



MOTIVATION MANUAL

OUR GOAL.

**EVERY DOG LOSES A BIT OF SPARK FROM TIME TO TIME - ESPECIALLY
WHEN TRAINING GETS REPETITIVE OR CONFUSING.**

**THIS MANUAL IS DESIGNED TO RESET THAT MOTIVATION BY
REBUILDING THE VALUE OF REWARDS: FOOD, TOYS, PLAY, AND YOU.**



**MISSION - REBUILDING
FOCUS, TRUST AND
DRIVE BETWEEN YOU
AND YOUR DOG**

FOOD DRIVE RESET.

APPROX. TIMEFRAME: 1–2 WEEKS

Step 1: Feed a Quality Diet
Make sure your dog's food is nutritious and enjoyable. If you're unsure, get advice before starting.

Step 2: Structured Bowl Feeding
Offer 3–4 small meals per day in a bowl.
You're aiming for two consecutive days where your dog eats everything.

- If they sniff and walk away, take the bowl away and try again a few hours later.
- Don't add anything "tastier" — this stage is about consistency.



(01)

HAND FEEDING.



Step 3: Start Hand Feeding

Once your dog is eating reliably, start feeding by hand.

At first, don't ask for anything in return – simply feed calmly.

After a few sessions, you can begin introducing easy behaviours such as sit, down, or follow the food. Keep sessions short, fun, and indoors.

Step 4: Take It Outside

After four consecutive successful hand-fed meals indoors, move outdoors — start in the garden, then progress to walks or more distracting areas.

Tip: If feeding wet or raw food, pop on a glove and get stuck in.



WHY NOT ENRICHMENT FEEDING YET?

WE'LL GET THERE LATER.

FOR NOW, THE GOAL IS TO MAKE YOU THE SOURCE OF ALL GOOD THINGS. BY FEEDING DIRECTLY FROM YOUR HAND, YOU BECOME THE GATEWAY TO RESOURCES — STRENGTHENING TRUST, FOCUS, AND CONNECTION.

(02)

BUILDING TOY DRIVE.

(03)

IF YOUR DOG ALREADY ENJOYS TUG OR FETCH, GREAT — USE THAT ENERGY REGULARLY.
IF NOT, DON'T WORRY. WE'LL BUILD IT UP FROM SCRATCH.



Step 1: Create Value in Toys

Remove access to all high-value toys for a few days — balls, squeakers, tugs.

This helps rebuild excitement when they reappear. You can even start with something unexpected, like a sock or towel, to trigger interest.

Step 2: Make the Toy Come Alive

With your dog on a lead, get the toy moving like prey — fast, unpredictable, and exciting.

You can use a flirt pole or drag it along the ground. Keep play short (10–30 seconds) and end before your dog gets bored.

APPROX. TIMEFRAME: 1–2 WEEKS

[LINK TO VIDEO.](#)

PLAY.

(04)



Step 3: Always End on a High Finish the game while your dog still wants more - either by trading for food or whipping the toy away. Never stop when they've lost interest.

Step 4: Reward Effort When your dog really throws themselves into the game, let them win!

Run away to encourage them to bring the toy back and re-engage.

Important:

Don't wave toys in their face to get attention - that's bribery, not motivation.

The goal is to create an experience they can only have through you.

[LINK TO VIDEO](#)

INTRODUCING A MARKER WORD.



(05)

A marker helps your dog understand exactly what behaviour earned a reward. It can be a clicker, or a simple word like “YES.”

How to Introduce It:

1. Say “YES”, then take food and throw it to one side.
2. When your dog comes back, say “YES” again and throw it the other way.
3. Keep food out of sight — no food in your hand.
4. Do 5–10 repetitions per session.

After a few short sessions, your dog should begin reacting to the word -ears up, eyes on you, or turning quickly in your direction. Once they understand, you can start using “YES” to reward behaviours they already know - sit, down, recall, and so on.



[LINK TO VIDEO 2](#)

DAILY PRACTICE AND PROGRESS

To get the best results:

- Keep training sessions short, positive, and frequent.
- End every session on success – never frustration.
- Balance rewards between food, toys, and environment.
- Gradually increase distractions once your dog is consistently engaged.

FINAL THOUGHTS.

THE MOTIVATION MANUAL IS DESIGNED TO RESET YOUR
RELATIONSHIP WITH YOUR DOG -BRINGING BACK
EXCITEMENT, COMMUNICATION, AND TRUST.

BY REBUILDING VALUE IN YOU AS THE SOURCE OF ALL
GOOD THINGS, YOU'LL CREATE A STRONGER, HAPPIER,
AND MORE RESPONSIVE PARTNERSHIP.



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TRANSFORM YOUR DOGS LIFE WITH US.

