



# Premack Principle

The 'eat your vegetables' of dog training that can have a revolutionary impact on your dogs recall!

This is where we use a behaviour that the dog wants to do (sniffing, chasing birds etc.) to reinforce a behaviour that is less desirable to them

"If you eat your broccoli you can have some cake."

Before you can use this in the real world (something that your trainer can help you with in person!) it's helpful to teach the dog the concept.

## To play:

1. If your dog is foody grab some food, if they love toys get their favourite toy.
2. Have your dog on a lead and place the toy or food on the floor out of their reach.
3. Wait. Stand still and silent.

4. The second your dog turns to look at you you're going to mark "yes!" quickly followed by "Okay go" and you release them to get the food/ toy.

5. Repeat, Repeat, Repeat!

That's it! When the dog looks at you, you release them to get what they want.