

Equine Business News

Class # 9

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1. Flyers
2. Introductory Session
- 3, The Magic Sentence
4. Homework
5. Wrapup

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We are on the Home Stretch right now with just one more class left. I so much want to be sure you are all wound up and ready to go out into the world. I sincerely hope you have gained a lot of knowledge, developed your intuition, and learned to be easy on yourself.

I also want to know that you can and will motivate yourself to become who you are meant to be. which is someone rather spectacular.

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1. FLYERS

Flyers go on bulletin boards where they are likely to be seen by your perfect clients. They can be brochures or a straight out flyer. A tip that will get more eyeballs on it is to write something in an article type format and do it in conversational tone.

Example:

Top Five Reasons to get the Equine Natural Movement Series
(People really like to read "3 ways to do something" kinds of articles)

First paragraph, tell them why you wrote this:

["Many people have asked about Equine Natural Movement so I wrote this to share the top five reasons my clients get a series for their horse."](#) Then list a few bullets with results.

People like to read bullet points and stories. The bullet points make it look like you could read it in a minute. And people like us (!) like to read stories about horses, right?

More reasons for a series -- improve performance; enhance flexibility; increase strength and endurance; release aches, pain and holding; better temperament; more mobility; more fluidity and ease in movement; quicker response time; longer stride (race horses, endurance).

If you want to talk about longer strides, you could bullet point that and then write this as your supporting statement:

“Stride length can be impeded by fascial restrictions in the (chest / hind end / etc) that prevent the muscles from extending to their full length. In the series we lengthen the restrictive fascia and help bring the horse’s stride length back to what it was meant to be.”

Little tips:

(1) I write to women (use gender pronouns) and I use 'him' for the horses. It just feels easier to do that sometimes but you can make up your own guidelines.

(2) Don’t use abbreviations (ENM or ESI) -- Clients won’t say ENM if they don’t know what it means. They don’t want to look stupid if someone asks what the acronym stands for and they aren’t sure how to answer. Say the whole name frequently and it will sink into them, which is a good thing. The name itself explains the benefit of the work. The words have power.

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2. GETTING TO THE MAGIC SENTENCE

a) ASK QUESTIONS -- “How’s your horse doing? Tell me a little about your horse.”
Let conversation flow, no pressure.

Does she have a problem that needs solving? Once you identify that, open the possibility that your work might help:

...Have you thought of having some Structural Integration done to address that?

...Say, “Let me have a look” with a confident smile on your face. (not “maybe kinda possibly someday have a look”)

...If she sounds less engaged, “Here’s my card and if you ever want to call...” (though it’s better to keep ball in your court by getting her number)

...What issues keep coming up for you?

... How is that working for you?

“I do Equine Natural Movement with horses and it sounds like... (describe the problem she just described back to her)”

b) LET HER KNOW YOU HEAR WHAT SHE IS SAYING

Stay close to her statement. If she says, “He can’t canter a straight line without leaning to the left,” how can you describe that back to her? Practice rewording these descriptions. When you can do this well, the person knows you heard her.

c) BACKGROUND FOR YOU

(things to mull about when you have a few spare minutes with a task that doesn’t take your full attention)

What can you say to bring up the idea of her becoming a client?

What question or comment is good to open that conversation with?

How do you engage her in a conversation that elicits info about her horse and what he needs?

How do you describe the work?

d) BE PRESENT WITH HER

Good information for you to be aware of:

How does she respond? Does she ask questions?

Do you get an intuition about what would help her?

What feeling or emotional tone are you putting into this?

Does she seem engaged right from the start? Or at what point?

What result do you see AS YOU ARE ASKING her? Is she warm, friendly, open, wary, distracted, engaged?

e) STORIES, STORIES, STORIES!

List out about 3-5 favorite stories of you and this work solving a problem.

What are your favorites?

Stories go like this:

I had a client who ...

So we did the series and I found ...

And now ...

If you tell a story or two, she’ll probably respond to at least one.

f) THE MAGIC SENTENCE --

“LET ME HAVE A LOOK AT YOUR HORSE AND I’LL TELL YOU IF THE WORK IS APPROPRIATE FOR HIM.”

or, *“Would you like to get together for an introductory session and find out if this work is appropriate for you?”* or any variation on this. It works.

Say this so you are embodying the CONFIDENCE to know that the horse would benefit from the work. Sometimes it's a gut feeling, sometimes it's just obvious. And even if you're not totally sure, if you do the evaluation you will then know whether to go forward or not.

If you have the confidence to make this statement, more often than not you can book the appointment to look at the horse right then and there.

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3. INTRODUCTORY SESSION

Give an overview of intent of series, just a few sentences that explain *“... is a bodywork series, usually five sessions, that helps return the horse to more flexibility, more fluid movement, and can increase strength and endurance.”* End of story. Then ask more about her horse.

If she's interested, you can describe what connective tissue does, how it gets thickened and stiffer, and how we return it back to it's more natural lubricative state which ... (related benefits, what does that do for the horse?).

Short descriptions with more benefits are better than technical descriptions. Remember this!

Tell her what's going on in a session where the horse looks really relaxed. Owners DO want to know what's happening so fill them in.

“When horse relaxes -- this may look like he's falling asleep but it's actually a HYPNAGOGIC STATE. The work is directing so much input through his nervous system that he needs to shut off his brain so he can focus on the work and what's changing in his body. This is more than relaxation. He's making new dendrites (connections) in his brain that enhance his ability to understand how his own body moves. These connections tell him about important changes going on in his body.”

When you describe this, it helps clients grasp the importance of the deep work and relationship to his brain making connections throughout his body. This is why he moves better after sessions. It's not because he's more relaxed but because his body is smarter.

During your intro, give her feedback that includes positive information as well as what you notice that could use changing. See the GOOD as well as the problem. This is something that's so overlooked by nearly everyone who works in the horse industry.

Mostly all the owners hear is what's wrong with their horse. PLEASE tell them what's also right about their horse.

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4. HOMEWORK

a) Make a FLYER for free evaluations or a clinic you'll lead in the next month or two, or a talk. If it's a talk, don't just make it about Equine Natural Movement. Make sure it's got a topic that answers a question an owner might have, like "How to turn on a dime" or "Helping an achey older (or young) horse" or "What to do after an injury has healed."

b) Very briefly tell me FIVE OF YOUR STORIES about horses. Write them this way:

I had this client who (state problem).
We did the series and what we found was ...
And now she's (result?)

Be brief, describe the situation, don't use professional lingo. If there is an emotional component to the story like that the horse was unwilling or cranky, share that, too.

The purpose of the story is to show that you have experience working successfully in a similar situation. She will listen and insert herself into the story. Storytelling is an art. Practice doing it concisely and well and always speak from your heart!

As you tell the story she is asking herself, "*Could this work for me? Can I relate to this?*"

You're saying, "*I had someone with a problem like that. Here's what I did. And it worked.*"

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5. WRAPUP

Be confident. Be aware of gremlin talk and don't let it get the best of you. Seek out the right clients, people you enjoy working with. Laugh often. Love daily. Here are a few sentences you can take to heart.

I run my own business and my success is up to me.
I am clear about what I do and I do it well.

warmly,
Jacqueline

