PAWCALM PRO™ TRAINING SERIES

PawCalm Pro™
CALMER DOGS. HAPPIER HOMES.

THE 30-DAY CALM DOG TRAINING PLAN

A practical, step-by-step training programme for building calmer habits, better focus and more peaceful routines.

INTERRUPT · REDIRECT · REWARD · REPEAT



Ready to be a very good boy. Mostly.

PawCalm Pro™
Calmer Dogs. Happier Homes.

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Before You Begin

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This guide is provided for educational and informational purposes only. It is designed to provide general dog-training guidance and should not be considered veterinary, medical, or professional behavioural advice.

Every dog is different. Training results can vary depending on the dog's age, temperament, environment, previous experiences and individual needs.

PawCalm Pro™ should be used responsibly and according to the instructions supplied with the product. The techniques in this guide are intended to support training, redirection and reinforcement rather than replace proper care, supervision or professional guidance.

PLEASE READ

If your dog's behaviour changes suddenly, becomes unusually intense, involves aggression, causes injury, or appears connected to pain, illness, fear or severe anxiety, consult a qualified veterinarian or appropriately qualified dog behaviour professional. Never use training equipment to frighten, hurt or intentionally distress your dog.

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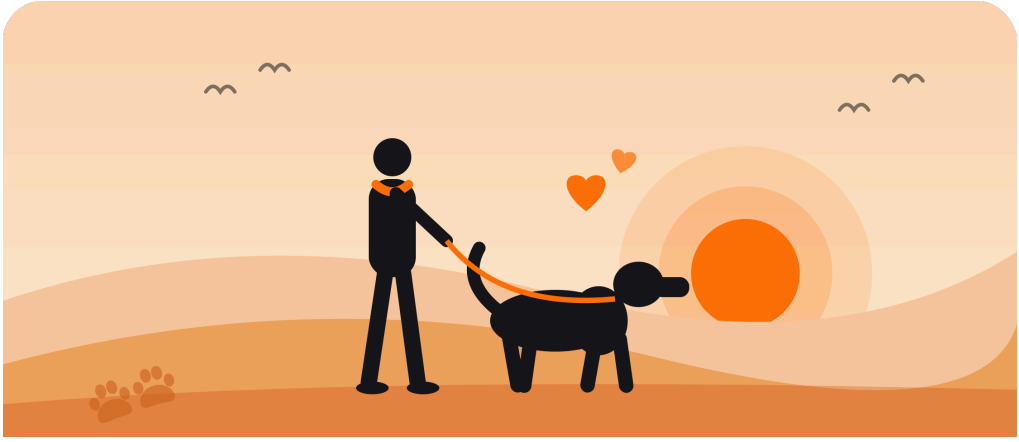


Follow the paw prints. Snacks may be involved.

BONUS RESOURCES — THE CALM DOG TOOLKIT

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Bonus 2: The 60-Second Trigger Identifier



Walk time is the best time. Every single time.

WELCOME

A Note From PawCalm Pro™

If you've ever had your dog bark at the smallest sound, rush to the window when someone walks past, react when the doorbell rings, or become completely distracted during a walk, you already know how challenging unwanted barking and over-excitement can be.

And if you've ever wondered — *"Why won't my dog just calm down?"* — you're not alone.

The important thing to understand is that your dog isn't necessarily trying to make your life difficult. Barking is one of the ways dogs communicate. Sometimes they're excited. Sometimes they're alerting you. Sometimes they're frustrated. Sometimes they're asking for attention. And sometimes, they simply haven't learned what you would like them to do instead.

That's where training comes in.

The goal of this programme isn't to demand perfection from your dog. It's to help you understand why the behaviour is happening, recognise the situations that trigger it, and consistently teach your dog a calmer alternative.

Over the next 30 days, you'll work through short, practical exercises designed to help you and your dog build better habits one step at a time.

There will be good days. There may also be frustrating days. That's normal.

Progress isn't about having a perfectly behaved dog. It's about creating more moments where your dog can pause, listen, redirect their attention and make a calmer choice.

We're excited to have you with us. Let's get started.

— The PawCalm Pro™ Team

INTRODUCTION

Welcome To Your 30-Day Calm Dog Training Plan

A calmer dog doesn't happen overnight. It happens through understanding, consistency, repetition and reinforcement. This guide gives you a simple framework to practise those things every day.

You don't need to spend hours training. In fact, many of the exercises in this programme can be completed in just a few minutes. The goal is to make training practical enough to fit into your normal life.

Your dog doesn't need to become perfectly quiet. Your goal is to help your dog learn:

> **THE SHIFT YOU'RE TEACHING**
>
> "When something exciting happens, I don't always have to react immediately."

That small change can make a big difference.

What This Programme Is Designed To Help You Do

Over the next 30 days, you'll learn how to:

- Identify your dog's common barking triggers
- Recognise early signs of excitement or overstimulation
- Build your dog's attention and focus
- Teach alternative behaviours
- Reward calm behaviour

- Practise around increasingly difficult distractions
- Create calmer routines at home
- Improve your training consistency
- Track your dog's progress
- Use PawCalm Pro™ as part of a broader training routine

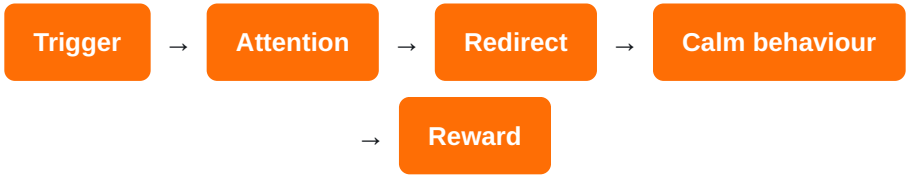
Most importantly, you'll learn to become better at reading your dog — because effective training isn't just about telling your dog what to do. It's about understanding what's happening *before* the behaviour occurs.

The Big Idea: Don't Just Interrupt — Teach The Alternative

Imagine this pattern:



Now imagine a different pattern — the foundation of this programme:



INTERRUPT → REDIRECT → REWARD → REPEAT

Step	What It Means
Interrupt	Get your dog's attention when unwanted behaviour begins.
Redirect	Give your dog something appropriate to focus on or do instead.

Reward	Reinforce the behaviour you want your dog to repeat.

With consistent practice, you're giving your dog more opportunities to learn what you want them to do.



Excuse me, is that a treat? Asking for science.

GETTING STARTED

How To Use This Guide

Don't rush through the programme. Each day has a specific purpose. Read the day's exercise first, prepare your environment, then practise. Your daily routine can be as simple as:

Step	What To Do
1. Read	Understand today's objective.
2. Prepare	Have your rewards and training equipment ready.
3. Practise	Complete the exercise for a few minutes.
4. Observe	Pay attention to how your dog responds.
5. Record	Write down what happened.
6. Adjust	If your dog struggles, make the exercise easier rather than simply repeating it harder.

Keep Training Short

Long training sessions can become frustrating for both you and your dog. Instead, aim for short, focused sessions — for example:

5 minutes of training → **Break** → **Normal daily activity**

You can repeat this later. The objective isn't to exhaust your dog. It's to create successful repetitions.

What You'll Need

You don't need a house full of equipment. For most exercises, you'll need:

- [ ] **PawCalm Pro™** — used according to the product instructions and as part of your wider training approach.
- [ ] **High-value rewards** — small treats your dog genuinely enjoys.
- [ ] **Your dog's favourite toy** — useful for dogs more motivated by play than food.
- [ ] **A lead** — useful for outdoor exercises.
- [ ] **A quiet training area** — start somewhere your dog can concentrate.
- [ ] **This guide** — use the worksheets and trackers throughout the programme.
- [ ] **Patience** — probably the most important item on the list.



Equipment list approved. Treats: essential.

MINDSET

Setting Realistic Expectations

Let's get one thing clear before we begin: your dog is not a machine. Some dogs learn quickly. Others need more repetition. Some dogs can calmly watch another dog from a distance on Day 10 but struggle when that same dog comes much closer. That's okay.

Training isn't always a straight line. You may see:

Progress → **Setback** → **Progress** → **Breakthrough**

Don't interpret one difficult day as failure. Instead, ask: *"What can I change to make the next repetition easier?"*

Sometimes the answer is more distance. Sometimes it's a shorter session. Sometimes it's a better reward. Sometimes your dog simply needs a break.

Your 30-Day Training Promise

Before you start, make three commitments:

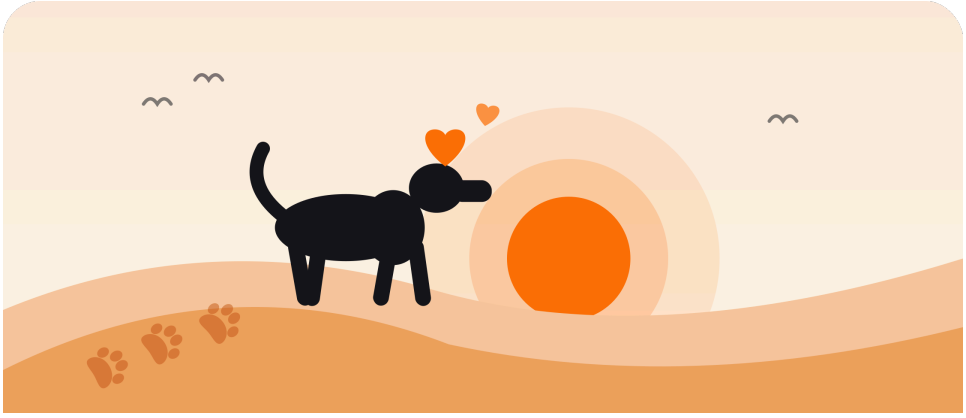
1	**I will be consistent.** I understand that small amounts of regular training can be more useful than occasional long sessions.
2	**I will pay attention.** I will learn to recognise my dog's triggers and early signs of excitement or stress.
3	**I will reward progress.** I will look for the behaviour I want and reinforce it.

MY MAIN TRAINING GOAL

My dog's biggest current challenge is:

The situation I most want to improve is:

By Day 30, I would like to see:



Goal: fewer barks. Also: more snacks.

PART ONE

Understanding Your Dog

Before we start changing behaviour, we need to understand it.



Sorry, did somebody say 'treat'?

CHAPTER ONE

Why Dogs Bark

You can't effectively address a behaviour if you don't understand what is driving it. That's why the first part of this programme starts with observation rather than correction.

For the next few days, start looking at your dog differently. Instead of simply thinking *"My dog is barking again,"* ask: *"What happened immediately before my dog started barking?"* That question can reveal a lot.

Barking Is Communication

Your dog doesn't have words. So they use sounds, body language, movement and behaviour to communicate with the world around them. Barking is one part of that communication system, and it can mean very different things depending on the situation — "someone is outside," "I'm excited," "look at me," "I'm uncomfortable," "I want that," or "something has changed." The same dog may use barking for completely different reasons throughout the day.

That's why simply saying "my dog barks too much" doesn't tell us enough. The more useful question is: **why** is my dog barking? Once you understand the reason, you can start working on an appropriate response.

The Most Common Reasons Dogs Bark

1. Excitement Barking

Some dogs bark when something exciting happens — someone comes home, their lead comes out, they see another dog, it's time for a walk, they see their favourite toy, or someone starts playing with them. You may notice other signs

too: jumping, running around, whining, pulling, fast movements, difficulty focusing.

WHAT CAN HELP

Instead of immediately responding to the excitement, teach your dog that calm behaviour also gets rewarded: dog becomes excited → dog pauses → dog looks at you → reward. You're teaching "calm gets me good things too."

2. Alert & Territorial Barking

A dog may bark when they notice something unusual around their environment — someone walking past your window, a delivery driver approaching, footsteps outside. The barking may be your dog's way of alerting you to something they've noticed. Look for the trigger: was it a person, another dog, a vehicle, a sound, someone approaching the house? Understanding the trigger gives you something specific to work with.

3. Attention-Seeking Barking

Sometimes barking becomes a way of getting a person's attention — food, play, a walk, affection, access to something, or simply your attention. The challenge is that even negative attention can sometimes reinforce the behaviour: if a dog learns "bark → human immediately responds," they may learn that barking gets a reaction.

This doesn't mean you should ignore every bark. Instead, look for opportunities to reward the behaviour you want: quiet → attention, calm sitting → attention, looking at you → reward. You're helping your dog learn another way to communicate.

4. Fear & Anxiety-Related Barking

Not every bark is about excitement or attention. Some dogs bark because they feel worried, threatened or uncomfortable. You may notice trying to move away, hiding, cowering, lip licking, trembling, avoiding eye contact, stiff body posture or excessive panting.

> **IMPORTANT**
>
> In these situations, the priority should not simply be to make the barking stop — you need to understand what is making the dog uncomfortable. Avoid deliberately exposing your dog to overwhelming situations in an attempt to "make them get used to it." If your dog's fear or anxiety is significant, persistent or worsening, seek guidance from a qualified professional.

5. Frustration Barking

Dogs can also bark when they can't access something they want: they see another dog but can't reach it, they want to go outside but have to wait, they see a toy but can't get to it, or they want your attention while you're busy. The frustration builds — then comes the bark.

> **THE TRAINING OPPORTUNITY**
>
> Rather than only focusing on the barking itself, teach your dog behaviours such as wait, look at me, sit, stay, come. These behaviours give your dog appropriate alternatives.

6. Boredom & Under-Stimulation

Dogs need appropriate physical activity, mental stimulation and social interaction. A dog who has little to do may find their own entertainment — and sometimes that entertainment is barking. Ask yourself: does my dog get regular

exercise, opportunities to sniff and explore, appropriate play, opportunities for mental stimulation — or does my dog spend long periods without meaningful activity? Training isn't only about responding to unwanted behaviour; sometimes prevention starts with a better daily routine.

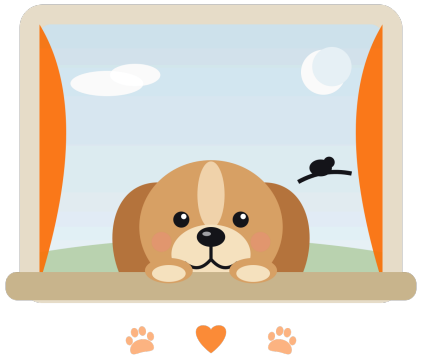
7. Separation-Related Barking

Some dogs vocalise when their owner leaves or when they are separated from people they are attached to. This can be more than ordinary boredom. Signs may include barking or whining when left alone, pacing, destructive behaviour, attempts to escape, excessive distress, or toileting accidents despite being house-trained.

> **IMPORTANT**
>
> If you suspect separation-related distress, don't simply assume your dog needs stricter discipline. A qualified veterinarian or behaviour professional can help identify the underlying issue and develop an appropriate plan.

One Behaviour — Many Possible Reasons

Barking is the behaviour. The trigger is the clue.



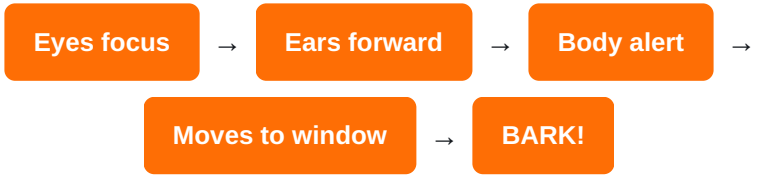
On duty. Squirrels shall not pass.

Situation	Possible Reason
Dog barks at the front door	Alert / excitement
Dog barks during play	Excitement
Dog barks when owner eats	Attention / food seeking
Dog barks at another dog	Excitement, fear or frustration
Dog barks when left alone	Separation-related distress
Dog barks at people outside	Alert / territorial response
Dog barks when bored	Under-stimulation

These are possible explanations, not automatic diagnoses. Your job during this programme is to observe patterns.

The Pause Before The Bark

One of the most valuable skills you'll develop is recognising what happens before the bark. Imagine your dog is looking through the window and notices someone walking past:



If you only react at the final stage, you've missed several opportunities. But if you learn to recognise the earlier signs, you can intervene sooner. That's why throughout this programme we'll practise:

OBSERVE → INTERRUPT → REDIRECT → REWARD

QUICK EXERCISE

What Is Your Dog Trying To Tell You?

For the next 24 hours, don't try to fix every barking episode. Instead, become a detective. Every time your dog barks, ask:

1. What happened immediately before the bark?

2. What did my dog see, hear or notice?

3. Where was my dog?

4. What did my dog do immediately afterwards?

5. How did I respond?

6. What happened next?

After several observations, look for a pattern. You might discover: *"My dog mostly barks when people walk past the window,"* or *"My dog becomes vocal when the doorbell rings,"* or *"My dog reacts mostly when seeing other dogs on walks."* That's valuable information — because now you don't have a vague problem called "my dog barks too much." You have a specific situation you can train for.

CHAPTER 1 TAKEAWAY

1. Barking is communication.
2. Different situations can produce different types of barking.
3. The trigger is often more important than the bark itself.
4. Look for early signs before the behaviour escalates.
5. Your goal is not simply to suppress behaviour — it is to teach appropriate alternatives.

YOUR FIRST TRAINING MISSION

For the next 24 hours, become an observer. Don't worry about getting everything perfect — simply watch, listen, record, learn. Tomorrow, we're going to take what you've discovered and turn it into something much more useful:

Your Dog's Trigger Map



I said what I said. Loudly.

CHAPTER TWO

Discover Your Dog's Triggers

Before you can help your dog respond differently, you need to understand what causes the reaction in the first place. Think of yourself as a detective. Your dog doesn't wake up thinking "today I'm going to annoy my owner." Something usually happens first — a sound, a movement, a person, another dog, a smell, a change in the environment, or even an emotion such as excitement or frustration. That event may become the trigger that sets off the behaviour.

The goal of this chapter is to help you identify those triggers and understand how strongly your dog reacts to them.

What Is A Trigger?

A trigger is something that causes, increases or contributes to a particular reaction. For example: person approaches the house → dog notices → dog becomes alert → barking begins. In this example, the approaching person is the trigger.

But triggers aren't always obvious. Your dog might bark because someone walks past the window, a neighbour closes their door, a car pulls into the driveway, the doorbell rings, another dog appears, someone knocks, a child runs past, the vacuum cleaner starts, you pick up the lead, you leave the room, your dog sees food, or your dog hears a strange noise. Your first job isn't to eliminate all these triggers — it's to identify them.

The ABC Of Dog Behaviour

A simple way to understand your dog's reactions is the A → B → C method:

A	**Antecedent** — what happened *before* the behaviour? A person walking past, a noise, another dog, or you picking up the lead.
B	**Behaviour** — what did your dog *do*? Barked, lunged, jumped, whined, pulled, ran to the window, hid, stared, growled.
C	**Consequence** — what happened *after* the behaviour? The person walked away, you opened the door, you picked up your dog, your dog received attention, you gave a treat, the other dog disappeared, you moved away.

Understanding all three pieces gives you much more information than simply counting how many times your dog barked.

> **EXAMPLE**
>
> **A — Before:** Your dog is relaxing in the living room. A delivery driver approaches your front door.
> **B — Behaviour:** Your dog jumps up, runs towards the door and starts barking.
> **C — After:** You open the door. The delivery driver leaves. Your dog becomes quiet.
>
> From your dog's perspective: person approaches → barking → person disappears. That doesn't necessarily mean the barking caused the person to leave — but it shows you a pattern worth observing, and now you have a specific situation to practise.

Your Dog's Top Trigger Categories

1. People

Does your dog react when someone approaches your home, walks past your window, is a stranger on a walk, enters the house, or is a particular type of visitor?

People trigger:

2. Other Dogs

Some dogs become highly excited when they see another dog. Others may become fearful or defensive. Observe: does your dog bark, pull towards the dog, pull away, freeze, stare, whine, jump, or become difficult to redirect?

IMPORTANT

Don't assume every reaction to another dog means the same thing. Two dogs can bark at another dog for completely different reasons. Your job is to observe the context and your dog's body language.

3. Sounds

Doorbells, knocking, car alarms, loud vehicles, construction, fireworks, vacuum cleaners, voices outside, neighbours, other animals, unexpected noises.

My dog's sound triggers:

4. Movement

Joggers, cyclists, cars, children running, birds, squirrels, people walking past the house, other dogs running. Does your dog react more strongly when something is moving quickly?

Movement trigger:

5. The Home

Windows — does your dog bark at people or animals outside? **Front door** — does your dog react to knocking or the doorbell? **Garden** — does your dog bark at neighbours, birds or other animals? **Kitchen** — does food preparation trigger excitement? **Hallway** — does your dog become excited when someone picks up keys, shoes or a coat?

Location:

What usually happens there?

6. Routines

Dogs are excellent at recognising patterns: shoes + coat + keys = walk; laptop closes + you stand up = owner leaving; doorbell = visitor. These patterns can create excitement before anything actually happens. Watch for those moments — what happens immediately before my dog's behaviour? That's often where the training opportunity begins.



Following my nose. Destination: unknown.

Trigger Intensity

Not every trigger produces the same reaction. Your dog might calmly notice a person from 30 metres away but bark intensely when that person gets close — distance and intensity matter. Here's a simple scale:

1. **Calm** — your dog notices the trigger but remains relaxed. E.g. looks at another dog, then looks back at you.
2. **Alert** — your dog becomes interested but can still respond to you. E.g. ears forward, watching, but still able to take a treat.
3. **Excited** — your dog becomes increasingly difficult to redirect. E.g. pulling, whining, repeatedly looking at the trigger.
4. **Highly Reactive** — your dog is struggling to focus on anything else. E.g. repeated barking, lunging, intense fixation.
5. **Overwhelmed** — your dog is extremely distressed, frightened or difficult to manage safely.

AT LEVEL 5

Training should not become a battle. Increase distance, remove your dog from the situation where possible, and allow them to settle. If this happens regularly, seek professional guidance.

THE GOLDEN RULE

Train at the level where your dog can still learn. If your dog can't look at you, respond to their name or accept a reward, the situation may simply be too difficult at that moment. Don't keep pushing — instead, increase distance, reduce the distraction, shorten the session, then try again when your dog is calmer.

Your Trigger Map

Now let's create your dog's personal trigger map. Don't worry about filling everything in one sitting — add to it throughout the week.

Trigger	Location	Reaction	Intensity 1–5
Example: Doorbell	*Front door*	*Barking / running*	*4*

The Distance Test

A simple exercise for a trigger that can be safely observed from a distance — for example, another dog on a walk.

Step 1	**Observe.** Does your dog notice the trigger?
Step 2	**Check their response.** Can your dog still look at you, respond to their name, take a reward, follow a simple cue? If yes, you're potentially in a useful training zone.
Step 3	**Increase difficulty gradually.** If your dog remains calm, you may gradually work closer over time. If the reaction becomes intense, back up — distance isn't failure, it's one of your most useful training tools.

Your Dog's Early Warning Signs

DON'T WAIT FOR THE BARK

Look for what happens before it: ears becoming more alert, staring, body becoming stiff, head turning towards a sound, tail position changing, increased pacing, moving towards a window, whining, lip licking, looking repeatedly at a trigger, increased breathing, or suddenly ignoring you. Your dog may have their own unique signals — learn them.

The "Before The Bark" Exercise

Choose one common trigger — for example, people walking past your window. Sit with your dog at a comfortable distance. When your dog notices the person:



The goal isn't to force your dog to ignore everything. The goal is to create a new pattern:

Notice → Check In With Owner → Redirect → Reward → Relax

What If Your Dog Barks Anyway?

They will. That's part of the learning process. Don't panic. Don't shout repeatedly. Don't turn the situation into a confrontation. Instead, ask: *"Was the exercise too difficult?"* Perhaps the trigger was too close. Perhaps there was too much excitement. Perhaps the session went on too long. Perhaps your dog was already tired or overstimulated. Make the next attempt easier.

YOUR TRIGGER PRIORITY LIST

Not every trigger needs to be tackled at once. Choose your top three.

My #1 trigger

My #2 trigger

My #3 trigger

Which trigger causes the strongest reaction?

Which trigger happens most often?

Which trigger would make the biggest difference to our daily life?

The Trigger Diary

For the next seven days, use this simple format each time your dog reacts to something.

Date

Time

What happened before?

What was the trigger?

What did my dog do?

How intense was the reaction? (circle one) 1 2 3 4 5

What did I do?

What happened next?

What will I try next time?

Week 1 Trigger Review

At the end of the week, look back at your notes and ask yourself:

- What trigger appeared most frequently?

- What trigger produced the strongest reaction?
- What trigger was easiest for my dog?
- What helped my dog calm down?
- What made the reaction worse?
- What pattern am I starting to notice?

CHAPTER 2 TAKEAWAY

1. Identify the trigger.
2. Observe what happens before the behaviour.
3. Measure how intense the reaction is.
4. Notice your dog's early warning signs.
5. Train at a level where your dog can still learn.
6. Increase difficulty gradually.
7. Don't treat setbacks as failure.

YOUR CHAPTER 2 MISSION

For the next 7 days, complete your Trigger Diary. You don't need to train every trigger — just observe. By the end of the week, you should be able to answer: *"What situations make my dog react, and how strongly does my dog respond?"* That answer becomes the foundation for everything that follows.

CHAPTER THREE

Understanding Your Dog's Calm Zone

Before we teach your dog to respond differently to triggers, we need to understand something just as important: what does "calm" actually look like? Many owners only notice their dog's behaviour when something goes wrong — the barking, the pulling, the jumping, the pacing, the whining. But learning to recognise calm behaviour *before* a problem happens can be just as valuable.

Your dog may already have moments of calm throughout the day: quietly lying on the floor, resting on their bed, watching the world from a window without reacting, walking past a distraction without becoming overwhelmed, or looking at you when you call their name. These moments are opportunities. The more you learn to recognise and reward appropriate calm behaviour, the more you can build it into your dog's everyday routine.

What Is A "Calm Zone"?

For this programme, your dog's calm zone is the state where they're relaxed enough to notice what's happening around them, respond to you, take a suitable reward, follow a simple cue, make a choice, recover from mild excitement, and continue learning.

Your dog's calm zone isn't necessarily complete stillness — a dog can be standing, walking or looking around and still be calm. The important question is: **can my dog still think and respond appropriately?**

> **CALM DOESN'T MEAN SLEEPING**
>
> A sleeping dog is obviously resting, but a calm, *awake* dog might be lying on their bed, sitting beside you, sniffing during a walk, watching something from a distance, walking calmly on a lead, or exploring their environment. Calmness is about how your dog is responding to their environment, not simply whether they are physically still.

Three States To Watch For

State	What You'll See
1. Calm	Loose body posture, normal breathing, a relaxed expression, willingness to interact, and the ability to take rewards or respond to familiar cues. This is your training opportunity.
2. Alert	Your dog has noticed something — ears focused, head turning, looking toward the trigger, a brief pause in movement. Being alert isn't automatically a problem; it can be a useful moment to practise, since your dog may still be able to respond to you.
3. Overwhelmed	Intense barking, lunging, repeated pulling, attempting to escape, freezing, hiding, or an inability to respond to familiar cues and rewards. The priority here is safety and reducing intensity, not forcing a training exercise.

Think of your dog's behaviour as a simple scale:



Your goal isn't to prevent your dog from ever becoming alert — that's unrealistic. Your goal is to help your dog develop the ability to notice, pause, respond and recover, instead of noticing, reacting and escalating.

Why Timing Matters

Imagine your dog sees another dog across the road. At first, your dog looks. You say their name. They look back at you. You reward them — that's a valuable training moment.

Now imagine the other dog comes much closer. Your dog becomes intensely focused, starts pulling, then barking. You repeatedly call their name and they don't respond. At this point, repeating the same instruction louder isn't necessarily going to solve the problem — the situation may simply be too difficult. This is why timing and distance matter.

> **THE "CAN MY DOG STILL LEARN?" TEST**
>
> Try something your dog already knows — their name, "sit," "look at me," or simply offer a reward. If your dog can respond, you're potentially in a useful training zone. If they can't, make the situation easier: increase distance, move somewhere quieter, reduce the duration, remove a distraction, or take a short break.

Reading Your Dog's Body Language

Learning to read your dog's body language helps you spot changes before behaviour escalates. Look at the whole dog rather than one isolated signal:

Area	What To Notice
Ears	Relaxed, forward, pinned back, or constantly changing direction?
Eyes	Soft and relaxed, focused intensely, avoiding something, or staring?
Mouth	Relaxed, closed tightly, panting, or lip licking?
Body	Loose and relaxed, stiff, leaning forward, or trying to move away?
Movement	Normal, fast, repetitive, or trying to escape?
Tail	What's normal for your individual dog — and has that changed?

No single signal should automatically be interpreted as one specific emotion. Look at the context and the combination of signals together.

FINDING YOUR DOG'S CALMING ACTIVITIES

Every dog is different — some relax after a gentle walk, some enjoy sniffing, some settle with a chew, some prefer their own quiet space. Identify what naturally helps your dog settle.

1.

2.

3.

4.

The Calmness Opportunity

Here's a powerful habit to develop: start rewarding calm behaviour when nothing is wrong. Don't wait until your dog has barked. If your dog is quietly lying down while you work, calmly acknowledge it. If your dog sits quietly while you prepare their food, reinforce that calmness. If your dog notices a sound and chooses not to react, that's worth noticing too. You're teaching your dog that calm behaviour is valuable, too.

THE "CATCH YOUR DOG BEING CALM" EXERCISE

For the next three days, deliberately look for calm behaviour — lying quietly, sitting calmly, looking at you, resting on their bed, or settling after play. When you see it: **notice** what your dog is doing, **wait** a moment for the calm to continue, **reward** with something appropriate, then **move on** — don't turn every calm moment into a huge event. The goal is to make calm behaviour a normal part of your dog's life.

Building A Calm Resting Place

Your dog can benefit from a predictable place to relax — a dog bed, a mat, a crate if your dog is appropriately crate-trained, a quiet corner, or another comfortable area. Don't use the space as punishment. Instead, help your dog associate it with rest, safety, quiet and positive experiences.



Calm moment spotted. Reward incoming!

Step 1	Place the mat in a quiet area.
Step 2	Allow your dog to investigate it.
Step 3	When your dog voluntarily goes near or onto it, calmly reward them.
Step 4–5	Repeat, and gradually reward longer periods of relaxed behaviour. Don't force your dog to stay there for long periods immediately — you're building the association gradually.

Calm After Excitement

One of the most useful skills you can develop is helping your dog come back down after excitement. Imagine playtime ends — instead of immediately moving into another stimulating activity, create a transition: play → water → quiet area → chew/rest → calm. The exact routine depends on your dog; the principle is simple — give your dog opportunities to practise recovering from excitement.

> **THE RECOVERY TEST**
>
> Choose a mild activity your dog normally enjoys, such as a short play session. When it ends, observe how long it takes your dog to settle: under a minute, 1–3 minutes, 3–5 minutes, or more than 5 minutes. This isn't pass-or-fail — you're creating a baseline you can repeat later in the programme to see what's changed.

Some dogs naturally settle easily; others need more help learning to switch between excitement and relaxation. That doesn't mean one dog is "good" and another is "bad" — it simply means they have different starting points. Your job is to work with the dog in front of you.

DON'T FORCE CALMNESS

There's an important difference between helping a dog settle and forcing a dog to remain still. If your dog is frightened, uncomfortable or overwhelmed, simply demanding they stay still doesn't address the reason for their reaction. Look instead at the trigger, the environment, the distance, your dog's body language, and the difficulty of the exercise. If your dog shows significant fear, distress or aggression, consider professional guidance rather than increasing pressure.



Calmness achieved. Please do not disturb.

Your Calm Zone Worksheet

When my dog is relaxed, they usually:

My dog's favourite calm activity is:

My dog's preferred resting place is:

My dog can usually relax for:

My dog's early signs of excitement are:

My dog's signs that they are becoming overwhelmed are:

Calm Zone Scorecard

Rate your dog's ability to remain calm in different situations: 1 = very difficult, 5 = very comfortable. This isn't a test your dog can fail — it's simply your starting point.

Situation	Score / 5
Relaxing at home	
Someone walking past the house	
Doorbell / knocking	
Meeting visitors	
Seeing another dog	
Walking outdoors	
Hearing unfamiliar sounds	
Being around distractions	
Settling after excitement	

THE CALM ZONE CHECKLIST — BEFORE ANY SESSION

- ☐ Is my dog physically comfortable?
- ☐ Is the environment safe?
- ☐ Is the distraction manageable?
- ☐ Can my dog respond to me?
- ☐ Can my dog take a suitable reward?
- ☐ Am I asking for too much too soon?

If several answers are no, make the exercise easier.

YOUR CHAPTER 3 MISSION

Catch calm — find and reward at least five moments of natural calm behaviour each day. **Identify early signs** — write down the first signs you notice when your dog becomes excited or alert. **Measure recovery** — after normal excitement such as play or a walk, observe and record how your dog settles afterwards.

CHAPTER 3 TAKEAWAY

1. Calm doesn't mean doing nothing.
2. Learn to recognise your dog's normal relaxed behaviour.
3. Pay attention to early signs of excitement or overstimulation.
4. Train when your dog can still think and respond.
5. Reward calm behaviour, not just obedience during difficult moments.
6. Give your dog opportunities to practise recovering from excitement.
7. If your dog becomes overwhelmed, reduce the difficulty rather than increasing pressure.

YOU'RE READY FOR THE NEXT STAGE

You've now learned why dogs bark, what triggers your dog's reactions, and what your dog's calm state looks like. Next, we start building the environment where successful training becomes easier.

PART TWO

Building The Foundations

Before we ask your dog to behave differently, let's make sure your home, routine and training setup are helping you — not working against you.



Mat status: occupied. It's mine now.

CHAPTER FOUR

Creating Your Calm Training Environment

Before you teach your dog a new behaviour, look at the environment where the learning is happening. A dog surrounded by constant noise, movement, excitement and distractions may struggle to focus — not because your dog is stubborn, but because the environment is asking for too much too soon.

Think of training like learning to drive: you wouldn't teach someone for the first time in the middle of a busy city during rush hour. You'd start somewhere quieter. Dog training works the same way.

Your Training Environment Matters

A good training environment should make it easier for your dog to succeed. Start with a place where your dog already feels relatively comfortable — a quiet room, your garden, a calm section of your home, a peaceful outdoor area, or a familiar walking route during a quiet period. You don't need a perfect environment; you simply want to reduce unnecessary difficulty.

> **THE CALM TRAINING FORMULA**
>
> Less distraction + appropriate distance + short sessions = better opportunities to learn. As your dog becomes more confident, gradually introduce more distractions.

Remove Unnecessary Triggers

If your dog reacts to people walking past the window, you don't need to conduct every session beside that window. Close the curtains. Move the training area. Increase distance. Choose a quieter time. This isn't avoiding the problem forever — it's creating a situation where your dog can practise a different response before the trigger becomes overwhelming.

Create A Calm Base

Choose a specific location where your dog can relax — a dog bed, mat, blanket, quiet corner, or a crate if your dog is already comfortable using one. The purpose isn't to force your dog to stay there; you're gradually creating an association that this is where good, calm things happen. Reward your dog for voluntarily going there, for lying down, for relaxed body language, and for staying calmly for a few seconds — then release your dog and repeat.

Keep Training Short

Long sessions aren't automatically better. For many dogs, short sessions repeated consistently are easier to handle. Try 3–5 minutes of focused training, then a break, then normal life. If your dog is still engaged, repeat later. Watch for signs a session is becoming too difficult — walking away, excessive sniffing, losing interest in rewards, becoming restless, repeated mistakes, or increasing tension — and make the exercise easier, or finish on a simple success.

Prepare Your Rewards

Training becomes much easier when rewards are ready before you begin. Choose something your dog genuinely values — small treats, a favourite toy, praise, a game, or access to something they enjoy. Use small reward portions during

training so you can reinforce several behaviours without turning the session into a meal.

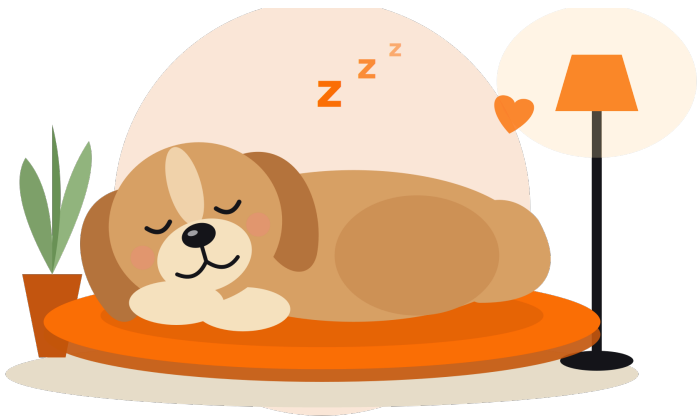
YOUR CALM ENVIRONMENT CHECKLIST

- ☐ Is my dog reasonably relaxed?
- ☐ Is the environment quiet enough?
- ☐ Do I have rewards ready?
- ☐ Do I know what behaviour I want to reinforce?
- ☐ Is the exercise appropriate for my dog's ability?
- ☐ Can I make it easier if necessary?

If most answers are yes, you're ready.

CHAPTER 4 MISSION

Over the next three days: choose your primary training location, remove unnecessary distractions, create a calm resting area, prepare your rewards before training, and complete at least one short calm-training session each day. Your goal isn't to solve everything — it's simply to make learning easier.



Cosy corner: 10/10, would nap again.

CHAPTER FIVE

Building Your Dog's Reward System

One of the biggest changes you can make to your training is learning to reward the behaviour you want to see more often. Dogs repeat behaviours that lead to outcomes they value — which means every day gives you opportunities to teach. Your dog lies quietly while you make dinner? Reward it. Your dog sees someone outside and looks at you instead of barking? Reward it. Your dog settles after excitement, or comes away from a distraction? Reward it. These small moments matter.

Rewards Are More Than Treats

A reward is anything your dog finds valuable. For some dogs, food is extremely motivating; for others, play may be more powerful. Some enjoy praise, access to the garden, sniffing, or greeting someone. The key question is simply: what does my dog actually value?

> **THE REWARD TIMING RULE**
>
> If your dog performs the behaviour you want and you wait too long before rewarding, they may not understand what earned it. Aim for behaviour → reward, not behaviour → five seconds of confusion → reward. The clearer the timing, the easier it is for your dog to make the connection.

Reward Calmness

Imagine you're working at home. Your dog walks into the room, looks around, then quietly lies down. Nothing dramatic happened — but something important did. Your dog chose calm behaviour. Quietly deliver a reward, without creating excitement around it. You're teaching your dog that calm behaviour gets good things too.

Don't Accidentally Reward Barking

Sometimes owners unintentionally reinforce barking: the dog barks, the owner talks to the dog, the dog receives attention. From the dog's perspective, barking produced interaction. Instead, when appropriate and safe, wait for a brief pause, ask for an alternative behaviour, and reward that alternative — you're teaching the dog what to do instead.

Build A Reward Hierarchy

Level	Use For
Level 1 — Everyday	Easy exercises: regular treats, praise, toy, gentle interaction.
Level 2 — Valuable	Increasing distractions: favourite treats, favourite toy, a short play session.
Level 3 — Premium	Challenging situations: very high-value food, a favourite game, access to something especially enjoyable.

The exact reward will depend on your individual dog.

THE "CATCH IT" GAME

For the next few days, don't wait for a command — simply watch. Dog lies down → reward. Dog looks away from a trigger → reward. Dog chooses to come closer to you → reward. Dog waits patiently or settles after excitement → reward. This teaches you to become a better observer.

CHAPTER 5 EXERCISE — MY DOG'S FAVOURITE REWARDS

Food:

Toy:

Game:

Praise / attention:

Activities:

My top three, in order:

CHAPTER 5 MISSION

Catch and reward at least five calm or desirable behaviours each day for three days. Don't worry about perfection — you're building a habit of noticing good behaviour.

CHAPTER SIX

Teaching The Calm Cue

A calm dog is not necessarily a dog doing absolutely nothing. Your dog may be standing quietly, sniffing, watching the environment, lying on a mat, walking calmly beside you, or simply choosing not to react to something exciting — these are all valuable moments. One of the most useful skills you can develop is the ability to communicate with your dog when you want them to shift from excitement or alertness toward calmer behaviour. This is where a **calm cue** becomes useful.

A calm cue is a word or signal you consistently associate with a behaviour you've already taught — for example "easy," "calm," "settle," "relax," or "with me." Choose one cue and use it consistently; the specific word matters less than what you teach your dog it means.

> **WHAT THE CALM CUE IS — AND ISN'T**
>
> A calm cue is not a magic command that forces your dog to stop feeling excited, frightened or anxious. If your dog is already overwhelmed, repeatedly saying "calm" won't necessarily make them calm. Instead, the cue becomes associated with a familiar sequence: cue → appropriate behaviour → reward → calm recovery. You aren't trying to control your dog's emotions — you're teaching a behaviour that can be performed when the dog is in a state where learning is possible.

Step 1 — Choose Your Cue

Pick a short word everyone in your household can use consistently, and avoid constantly changing it. If one person says "calm," another says "settle," and

another says "easy," the dog may receive mixed signals — consistency makes learning easier.

Step 2 — Start When Your Dog Is Already Calm

This is one of the most important parts. Don't wait until your dog is barking intensely before introducing the cue. Start during naturally calm moments — your dog is lying on the floor, you quietly say your cue, wait briefly, then reward the calm behaviour. Repeat during other naturally calm moments to build the association.

Step 3 — Reward The Behaviour

Your dog doesn't automatically know what "calm" means — you need to show them what behaviour earns the reward. Your dog lies down, you say your cue, they remain relaxed, you reward. Over many repetitions, the cue begins to become meaningful.

Step 4 — Build Duration

Once your dog understands the basic exercise, gradually increase the amount of calm behaviour you expect. If your dog can comfortably remain settled for five seconds, don't immediately expect five minutes — try 5 seconds → reward, then 7 → reward, then 10 → reward. If your dog gets up, becomes restless or loses focus, that tells you the exercise became too difficult; reduce the duration and try again.

Step 5 — Add Small Distractions

Once your dog can respond in a quiet environment, introduce very small distractions — you stand up, walk across the room, pick something up, or

someone quietly enters. Say your cue; if your dog remains calm or returns attention to you, reward. If they become highly excited, make the exercise easier.

Step 6 — Practise In Different Locations

Dogs don't automatically generalise a behaviour — your dog may understand the calm cue in the living room but struggle in the garden, and that's normal. Move gradually: living room → garden → quiet street → a more distracting environment. Don't jump straight from an easy environment into a highly stimulating one.

> **THE CALM CUE IN REAL LIFE**
>
> Your dog hears a noise outside and looks toward the window. Instead of immediately barking, they look back at you. You say your cue. Your dog remains with you. You reward. That's a successful training opportunity — the goal isn't to eliminate every reaction, but to increase your dog's ability to notice something and choose a more appropriate response.

What If Your Dog Doesn't Respond?

Don't repeat the cue over and over. Instead ask: is the distraction too strong? Is my dog too excited? Am I too close to the trigger? Is the session too long? Is the reward valuable enough? Change the situation before changing your voice — a louder command isn't necessarily a better command.

CHAPTER 6 WORKSHEET

My calm cue:

Behaviour I want associated with it:

Reward I will use:

Where I will practise:

Current calm duration:

Next small goal:

CHAPTER 6 MISSION

For the next three days: practise the calm cue during naturally calm moments, reward calm behaviour, gradually introduce very small distractions, and stop before your dog becomes overwhelmed. Don't wait for chaos to teach calmness — teach calmness when calmness is already possible.

PART THREE

Using PawCalm Pro™ In Training

One tool within a broader training strategy — not a substitute for it.



Yes, I read the manual. I also chewed it.

CHAPTER SEVEN

Introducing PawCalm Pro™ Into Your Training

PawCalm Pro™ should not be viewed as a substitute for training. It's better understood as one tool within a broader training strategy — your dog still needs understanding, communication, appropriate rewards, consistency, environmental management, mental and physical enrichment, rest and repetition.

The objective isn't simply "how do I stop my dog from barking?" A better question is: **"what do I want my dog to do instead?"** That question changes everything.

Interrupt → **Redirect** → **Reward** → **Repeat**

Interrupt	Create an opportunity for your dog to shift attention away from the unwanted behaviour.
Redirect	Immediately guide the dog toward an appropriate behaviour.
Reward	Reinforce the behaviour you want repeated.
Repeat	Practise consistently in gradually different situations.

BEFORE USING YOUR DEVICE

Read the instructions provided with your particular PawCalm Pro™ unit and make sure you understand its controls and intended operation. Don't assume every device operates in exactly the same way — your product instructions should always take priority over this training guide when it comes to operating the device.

Start With Familiarity

Before using any training aid during a challenging situation, make sure you're comfortable handling it, and that your dog is allowed to remain comfortable around it too. Don't immediately introduce it during a stressful situation — the objective is to integrate the device into a calm training process.

Teach The Alternative First

Before asking your dog to respond around a difficult trigger, make sure the alternative behaviour is already familiar. Choose one: look at me, come here, touch, sit, go to your mat, or walk with me. Practise it in easy environments until your dog understands that when they do this, good things happen — only then gradually practise around more challenging situations.

THE THREE-SECOND OPPORTUNITY

When your dog notices a trigger, look for the moment when they're still able to respond — they've noticed someone outside, they've looked, but haven't yet escalated into intense barking. That may be your opportunity to intervene. The longer a dog remains in an escalating state, the harder it can become to redirect their attention.

What You Should Not Do

Don't deliberately expose your dog to increasingly intense triggers just to test the device. Don't use the device to frighten your dog, continue if your dog shows clear signs of distress, or use it as punishment for fear-related behaviour. And don't assume the device alone will teach a replacement behaviour — the training still needs to answer: what should my dog do instead?

WHEN TO STOP

Stop the exercise if your dog becomes highly distressed, frightened, overwhelmed, unable to respond, increasingly reactive, or unsafe to handle. Give your dog space and allow recovery. If the behaviour is severe, sudden, worsening or associated with aggression, pain or illness, seek appropriate professional guidance.

CHAPTER 7 EXERCISE — MY TRAINING PLAN

My main trigger:

My dog's early warning sign:

My interruption strategy:

My alternative behaviour & reward:

How I will make the situation easier:

CHAPTER 7 MISSION — BEFORE PROGRESSING TO DIFFICULT SITUATIONS

- ☐ Read the product instructions.
- ☐ Understand the controls.
- ☐ Choose your alternative behaviour.
- ☐ Practise it without distractions.
- ☐ Prepare your rewards.
- ☐ Identify your dog's early warning signs.



Loose lead, loud heart. We've got this.

CHAPTER EIGHT

Interrupt → Redirect → Reward → Repeat

This is the core training framework of the programme. The purpose isn't simply to interrupt unwanted behaviour — it's to create a pathway toward a better one.

Phase	What To Do
1. Interrupt	Create a moment where your dog can shift attention. The interruption should suit the product's intended use and your dog's individual response — the goal is to create an opportunity for learning, not fear.
2. Redirect	Once you have your dog's attention, give them something useful to do — "look at me," "come," "touch," "mat." The behaviour should already be familiar; don't introduce something new while your dog is struggling with a trigger.
3. Reward	The moment your dog performs the alternative, reinforce it with whatever your individual dog values — food, praise, a toy, a short game, or access to something they enjoy.
4. Repeat	One successful repetition doesn't create a habit. Your dog needs repeated opportunities before the alternative becomes easier to access.

AN EXAMPLE

Old pattern: Person appears → dog barks → dog becomes more excited.
Training pattern: Person appears → dog notices → interruption → dog looks toward owner → reward → dog settles.
Over time, you're trying to make the second pattern more familiar than the first.

The Importance Of Distance

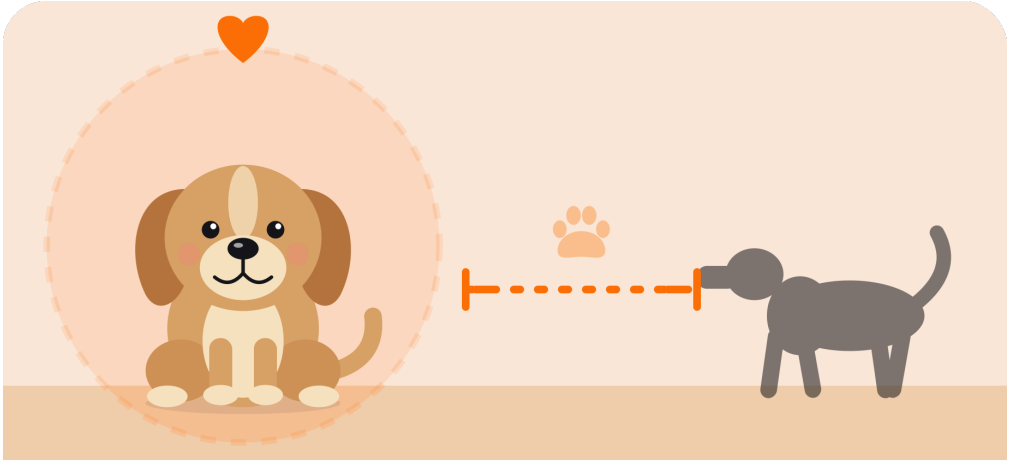
Distance is one of the most useful tools in behaviour training. If your dog reacts to another dog at five metres, you don't necessarily need to practise at five metres — start farther away, perhaps 15 metres, wherever your dog can remain responsive. Train there. As your dog improves, gradually reduce the distance, giving them a better chance of succeeding at each step.

If Your Dog Reacts

Don't panic, punish, or immediately make the situation harder. Instead: create more distance, reduce the distraction, wait for recovery, return to an easier exercise, and try again later. A difficult repetition gives you information — use it.

THE GOLDEN RULE

Make the next repetition easier. If something fails, don't automatically increase pressure — ask, "what can I change so my dog has a better chance of succeeding next time?"



Distance: because that dog is A Lot.

CHAPTER 8 TRAINING RECORD

Trigger:

Distance & early warning sign:

Interruption & alternative behaviour:

Reward & outcome:

What I learned:

PART FOUR

The 30-Day Calm Dog Challenge

Turning the principles you've learned into daily habits. Don't rush ahead — a simple-looking day may be one of the most important in the programme.



Day 1 begins. Tail wagging, lead ready.

PART FOUR

Days 1–30

The objective isn't to complete exercises as quickly as possible — it's to create lasting habits. Work through one day at a time, and don't be afraid to repeat a day if your dog needs it.

DAY 1

Observe Before You Change

Today, simply observe. Don't attempt to solve every behaviour — notice when barking happens and write down what happened immediately before, where you were, who or what was present, what your dog did, and what happened afterwards. You cannot effectively change a behaviour you don't understand.

Task: Record at least three situations.

DAY 2

Find Your Patterns

Review yesterday's notes and look for repetition — at the front door, at the window, during walks, around other dogs, or when left alone.

Task: Identify your three most common triggers.

DAY 3

Choose One Priority

Trying to solve everything at once can make training confusing. Choose one priority: your main training goal, why you chose it, and what improvement would look like.

Reminder: Progress begins with clarity.

DAY 4

Create Your Calm Zone

Choose your dog's calm area and make it comfortable and predictable. Reward voluntary calm behaviour there.

Task: Spend a few short periods rewarding your dog for relaxing in the area.

DAY 5

Catch Calm

Actively search for calm behaviour today rather than waiting for a command — notice it naturally and reward it.

Challenge: Catch your dog being calm five times.

DAY 6

Build Attention

Practise your dog's name — say it, and when your dog looks toward you, reward. Start in a quiet environment and gradually introduce mild distractions.

Goal: "My owner speaks → I check in."

DAY 7

Week One Review

Complete your first review: your dog's most common trigger, the calm behaviour you've noticed most, the reward your dog values most, something you understand better now, and something you need to practise.

Principle: Understand before you intervene.

DAY 8

Introduce Your Calm Cue

Choose your cue — for example, "easy." Pair the cue with naturally calm behaviour: cue → calm → reward. Keep it simple.

DAY 9

Build Mat Calmness

Reward your dog for approaching the mat, being on the mat, and sitting or lying down there. Gradually increase calm duration.

DAY 10

Add Movement

While your dog is settled, introduce small movements — stand, sit, walk, return — and reward calmness. The goal is to teach that human movement doesn't always mean something exciting is about to happen.

DAY 11

Introduce A Mild Sound

Choose a low-level sound and observe your dog. If they remain responsive, reward. If they become highly reactive, reduce the intensity.

DAY 12

Practise Your Alternative

Choose your main alternative behaviour and practise it repeatedly in an easy environment: look → reward, look → reward, look → reward. Build fluency before adding difficulty.

DAY 13

First Controlled Trigger Session

Choose a mild version of your dog's trigger, keeping enough distance for your dog to remain responsive. Practise notice → attention → alternative → reward, and keep it short.

DAY 14

Week Two Review

Skill	Score 1–5
My timing	
My dog's attention	
Calm behaviour	
Alternative behaviour	
Recovery	

Ask yourself: what should I make easier, and what should I practise more?

DAY 15

Practise The Interruption

Work in an easy environment, practising shifting your dog's attention from one thing to another. You're building the skill before you need it, not waiting for barking.

DAY 16

Interrupt And Redirect

Now practise around a mild trigger: trigger → interruption → alternative → reward. Don't push beyond your dog's ability to respond.

DAY 17

Improve Your Timing

Watch for early warning signs — your goal is to intervene before your dog reaches maximum intensity.

Question: What does my dog do immediately before barking?

DAY 18

Find Your Training Distance

Experiment with distance to find the point where your dog can notice the trigger and still respond, and record it (trigger and approximate workable distance).

DAY 19

Train Recovery

After a mild exciting event, observe how quickly your dog returns to normal and reward calm recovery. Record what happened and how long it took to settle.

DAY 20

Take Training Outside

Move to a slightly different environment — don't make the jump too large. The objective is generalisation.

DAY 21

Week Three Review

Your biggest improvement, your biggest challenge, your dog's strongest trigger, what helps your dog most, and what you should change next week.

DAY 22

Add One New Distraction

Introduce one additional distraction — not five, one — and watch your dog's response. Reward success.

DAY 23

Build Calm Duration

Increase the amount of time your dog remains calm, gradually. Don't turn a successful exercise into a frustrating one by asking for too much too quickly.

DAY 24

Train During Everyday Life

Look for natural opportunities to reward your dog — while you work, cook, watch television, when someone enters the room, or as you prepare to leave. Training becomes more powerful when it's part of daily life.

DAY 25

Return To Your Main Trigger

Practise your main trigger again — but don't make it harder simply because you're on Day 25. Use the level at which your dog can still learn; success matters more than difficulty.

DAY 26

Measure Recovery

Repeat your recovery observation and compare it with Day 19. You're looking for patterns, not perfection.

DAY 27

Let Your Dog Choose

Today, don't always prompt the behaviour. If your dog voluntarily looks at you, walks away from a trigger, settles, goes to the mat, or waits quietly, reward the choice — you want calm behaviour to become increasingly voluntary.

DAY 28

Generalise

Practise your key behaviour in two environments — home and garden, or garden and quiet street. The behaviour should gradually become useful beyond one location.

DAY 29

Real-Life Practice

Choose one realistic situation and prepare before the trigger appears: rewards ready, alternative behaviour known, and a plan for creating distance. Then practise: notice → interrupt → redirect → reward → recover.

DAY 30

Review And Celebrate

Today isn't a final exam — it's a progress review. Compare your dog today with your dog on Day 1: what do you understand now, what behaviour has improved, what triggers are easier, what remains challenging, and what should you continue practising?



Day 30 champion. Trophy AND a biscuit, please.

Your 30-Day Progress Scorecard

These scores are for your own observation, not a scientific behavioural assessment — use them to identify trends.

Behaviour	Day 1	Day 15	Day 30
Responds to name			
Looks toward me			
Settles			
Responds to calm cue			
Recovers after excitement			
Handles mild distractions			
Responds around triggers			
Performs alternative behaviour			

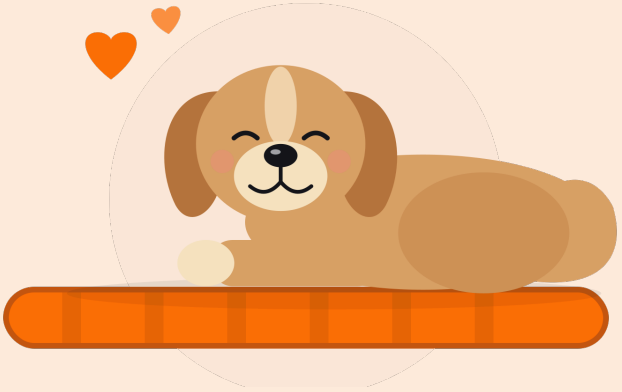


Gold medal for calm. Snack medal pending.

PART FIVE

Troubleshooting

If your dog still barks, ask why. The goal was never a dog that never barks — it's understanding unwanted barking and teaching a better response.



Plot twist: most problems can be solved by a nap.

PART FIVE

Common Training Problems

"My Dog Still Barks"

The goal of this programme is not to make a dog that never barks — barking is a normal form of canine communication. The objective is to understand unnecessary or unwanted barking, identify its triggers, and teach more appropriate responses where possible. If your dog still barks, ask three questions: **What happened before the bark** (a person, a dog, a noise, being left alone, excitement, frustration)? **What happened after** — did your dog receive attention, gain access to something, or cause someone to leave? The consequence can explain why the behaviour continues. And finally, **was the dog too overwhelmed** to respond to familiar cues or take a reward? If so, make it easier.

"My Dog Ignores Me"

Your dog may not actually be ignoring you — they may be unable to focus because the environment is too difficult. Try increasing distance from the trigger, reducing distraction by choosing a quieter location, improving your reward to something your dog values more, shortening the session, or practising earlier — before your dog becomes highly reactive.

"My Dog Gets More Excited"

If your dog becomes increasingly excited during training, stop increasing the difficulty — you may have moved too quickly. Go back to less intensity, more distance, a shorter session and an easier behaviour, and give your dog time to recover. Training should never become a competition between you and your dog.

"It Works At Home But Not Outside"

This is normal — dogs learn in context, and a behaviour learned in one location may need to be practised again elsewhere. Think of each environment as another classroom: start easy, then gradually increase difficulty.

"My Dog Is Frightened"

Fear should never be treated as stubbornness. Increase distance, reduce the trigger, avoid forcing interaction, allow your dog to move away where safe, reward calm choices, and give your dog time to recover. Don't intentionally make the trigger more intense to force tolerance. If fear is severe or worsening, seek professional help.

"My Dog Only Listens When I Have Treats"

This doesn't necessarily mean the training isn't working — food can be a useful reinforcement tool. Over time, as behaviours become more reliable, vary the rewards between food, praise, toy, play, a sniffing opportunity, or access to something enjoyable. Don't rush to remove rewards completely: first build the behaviour, then gradually make reinforcement less predictable while still rewarding appropriate behaviour.

"My Dog Regressed"

Regression can happen. Changes in routine, environment, stress, sleep, health, exercise, household activity, or exposure to triggers can all influence behaviour. One difficult day doesn't erase previous learning — return to an easier level, rebuild success, then progress again.

"Nothing Is Working"

When you're frustrated, go back to the fundamentals. Am I training the correct behaviour? Do I understand the trigger? Am I intervening early enough? Is the environment too difficult? Is my dog getting enough enrichment and rest? Is my reward actually valuable? Am I being consistent? Could there be an underlying health issue? Sometimes the best next step isn't more training — it may be veterinary or professional behavioural support.



Best training tool ever invented: a cuddle.

PART SIX

The PawCalm Pro™ Workbook

Don't simply read these pages. Use them — and come back to them throughout the programme and beyond.



Workbook time. Paws on paper!

PART SIX

My Dog's Profile

Dog's name:

Age & breed/type:

How long have I had my dog?

Favourite food:

Favourite toy & activities:

Things that help my dog relax:

Things that commonly excite my dog:

My Primary Training Goal

The behaviour I want to improve:

Why this behaviour matters to me:

What I would like my dog to do instead:

How I will know we're making progress:

My Top Triggers

Trigger	Location	Intensity	Early Sign	Alternative Behaviour

MY DOG'S EARLY WARNING SIGNS — BEFORE MY DOG REACTS, I USUALLY NOTICE:

- ☐ Ears change position
- ☐ Body becomes stiff
- ☐ Whining
- ☐ Increased alertness
- ☐ Turning away
- ☐ Staring
- ☐ Pacing
- ☐ Faster movement
- ☐ Lip licking
- ☐ Increased vocalisation

Other:

MY DOG'S CALM SIGNALS — MY DOG APPEARS RELAXED WHEN:

- ☐ Body is loose
- ☐ Movement is slow or normal
- ☐ Sniffing calmly
- ☐ Lying down / resting
- ☐ Looking away from a trigger
- ☐ Checking in with me
- ☐ Choosing to disengage

Other:

My Reward Menu

Everyday rewards:

High-value rewards:

Favourite activities:

My Calm Cue Plan

My cue:

The behaviour I want & my reward:

Where I'll practise / current duration / next goal:

My Interrupt → Redirect Plan

Trigger & early warning sign:

Interruption & alternative behaviour:

Reward & recovery activity:

Daily Training Log

Photocopy this page, or simply use it as a template — one entry per session.

Date & location:

Trigger & intensity (1–5):

What happened before? What did my dog do?

Alternative behaviour & reward used:

How did my dog recover?

What worked? What will I change next time?

Weekly Review

Week	Reflection Prompts
Week 1	What did I discover about my dog? Most common trigger? Most successful reward? Most useful calm behaviour?
Week 2	What became easier? What remained difficult? What should I practise more?
Week 3	How has my dog's recovery changed? What trigger can my dog handle better? What still requires distance or management?
Week 4	What has changed since Day 1? What am I most proud of? What should we continue practising?

Week 1 notes:

Week 2 notes:

Week 3 notes:

Week 4 notes:

PART SEVEN

Turning Training Into A Lifestyle

Completing 30 days doesn't mean your dog's training is finished — this is where the real value of the programme begins.



Every walk is a chance to practise. And sniff.

PART SEVEN

Turning Training Into A Lifestyle

The goal is to take what you've learned and integrate it into everyday life. You don't need to spend hours conducting formal training sessions — instead, look for small opportunities throughout the day.

Keep Catching Calm

Your dog quietly settles while you're working — notice it. Your dog sees a person outside and looks away — notice it. Your dog walks past another dog without escalating, or recovers quickly after excitement — notice it. Calm behaviour becomes stronger when it's consistently recognised and reinforced.

Build A Daily Rhythm

A predictable routine can make life easier for many dogs.

Time	Rhythm
Morning	Toilet → walk/activity → breakfast → rest.
Afternoon	Enrichment → short training → rest.
Evening	Walk/play → calm interaction → quiet time → sleep.

Your dog's individual needs will vary — the important principle is balance between movement, mental stimulation, training, social experiences and rest.

Too little activity can contribute to boredom, but constant activity can also make it difficult for some dogs to settle.

Use Everyday Moments As Training

You don't need a special session every time: practise waiting before opening the door, calm behaviour before feeding, attention before going outside, reward check-ins during walks, reward calm responses when someone enters, and practise recovery after play. Everyday life can become your training environment.

KEEP YOUR EXPECTATIONS REALISTIC

Dogs aren't robots — your dog may have a fantastic day followed by a difficult one. Progress may look like barking 10 times instead of reacting immediately, recovering in 3 minutes instead of 5, or simply noticing a trigger and looking at you instead of reacting intensely. Those changes matter. Progress isn't always dramatic — sometimes the smallest change is the foundation for a much bigger one.

WHEN PROFESSIONAL HELP IS THE RIGHT CHOICE

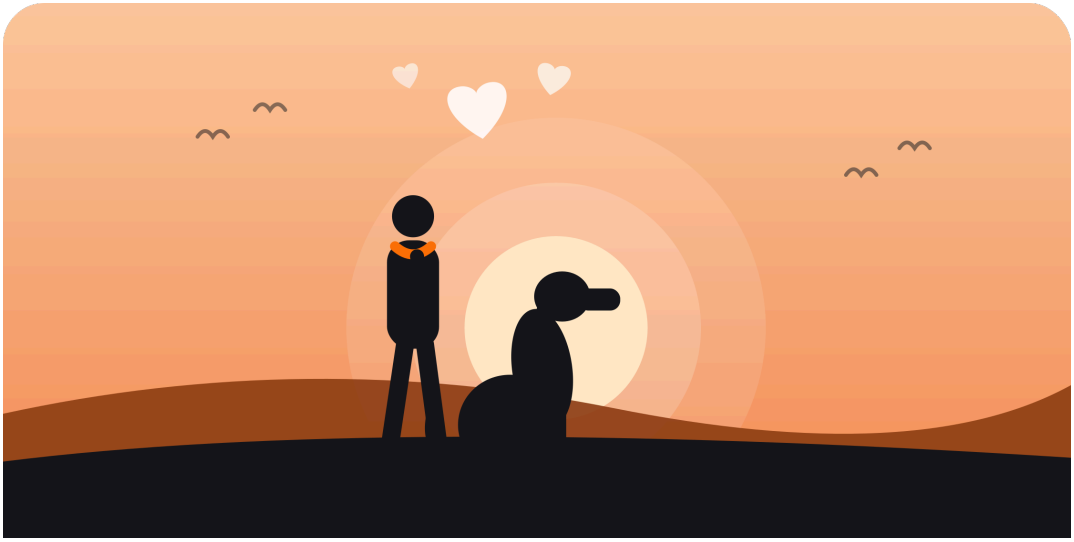
Training at home can be useful, but it isn't appropriate for every behavioural situation. Speak to a veterinarian or suitably qualified behaviour professional if: behaviour changes suddenly; you suspect pain or illness; aggression is severe or escalating; your dog has caused injury or appears extremely fearful; separation-related distress is significant; you feel unable to safely manage the behaviour; your dog's quality of life appears affected; or your training attempts consistently increase distress. Seeking help doesn't mean you've failed — it means you've recognised when your dog needs more individualised support.

YOUR LONG-TERM TRAINING PLAN

Three habits from this programme I will continue:

My next 30-day goal, and why:

How I'll practise & measure progress:



Two best friends, one sunset, zero barking. Mostly.

Final Chapter: You Don't Need A Perfect Dog

If there is one idea we want you to take away from this book, it is this: your goal isn't to create a perfect dog. Your goal is to build better communication. Dogs bark. Dogs become excited, distracted, and make mistakes. Dogs have good days and difficult days — so do we. The difference comes from what you do with those moments.

Instead of seeing barking as simply a problem to eliminate, learn to ask *"what is causing this behaviour?"* Instead of asking *"how do I make my dog stop?"* ask *"what would I like my dog to do instead?"* And instead of becoming frustrated after a difficult session, ask *"what can I change to make the next repetition easier?"* These questions turn training from a battle into a learning process.

Your dog is always giving you information — a reaction tells you something, a calm moment tells you something, a failed or successful repetition tells you something. Your job isn't to interpret every behaviour perfectly; it's to become better at observing, better at timing, and better at reinforcing the behaviours you want to see again.

Interrupt → **Redirect** → **Reward** → **Repeat**

THE PAWCALM PRO™ MINDSET

Before every session, remember: don't rush, don't punish frustration, don't increase difficulty simply to prove a point, don't expect one session to solve everything, and don't ignore small improvements. Instead — observe, understand, prepare, practise, reward, adjust, repeat.



Onward, paw by paw.

Your 30-Day Commitment

- I will focus on progress rather than perfection.
- I will learn to recognise my dog's triggers and early warning signs.
- I will reward calm and appropriate behaviour.
- I will teach my dog what to do instead of focusing only on what not to do.
- I will make difficult situations easier when necessary.
- I will use training tools responsibly.
- I will give my dog time to learn, and celebrate small improvements.
- I will ask for professional help when my dog's needs go beyond what I can safely manage.

Owner's name _____ Dog's name _____

Date _____ Signature _____

A FINAL NOTE TO YOU

There will be moments when your dog gets it right, and moments when everything seems to fall apart. Don't let one difficult day define your training — think about the bigger picture. Maybe your dog checks in with you more often now. Maybe they recover faster. Maybe you recognise triggers earlier, or your dog can settle in situations that previously caused excitement. Maybe you've

simply become better at understanding your dog. All of these things are meaningful.

The relationship between you and your dog is built through thousands of small interactions — a calm response, a well-timed reward, a moment of patience, a decision to create more distance, a decision to stop before things become overwhelming. These moments accumulate, and over time, they help create better habits for both of you.

A calmer dog isn't created in one day.
Calmness is built one repetition at a time.



Best friends. Fluff included.

Bonus Resources

The Calm Dog Toolkit

Quick-reference tools to keep using long after your 30 days are complete.



Bonus round! Party time, hooman.

BONUS 1

The Quick-Start Calm Dog Cheat Sheet

The 30-Day Calm Dog Training Plan gives you the full framework. Use this page whenever you need a fast reminder of the five things that matter most.

#	Do This	Why
1	**Understand the trigger**	Ask what happened immediately before your dog reacted. Don't focus only on the barking — look for the cause.
2	**Watch for early warning signs**	Staring, ears changing position, body tension, increased movement, whining, pacing, fixating, or increased alertness. Early intervention is often easier than waiting for a full reaction.
3	**Create space**	If your dog is struggling, increase distance, reduce intensity, move away, or choose a quieter environment — make the next repetition easier.
4	**Give an alternative**	Choose a behaviour your dog already understands: look at me, come, touch, sit, or go to your mat.
5	**Reward the right choice**	When your dog makes the right choice, reward it — every time.

REMEMBER

INTERRUPT → REDIRECT → REWARD → REPEAT

BONUS 2

The 60-Second Trigger Identifier

When something happens, quickly answer these six questions while it's fresh in your mind.

1. What did my dog notice?

2. Where were we?

3. How intense was the trigger? (1–5)

4. What did my dog do?

5. What happened immediately afterwards?

6. What could I change next time?

Quick Decision Guide

If My Dog Is...	Then...
Calm	Continue.
Alert but responsive	Reduce difficulty if necessary, and practise.
Becoming highly reactive	Increase distance and simplify.
Overwhelmed	Stop the exercise and allow recovery.



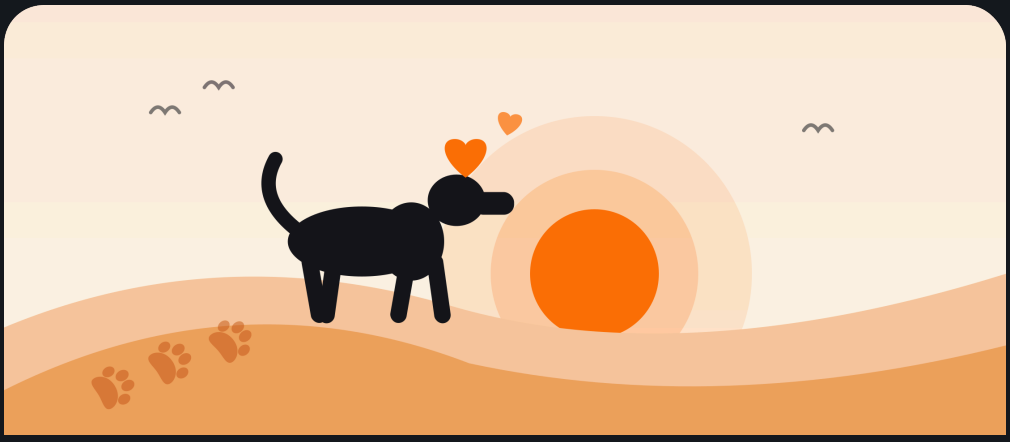
Still a very good boy. Bonus treat, please?

PawCalm Pro™
CALMER DOGS. HAPPIER HOMES.

Your 30 Days Are Complete.
Your Training Journey Continues.

Keep observing. Keep rewarding. Keep adjusting. Keep learning.

INTERRUPT · REDIRECT · REWARD · REPEAT



The end. Now, about dinner...