

# THE PREMACK PRINCIPLE

"Instead of trying to get our dogs to ignore whatever excites and distracts them, we can use those excitements and distractions as rewards."



When it's too late to call him away...



When he is pulling on the leash, fixated on the squirrel and not responding to me,



**STOP and WAIT.**



When he turns to check in with me,  
**MARK!**



**REWARD: Chase squirrel!**