



# What's A Marker And Why Do We Use One?



A marker is a stimulus, usually a sound, which we will use to help the dog identify what they are being reinforced for. We use a marker because behaviour happens very quickly and it can be difficult to reward the dog immediately.

The marker builds a bridge between the behaviour occurring and the dog receiving the reward.

It's a pay check:

You do your job > you receive your paycheck > your money appears in your account

For our dogs:

You cue the behaviour (say 'sit') > they perform the behaviour (they sit) > you mark (say 'yes or click' > you give reinforcement (some type of reward)



You can use a clicker or a simple short word like 'yes' or 'bingo'.  
You can also use both.  
Initially condition your dog by making the sound then quickly following up with a treat. Do this multiple times.  
Then start to use the marker in training

Remember your marker is a contract! If you mark you must reward

Your marker is not a remote control! You do not mark and expect the dog to just do a trick

