruption, not introduce it.

— [Your Name]

Belief installed: Loss aversion

DAY 27 — LOYALTY

Subject: Why long-term clients stay (even when life changes)

Some of our longest-standing clients have:

- moved house
- changed jobs
- altered schedules

But they’ve stayed.

Not because of contracts or pressure —
but because trust compounds.

Once a dog feels safe, understood, and settled, owners are reluctant to reset that.



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And rightly so.

— [Your Name]

Belief installed: Lock-in through trust

DAY 28 — LONG-TERM THINKING

Subject: Something long-term clients understand instinctively

Long-term clients rarely ask for novelty.

They ask for consistency.

They know:

- progress comes from repetition
- calm comes from familiarity
- stability beats variety

That mindset makes all the difference.

— [Your Name]

Belief installed: Insider mindset

DAY 29 — BELONGING

Subject: You'll know quickly if this feels right

There's a moment most new clients describe.

Their dog comes home calmer than expected.



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Not exhausted.
Not frantic.
Just... settled.

That's usually when they realise this service feels different.

If you value calm, structure, and long-term wellbeing, you'll feel at home here.

— [Your Name]

Belief installed: Belonging

DAY 30 — MISSION

Subject: Why everything we do comes back to one thing

Every decision we make —
from group size to routines to who we accept —
comes back to one question:

“Does this support calm, safe, happy dogs?”

If the answer is no, we don't do it.

That clarity guides everything.

— [Your Name]

Belief installed: Mission clarity

Where This Leaves You (Strategically)

You now have:



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- 30 days of genuinely readable emails
- stories owners will remember and repeat
- belief installed quietly and ethically
- price resistance removed without ever mentioning price
- loyalty built before it's needed



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Conclusion

You decide how much of this you want to implement.

I've deliberately given you more than you need, so you can chop and change, use or not use, as you wish.

I'd say you don't need to use all 30 of the emails. Maybe pick 10 to add to your email automation sequence, over a month, spread out. 30 days of 1-per-day might be a bit much!

And of course, edit as you wish. Just try to see the underlying psychology that is in these emails, and leave that part in the email.

Enjoy!

I wish you every success with your email marketing

Kind regards,

Duncan Ritson-Elliott

[The Dog Walkers Club](http://TheDogWalkersClub.com)