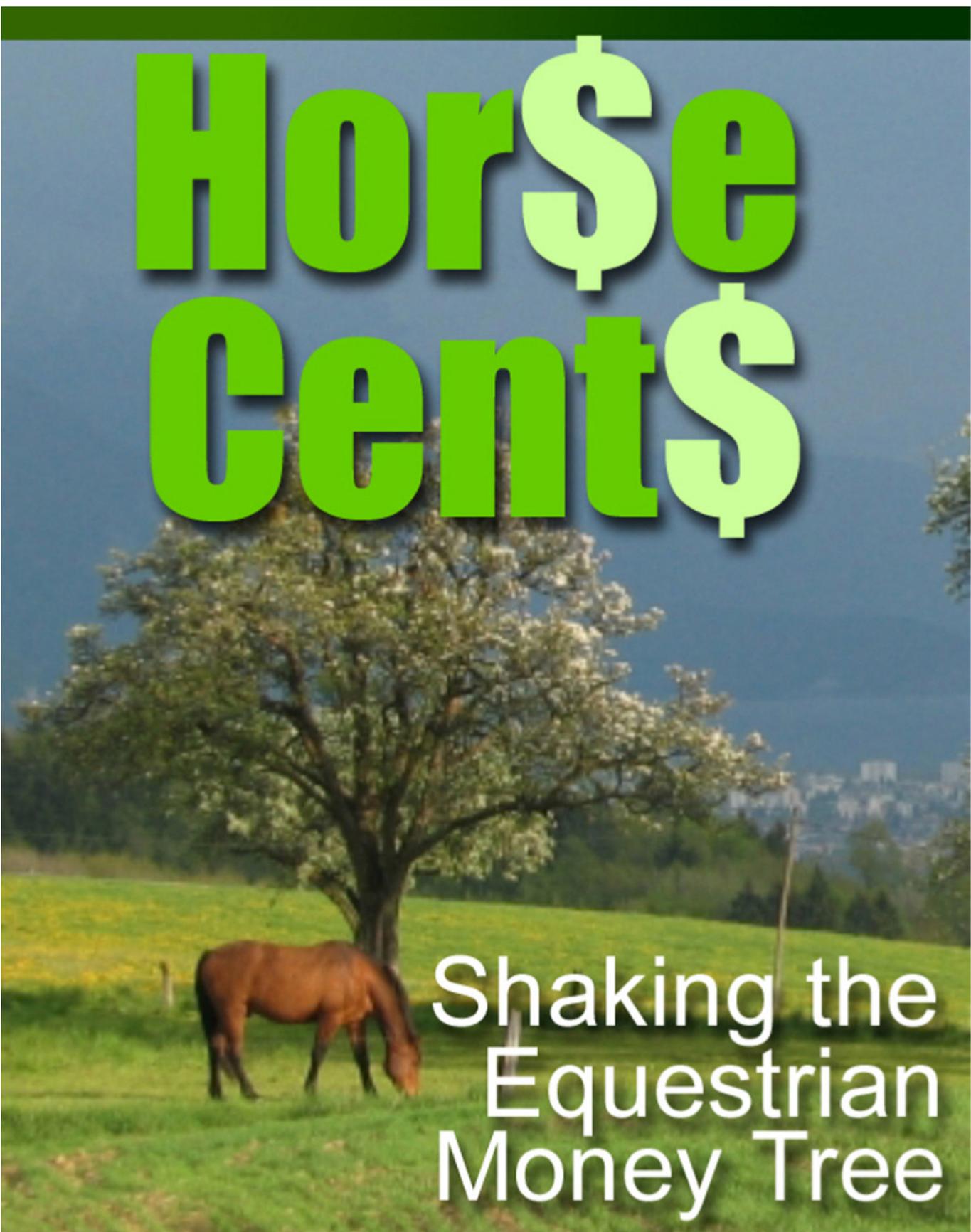


Horse Cents



Shaking the
Equestrian
Money Tree

www.ItascaEquine.com

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This Bonus E-book is a gift from NoHorsingAround.com, and contains the first and tenth chapters of Hor\$e Cent\$. To get the rest of the book, please visit <http://www.NoHorsingAround.com/horse-cents.htm>.

Hor\$e Cent\$: Shaking the Equestrian Money Tree is dedicated to my ever-loving and patient husband, without whom it would never have existed.

Once Upon a Time

Once upon a time there was a little girl who fell in love with horses. Her parents didn't have enough money to just go out and get her a horse – there were six other children to think of. But she didn't give up. She read every book she could get her hands on that was about horses. She rode everything that was for sale in the county. And eventually, she got her very first horse.

As children will, she grew up and left home. She went away to school, found Prince Charming, and married him. They lived very happily for many years, then a great storm hit the castle, shaking it to its' very foundation. While there was some damage to the roof and some of the windows, the castle stood – although now there were two little princes.

The girl, now a lady, and Prince Charming surveyed the castle and the grounds in dismay. There was no money in the coffers, certainly not enough to repair the castle. It was then that they found it. There was a money tree growing on the grounds! All they had to do was to shake it, and money fell around them like leaves in an autumn wind. There was more than enough to repair the castle – there was enough to last a lifetime, and plenty to share with the rest of their kingdom.

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The Author

Patricia Reszetylo is a self-confessed horse lover. Bitten with the bug at age nine, she has spent many years looking for ways to support her “horse habit”. While she didn’t create the kernel idea of a class to educate new horsemen, her many years of studying marketing, and of working in various retail settings is summed up in this e-book.

If you have questions about what she’s written here, feel free to contact her at Patricia@NoHorsingAround.com, or via whatever email address is posted at <http://www.NoHorsingAround.com/>.

The No-Nonsense Guarantee

Read this little book. Print it out and make notes in it. Pull your resources together, and hold a class. Drill Patricia with your questions. If you are not convinced that it will make you money and increase your customer base, we’ll refund your money.

Disclaimer

Here and there in the text, I use the term “hers” or “his” instead of “his/hers”, and “she” or “he” instead of “he/she”. This is NOT meant to imply anything gender-specific about a career path or business opportunity – it is for my convenience, and clarity of text. I feel that using “his/hers” or “he/she” is just cumbersome, both for the reader and the writer. No gender bias is meant where a single gender indicator has been used.

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Note to Reader

This is a work-in-progress. While it has tons of useful information in it right now, your comments and questions are what will make it better and more complete. Please let me know where there are areas that you think need more information, more clarity, or more resources of some sort. Two heads ARE better than one – I've looked at this for so long that I tend to forget where the information leaves off and my assumptions start. Tell me where the "Huh??" spots are, and I'll fix them.

Chapter 1

Overview

“To make a small fortune in a horse business, start with a large fortune.”

The equine business is not an easy business in which to make money. It is hard, back-breaking work. There is usually an over-abundance of horses, and a dearth of customers, making breeding and sales difficult. The few customers that are available already have as many horses as they can support as it is – some of them have more than they can really support – and none of them can buy a new horse (and supporting services) without getting rid of one that they already have.

What you need is the proverbial money tree – something out of which you can shake money, as you need it, as well as use it to plant more “money trees,” for future harvests. A friend of mine, Marv Walker (<http://www.AwarenessHorsemanship.com>), came up with this idea. I just fleshed it out a bit, and rounded out lot of the marketing and educational aspects of it.

Marv is an unabashed marketer, who works hard to support his “horse habit”. He came up with the idea of holding a class at his farm, as a creative moneymaker. He charged his students a fee, had them handling horses, cleaning stalls and so forth. One of the students ended up buying a dozen horses – although not from him, as he didn’t have any to sell right then, but if he’d had them to sell, he says, she would have bought ‘em.

I was on his mailing list at the time, and he gave it to us as a “freebie idea”. I took it and have developed many aspects of it, until it is what you see today.

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This book gives you a way to create a money tree for your business in new consumers – to build the market bigger for your equine services and products. It doesn't really matter whether you are trying to sell one horse, fill a stable with tenants, or move merchandise in a saddle shop or feed store – this will grow your market. You don't worry about competing with other businesses anymore; you make the market bigger, with more consumers. You don't share the forest; you plant your own.

Positive Cashflow

It also gives you a way to make some fast money, to create some positive cash flow. Charging a minimum of \$50 per student, you bring in \$300 to \$400 per class - \$450 to \$600 if you charge \$75 per student – plus any commissions on horses that might sell, if you don't have any of your own to sell. A good, beginner-safe horse runs \$2000 and up, so with a 10% commission, you just made another \$200+, for a total of \$500 to \$800 – for a weekend's work. Not bad for most of us these days.

Basic Premise

The basic premise for the participant is that this is a hands-on educational event for people who are interested or curious about having horses. It covers safe horse handling; how to saddle, bridle and basic riding; basic tack and equipment; some legal and insurance considerations; deciding whether to board or develop private property, as well as basic equine anatomy, feeding a horse, and how to find a riding instructor.

I have outlined all of this for you, so all you have to do is follow the notes. You can make the class as in-depth as you like, going into all topics deeply, or just touching base on things, and having a more in-depth class on that topic later. It's up to you, your timetable, your desires, and your class's desires.

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Authority in Your Field

What happens with a class is you are perceived as an authority in this area – you taught a class on it, didn't you, and our society is taught to view teachers as authority figures even if we don't pay them that way! Anybody who stands up and leads something is a leader – and people follow leaders. Even if the participants don't fall in love with the horse you are using, they will come to you for advice, referrals, and follow-up presentations, bringing their business with them. You have a product that they want – they just need a little education, and they will happily part with their hard-earned money. They know and trust you. That is beyond value to any business.

How to use this book

This book is meant to be USED – print it out, sit down and read through it. Make notes on it, and realize it's true potential for your business. You have, in your hands, something that can change the way you do business forever.

Why You Can – and Should – Hold A Pre-Equestrian Educational Event

Boarding, Breeding, Training & Showing Stables

1. You need to fill stalls.

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2. You want to generate some public awareness about your operation.
3. You want to create new potential clients.
4. You want to separate your operation from your competitors'.
5. You want to establish yourself as an authority to local equestrians.
6. You want to make some cash on the side.
7. You want to sell a few horses, either for yourself, or for clients.
8. You want to promote your trainer, sell riding more riding lessons or bring in more horses for training or showing.
9. You need to sell breedings.
10. You want to create new services to offer both horsemen and the general public in your community.

Riding Instructors and Trainers

1. You want to increase your income by selling more lessons.
2. You want to fill stalls in your training barn.
3. You have a client with a horse for sale.
4. You want to have a career with horses, instead of just having a “real job,” and a few lessons or horses on the side.
5. You want to establish yourself as an authority in your field in your area.
6. You want to get established in a particular stable or barn.
7. You need to make some “quick cash” for a major purchase.
8. You need to have some additional income for an added expense.
9. You want to create new services to offer both horsemen and the general public in your community.
10. You want to establish your own stable.
11. You need more clients!

Tack Shops, Feed Stores, Etc.

1. You want to establish your store as an authority in your area – somewhere that people go to get good information and service.

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2. You want to create new services to offer both horsemen and the general public.
3. You want to create some “press” about your business.
4. You want to be known as a business that helps local horsemen buy, sell, and do whatever they do better than they did it before.
5. You want to separate your business from the competition.
6. You want to expand your business, either by selling more stuff, moving to a larger facility, or by creating more customers.
7. You want to create more customers for your current clientele.
8. You want to create a side business.
9. You are a start-up business, and you want to establish it in the community without spending a lot of time and money.
10. You are looking for strategic business partners.

Horse Rescue Groups

1. You need to raise some money.
2. You need to create some public awareness about your facility, group and efforts.
3. You want to raise public awareness about the reality of horseownership.
4. You want to get more people involved in your effort.
5. You have horses (and/or other animals) that need foster or adoptive homes.
6. You have volunteers that need something to do.

Non-equine Careerred Individuals

1. You want to create a new career for yourself with horses without investing huge amounts of money or time.
2. You want to do something that will support your “horse habit.”
3. You don’t want to change careers, you just want something that will make some extra money and allow you to work with horses.

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4. You have a horse you are trying to sell.
5. You have an acquaintance that has a horse for sale.
6. You want to start a part or full time business working with people and/or their horses.

Other Horse Industry Careers, Businesses, and Peripheral Businesses that can Build Customers Using the Horse 101 Class Method:

Equine Massage Therapist

Might hold the “regular” class, definitely should hold classes on how to massage your own horse. She might hold the class at a client’s stable, at her own stable, or at a public facility. If holding at a local stable, she might be able to barter for its use in exchange for her services, if cash flow is an issue. She should definitely negotiate for a commission on any sales that result from her classes.

Veterinarian

Can hold any number of events for horseowners or wanna-be owners.

- A Coggins clinic, where they pull samples for testing en masse.
- Lectures or workshops on Deworming complete with pictures of the little critters, pictures of horses clogged with them. They would go over a yearly schedule, the various products available, and other issues of Deworming – manure management, pasture rotation, pest control (fly management)
- An “Equine First Aid” Class or workshop – learn what to do in an emergency, what not to do, and when to call the vet. Put together an Equine First Aid kit for your barn, trailer, and trail ride.

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- Might hold the “regular” class, if interested.

Depending on the class and his facilities, he could hold these at the clinic, at a local stable, or at a public facility, like a fairgrounds. Depending on who decided to arrange the class, he might be paid a fee for his time; he might negotiate a commission on sales resulting from the class, or he might do it for free or as part of a barter agreement.

Farrier

A farrier might want to hold the “regular” class, and definitely should hold classes on how to trim your own horse (like for emergencies), what a good trim looks like, what a good shoeing job looks like, how trimming and shoeing affect the horse’s gait and performance. What a bad job looks like, and how it impedes or damages the horse’s way of going; some of the pros and cons of shoeing/keeping horse barefoot, and what to do if your horse throws a shoe.

She might hold the classes at a local stable, at a public facility, or as part of a local or region horse expo. The “regular” Horse 101 class could be held at a public facility, or at a local stable.

Saddler (Saddle Fitting)

Now in my experience, there just aren’t many individuals that truly understand that saddles need to fit more than just the rider; the few that do hold as many clinics or workshops as they are able to book (I hope). Most “custom” saddlers I have talked with are thinking in terms of silver and leather carving patterns – not how to fit the horse better.

It seems to me that the well-educated horse-fitters need to reach both the consumer markets and the supplier markets (saddler makers), and the courses for each would therefore be a bit different. The saddler class should contain

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everything the consumer course has in it, but it should also go more in depth in how to **create** a saddle-making system that modifies the fit for individual horses.

This sort of class or workshop can be held anywhere there is seating, power for a projector or TV monitor and VCR, and a place to have the horses to work with.

This is the perfect class for tackshops to sponsor.

Groomer

A groomer could hold the “regular” class, if the grooming was more of a side business, or if they felt there was justifiable interest; otherwise they should target horse showmen, teaching basic classes, more advanced classes – and building lots of business in the meantime, as good braiding and other things like clipping, and mane trimming are really hard work.

The grooming class can be held just about anywhere there is a place to tie a horse, room for people to stand and watch. Depending on the season or time of day, shelter and lighting might be factors. She might be able to expand it into several sessions – one is spent on clipping: choosing clippers, how to use them, various methods of use, various styles for different disciplines, and so forth. Then a braiding class, with various styles of braids, techniques to make the horse’s neck look longer or shorter, tails, and trimming them as well.

If a groomer wanted to hold the Horse 101 class, she might talk to various stableowners, and even barter with them if they needed an up-front payment, if cash flow was a problem. She should definitely negotiate with the demo horse owners to get a commission when/if a horse sold due to her class.

In picking and negotiating with a stable to hold her event, she should keep in mind that she is also building business for the stable, not just herself, and that it makes the stable look “higher class” to have a professional groom working there,

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whether or not she is actually employed by the stable. She can use this event to market herself and her services to current horseowners, not just the new ones. The stable she picks can, in and of itself, make a good impression of her on the new clientele, or it can make a poor or mediocre one.

Horse Transporter

A horse transporter would be a good sponsor for the regular class, and could hold their own on hauling horses – how to pick a trailer, how to pick a tow vehicle, how to practice towing it, how to load horses, towing with horses – as well as what to expect from a long-distance trip, and how to prepare for it.

It could be held at a stable, with a variety of trailers, or it could be held at a trailer dealer location. It would be wonderful if they offered participants the option of hands-on experience.

Trailer Sales, Dealership

A trailer sales business should absolutely hold a course on Trailers and trailering, for all interested horsemen:

- How to match a trailer with your needs and resources
- How to pick the right tow vehicle
- Teaching the horse to load and unload – can be a class in it's own right.
- Picking locations to load and unload
- How to tow the vehicle, and so forth.

The trailering class could be held just about anywhere – a fairground seems like a good place to me, as there is plenty of room to park vehicles and trailers, and they have shelters and animal containment. It could also be a two-day event, especially if they wanted to include training for loading, as well as behind-the-wheel experience aspects.

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They might also hold a “regular” Horse 101 class if the owners, or some of the employees were horseowners, and were interested. It would certainly position them well with the new horseowners as THE place to go when they were ready to buy a trailer.

Auto Dealers – especially ones with pickups built for towing

An auto dealer could easily hold workshops on towing, how to pick the right tow vehicle, how to pick the right trailer, and so forth. They could team up with a trailer dealer for a great trailer-towing class.

Horse Racing and the Off-The-Track Aftermarket

This is a niche class all it’s own, with a different market than I’ve shown for the regular Horse 101 class.

I think that a groom, an exercise rider, a trainer, or a racing stable manager could easily hold a class on how to buy a retiring racehorse, one that is too slow, or that might have an injury that would heal with time, leaving it rideable but not raceable.

I suggest targeting riding stables and individuals that are interested in horses that might be suitable for dressage, jumping, three-day eventing, or just pleasure riding a non-beginner horse.

I would talk to trainers at the track that I know have horses that are not working out so well. I would tell them that I am holding a mini-class for the lay-horseman on how to purchase a horse from the track, and ask them if they have any horses they are thinking of getting rid of, or if they know of anybody that does. I might try to coordinate with a veterinarian and a farrier to come in and discuss issues with the participants.

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Another way this kind of class could be done is by the non-racing stable. They wouldn't even have to be educated in how to re-educate and/or rehabilitate an off-the-track horse – they could organize people to come in and discuss race injuries and rehabilitation, feeding issues, exercise issues, the sort of schedule the horses are used to and how to let them down. Riding and retraining is also an issue, and it helps immensely to know how the horse was trained and ridden as a racehorse. Who better to discuss that than a race trainer, exercise rider or jockey?

The stable doing this particular kind of class could have any of a variety of reasons: They might want to buy a few off-the-track horses to rehab, retrain and use for competition, or they might have a client that wants this sort of horse – or there might be other reasons.

Horse Rescue Organizations

A horse rescue should hold the Horse 101 class, not just to get folks in to see their facility and animals, but to provide an on-going educational basis to their service. It is something a rescue can do to **actually** stem the flow of abused and neglected horses, as well as raise funds for their other programs.

Beyond the basic Horse 101 class, a horse rescue might also offer classes on

- Training or working with a problem horse, maybe with the help of a local trainer, unless they have some expertise here;
- Rehabilitating a neglected or seriously de-conditioned horse;
- Marketing for backyard breeders, who usually get in the business without much planning or forethought, and who usually end up just glutting the market with inferior horses, including, among other things:
 - How to choose a stallion for your mare(s)
 - How to choose mare(s) for your stallion

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- How to differentiate yourself (your horses) from the herd (so to speak)
- How to effectively promote your horses
- How to network and follow-up effectively with customers and potential customers

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Chapter 10

Frequently Asked Questions

How often can I hold a “Horse 101” class?

You can hold a class as often as your schedule allows. I personally recommend allowing at least a couple of weeks in between classes, to allow for proper marketing, preparation and follow-ups with previous students.

How many students should I have at a time?

So that you can give them good, quality hands-on learning, you should limit your class to six or seven people. I recommend not allowing children, for the most part, as they get bored easily, and go off to play – which could be an insurance liability, or at least a distraction to the parent.

How much should I charge them?

What you charge depends on any variety of factors – I recommend at least \$50 for a one-day event, and \$75 or so for a two-day. You might charge more if you are providing lunches. You might also donate the proceeds to an appropriate charity, such as a local animal shelter or rescue. Be sure to “toot your horn” if you do – publicity is priceless.

Should I offer a guarantee?

I recommend offering a guarantee “100% Satisfaction Guaranteed, or your money back”. You of course try to figure out just what your client needs, and deliver (over-deliver) on that. If your client can still say that they are completely dissatisfied, they get their money back. There are people whom you just can't

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satisfy, and you don't want them bad-mouthing you all over town. You also probably don't want them as a customer. 99.9% of your customers – students – will be satisfied, and even feel that they under-paid you.

How do I write a press release?

You can read up on how to write good press releases, or research it online – just plug the words “press release” or “press release writing” into your favorite search engine. You may also take the two examples I gave, change the information that differs, and use it as your own.

How do I ask for referrals?

In most cases, you can just ask. Start by discussing how things are going with the client, and work it into the conversation. Many times, students talk about their weekend activities with co-workers and friends, and many of those are at least a little bit interested. Give them a referral packet, so they can give materials to those people, who will contact you if interested.

What is a “Referral Packet”, and why should I have one?

A referral packet is an easy way to let your students give you referrals. It is a packet of five to ten business cards and/or literature that has been coded by you, so that you will know who gave the referral their info. Put together packets, give them to your students, and ask them to use it to get info about the class to friends or coworkers who are interested. You might run a little contest using these to make it fun – the person with the most referrals in a certain amount of time wins something.

How do I ask for testimonials?

Ask your students, a few days after the class, what they thought of it, and then ask them to write it down. You might also ask after the student has made a decision one way or the other, regarding ownership.

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The best testimonials are from real people – Patricia Reszetylo, of Grand Rapids, MN – not from Patricia R. of MN. When potential students can actually contact a person, it gives it clout. You DO need specific PERMISSION for this.

Wording is also important. “I had fun” is not as good as “I learned a lot about horse safety, budgeting, and many other aspects of horse care”. Don’t put words in their mouth, but do ask for specifics.

You also must use their exact words if you quote them in literature or advertisements.

How else should I follow up with students?

Keep in touch, and foster your relationship with them. Let them know what is going on, and new developments as they occur. Always tell them that if they need you, or any advice, to get in touch. Make it easy for them to get in touch, and always return calls or emails.

Won’t other stables copy me and hold classes too?

Not likely – even if they attend a class, and have copies of the curriculum, most people are immensely intimidated by stepping out of their comfort zone, even if it means it would turn their business around. I have seen only a few stables across the country do this sort of class, and it’s not likely that there will ever be lots of them doing it.

The fact that you purchased this program in the first place puts you in the minority of marketers – less than 10% of all the people who have stables will even consider buying this program. And, the fact that you have read this far puts you in an even smaller minority. All you have to do is follow through and start holding classes. Even if they are pathetic attempts, they outshine your

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competitors' efforts, making you very different in your community. Other local stables will grumble about how they are working harder than ever just to keep the status quo, and how it's not fair that you have it so easy – but they are only .5% likely to ever do anything as radically different as this. That's ½ of 1% - if you have 200 stables in your area that means that **ONE** might copy you. Pretty good odds, aren't they? Besides, you have all these marketing materials and teaching materials, which they don't, and you'd blast them out of the water anyway.

And, even if another local stable does do this, there are at least a couple of good reasons to go ahead and do it anyway:

1. There are enough people in any given community to share with another stable. Feel that you are in too small a community? See the question below.
2. You can do your marketing different than they are. Observe what they are doing, and do something different. Make your ads look different. Market using different media than they use. Really follow up and work the word of mouth angle. Offer different services than they do.

There aren't enough people in my community – what do I do now?

There are enough people in most communities to provide a nearly endless supply of participants to this class, especially with a little creative advertising, joint venturing, following up to generate referrals, and providing interesting, educational classes. If however, you feel you have tried all of those, then just change the size of your community – not by moving people in, but by expanding how **far out** your advertising reaches.

For example, if you've been advertising in papers that have a distribution radius of ten miles in each direction, put ads in papers in nearby towns.

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You can also change your current advertising by adding a classified ad where you've been using only a display ad. Be sure to track your results by asking folks how they found out about the class – and writing it down. Repeat things that work – cut out things that don't.

How do I start?

You started the moment you purchased this program, so keep your momentum by doing the following tasks (checklist is also in the Appendix):

A month or two in advance

- Pick a date to hold the event. It could be a general sort of date, like “the end of August” but pick a date. Revise it if needed later – **PICK A DATE!!**
- Make a list of potential places to hold the event (if you don't have your own stable).
 - List names
 - Phone numbers
 - Locations
- Visit your locations, looking for facilities that might work.
- Visit with the stable owner/operator. Sometimes that is the owner; sometimes it's a barn manager. You are looking for a personality fit with this person, especially if you think you might be interested in a series of classes.
 - Tell them what you are planning – they are more than likely happy to help.

A month to two weeks in advance

- Find horses for demonstrations – that are for sale (or lease)
 - Look at newspaper ads

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- Talk to local breeders
- Talk to local tackshop
- Put classified ad in club newsletter or local paper
- Write up event advertisement
- Write up event press release
- Talk to your media outlets – newspapers, radio, TV
 - Get dates to get things in to each
 - Get names and addresses for each
 - Get ads and press releases printed out, and mailed, faxed or otherwise delivered.

Two weeks in advance

- Practice what you are going to tell people when they call in response to the advertisement(s)
 - Have the basic info posted where YOU will see it when you are on the phone.
- Have a pad of paper and writing instruments near the phone
 - Take down names & contact info.
 - As payments come in, add names to the actual roster.

A week in advance

- Confirm outside horses – have contracts signed by both parties
- Have waivers printed up and copied
- Have student materials printed out and copied
- Find table and chairs for students
- Have stable organized and presentable
- Have horses trimmed, clipped, bathed and any farrier work done
- Have porta-potty reserved if no other facilities

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The day before

- Set up tables and chairs for a dry run
- Set out any office supplies (in a safe place) that might be needed
- Get Porta-Potty set up
- Have horses through to check out things so they aren't as bothered the next day.
- Eat well, and get a good night's sleep

I don't know very much about horses – how can I hold a class?

You can hold a class even if you know nothing about horses – and you can use it to get paid to learn about them!

All you have to do is HIRE somebody who knows about horses to teach the class for you. Talk to various stables or riding instructors until you find somebody willing to teach it. The two of you should then discuss the deal you want to make – perhaps you might split the registration fees, the instructor will take on the new clients as her own, and you get a certain number of riding lessons from her. You will have to decide what you want to get from the deal – and it's best to have an outcome in mind before you go into the negotiation.

There is absolutely NO reason you can't hold a class, even if you know nothing about horses!

Where can I get more information?

You can email me at Patricia@NoHorsingAround.com. I'll be happy to answer any questions you might have.

Patricia Reszetylo, <http://www.NoHorsingAround.com>

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Conclusion

In conclusion, what you have here in this book is a way to build a base of customers. You can repeat the class over and over, as often and as long as you like, until you have as many customers as you want. I have given you everything you need to get new customers. Of course, it is easier, once you have customers, to keep them through regular contact and good services or products, than it is to get them – and the more you have the faster they'll put you under if you compromise on quality of service or products.

As you read through this little book, I hope you saw the potential that it holds for you, and that you are now planning your first Horse 101 class.

If you have questions, feel free to email me. I will periodically update this publication, mostly with questions and answers as they develop. My email address at the time of writing is Patricia@NoHorsingAround.com.

To learn more about the complete Hor\$e Cent\$: Shaking the Equestrian Money Tree course, visit <http://www.NoHorsingAround.com/horse-cents.htm>.

Happy Trails!

Patricia

Patricia Reszetylo, <http://www.NoHorsingAround.com>

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