



## Common Phrases & Vocabulary

1. **Believe in Dog's Philosophy** - We concentrate on redirecting and teaching dogs to do what we *want* them to do instead of focusing on what we *don't* want them to do. It's just as easy to establish and maintain a good habit, as it is a bad habit. Redirect, don't correct!
2. **The Holy Grail of Dog Training** - When training and spending time with you becomes your dog's main motivation and reward, you have reached *The Holy Grail of Dog Training*. In other words, your dog will pay attention to you, listen to you, and do what you want, not because they are frightened or being forced, but because they *like* you.
3. **Become the Center of Your Dog's Universe** - the relationship between you and your dog is the foundation of all training.
4. **5:1 Magic Relationship Ratio** - Tell your dog 5 times that you like what they are doing to every 1 time you tell them you don't like what they are doing. Concentrate on catching your dog doing good and communicate how much you like it! Most of the time, people do the opposite and concentrate on telling their dog what they don't like. 5:1 is a big ratio and it takes practice, but it is scientifically proven that doing this will strengthen the bond between you and your dog. HINT: It also works with your human relationships.
5. **Calm Persistence** - When working with your dog, it is easy to get frustrated and/or angry when our dog doesn't do what you ask. Chances are your dog is more bewildered than defiant. Putting on your ugly face and ugly voice will get you nowhere fast. The key is to stay calm, persistent, and consistent!
6. **Mark the Moment** - Dogs live in the present. If you want a particular behavior to increase, you must reinforce it the instant the desired behavior occurs. In other words, feedback should be immediate! If you miss it by even 2 seconds, you are too late. You can mark a moment with the word "Yes!" or a clicker. (See the clicker training worksheet.)
7. **Constant Feedback** - Keep talking to your dog and communicating when they are doing it right. If you don't tell your dog when they are doing it right, how will they know?!
8. **Happy Face and Happy Voice (aka The Jolly Routine)** - The face and voice that you use to communicate that you like what your dog is doing, that you love them, that you've got their back, etc.
9. **Ugly Face and Ugly Voice** - The unhappy face usually accompanied by a frustrated, angry voice that your dog can recognize and sense from a hundred miles away. Again, this will get you nowhere fast.



10. **Leadership** - We practice leadership, not dominance. We are fair leaders and with mutual respect, we establish boundaries, communicate clearly and consistently, and constantly reinforce desired behaviors. We do not bully, force, or use painful methods to punish unwanted behaviors. (See the AVSAB's Position Statement on Dominance)
11. **1:3 Treat Ratio** - Once your dog begins to become fluent in behaviors, start treating intermittently in order to begin weaning off food treats. At most, give 1 food treat for every 3 times he does it right.
12. **Face the Beast** - Don't ignore or manage behaviors you don't like by putting your dog in the crate or banishing him outside. Acknowledge the behavior, decide what you would rather them do, make a plan of action, and do it! Most problem behaviors are progressive and the more your dog practices them, the better he will get at them.
13. **If You Don't Feel Like a Fool, You're Not Doing It Right** - Your neighbors should consider you the "crazy people" that constantly talk to, encourage, and praise their dog with huge enthusiasm and gusto.
14. **Aggressively Friendly** - A hyper dog, typically an adolescent, who can't control his intense and eager koo-koo craziness when greeting people and/or other dogs.
15. **Doggie Hobbies** - Natural dog behaviors that most humans consider "bad" dog behaviors, such as chewing, digging, jumping, barking, etc. Instead of fighting these behaviors, we create ways to use them as motivation and reinforcement to keep dogs interested in the training game.



## Your Dog's Vocabulary

What's the picture? Our dogs are **ESL students** and it's our job is to teach them the meaning of our human words that we want them to associate with specific behaviors. Dogs think in pictures. If we want to teach them a certain behavior, we must be crystal clear and exact about what we want them to do with their bodies. What do you want each behavior to look like, exactly?

1. **Name Recognition** - Turn your head and look at me. Give me your attention. The second most overused word that people use with their dogs. Anything you say over and over again will start to lose its meaning.
2. **Yes!** - You did it! That was right!
3. **No!** - Stop doing what you're doing. The most overused word that people use with dogs. Is it possible your dog thinks his name is "No!"? If you use "No" to negatively mark a moment, then you must immediately re-direct him to what it is you **do** want him to do! Redirect! Stop saying, "No" and concentrate on "Yes!".
4. **Sit** - Put your booty and all four feet on the ground and stay there, until I tell you otherwise.
5. **Down** - Put all four elbows and belly on the ground and stay there, until I tell you otherwise. Don't confuse this with "off!"
6. **Off** - Put four feet on the floor. Is your puppy jumping? Ask them to "off," and praise when they're four feet are on the floor.
7. **Come** - Find my feet and sit and stay there, until I tell you otherwise.
8. **Leave It** - Don't mess with it, drop it, back off, not for you.
9. **Take It** - you can put whatever is in my hand it in your mouth.
10. **Let's Go or With Me** - Walk with me on one side in a half of a hula hoop circumference, until I tell you otherwise.
11. **Place** - All four feet on your bed, until I tell you otherwise.
12. **Free!** - Your job is over!