

Equine Business News
Business Class #2

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1. Followup Homework - Ideal Client & Business
2. New Homework - Fear Journal
3. When's It Due?

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WATCH LESSON TWO VIDEO

Lesson Two

<https://vimeo.com/269131195>

password — MyBusinessRocks!

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1. HOMEWORK — Rewrites

Send your homework on to the other students as soon as you finish it. When everyone posts their homework punctually, this works really smoothly. Remember, you can pilfer each others' ideas. Borrow freely. A good idea deserves to be used more than once. :-)

Homework on the Ideal Client is a reworking of anything that you presented today that needs some tinkering. Use what you learned in today's video to make this fit you even better.

HOMEWORK (revisions)

Who I intend to be

My ideal practice

My ideal client

Rewrite your IDEAL CLIENT and WHO YOU INTEND TO BE IN YOUR BUSINESS in the present tense, with positive images and as much detail as you

can muster. Don't worry about excluding anyone. You can always add more people & horses to your practice to expand it. We are looking for the few core people who will be a joy and delight to work with and who will, over time, help you build your business, too.

If you have negative imagery in it, I don't want you focusing on what's not right or where you have doubt. This is a prayer to the universe so ask for what you WANT, not what you are avoiding.

Here's an example of a student's original that's been turned from fuzzy future tense into clear present time with things to work toward, not shy away from. Notice how the core elements are in the first paragraph yet the imagery and present tense of the second paragraph have so much more impact. Do this with yours. Move your internal language from doubt to action.

WHO DO YOU INTEND TO BE IN YOUR BUSINESS?

first pass --

Right now I am someone who is not sure if she can do this. A little "lost" in life and trying to find her feet and stand on solid ground. When I have my practice up and running, I want to be somebody who is sure that she can do this, trust herself, listen to her gut feel and make a success of her life and her business with horses. This is the only business I can see myself in. If I fail, I don't know what I will do in life....

When we turn that into PRESENT TENSE and make the images MORE POSITIVE, we have this —

I am confident in my ability to do this work. My feet are firmly and solidly on the ground, ready to run full on toward what I want. I trust myself and am guided by my gut feelings. I am making a success of my life and my business with horses. This is the work I am meant to do. I know what and how to do in my life and every day I move in the right direction.

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EXAMPLE OF AN IDEAL CLIENT WITH LOTS OF DETAILS

My ideal client puts all my interests together: advancing the average riding horse, supporting the competing horse, and healing and rehabbing the newly purchased horse. She is passionate about horses, cares about them and their life quality. She is also prosperous and astute in business. She knows that healthy, happy, productive behavior further all aspects of the human-horse relationship.

She is a highly competent rider who does competitive riding in dressage and jumping. She's in her late 40s, gives lessons and has a boarding facility with 30 stalls. She has a wide circle of topnotch people who take lessons with her and they look to her for guidance on who does great work that will benefit their horses.

She buys and sells horses and is highly respected. She specializes in Andalusian and Hanovarian horses and has wide connections in the region. She regularly buys series to rehab the new horses, to improve her lesson horses and to maintain her top show horses. She usually owns 10-12 horses, the number changes. Half dozen are her permanent horses including her husband's Tennessee Walker.

She recommends my work to boarders, other trainers and clients. She always has a handful of my cards and she posts them at barns she visits. She carries my brochures in her bag and recommends me to people she knows will be good client for this work. She understands that Structural Integration differs from other bodywork and can adequately explain the work to her friends and other horse professionals. She often invites people to observe sessions I do on her horses. This has far-reaching effects on the growth of my practice. I show my appreciation and sometimes I give her a free session as a thank you or take her to lunch. We don't have a set schedule on this, I just do that in friendship.

She's been married twice and is happy with her second husband. Once a year she goes on a working vacation to Europe or Florida to look at horses. Her friends like her a lot, this year they gave her a surprise birthday party. Her late model car has dog hair all over the back seat.

She gives excellent testimonials, citing specific horses and their improvements so that people want to listen to her. She knows regular maintenance helps a series last a long time. She accepts my pricing without hesitation, books work regularly and in advance and pays immediately. Most of all, I like and respect her. We have become good friends.

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2. FEAR JOURNAL

This exercise was written by my dear friend Molly Gordon who helped create our school's business course. I have done this myself and benefited greatly from it. It's challenging and enlightening.

For the portion about FEAR, you have THREE WEEKS to complete that part of the homework. It's often been said that 21 days is the time it takes to change a habit. I'm sure you'll notice that you have different perceptions of what's going on in your busy mind as we get toward the end of the 21 days.

I've attached the 21 days document. Print it out and read it, then start filling each day's pages out. With 50,000 inner commentaries every day of our lives (!!!), these pages should get pretty full. While some of your fears may seem unbelievably petty (we all have those), others may be tremendously motivating. Let yourself direct that energy forward to where you want your life to lead you.

Notice what situations or issues you have fear around. Continue writing those situations out and seeing if they are ways you close doors and keep yourself small (Fear #1), or how they energize you to action (Fear #2).

If you have a particularly insightful moment sorting out what the purpose of individual fears are, please share by sending in a comment with your homework. We all move ahead with the help and support of each other.

The first part of the fear homework has you writing -- as fast as you can -- a list of all your fears. Write a hundred or more. No censoring. Big, small, vague, irrational, ancient-old, brand-new-just-made-up, write them all. Once you have a WEEK's

worth of fears written out (it's something you can do right now, no preparation needed), connect with a fellow student buddy. You two can set up a time to read your lists to each other. We can arrange that if you like, just ask.

When you listen to your buddy read, there is nothing to say about the fears. It's simply a time to bear witness to them speaking aloud their fears. Brave we are to open ourselves to speaking out loud the thoughts that keep us in fear and smallness. This is a poem of fear. Let it have its voice.

I encourage you a week later to call another buddy and read another week's worth of fear thoughts. Again, as listener just open yourself to hearing these fears. No comment required or expected. This isn't a time for analysis, just camaraderie, caring and friendship.

Expect to **read at least 50 fears** and if your "fear poem" is 200 lines long, all the better.

Note: One class setup a conference call and they each read to everyone in one call. They really enjoyed it, which seems funny given the content, but they said it was filled with compassion and humor.

No need to send me a hundred. Send me a short list of 20 of your "best" fears by email when you're done with the homework.

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3. WHEN IS IT DUE?

Please get your ideal client homework done within TWO WEEKS.

Fear Journal takes 21 days. Start now and have that done in THREE WEEKS.

Homework is sent to this address:

Biz@EquineNaturalMovement.com

In this course, we share homework so everyone benefits from each other's ideas. You can choose whether you want your name on it or not (most people use names) but if you feel shy, that's okay. Sharing homework helps us all get the most benefit from the class. Each one of you is VERY IMPORTANT to me and to the class. We all have so many skills to contribute and help each other with.

Make notes about what you like about other people's homework. I am especially interested in what you read in each person's homework that really appeals to YOU.

May blessings fall upon you and the year be filled with joy and awe.

warmly,
Jacqueline