

CLICKER TRAINING

& USING THE MARKER WORD "YES"

Building Understanding, One Click (or "Yes!") at a Time

Clicker training is a positive, science-based method that helps your puppy learn quickly and joyfully. Paired with the marker word "Yes," it creates clear communication and helps your puppy understand exactly what you want.

Simple. Kind. Effective. Fun!



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WHAT IS CLICKER TRAINING?

- A click (from a clicker) or the word "Yes!" marks the exact moment your puppy does something right.
- Immediately followed by a treat or reward.
- Helps your puppy connect their behavior to good things.



THE POWER OF THE MARKER WORD "YES"

- "Yes" tells your puppy, "That's the one!"
- Use it the same way a clicker is used—to mark the correct behavior.
- Always follow "Yes" with a reward.
- Use a happy, upbeat tone!



HOW TO CHARGE YOUR MARKER

- Say "Yes!" (or click) the moment your puppy looks at you or does anything good.
- Immediately give a treat.
- Repeat 10–15 times in a short session.
- Your puppy will learn that "Yes!" (or the click) means a reward is coming!



TIPS FOR SUCCESS

- Keep sessions short and fun—2 to 5 minutes.
- Use small, tasty treats or some of the puppy's food.
- Be consistent—same word, same tone, every time.
- Mark the behavior, then reward quickly.
- End each session on a positive note.



WHAT TO AVOID

- Don't use "Yes" for everything—it will lose its meaning.
- Don't reward missed behaviors.
- Don't get frustrated—keep it fun!
- Don't use "Yes" in a negative tone.



QUICK REMINDERS

- Mark it.
- Reward it.
- Repeat it.
- Reinforce it.
- Enjoy the journey together!



WHAT YOU'LL SEE

- Faster learning
- More confidence
- Better focus
- A polite, well-mannered companion



HOW TO USE "YES" OR THE CLICKER

1 CAPTURE GOOD BEHAVIOR

Mark (click or say "Yes") the moment your puppy offers a good behavior on their own—sitting, looking at you, lying down, etc.



2 SHAPE NEW BEHAVIORS

Break a behavior into small steps. Mark and reward each step toward the goal. Your puppy will offer behaviors more to earn the "Yes" (or click)!



3 TEACH BASIC CUES

Use "Yes" (or the click) to reinforce cues like sit, down, come, stay, and more.



4 PROOF & PRACTICE

Gradually add distractions and new environments. Keep marking and rewarding good choices!



5 BUILD A STRONG BOND

Your puppy learns that paying attention and making good choices leads to good things and a happy relationship with you.



♥ Remember ♥

Timing is everything! Mark the exact moment your puppy does the right thing. Be patient, positive, and have fun!



CLEAR COMMUNICATION. POSITIVE TRAINING. A LIFETIME OF GOOD MANNERS.

