

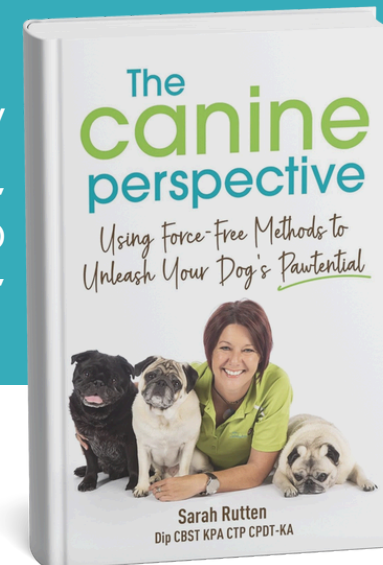


SARAH RUTTEN

"SARAH IS INCREDIBLY
KNOWLEDGABLE,
ENGAGING AND
HELPFUL."

THE CANINE PERSPECTIVE

A leading voice in interspecies communication



LEADING DOG TRAINER | BEHAVIOUR SPECIALIST | AUTHOR | SPEAKER

Sarah Rutten isn't just another dog trainer. She's the straight-talking, myth-busting expert shaking up the industry with science-backed, force-free training that actually makes sense. She's got the expertise of a behaviour specialist, the practicality of a no-BS coach, and the humour of that mate who tells it like it is.

"INFORMATIVE, ENTERTAINING & EYE-OPENING – THANK YOU."

At the heart of her work? Interspecies communication. Sarah helps humans and dogs understand each other's language, proving that training is about communication, trust, and teamwork. Through *The Canine Perspective*, Sarah is helping dog owners:

- 🐾 Decode their dog's behaviour and know what they're actually trying to say.
- 🐾 Ditch the quick fixes and train in a way that's ethical, effective, and built to last.
- 🐾 Build rock-solid trust and confidence – without fear, force, or frustration.
- 🐾 Raise the standard for modern dog training, one educated owner at a time.

As the author of *The Canine Perspective: Using Force-Free Methods to Unleash Your Dog's Pawtential* – Sarah shares 20 years of expertise, insider tips, and step-by-step solutions to help dog owners train with trust, not force.

Through media, workshops, and industry collaborations, Sarah is leading the charge for a future where dog owners are feeling empowered and connected to their dogs, not overwhelmed. **Want an expert who keeps it relatable and ridiculously effective? You've just found her.**



@thecanineperspective

SARAH'S EXPERTISE COVERS:

- **Dog behaviour & training** – Science-backed, force-free techniques
- **Myth-busting** – Debunking outdated training methods
- **Puppy & adolescent dog behaviour** – Early development & training
- **Rescue & rehabilitation** – Helping anxious and reactive dogs
- **Human-canine relationships** – Understanding a dog's 'language'
- **Dog industry trends** – Ethical training & the future of dog ownership

"FABULOUS! SARAH IS SUCH A DELIGHTFUL & INFORMED PRESENTER."

SPEAKING & MEDIA OPPORTUNITIES:

Sarah is available for:

- **Speaking engagements** – Conferences, industry panels, corporate events
- **Media appearances** – TV, radio, podcasts, expert commentary
- **Workshops & courses** – In-person and online training programs
- **Editorial contributions** – Articles, expert insights, guest columns
- **Book Features & Interviews** – Discussions on *The Canine Perspective*

For PR/media inquiries please contact ellen@sunnyadvertising.com.au

AS SEEN IN:

yahoo!life

firetv

apple tv

7NEWS

The Courier Mail

Better Homes and Gardens

Parade Pets

Rover

Australian Dog Lover

Pet Guild

ROKU