



The Horsepreneur's

BLUEPRINT TO MAKING MONEY

CASE STUDIES, HOW-TO MAKE MONEY IDEAS,
AND SO MUCH MORE!





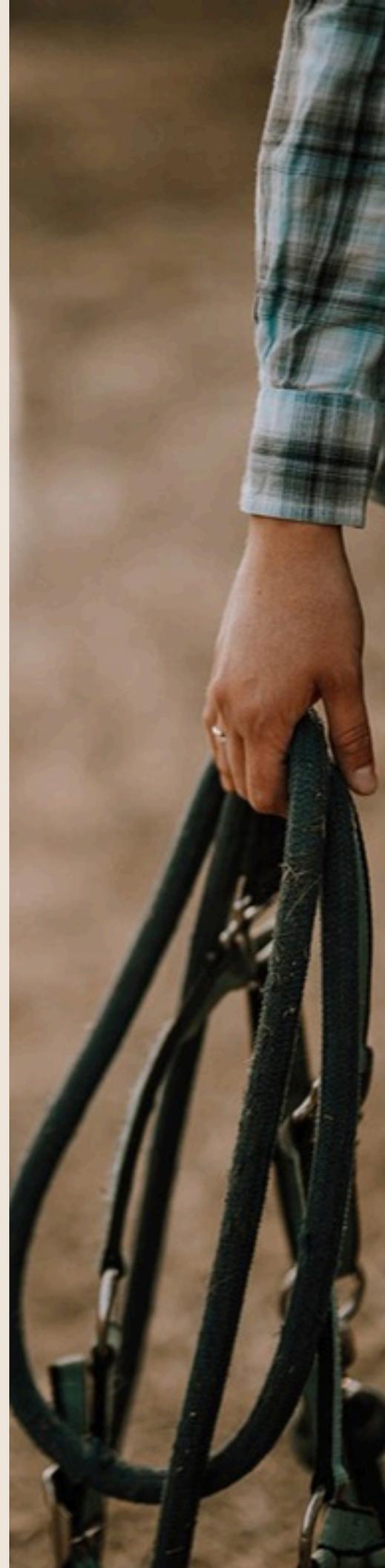
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01

A LETTER FROM AN EQUINE CONNECTION FACILITATOR

Are you ready to feel empowered? Let's dive into a story of one of our own!

LET'S READ!



HI, MY NAME IS JESS KEENAN.

I am based in the South East of South Australia and my business is called Leading Change Experiences. I am in my 7th year of running my equine assisted learning business, and over those years, I have run many different programs and workshops for youth groups, women's workshops and leadership workshops for workplace teams.

From a young age, I knew that I wanted to work in a realm where I could blend personal development and horses. I was horse mad, I had a powerful mentor as a young teenager who taught me that success as a horse rider and trainer was really dependent on how well we developed ourselves as a human being. He taught me to think more like a horse, develop the ability to control my emotions, be flexible with my communication and really have the awareness around my energy and intent.. and he was teaching me these human principles at horsemanship clinics. I was only 16 when I realised that these attributes that I was developing, were the same attributes that would help me in all areas of my life. I went on to become head prefect, a leadership position in my last year of high school, and I still credit my leadership skills, back to developing myself as an aware leader, with my horses. At this age, I was working with the horsemanship medium, I didn't yet know about equine assisted learning.





“FROM A YOUNG AGE,
I KNEW THAT I
WANTED TO WORK IN
A REALM WHERE I
COULD BLEND
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DEVELOPMENT
AND HORSES.”



I WAS FINALLY READY TO BE CERTIFIED.

I was closer to 25 years old, this was 20 years ago, when I first heard about bringing horses together with people - but without riding - for people to work on developing themselves.

I was really interested in finding more out about what people were doing in this realm, because I realised that this opened this experience up to non-horse people - where as traditionally I had only been exposed to human development through horsemanship, where people like myself owned my own horses.

I began looking more closely at these opportunities and what people were doing in this space of equine assisted learning and I kept a strong vision of one day running a business that blended my 2 loves - horses and human growth and development.

It was much later in 2016, when I was finally ready to become certified.

I looked at many training companies, ultimately what drew me to Equine Connection was the researched programs, it was also the fact that we could reach objectives with the horses, and develop real life skills that were transferable across peoples' lives.

I really resonated with Kari's journey, and felt like she was a version of me, in another paradigm! There were many similarities and this bough a level of comfort to me - she also introduced me to their women's in a box program, which was a "done for you" women's workshop including the horse programs and content for a full day's workshop. All of this combined, was why I chose Equine Connection.

I financially committed to the decision to become certified facilitator through Equine Connection.



I WAS SO EXCITED TO BRING MY VISION TO LIFE.

I was so excited to be bringing my business vision to life. Then, a month after I paid my certification deposit, I found out I was pregnant!!!

I had to decide whether I would defer my certification, but it was a big decision as it was one of the last planned trips for Kari and Carolyn to deliver training themselves in Australia. I decided to go for it. I flew down to Sydney with a 3 week old baby and completed the training under the amazing Canadian facilitator trainers.

As I look back on the Certification, the parts I found most helpful on my journey to creating my business was the practical experience that I gained during the in-person certification. We were able to experience EAL programs as a participant which bought me a level of confidence that I would not have gained without the in-person training.

Then having the trainers observe us practicing facilitation was another essential step for me to feel prepared to run my first programs and workshops.

The most valuable resource that became available to me, were recorded training videos on all of the horse programs, including how I would brief and debrief the sessions with youth groups and adult groups. If I was ever unsure how to set up the obstacles on a new program or how to introduce the objectives, I tapped into the videos which guided me how to run the programs for clients. There are many many supportive resources available for us, I haven't even been through them all, but still to this day, the training videos were my most valuable resources that Equine Connection has made available to us as facilitators.

The global support that we have in the support group is next level, as I could tap into experience and knowledge that I didn't yet personally have, and have my questions answered.

A woman with dark hair is smiling and looking towards the camera. She is standing next to a horse, whose head and neck are visible on the right side of the frame. The background shows some trees and a bright sky. The overall tone is warm and positive.

“THIS WAS THE
MOMENT I TRULY
GRASPED THE
WISDOM & POWER
OF THE HORSE AS
OUR TEACHERS.”

I WAS ALREADY, ON MY WAY TO GETTING A RETURN ON INVESTMENT.

A specific experience that I had during the certification that was really impactful for me personally, that really solidified the power of these programs, was when myself and another lady who had really strong horsemanship backgrounds, could not between us, get the horse moving down the alley way of one of the obstacles. We were using all of our knowledge to get Bart moving through the cones, but Bart was refusing to move! It was then, that Kari stepped in and created a hugely impactful learning moment where I realised that I hadn't made the required adjustment or shift within my inner self; I hadn't created cohesiveness with my team mates (being the other woman and the horse) and that is why the horse was not responding to our physical request to move forward through the cones.

I realised in that moment, that I needed to dissolve my ego (it felt ridiculous that us capable horse women couldn't get this horse walking through the cones!) and I realised that I needed to drop deeper into my authentic self and find clarity in my leadership, and really become attuned and aligned with my team mates to reach the objective. **This was the moment I truly grasped the wisdom and power of the horse as our teachers.**

It was phenomenal and a game changer for me, and really allowed me to relate to clients and speak from experience, when I saw similar blocks or challenges arise with my first few clients.

After certification, The Equine Connection community's guidance and support is what helped me advertise my first program. I had many questions, and all of my questions were answered. I was able to see examples of flyers, how people were promoting new programs, and without it, I don't think I would have had the confidence to start my first youth program. Remembering that I had a new born, I ran my first youth program within 5 weeks of being certified, and a 1 day women's workshop, 8 weeks after being certified. **I was already, on my way to getting a return on investment.**

Equine Connection has continued to provide massive support and add really powerful resources to our online business pack as I have navigated my business growth. I have been invited to guest speak at a conference and the online summit as my business grew. I have always worked in isolation, and have drawn on the support of the online support group to keep my business growing.



FAST FORWARD TO NOW.

Becoming certified with Equine Connection gave me a business model that I ran with for the first 6 years in my business. I have run the programs over and over with different niches and markets, and over the years, the results of the programs with clients have continued to exceed my expectations. My horses all respond differently to different people and groups, no program is ever the same. I have some incredible stories of big life changes with clients. **When I started my business, I had the goal that between myself and my horses, we would help one person create positive and sustainable change in their life.**

Fast forward to now, that has happened many times over, and I got to a point 7 years in, that I was ready for more professional development myself, and to take my business to the next level. So I added onto my certifications with a few other modalities like coaching, emotional intelligence and behavioural profiling that compliment the EAL programs to power up my business in the realm of leadership development in the workplace. While I ran team building days with horses, I was ready to stretch myself again and offer a more comprehensive offering for leaders and teams. **However, the horse programs are still the foundation for my services now.**

A close-up photograph of a woman with long, light brown hair smiling warmly. She is positioned next to the head of a brown horse, which is partially visible on the left side of the frame. The background is a soft, out-of-focus greyish-blue. The text is overlaid in the center in a white, serif font.

“I ALWAYS POINT
PEOPLE TO EQUINE
CONNECTION
BECAUSE OF THE
SUPPORT AND
RESOURCES THAT ARE
AVAILABLE AFTER
CERTIFICATION.”



IN EARLY 2024, I RAN A 4 DAY WORKSHOP FOR \$53,000.

The measurable results I have seen in my business since completing the certification is moving my business from a few programs a year, to consistent programs per year. As time went on, I was able to fill workshops and programs rather than running half full. **By becoming a confident facilitator I was equipped to put a proposal into my first large global corporate company in early 2024, and ran a 4 day workshop for \$53,000. I would have never been able to offer this training and development service, without my EAL certification!**

Completing the certification created the confidence and the belief that I needed to get my first program off the ground back in 2017. As the interest in this field grows, I am seeing a lot of people decide to start up their own businesses, with their own horses, but don't necessarily have a supportive training

organisation to provide the steps, the resources and higher level of training needed to make this business successful. I simply would not have had the confidence to advertise a 6 week program with paying clients, without the framework and guidance in how to do so.

I am contacted from time to time by people who are keen to start in this line of business, asking me about my business and what do I think about different training organisations. My advice to someone thinking about getting certified in EAL, is always to consider the horse programs themselves and whether they are objective-based, scrutinise the levels of support and business resources offered, because often there isn't much support after certification. **I always point people to Equine Connection because of the support and resources that are available after certification.**

I WOULDN'T HAVE THE BUSINESS I HAVE WITHOUT MY CERTIFICATION.

Equine Connection offers researched programs which is very valuable for clients who want to know that there is a study behind these programs. Not everyone will care about that, but there is a number of clients who have stated that was an important part of their decision to invest into a program or workshop with me.

My future goals for my equine-assisted learning business is to grow into the professional development market. **I am nearly 8 years in now, as I mentioned earlier I wouldn't have the business I have without my certification..** so now, I am finding that there are more advanced resources available that Equine Connection are providing, that I can use to grow aspects of my business into the corporate market.

My business stands out from others in the equine-assisted learning field, because I offer myself as the facilitator. I know it sounds cliché, but it's true. I bring my own knowledge, wisdom and experiences to my workshops and programs, and I feel that I'm widely relatable as I have had my own challenges and adversity on one hand, but my own growth and success in leadership on the other hand - which has created a powerful base for me to facilitate from.

I believe that my business stands out because I am quite open about how I have applied the same teachings, wisdom and life principles that I facilitate with clients - in my own person life. I share how I walk my talk. And people find comfort and safety in this. **The certification gave me the confidence to not have a strong professional boundary where my clients felt I was unreachable, instead, I feel a strong part of my uniqueness is to lead my business with authenticity and congruence, but even more importantly, lead with human-ness.**

Kari and Carolyn have the gift of keeping things simple. I have been able to develop and grow myself and my business, from the amazing foundation that they helped me develop through my certification and beyond, with Equine Connection.





02

THINGS TO CONSIDER WHEN PRICING YOUR SERVICES

Are you trying to figure out your pricing or if you're on the right track? Here are some tips!

LET'S LEARN!



Things to Consider When PRICING YOUR SERVICES



DETAILED INVENTORY

Make a detailed list of EVERYTHING you provide for your clients. List every activity, tool, resource you offer.



DIRECT & IN-DIRECT COSTS

Calculate how much it costs you to look after the horses, rent/run your arena, bills, horse food, if you have to hire another facilitator, etc.



COMPETITION

What do they offer? Their prices? This will give you a sense of rates and also gives you ideas about how to differentiate. *(Don't base your pricing for services solely on what competitors are doing. But, be aware of what other companies charge so your prices aren't completely off base.)*



TARGET MARKET

Find out how much your potential customers are willing to pay. Look at things like their needs, income, family status, occupation, etc.

CONTINUED...



TIME

Think about the time you put into your services - the longer you work on a project, the more you should earn, right? Keep track of how long things take you; it'll help you set fair prices.



EXPERIENCE

Hey, think about your experience in the industry too. The more time you've spent doing what you do, the more valuable you become. So, as you gain more experience, you can charge more for your expertise.



MARK-UP

To make your business profitable, you gotta add a mark-up once you've got your costs sorted so you can actually make money. Don't undersell yourself; ask for what you're worth! Worst case? They might say no, but hey, you can always tweak prices or chat it out with clients.



ANNUAL CHECK-UP

If folks are happily paying your current rates, that might be a green light for a raise. But if you're not getting any takers, maybe it's worth a rethink on how you're pricing things.

YOUR NOTES:



THOUGHTS TO CONSIDER

Consider all aspects of your services, from costs to market demand, when setting your prices. Remember, your value increases with experience, so don't hesitate to charge what you're worth.

enjoy the journey!



03

REAL EQUINE CONNECTION CASE STUDIES: PRICING & PACKAGES

This is real pricing, from real
facilitators all around the world.

LET'S SEE THEM!



A person wearing a white shirt is holding a document, possibly a contract or a report, in front of a dark background. The document is partially visible, showing some text and a table. The overall scene is dimly lit, with the white shirt and document providing the main source of light.

Real-Life

AUSTRALIAN CASE STUDIES

THESE ARE REAL-LIFE PRICING EXAMPLES FROM
EQUINE CONNECTION'S FACILITATORS

A U S T R A L I A

WHEN WERE YOU CERTIFIED?

Certified in 2022

HAVE YOU HAD PAYING CLIENTS BEFORE?

Yes I have! I make approximately \$2,560 per month.

WHAT IS YOUR CURRENT SKILL LEVEL? (*BRAND NEW, BEGINNER, EXPERIENCED, ADVANCED, EXPERT?*)

Brand New

TYPE OF PROGRAMS YOU RUN?

1:1 Programs

For a 4 week programme for home schooled youth, I charge \$640. This breaks down to \$80/youth/session.

Weekly Programs

For a 4 week programme for youth, I charge \$640. This breaks down to \$320/youth, and I have 2 youths who attend. This breaks down to \$80/youth/session.

Workshops/Retreats

A U S T R A L I A

WHEN WERE YOU CERTIFIED?

Certified in 2017

HAVE YOU HAD PAYING CLIENTS BEFORE?

Yes, I have! I bring in approximately \$2,280/month.

WHAT IS YOUR CURRENT SKILL LEVEL? (*BRAND NEW, BEGINNER, EXPERIENCED, ADVANCED, EXPERT?*)

Advanced

TYPE OF PROGRAMS YOU RUN?

1:1 Programs

For a 3 hour session for parents and couples, I charge \$397. This includes a merge of two EAL programs and a communication style questionnaire.

Weekly Programs

For a 6-week program for youth (I run with 6 participants), I charge \$3,420. This breaks down to approximately \$570/youth, and I have 6-youths who attend. This breaks down to approximately \$95/youth/session.

For a 8-week program for women on the spectrum, I charge \$960. This breaks down to approximately \$120/woman/session.

Workshops/Retreats

(next page)



Workshops/Retreats

For a 1-day workshop for women, I charge \$347.

This is what is included:

- 1 day working with horses
- 2 EAL programs
- no catering (catering price is additional)
- printouts
- communication style questionnaire

For a 2-day workshop for women (Empowered Mums and Carers) I charge \$497.

This is what is included:

- 2 day working with horses
- 4 EAL programs
- no catering (catering price is additional)
- printouts
- communication style questionnaire

For a 4.5-5 hour team development event, I charge \$3,900 for 6 people or \$5200 for 8 people (\$650 pp)

This is what is included:

- 2 EAL programs
- catered for lunch and morning tea
- communication style questionnaire / or emotional fitness session (building our relationship with uncertainty)

(I will be offering companies an option of EDISC behavioural profiling and an additional workshop in their workplace but this will be an additional investment)

(this will be my pricing, I have not run this yet)

A U S T R A L I A

WHEN WERE YOU CERTIFIED?

Certified in 2021

HAVE YOU HAD PAYING CLIENTS BEFORE?

Yes, I have! I bring in approximately \$4,460/month

WHAT IS YOUR CURRENT SKILL LEVEL? (*BRAND NEW, BEGINNER, EXPERIENCED, ADVANCED, EXPERT?*)

Beginner

TYPE OF PROGRAMS YOU RUN?

1:1 Programs

\$120 for a 1 to 1.

Weekly Programs

Atm, I have been pitching to previous riding clients and NDIS plan managers. I started last year with just 2 Saturday groups of children, and this year I have been taking a number of intellectually disabled adults with a modified program (mainly 1 to 1 and 1 to 2). I plan to promote my business to local women and run a weekly program one evening week combining art and EAL. With the NDIS clients, I run an assessment for an hour that explores their interests and limitations. we also assess their understanding of safety considerations.

I charge \$120 for this and believe it will help with billing and writing reports. As you see very little advertising. Essentially my pricing is \$75 for a group session.

Workshops/Retreats

A U S T R A L I A

WHEN WERE YOU CERTIFIED?

Certified in 2016

HAVE YOU HAD PAYING CLIENTS BEFORE?

Yes, I have!

WHAT IS YOUR CURRENT SKILL LEVEL? (*BRAND NEW, BEGINNER, EXPERIENCED, ADVANCED, EXPERT?*)

Expert

TYPE OF PROGRAMS YOU RUN?

- 1:1 Programs
- Weekly Programs
- Workshops/Retreats

For a 2-day Workshop for women , I charge \$650 AUD. *minimum of 2 facilitators and 4-12 participants. This is what is included: 2 days working with horses, 4 EAL programs, classroom based activities, lunch, morning/afternoon tea/tea/coffee/drinks, Meditation or similar (external provider) - reflection forms, handouts, giveaway (squishy horse)

For a corporate team building event, I charge \$550 pp and for leadership program \$750pp. Typically 10-2/3pm. 2-3 facilitators. This is what is included: 1 EAL program, MiRo workshop session + individual and team report, lunch (catered), morning tea, tea/coffee, reflection forms, corporate give away (squishy horses and/or, water bottle or pen and note pad - all branded) , branded USB with photos from the day

A U S T R A L I A

WHEN WERE YOU CERTIFIED?

Certified in 2019

HAVE YOU HAD PAYING CLIENTS BEFORE?

Yes, I have! I bring in approximately \$4,460/month

WHAT IS YOUR CURRENT SKILL LEVEL? (*BRAND NEW, BEGINNER, EXPERIENCED, ADVANCED, EXPERT?*)

Advanced

TYPE OF PROGRAMS YOU RUN?

1:1 Programs

For a 1 on 1 for differently abled or challenged people], I charge \$140/session

Weekly Programs

For a 6-12-week program for youth, i charge \$80-\$110/youth/week, and I have 6 youths who attend.

For a 4-week program for homeschool kids, I charge \$600. This breaks down to approximately \$120/youth/session.

Workshops/Retreats

(next page)

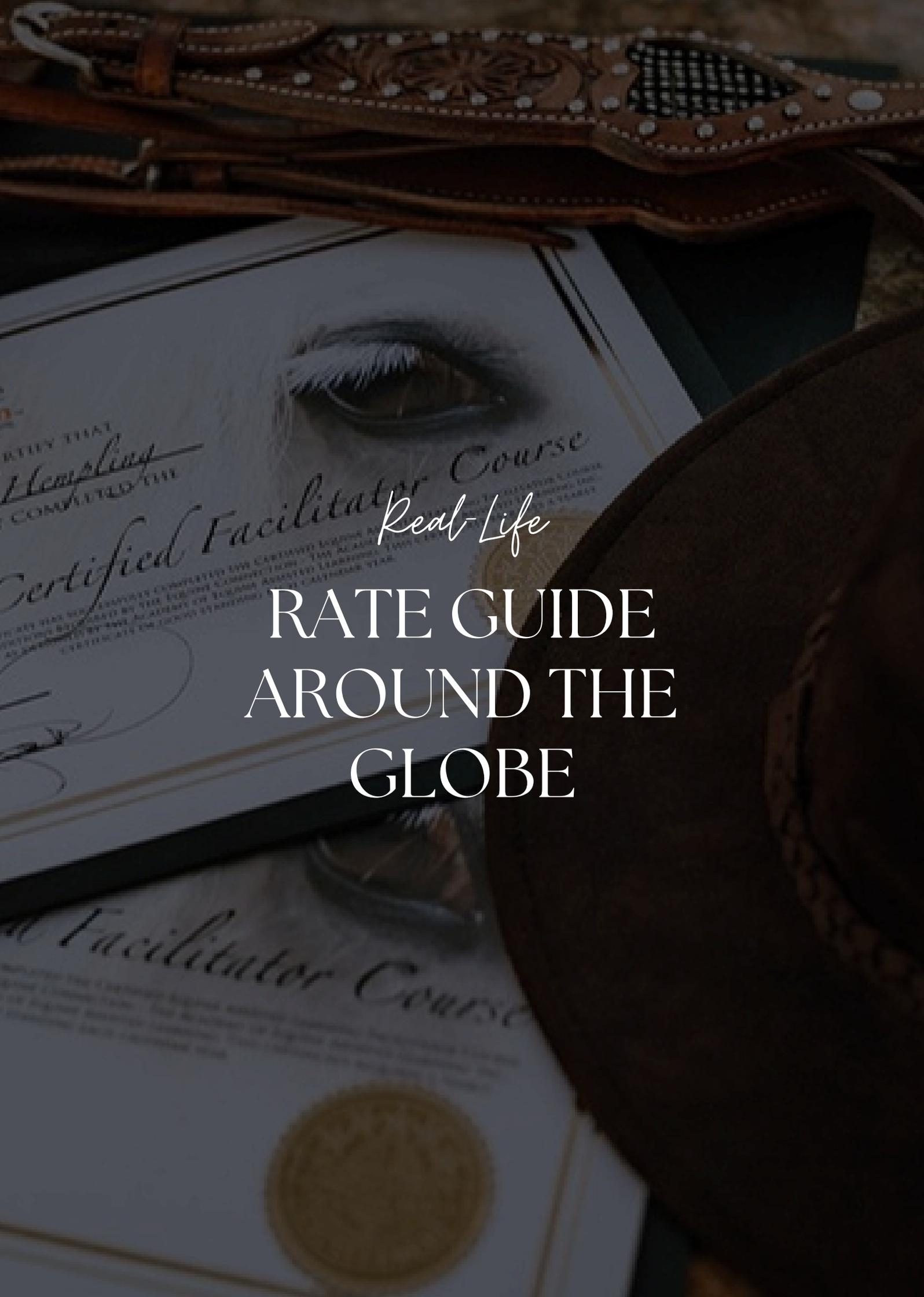
● Workshops/Retreats

For a 2-day workshop for women, I charge \$650. This is what is included:

- 2 days working with horses
- 4 EAL programs
- lunch
- workbook
- meditation session
- drinks n nibbles end of 1st day.

For a half-day corporate team building event, I charge \$5,997 for 10 people.

- 2 EAL programs
- I hire 1 more additional facilitator
- lunch
- workbook
- Individual and Team Miro.



Real-Life

RATE GUIDE AROUND THE GLOBE

Around the Globe

SIDE X SIDE ANALYSIS

Canada

United States

Oceania

INDIVIDUAL (1:1)

AVERAGE: \$81.25 /
SESSION / INDIVIDUAL

RANGE: BETWEEN \$80 -
\$150 / SESSION /
INDIVIDUAL

INDIVIDUAL (1:1)

AVERAGE: \$110 /
SESSION / INDIVIDUAL

RANGE: Between
\$80-\$150 / SESSION /
INDIVIDUAL

INDIVIDUAL (1:1)

AVERAGE: \$214 /
SESSION / INDIVIDUAL

RANGE: Between \$120 -
\$397 / SESSION /
INDIVIDUAL

12-WEEK SESSION (8 People):

AVERAGE COST:
\$6,300 PER 12 WEEKS (8
PEOPLE)
\$66 / PERSON / SESSION

RANGE:
\$3,840 - \$7,680 / 12
WEEKS
\$40 - \$80 / PERSON /
SESSION

12-WEEK SESSION (8 People):

AVERAGE COST:
\$7,176 PER 12 WEEKS (8
PEOPLE)
\$75 / PERSON / SESSION

RANGE:
\$5,760 - \$9,312 / 12
WEEKS
\$60 - \$97 / PERSON /
SESSION

12-WEEK SESSION (8 People):

AVERAGE COST:
\$7,080 PER 12 WEEKS (8
PEOPLE)
\$73.75 / PERSON /
SESSION

RANGE:
\$5,760 - \$9,312 / 12
WEEKS
\$60 - \$97 / PERSON /
SESSION

1/2 - 2-DAY EVENTS:

AVERAGE COST:
\$466 / PERSON

RANGE:
\$125 - \$597 / PERSON

1/2 - 2-DAY EVENTS:

AVERAGE COST:
\$423 / PERSON

RANGE:
\$222 - \$550 / PERSON

1/2 - 2-DAY EVENTS:

AVERAGE COST:
\$575 / PERSON

RANGE:
\$347 - \$650 / PERSON

YOUR NOTES:



THOUGHTS TO CONSIDER

As you review these pricing examples and case studies, remember that every business is unique, and what works for one may not work for another. Use these insights as inspiration, but ultimately, trust your own judgment and tailor your pricing strategy to fit your specific circumstances and goals.

what did you learn?



04

9 THINGS YOU CAN DO TO GENERATE INCOME & LEADS

Here are 9 ways you can
generate leads right now!

LET'S DO IT!



#1: SOCIAL MEDIA

- Join EAL-Related Facebook Groups to watch for leads & Groups based on who your target market is
- Join LinkedIn & connect with your market
- POST Consistently. If you start and then give up, there won't be results from social media.
- If you have a budget, use FB ads. *(Remember, these aren't designed to be magical make-your-business loads of money).*
- Share your story. PEOPLE relate to your story!



#2: ORGANIZATIONS

- Try emailing, FB'ing, LinkedIn'ing, or phoning them to set up a meeting.
- MAKE sure you do some market research and find what values align with you and how your programs could help their programs excel!
- IF you don't get through, put together a package to drop off to the organization! Do things that make you stand out!

#3: VISIBILITY

- Reach out to local newspapers to get them to come out and do an article on you.
- Reach out to new stations and get them to come to cover you.
- Find podcasts or blogs you can be a guest on.
- Hang posters inside of populated stores.
- Host an open house.



#4: TRADESHOWS

Find Tradeshow where your target market hangs out! If your market is women, join a woman's trade show. If your target market is NOT horse people, don't attend the equine tradeshow unless you're looking to build connections!

#5: NETWORK

- Join local networking groups.
- Your community Chamber of Commerce is a great resource to network and get your name out there.
- Spend more time asking people about them, their businesses, and their goals, than talking about what you do. Learn who they are, and their goals and this gives you way more data to approach them with as you'll know EXACTLY how you can help them!
- Join the Virtual Summits or Conferences with like-minded people.



#6: TRACKING

If you don't know WHERE the issue is going wrong with your business (*where are people falling off, where do people stop talking to me*), then write down your system and track who you talk to. This will help you see where you are going wrong, or need to adjust.

This ALSO gives you a list of leads to follow up with!

#7: SELF-PROMOTE

Represent yourself by getting swag, and/or getting a vehicle deco to self-promote.



#8: FOLLOW-UP

You've started talking to someone but don't hear from them. FOLLOW UP. Send them a simple, Hey, just following up. Or Hey, is everything okay?

IF you've talked to people in the past, make a list. Reach out to the people you talked to even a year ago. Start a conversation with them and ask them how they're doing. Cross off the people who are not interested, but reach out to those who expressed interest but never followed through!

(You can even send them a freebie or something of value to help them on their journey).

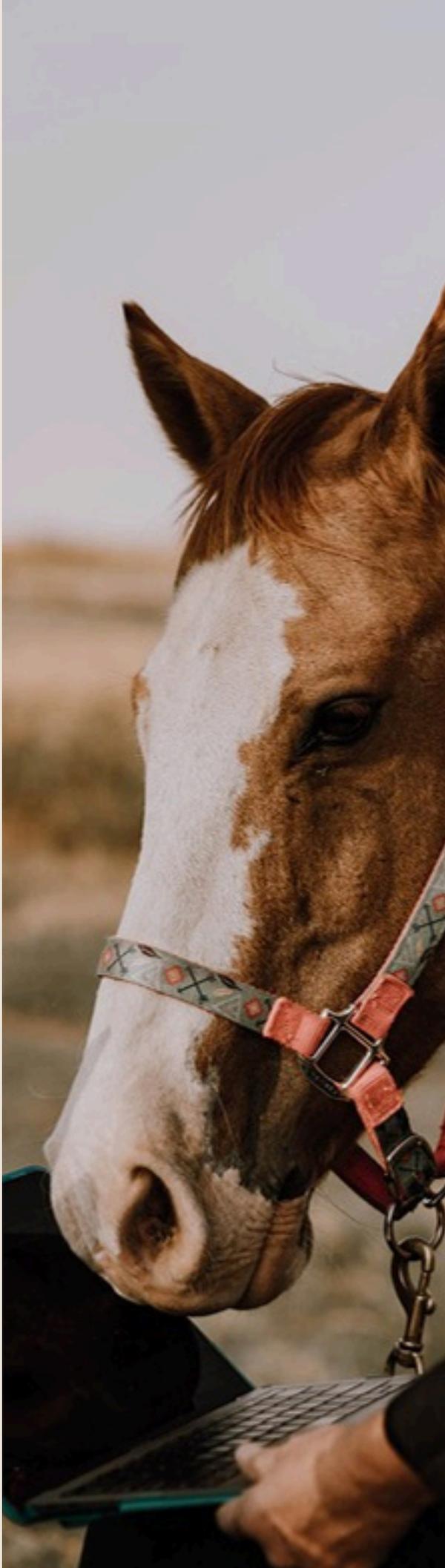
#9: EMAIL LIST

This doesn't have to be anything fancy.

- Gather their name, email and phone number on a short form on your website. This will add them to your list, or give them access to a freebie you've offered.
- NOW, you have their info, and because they downloaded it, you know they're a HIGHLY QUALIFIED LEAD.
- Reach out to them via email and start a conversation by saying you're reaching out with any questions!



YOUR NOTES:



05

ASSESS WHAT YOU'RE DOING IN YOUR EQUINE BUSINESS

Take the time to assess what is going on with your business and the missed opportunities.

REMEMBER: Try these things consistently and more than once! They work!

LET'S GO!



1

Am I taking advantage of the communities I'm in?

I am posting questions I have (no matter how crazy they seem).

I am posting my struggles and asking for support or help.

I am posting my wins and advice to give back to the community.

I am asking my community to look out for opportunities for me.

I am asking my community for advice in places I feel I am struggling in.

2

Am I using social media to prospect potential clients.

I have joined Equine-Assisted & Related Facebook Groups.

I have joined local Facebook Groups.

I have joined Facebook Groups where my target market hangs out.

I have joined LinkedIn and made connections with my target market who I will reach out to.

I've tried Facebook Advertising with a small budget.

I am CONSISTENTLY (daily/weekly) searching for & talking to leads.

I have asked my friends to share my posts online. Or connect me with people who might be interested.

I am CONSISTENTLY posting on my social media.

I have joined LinkedIn groups related to my industry and participated in group discussions to demonstrate my expertise.

3

Am I reaching out to organizations in my area?

- I have Googled Organizations in my area and made a list of contact information.
- I have driven around my community looking for potential organizations I could partner with.
- I have asked my friends if they know any organizations they could connect me with.
- I have emailed, Facebook Messaged, Messaged on LinkedIn, or phoned prospective clients to set up a meeting.
- I have reached out with more than 1 of the above suggestions if the prospective client hasn't answered me.
- I have done market research and found how my programs could help their programs excel (or bridge the gap)!
- I have done dropped a package off at the organizations I am interested in working with.

4

Am I getting visible?

- I have reached out to my local newspaper for an interview.
- I have reached out to the news stations.
- I have found podcasts, zoom interviews, summits, conferences, or blogs I can be a guest on.
- I have asked and hung posters in local popular stores or shops.
- I have hosted an open house and invited the community to attend through Facebook Groups, the newspaper, social media.
- I am posting or asking friends to share my posts on my Personal Facebook Page.
- I have looked for FREE interview opportunities.
- I have created an Email Signature with links to my website/brochure, social media and phone number.

5

Am I promoting myself at tradeshow?

I've searched for tradeshow where my target market would attend.

If I haven't found one that applies, I've asked my community if they know of any tradeshow that my market is at.

6

Am I networking?

I have looked for local networking groups (or asked in my local Facebook pages if there are any) I can join.

I have joined an online networking group.

I have joined my local Chamber of Commerce.

I have set up coffee chats with my fellow community members.

7

Am I tracking my progress & processes?

I have written down how I find prospects, how I contact them, how I follow up, how I pitch them & how often I follow up.

I have analyzed my process to see where the issues are.

I am actively making a list of EVERY human being I talk to about my program who is interested, so I can follow up with them.

8

Am I self-promoting with my own SWAG & Print Materials?

Representing myself with SWAG, and have a vehicle deco.

I have print materials (brochures, mailers, etc.) and have my website/contact info on them.

9

Am I following up and starting conversations?

I have made a list of all of the people I've been talking to that is easy to access.

I have asked past potential clients how they are, if they're okay, or if they are still interested in my service.

I have started a NEW conversation with all potential and past clients I've talked to within the past two years.

I am actively following up 2-3 times after the first initial contact.

I have checked all of the 'other' inboxes on my email to make sure I haven't missed any messages.

I have checked my 'other' request folder on Facebook Messages to make sure I haven't missed any messages.

I regularly check my FB Business Page and any other social media platforms to see if I have any messages in my inbox.

10

Am I using an email list and getting emails?

I have created a brochure on canva with information about my program.

I have created a pop-up or lightbox on my website with a form to grab their email, phone, and name.

I send people who filled out the form my brochure AND I start a conversation with them.

I send monthly newsletters to the people who have downloaded my form.

I follow up with the people a couple of days later asking if they have any questions.

YOUR NOTES:



THOUGHTS TO CONSIDER

As you reflect on this checklist and evaluate your current business strategies, remember that growth often requires stepping out of your comfort zone and embracing new approaches. Use this checklist as a roadmap to identify areas for improvement and opportunities for innovation, and remember that progress is a journey, not a destination.

You've got this!



06 IF THINGS AREN'T WORKING, HERE'S WHAT TO DO

Explore actionable steps to troubleshoot and pivot your strategies when faced with challenges or setbacks in your business journey.

I'M READY TO EXPLORE!





CONSIDER THIS...

You are out and about and have. You have the option of choosing from 2 burger joints. One is a luxury high-end restaurant with a gourmet burger and the other is a fast food joint. Which one do you choose? The answer to this question depends on a few factors.

If you're short on time, then the fast food joint may be the best option.

But if you have more time, then the luxury high-end restaurant might be worth considering. The gourmet burger could be a unique and unforgettable experience, making it worthwhile to spend the extra time and money.

It really depends on your preferences, budget, and how much time you have available. Ultimately, what matters most is that you pick the option that best satisfies your needs and wants.

This is the same as when you are pricing your services. If your target market has a small budget, then a basic package at a lower cost might be what makes the most sense for your business. If your target market has more money to spend and wants something more unique or personalized, then your target market investing in a higher-tier package or service would be the better option.

And even when you are comparing to your competition, do you want to be the fast food joint or the luxury high-end restaurant? Do some research to see which type of services your competition is offering and what their pricing structure looks like. Take note of any trends and decide if you want to model the same path, or create something more unique that stands out from the crowd.

THE “HAVE I” CHECKLIST

		YES	NO
1	Have I checked off all of the items on the list in Chapter 4? Have I tried them all?	<input type="checkbox"/>	<input type="checkbox"/>
2	Have I tried each of the items MULTIPLE times?	<input type="checkbox"/>	<input type="checkbox"/>
3	Have I made a list of what worked best and what hasn't worked after trying each item MULTIPLE times?	<input type="checkbox"/>	<input type="checkbox"/>
4	After I've made my list of what's worked/what hasn't worked, have I replicated the processes for me that DID work?	<input type="checkbox"/>	<input type="checkbox"/>
5	If I have tried EVERYTHING and NOTHING is working - have I:	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Written down WHERE people are dropping off or losing interest?	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Written down WHY I think people aren't interested?	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Asked my potential clients WHY they aren't signing up?	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Did market research to figure out if my prices are too HIGH or too LOW?	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Adjusted my pricing and my offer to test if this makes a difference to my market?	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Posted in my community to seek help and guidance?	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Considered that my current target market doesn't have the budget for me and I need to adjust WHO I work with?	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Asked my community members who have showcased their success in to have a coffee chat?	<input type="checkbox"/>	<input type="checkbox"/>



07

7 THINGS THAT ARE ACTUALLY HOLDING YOU BACK FROM STARTING

Uncover the seven common barriers that may be hindering your journey to start your dream business, and learn how to overcome them with practical insights!

LET'S BREAK THOSE BARRIERS!



Things You Don't Need...

WHEN STARTING...



A LOGO

Contrary to popular belief, logos don't make you money. They're great for branding, but you don't need one to start your business.



LOADS OF MONEY

You have the knowledge - you have (or are) taking the Certification to help you further your business - you're a part of communities! Use these things you already have to get that engine moving! *(You can even lease horses and land if you don't have that!)*



A WEBSITE

Contrary to popular belief, you do not need a website to get started! You can go to [canva.com](https://www.canva.com), build out a brochure. Building relationships is FAR more important! Book meetings, network, make connections... YOU ARE ENOUGH.



A FANCY EMAIL ADDRESS

As long as your emails are professional and reflect your brand, they can effectively communicate with clients and partners! You don't need to spend money on a customized email address to build relationships!

CONTINUED...



A PERFECT PROGRAM

When it comes to running your own business, especially in fields like facilitation, practice truly makes perfect. Each session you conduct, each interaction with clients, and each challenge you overcome adds to your experience and expertise. It's all about embracing the learning curve and aiming for improvement rather than perfection.



A BUSINESS DEGREE

Forget about needing a business degree. If you know how to communicate effectively with humans, you're already equipped to succeed. Plus, find a community to support you every step of the way, providing guidance when needed.



A FACEBOOK BUSINESS PAGE

Starting your business doesn't require a Facebook Business Page. Utilize your personal profile to leverage your existing connections and gain visibility for free through features like going live and sharing success stories from your programs.

YOUR NOTES:



08

RESOURCES YOU CAN TAKE ADVANTAGE OF RIGHT NOW

Unlock a treasure trove of resources at your fingertips, ready to empower your journey towards business success.

I'M READY!



Join Our FREE
EMAIL NEWSLETTER

MADE FOR HORSE LOVERS & EQUINE BUSINESSES ALIKE...

Join our community of 118,000+ Life Changers forging their own paths with horses - whether for business or pleasure.

You'll Receive Weekly Emails Designed to Transform Your Relationship With Your Horse, Elevate Your Equine Business & So Much More!

CLICK HERE OR VISIT:
[NEWSLETTER.EQUINECONNECTION.CA](https://newsletter.equineconnection.ca)



Join Our BRAND NEW
MEMBERSHIP

The membership designed to help empower horsepreneurs to confidently build thriving businesses for their equine-assisted modalities, guiding them from uncertainty and confusion of wondering where to start to clarity, fostering client connections, achieving personal growth, and making a living doing what they love.

JOIN THE WAITLIST



TESTIMONIALS



THE ONGOING SUPPORT AND THE FACT THAT THEY SHARE EVERY PIECE OF BUSINESS AND INFORMATION WITH THE PARTICIPANTS IS HANDS DOWN THE BEST THEY ARE ALWAYS THERE WHEN WE NEED THEM. THANK YOU SO MUCH CAROLYN AND KARI!



THIS PROGRAM IS LIFE CHANGING. THE MOST IMPORTANT THING THAT IT DID FOR ME WAS SHOW ME THAT I CAN MAKE A DREAM A REALITY.



THE SUPPORT FROM THE EQUINE CONNECTION'S FAMILY IS AWE-INSPIRING, AND THE WEALTH OF INFORMATION PROVIDED TO US IS TRULY REMARKABLE. I WHOLEHEARTEDLY RECOMMEND IT!



HEY, WE'RE THE EC GALS!

Thank you so much for downloading this guide! We are so excited to serve you and help you find success along your journey!

We are so beyond passionate about helping YOU become the HorsePreneur you've always dreamt of being, whether you're launching, growing, or looking to excel in your ventures!

Keep dreaming huge and we look forward to having you in our community!

Kari & Carolyn