

STAR MARK

Click and Play™
Training Guide



Congratulations on choosing the Click and Play™ Training System! Developed by StarMark Pet Products, this revolutionary system combines clicker and reward for a fun and fast way to train your dog. This easy to use step-by-step guide is designed to get you started with the Click and Play™. Visit our website, www.aboutdogtraining.com, for instructional streaming-video, training and behavior solutions, and much more.

What is Clicker Training?

The Click and Play™ Training System is based on the scientific principles of **Classical Conditioning** (where Pavlov's dogs salivated at the sound of a bell because they had learned to associate that sound with food) and **Operant Conditioning** (where Skinner's pigeons performed a series of movements in order to receive food). StarMark Clicker™ Conditioning utilizes these two proven and well-respected methods of behavior modification to quickly and easily enhance your dog's training experience. The StarMark Clicker™ Training System helps you teach your dog to repeat behaviors that lead to rewards. Please visit our website, www.aboutdogtraining.com for the **Free** full StarMark Clicker™ Training System, which includes a detailed explanation of how dogs learn.

How does the sound from the Click and Play™ train your dog? It doesn't. The "clicking" sound must be paired with something your dog finds enjoyable, such as tasty food in the form of bite-sized treats, or play. Clicking, the instant your dog does something right, and then rewarding him with the Click and Play™ will allow your dog to associate the action with a positive outcome. With practice, this association makes good behaviors more likely to occur.

The Click and Play™ Training System shows you step-by-step how to develop good behaviors in your dog throughout the training process.

Getting Started:

The Click and Play™ Guide is separated into two phases. The first is the conditioning phase. In this phase you will condition your dog to associate the click with a positive experience. The second is the training phase. You will teach your dog: **Sit, Come Back When Called**, and a fun trick called **Spin**. You will also learn how to play with your dog using the Click and Play™. The Clicker Conditioning Phase typically takes one week to complete. Once your dog has a basic understanding of the commands, you are ready to begin the Click and Play™ Phase. If your dog has already been clicker conditioned, proceed directly to the Click and Play™ Phase on page 10.

Use the following guidelines for equipment and training sessions when practicing the exercises in this guide:

Equipment:

- The Click and Play™
- Soft, bite-sized treats
(about the size of a navy bean)
- Treat pouch
- Six-foot leash
- Long-line leash (20-30 feet)
- Collar

Training Sessions:

- Begin your training in secure, quiet locations that are free from distractions, yet

familiar to your dog. (A fenced-in yard or spacious room of your home will work)

- Keep the duration of your training sessions to less than 15 minutes. You should perform at least one (1) session per day, and up to (3) sessions per day is encouraged. (Never “double-up” sessions. It doesn’t help your dog learn any faster and too long of a session may decrease your dog’s enthusiasm)
- Ensure that your dog will be rested and ready for his training sessions by providing him with at least one hour of quiet time before training
- Keep a leash and collar on your dog when appropriate (*never leave a leash and collar on an unattended dog*) and until your dog has a complete understanding of the Come Back When Called command

Introducing Clicker Conditioning, Step-by-Step:

Clicker Conditioning allows your dog to associate the clicking sound of the Click and Play™ with a positive experience. The positive experience in this exercise is the bite-sized treat you give him immediately following the click. Your dog must be conditioned to the sound of the Click and Play™ before you use it to reinforce commands or exercises. Once your dog is conditioned to the Click and Play™ the clicking sound will be used to “mark a particular behavior.” You will click the moment your dog performs an exercise he is asked to do. You will also click to mark any behavior he performs on his own that you find appropriate. Take the Sit command for example: the moment your dog’s rear is on the floor, you will click to mark the act of sitting. Doing so helps your dog to understand that sitting will bring about a positive experience. Your timing is important. If you mark the sit before your dog is fully in the sit position, your dog may think that sitting halfway is appropriate. With practice, you will find that your dog will actively perform appropriate learned exercises and behaviors without being asked.

Follow these steps to condition your dog to the Click and Play™:



1. Hold both the leash and Click and Play™ in the same hand



2. Press and release the button of the Click and Play™



3. Immediately reward your dog with a treat



Streaming-video of all training available on www.aboutdogtraining.com

CLICKER CONDITIONING

1. Hold both the leash and Click and Play™ in your left hand. (Your treat pouch should be on your right side.)
2. Quickly press and release the button to create the click. Immediately follow the click with a treat from your right hand.
3. Repeat the above sequence for 25 repetitions.

Practice Clicker Conditioning for two (2) training sessions.

Note: These detailed instructions were written for right-handed people. If you are left-handed, you may find it more comfortable to reverse the indicated right-left order.

After a couple of sessions your dog will understand that a treat follows the click. Dogs think about what they are looking at, so the second half of Clicker Conditioning involves getting your dog to look up at you. Follow these steps below to develop your dog's attention while Clicker Conditioning.

CLICKER CONDITIONING WITH ATTENTION

1. Hold both the leash and Click and Play™ in your left hand. (Your treat pouch should be on your right side.)
2. Hold the treat up to your face with your right hand. When your dog looks into your eyes, immediately click the Click and Play™ with your left hand. Reward your dog with the treat.
3. If your dog becomes distracted, hold the treat slightly in front of his nose before bringing it up to your face.
4. Repeat the above sequence for 25 repetitions.

Practice Clicker Conditioning with Attention for two (2) training sessions.

Introducing the Sit Command, Step-by-Step:

The **Sit** command is the most commonly used exercise by dog owners. Most dogs have some understanding of what sit means. Follow these steps to teach your dog the



1. Hold both the leash and Click and Play™ in the same hand



2. When your dog is distracted, hold a treat in front of his nose



3. Hold the treat up to your face. Wait for your dog to make eye contact



4. Click and reward your dog



Sit command using the Click and Play™:

1. With your dog on your left side, hold the leash in your right hand, two (2) feet from the snap. Hold a bite-sized treat in your right hand between your thumb and forefinger. The Click and Play™ should be in your left hand, but not in your dog's line of sight.
2. Hold the treat slightly in front of your dog's nose, and raise it in a slight upward arc to lure him into the sit position. Do not use the command "Sit" at this stage.
3. The moment your dog's rear is on the floor, click and reward him with the treat.
4. Repeat the above sequence for 15 repetitions.
5. Practice the Sit without the command for two (2) training sessions.
6. On the third (3rd) training session, begin using the Sit command the moment your dog sits and then click and reward him.

Note: There is no need to pair a command with the Sit for the first two (2) training sessions. Adding the command after your dog has an idea of what to do, makes it easier for him to learn the Sit command. You will find that the same principles apply to Come Back When Called and the Spin trick.



1. Raise your treat hand in an upward arc to lure your dog into the sit position



2. Click and reward your dog for sitting



3. Keep training fun! Praise your dog at the end of each session



Introducing Come Back When Called, Step-by-Step:

Come Back When Called is the most important command you can teach your dog. With the Click and Play™, introducing this command is fast and fun. Follow these steps to teach Come Back When Called:

1. Hold the end of a six-foot leash and Click and Play™ in one hand, and a bite-sized treat in the other.
2. Wait for your dog to become distracted, and then hold the treat slightly in front of his nose.
3. When your dog shows interest in the treat, back away from your dog with your treat hand extended in front of your body.
4. As you back up, bring your treat hand close to your body. When your dog reaches the treat hand, click first, and then reward him with a treat.
5. Repeat this exercise until it is apparent that your dog understands he is rewarded with a treat when he comes to you.
6. Then pair the command "Come" when you back up (as in step 4). Click and



1. Starting position



2. Hold the treat in front of your dog's nose when he becomes distracted



3. Back up as you bring your treat hand close to your body



4. Click and reward your dog when he reaches you



reward your dog when he comes to you.

Introducing the Spin Trick, Step-by-Step:

The **Spin** is a fun and easy trick dogs love to do. Follow these steps to teach Spin:

1. With your dog standing in front of you, use your right hand to hold a bite-sized treat two inches (2") in front of his nose. Hold the Click and Play™ in your left hand. Your dog should be looking at the treat, not at the Click and Play™.)
2. Slowly move your treat hand counter-clockwise, encouraging your dog to follow the treat.
3. When your dog has completed a half-circle motion, click and reward him with a treat.
4. Repeat steps 1–3, but click and reward when he does 3/4 of a circle.
5. Repeat steps 1–3, but click and reward when he does one (1) full circle.
6. Add the command "Spin" when your dog completes one (1) full turn, and then click and reward.
7. Gradually increase the number of Spins over several training sessions, until your dog will follow your treat hand for up to three (3) Spins. Give the command "Spin" for each turn, but do not click and reward him until he completes the desired number of Spins.

Note: Initially, it may be easier to lure your dog forward with the treat hand to get him started into the spin movement. You can also use your leash to guide your dog into a counter-clockwise direction if needed. Visit




1. Hold the treat in front of your dog's nose



2. Slowly move your treat hand counter-clockwise



 www.aboutdogtraining.com for streaming-video on this and many other exercises using the Click and Play™. Gradually raise your treat hand higher until you can stand upright and your dog will follow the circular motion of that hand.

Playtime with the Click and Play™:

End each conditioning session with a brief play period using the Click and Play™. Show your dog the Click and Play™ and encourage him to take it in his mouth. Do this by waving it in front of his nose, tossing the Click and Play™ a few feet in front of you, or anyway that your dog finds fun and interesting. Play with your dog for several minutes, ending the play session while he is still energetic. Doing so will ensure that your dog's interest is always high when he sees the Click and Play™.

Note: All dogs are unique and play differently with their owners. Reward your dog with the Click and Play™ in a manner that he finds most interesting. The Click and Play™ is designed as a reward for your dog. Allow your dog to play with the Click and Play™ only during training sessions. The Click and Play™ is not a chew toy and should not be left with your dog unattended.

If your dog does not readily drop the Click and Play™, you may initially “trade” him the Click and Play™ for a bite-sized treat. Hold a treat close to your dog's nose. Say the command “Drop” as your dog lets go of the Click and Play™, and then immediately give him the treat. Pick-up the Click and Play™ and resume playing with your dog,



3. Click and reward your dog when he completes a half-circle





1. Show your dog the Click and Play™

2. Encourage him to take the Click and Play™

3. Toss the Click and Play™

4. Praise your dog as he returns to you



Streaming-video of all training available on www.aboutdogtraining.com

repeating the process until you no longer need to trade the Click and Play™ for the treat.

The Click and Play™ Phase:

Now that your dog has been properly conditioned to the sound of the Click and Play™, you are ready to reward your dog with the Click and Play™ without using treats.

Introducing the Sit Command, Step-by-Step:

The **Sit** command is the most commonly used exercise by dog owners. Follow these steps to teach your dog to sit using the Click and Play™:

1. With your dog in front of you, hold the end of the leash in your right hand and the Click and Play™ in your left hand.
2. Hold the Click and Play™ level with your chest. When your dog looks up at you or the Click and Play™, give him the command "Sit," using an upbeat tone of voice.

3. The moment your dog sits, click and reward him by allowing him to play with the Click and Play™ in a manner best suited for him. Praise your dog enthusiastically as he plays with the Click and Play™.
4. Tell your dog to “Drop” the Click and Play™. When he does so, repeat steps 1–3.
5. Repeat the above sequence for 15 repetitions.
6. Practice the Sit command for two (2) training sessions.

Click and Play™ Tips:

- Once your dog begins to sit on command, gradually delay the click and reward. To do so, give your dog the Sit command and have him remain in sitting position for three (3) seconds before you click and reward him
- Delay the click and reward by an additional few seconds each session, until your dog can sit for one (1) minute. This is the foundation to a Sit-Stay
- Do not step away from your dog while he is sitting at this stage of training
- If your dog does not respond to the Sit command the first time you say it, or if he seems distracted, make a quick movement with the Click and Play™ at chest level
- If, at any time, your dog breaks his sit before you click



1. Hold the Click and Play™ level with your chest and give your dog the sit command



2. Click the moment your dog sits



3. Reward your dog by allowing him to play with the Click and Play™



and reward him, go back and repeat steps 1–3

Introducing Come Back When Called, Step-by-Step:

Come Back When Called is the most important command you can teach your dog. With the Click and Play™ introducing this command is fast and fun. Follow these steps to teach Come Back When Called with the Click and Play™:

1. Hold the end of a long-line in one hand, and the Click and Play™ in the other.
2. Wait for your dog to become distracted, and then guide him toward you using your long line.
3. The moment your dog turns toward you, click and then praise your dog enthusiastically.
4. Reward your dog with the Click and Play™ when he reaches you.
5. Repeat this exercise until it is apparent that your dog understands he is rewarded with the Click and Play™ when he comes to you.
6. Ask your dog to drop the Click and Play™, repeat the above sequence for a total of 15 repetitions.

Click and Play™ Tips:

- Once your dog understands that coming to you results in playing with the Click and Play™, begin to add the command “Come” as your dog moves toward you in step 3. The sequence will be: “Come,” Click, Praise, and Reward with the Click and Play™
- As your dog comes toward you, back up while praising your dog. Doing so will make Come Back When Called more fun for you and your dog, and create a quicker recall



1. Wait for your dog to become distracted



2. Guide your dog toward you



3. Click the moment your dog turns toward you



4. Praise your dog as he comes toward you



5. Reward your dog when he reaches you



Introducing the Spin Trick, Step-by-Step:

The **Spin** is a fun and easy trick dogs love to do. Follow these steps to teach the Spin with the Click and Play™:

1. With your dog standing in front of you, hold the end of your leash in your left hand, and the Click and Play™ in your right hand.
2. Hold the Click and Play™ two inches (2") in front of your dog's nose. Your dog should be looking directly at the Click and Play™.
3. Slowly move the Click and Play™ counter-clockwise, encouraging your dog to follow.
4. When your dog is halfway through the turn, give him the command "Spin."
5. When your dog has completed one (1) turn, click and reward him with the Click and Play™ in a manner best suited for him.
6. Praise your dog enthusiastically as he plays with the Click and Play™.
7. Ask your dog to "Drop" the Click and Play™, and repeat steps 1–5 for a total of two

(2) minutes.

8. Gradually increase the number of Spins over several training sessions, until your dog will follow the Click and Play™ for three (3) Spins. Give the command “Spin” halfway through each turn, but do not click and reward him until he completes the desired number of Spins.

Click and Play™ Tips:

- Gradually increase the speed of the “Spins” by quickening the counter-clockwise motion of the Click and Play™.
- You may use your leash to gently guide your dog into a counter-clockwise motion if needed

Using the Click and Play™ for Intermediate and Advanced Training:

Once your dog has a strong foundation of the basic obedience commands, the Click



1. Slowly move the Click and Play™ in a counter-clockwise direction



2. Give your dog the command “Spin” halfway through the turn



3. Click when he has completed the turn



4. Reward your dog with the Click and Play™



and Play™ is a great tool for keeping your dog's interest and attitude peaked during every training session:

- When heeling with your dog, get your dog to make eye contact with you. Once he does so, click and toss the Click and Play™ in front of you
- Develop quick "Sit" and "Down" commands by clicking and then throwing the Click and Play™ as soon as your dog is in position
- Speed up your dog's recall. When he is within three (3) feet of you, click and then throw the Click and Play™ six (6) feet behind you
- For Agility Training, click and toss the Click and Play™ as soon as he correctly performs an obstacle or completes his run
- Once your dog understands individual exercises, you can "Chain" them together using the Click and Play™. For example: Come Back When Called with a Finish
- Visit **www.aboutdogtraining.com** for detailed streaming-video instruction for intermediate and advanced training tips

Trainer Developed: Academy Tested

StarMark Pet Products created the Click and Play™ with you and your dog's needs in mind. All products, guides, and videos are tested and approved by the Training Directors of Triple Crown Academy, our accredited school for professional dog trainers. It is the hands-on experience of our training division, combined with the vast technical knowledge and experience of the Triple Crown Academy staff that allows us to bring you useful and unique dog training and behavior solutions. Learn more at our websites: **www.triplecrowndogs.com**; **www.schoolfordogtrainers.com**; **www.aboutdogtraining.com**.

Triple Crown Dog Academy

Triple Crown Dog Academy, Inc. is the World Leader in Pet Education. Thousands of dogs and their owners have trained the Triple Crown way. Triple Crown's training and behavior programs use a broad range of scientifically proven techniques, which provide dog owners with practical, motivational, and results-oriented ways to better communicate with their dogs. Training is communication. Trained dogs enjoy stronger bonds and enhanced relationships with their owners. Triple Crown's Certified Training and Behavior Specialists create custom programs covering virtually all areas of dog training and behavior, including: practical obedience; behavior modification; agility training; competitive dog sports; retriever training; police service dog training; search and rescue; and more.

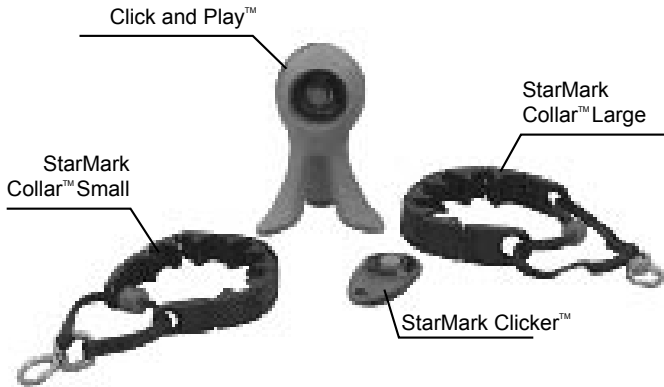
StarMark Pet Products creates and develops unique pet products that reflect the way dogs learn. Utilizing the expertise gained through working with thousands of dogs and their owners, Triple Crown has created: interactive behavior products; training gear; step-by-step guides; videos; and other educational materials.

Triple Crown Academy for Professional Dog Trainers, Inc. is the most comprehensive school of its kind in the United States. Our Academy offers a variety of accredited training and behavior certification programs, continuing education seminars, and workshops. Triple Crown Academy is the Smart Choice in Canine Careers. Learn more at **www.schoolfordogtrainers.com**.

Triple Crown is the largest, most comprehensive training, behavior, and event center in the world. Located in greater Austin, Texas, Triple Crown features an 80,000 square-foot facility and a 360-acre complex.

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