Attention Noise

Attention Noise gives you a magic wand – you make your noise and your dog should stop whatever they're doing and come straight to you for a jackpot reward. If the dog is close, you can use a physical cue, like a tap or palm touch to the shoulder or hip, to get their attention.

- This "noise" is always followed by a high value reward. Similar to priming up your dog's name or marker word, it has to mean good things are coming their way.
- This "noise" has to be given value ahead of time. It can not be trained in the moment. We want your dog to drop what they are doing and turn to you because your are the best deal.
- Place/toss a treat away from you. Once your dog has eaten the treat, make your "attention noise". (Gently tap/place palm on your dog's hip or shoulder.)
- When your dog turns their head towards you or move towards you, show them the good deal, a jackpot of treats or a toy.
- Deliver the reward in a special way. Example: handful of treats all at once, handful of treats given rapidly one after another, food scatter at your feet, treat catches, or a quick game with the toy.
- Play this game many times in a neutral environment to build value for the attention noise before taking it out into the real world.