

## Reward Marker

The reward marker is how we tell our dogs that they are doing the right thing, and they will get rewarded. I like to use both the clicker, and a word.

The difference between the clicker and your marker word is that your dog will hear you use your marker word in general conversation and not get rewarded. This is okay and normal, but it also means that every time that happens your marker will lose a small amount of value to your dog. That's ok, because you will have your clicker, which your dog will never hear outside of a training context. I like the clicker for teaching new behaviors, then transitioning to the verbal marker when the behavior is learned. (Or if you forget your clicker some day!)

Your verbal marker can be any word you like. Popular choices are yes, good, nice, yay, or even just saying "click". The marker, is \*not\* praise, it just gives our dogs information that food is coming.

To introduce your reward markers start by practicing in a spot without many distractions happening. Your dog should not be jumping on you, barking at you, or chewing on you. Otherwise they don't have to be doing anything specific.

- Say your word ("yes!"), or click, and immediately give your dog a yummy treat
- Repeat 5-10 times (this should be done quickly; word, treat, word, treat, etc.)
- Repeat 2-3 times over a few days, and start using it in your training sessions!
- You know your dog understands the marker when you use it and your dog immediately looks at you for the treat

Check out our videos on [Training Mechanics](#), and [Why We Use Treats](#) to see it in action!