



# Breeders Education 2021

Preservation Breeding and marketing

Find a Breeder Project 2021

# Topics for discussion

- Preservation Breeding for the future
- Marketing and Consistent customer service
- Breeder referral through the ALAC Web Site and Social Media
- The New Find a Breeder project





# Preservation Breeding

- The need for quality puppies from Knowledgeable breeders
- The value of Quality Bred puppies
- The importance of friendly consistent customer service
- Adoption agreements – Well Puppy checks
- Encouraging future interest in the breed.



# Breeder Referral ALAC Website

- User friendly and easy to find
- Updated importance of complete and current information to Active Breeders
- A guide to how to make sure a Lhasa is the right fit for a family.
- Basic what to expect information from an ALAC breeder
- The importance of keeping this page current and updated.



## Breeder Referral thru Marketing and Social Media

- Find a Breeder ALAC Page
- Facebook – Personal pages
- Breeder websites
- Importance of working together Referrals from Breeders to breeder
- AKC Market Place



# ALAC Find a Breeder Project

- Introduction to all Lhasa Apso information
- Getting answers and a referral from the Active Breed Ambassador to the closest breeder with puppies, expected puppies or adults
- Who can be an Ambassador and what they do
- How breeder can update their puppy's available status
- Everything on one page updated monthly .



# The look of the new Find a Breeder page

**Welcome** to our Breeder referral page where we will direct you to accredited Preservation Breeders across the USA who abide by a Breeders Code of Ethics and are passionate about Lhasa Apsos.

Our team of Breed Ambassadors are highly qualified experienced breeders willing to answer all your Breed questions and help you decide if a Lhasa Apso is the right fit for your family and lifestyle.

They are here to help guide you to the nearest Breeder with soon to be available puppies or retired adults.

They are here to advise you about - how to contact those breeders and what questions to ask them. Be prepared to give the same information to the breeder so they get a good feel about you as well.

When working with a Lhasa Apso club breeders you can expect consistent experiences in their puppy adoption procedures.

[Contact an Ambassador link](#)

## Breeder listings

- Full Name
- Address
- Phone number
- Email and Web site
- Available now
- Puppies Adults
- Available soon
- Do you have a Wait List







The future of our  
Breed depends on us

