

 tug-e-nuff®

YOUR COMPLETE

Clicker

Training Guide



DISCOVER:

- 🕒 **Why clickers work?**
- 🕒 **How to train your dog with a clicker**
- 🕒 **3 awesome tricks to teach with your clicker**

tug-e-nuff.com

Who are Tug-E-Nuff?

We make **motivational dog toys** that get results.

5 ways we can help you...



Meet the **tug-e-nuff** founders

Danny & Teresa

Our story began...

In 2009, our family struggled to find effective, exciting training toys for our own dogs...

so we decided to make them ourselves.

We put our years of expertise into creating motivational tuggies that help owners successfully solve everything from nervousness and a lack of confidence, to poor recall and a lack of drive.

The secret to training success...

Hand-finished in Devon and backed by more than **5,000 five star reviews**, Tug-E-Nuff toys are the secret to training success.



We now sell tens of thousands of toys every year to dog owners across the globe - but we still consider every customer part of the family.

1.

Training tips. Get regular training tips direct to your inbox when you join our mailing list - tug-e-nuff.co.uk/join

2.

Free training resources. We create videos and ebooks packed with advice, trouble-shooting and inspiration. Available **FREE** at tug-e-nuff.co.uk/learn

3.

Toy recommendations. Take our Play Pawsonality Quiz and get a free personalised Play Plan for your dog, including our top toy recommendations - tug-e-nuff.co.uk/pawsonality

4.

Speedy delivery. We dispatch in stock orders made before 2pm the same day!

UK delivery is FREE when you spend over £30



5.

Tug It + Love It Guarantee. Buy with confidence thanks to our 45-Day no-quibble exchange policy and free UK returns



Why clickers work



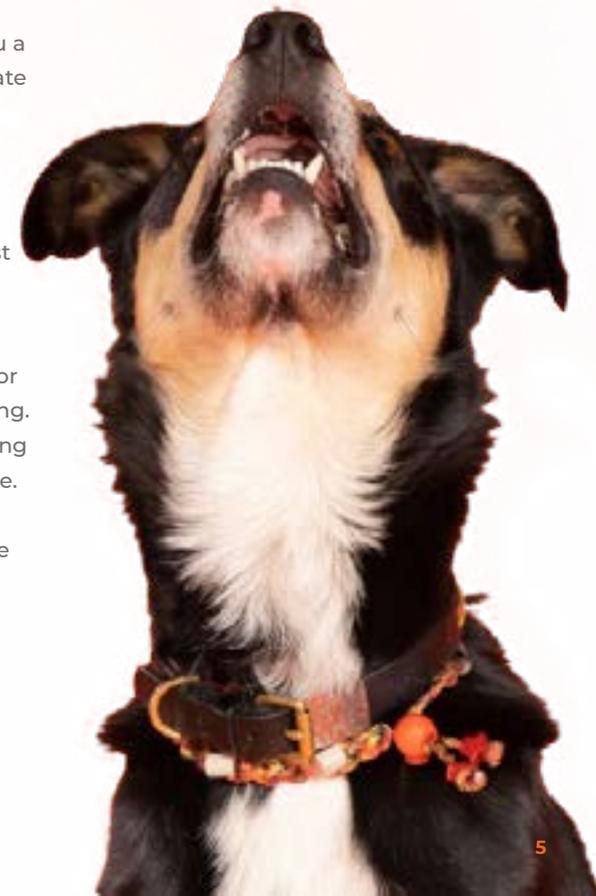
A clicker is a small box with a button that makes a distinctive '**click**' sound when pressed.

This is used to '**mark**' desired behaviours before rewarding your dog with a treat or a favourite tug toy.



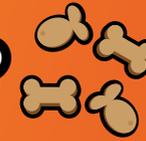
Clickers work because they give you a simple, effective way to communicate to your dog that they are doing the right thing, at precisely the right moment. Clicker training is safe, humane and backed up by animal behaviour science as one of the best ways to teach your dog almost any behaviour.

Clicker training isn't a punishment or dominance-based method of training. Studies have proven negative training methods are harmful and ineffective. At Tug-E-Nuff, we believe all dog training should be based on positive reinforcement – and a clicker is an essential tool for achieving this.



Getting Started

Want to MIX things up?



Once you've mastered using a **clicker** with **treats**, you can try using your dog's favourite **Tug-E-Nuff** toy as a reward instead.

However, simply throwing the toy for your dog isn't enough. Interactive engagement with you is what takes this type of reward to the next level. We recommend our pocket tugs for trick training as you can easily keep them out of sight until you need them.

Clicker training is based on the same foundation as any other positive training. Your dog should be happy and willing to take part. If at any point they are disengaged or not enjoying the training, you should stop.

What you'll need:

A clicker and plenty of yummy treats (we've put both together in a **handy bundle**). Later, you may also want to use a Tug-E-Nuff toy.



Step 1. Clicker conditioning

If you and your dog are completely new to clicker training, do some introductory clicker conditioning. Have ten treats in one hand and your clicker in the other. Press the clicker with one hand and offer a treat with the other. Your dog doesn't need to 'do' anything for the reward this time. Just click and treat.



Step 2. Adding distractions

Next, wait for your dog to be distracted by something. Then click. If they look at you, reward with a treat. Looking at you shows they understand what the click means (that a reward is coming). At this point, we're testing to see if your dog has paired the clicker sound with the reward.



Step 3. Advanced behaviours

When you are ready to move on to using your clicker to train more advanced behaviours, take it slow and make it easy to begin with. Slowly build on your progress, with plenty of rewards and encouragement along the way. Remember, the timing of the click is everything, and every click must be followed by a reward.



TOP TIP:

If your dog doesn't follow your cue, don't get frustrated. Ask yourself if your dog truly understands what they need to do, and if they are sufficiently motivated to do it. Then try again. If needed, go back to basics with step one (above). Be patient and offer lots of encouragement.

It's Trick Time!



Clickers are useful for all types of training but they are especially handy for teaching tricks. To help you get started, we've put together instructions on using a clicker to teach three of our favourite tricks (guaranteed to impress your friends!).



TRICK 1: Spin and Twirl

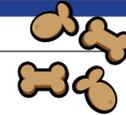
This is a fun trick that will teach your dog to 'spin' in one direction, then 'twirl' in the other.

Here's how to teach it...



1.

With plenty of high value treats in a pocket or pouch, start with your dog in a sit position. Use a treat near their nose to lure your dog round in a circle. When they complete the circle, click and reward. Practise this a few times (always going in the same direction).



2.

Next, add in a verbal cue. As your dog completes the circle, say 'spin' and then click and reward when they do it successfully. If your dog gets frustrated or over excited, return to a sit position and wait a few seconds before trying again.

3.

When you have practised luring and using the cue 'spin' a few times over a couple of short sessions, it's time to try just using the 'spin' cue. If your dog successfully completes a circle, immediately click and reward. If they don't, go back to step two and keep practising

4.

Once your dog will 'spin' on command, repeat the steps above but in the opposite direction and using the cue 'twirl'.

5.

When your dog can 'spin' and 'twirl' on command, you're ready to practice doing BOTH before clicking and rewarding. Then, it's time to show your friends!



TRICK 2:

Nose targeting

Nose targeting is when your dog uses their nose to touch either your hand or a 'target stick.' It's a simple but enriching trick that most dogs should be able to master quickly.

Here's how to teach it using your clicker...



1.

Put out your hand to one side and simply wait for your dog to show interest in it. When they do, click and reward. Practice this a few times with both hands, waiting for your dog's nose to touch your hand before you click and reward (for this trick, the treat can simply be dropped on the floor in front of your dog).

2.

Next, add in the 'touch' cue as you put out your hand. Again, click and reward when your dog gets it right. Make sure you practise with both hands and at different heights.

3.

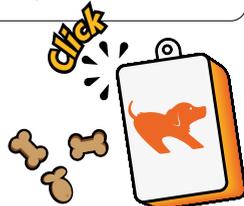
Once your dog has mastered targeting your hand with their nose, you can try adding in a target stick. These can be bought online or you can easily make your own version at home (try wrapping the head of a wooden spoon in red electrical tape!).

4.

The goal with a target stick is to get your dog to focus specifically on the red area of the stick. When they successfully touch the red area of the stick with their nose, click and reward.

5.

Practice high and low and at different distances to your body, always following each click with a reward. And that's another trick added to your repertoire!



TRICK 3:

Take a bow

To take a bow, your dog leans down with its 'elbows' and chest touching the ground while its rear end stays up. This is a more advanced trick so be sure to approach it with plenty of patience and treats!



1.

Hold a treat between your thumb and forefinger so your dog can smell it, but can't eat it right. Move your hand from their nose down slowly towards the ground. If your dog follows the treat with their head, click and reward by letting them eat the treat out of your hand. Repeat this step until your dog consistently follows the treat down.

2.

Again with a treat between your thumb and forefinger, slowly move your hand from in front of their nose down between their front legs. If your dog bends its front legs, **click and reward**. Practise this over a number of sessions until your dog has fully mastered it

3.

Next, do the same movement with your hand (down between your dog's front legs) and as soon as your dog puts their front legs on the ground right up to their elbows, but doesn't fully lie down, click and reward. If your dog stays in this position, click and reward again but if they lie down, stop offering rewards. Keep practising this. You're nearly there!

4.

Now it's time to add in a cue. Say 'bow' to your dog then wait a second or two before moving your hand down between their front legs as learned in the steps above. If it works, **click and reward**. If it doesn't, don't get frustrated – simply wait a few seconds and try again.

5.

Practise this until your dog will bow before you use your hand gesture. And that's it! You now know the perfect trick to round off any routine!

FANCY A CHALLENGE?

The three tricks you've learned in this guide mean you now have your own mini trick routine! Try performing it in front of family or friends – remembering to **CLICK** and reward when your dog completes it successfully.





Take our **FREE**

POWER OF PLAY

 online course.

During a series of short videos, you'll learn everything you need to know about how to play, train and win by playing tug with your dog.

Get started today, head to tug-e-nuff.com/learn

GOT QUESTIONS?



Our dog-mad team is always happy to help.

Drop us a line on hello@tug-e-nuff.com

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SHOP



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