

Authentic & Honest Business      CLASS #1

=====

1. First Class Underway
2. Gremlins & Being
3. Homework from the First Class
4. Your Ideal Business & Ideal Client
5. Share your Homework

=====

1. FIRST CLASS UNDERWAY

Welcome, and congratulations on starting the business homework. We will be interacting throughout the coming year and your participation and contributions are what make the class successful. You help considerably by contributing your experiences. Keep it up!

The first two videos are posted on the website and also below. Watch the first video and do the homework, then move onto the second video and homework. This lesson has this letter, two videos, a list of homework and the due date, and transcribed notes from the videos.

Please watch these videos and send in your homework as you complete it. Please stay up to date so we don't lose anyone along the way. If you need more time, please email me so I know.

PASSWORD: MyBusinessRocks!

Equine Biz Class #1, part 1

<https://vimeo.com/264286743>

Equine Biz Class #1, part 2

<https://vimeo.com/264339570>

=====

## 2. GREMLINS

Ah, yes, the little gremlins. It's good to get familiar with the gremlins we each have and what they say to prevent us from playing as large as we know we can. The purpose of the gremlin's voice is to protect you from harm, so our best response is to thank them for caring about us and then shift over to another part of us that is self-confident, knowledgeable, experienced and kind. That's within us, too.

Each of our gremlins say about not knowing enough, not an expert, staying small (it's safer), worrying about not being able to explain something well, or assuming that nobody will see results from our work. These little gremlins can be powerful if you try to ignore them, but the intent of their message is good and they don't mean you harm. They just want to protect you. The problem we have is when their messages hold us back and keep us from developing into the powerful, caring, intelligent practitioners we know we can be -- and already are!

Remember the process: Recognize when a gremlin's speaking; thank them for sharing their concerns about your safety, then shift so you can move over to the place where you ARE fully knowledgeable, intelligent and confident. The more you do this, the better you get at it.

If it helps to have them deliver this info to you dressed as a sock puppet, go right ahead. In my mind's eye then, I see them as cute, caring, sweet little beings who only wish us well. Dressed as a sock puppet it's really quite clear that this voice isn't the force that empowers us to do our true and magnificent work in the world.

A few samples that fellow students have submitted. Some are nearly identical to what other students wrote.

*I won't be able to get enough clients.*

*I only think they are better because I want them to be.*

*I am good right where I am. Why push that?*

*Maybe I'm just romanticizing this whole horse thing.*

*My current job is perfectly fine.*

*People will laugh.*

*Because of my age, I won't be able to do this for very long.*

*What if clients think I'm bogus?  
I am incapable of establishing adequate record-keeping skills.  
I may make the horse worse.*

\* BEING & KNOWING

Remember the powerful moments of connection and healing you have already experienced during your sessions. These moments are touchstones so we can readily access the highest expression of ourselves doing our true, real work in the world.

Each time we make a conscious choice to be a larger presence in the world with our work (rather than playing small), we move forward in our evolution. Speak about these moments, share them with those who are close to you. Spend time dwelling in the place these thoughts bring you to. This strengthens your ability to find your path to this place whenever needed.

This is who you really are and why you are called to do this work.

=====

### 3. HOMEWORK FROM FIRST CLASS

This is a lot of homework. Know that each class is different. We have plenty for the first class so we have the baseline from which to begin figuring out where each of us are and where we want to go. It does take time to do this but it's well worth the effort.

---

\* Part One -- GREMLINS

Write down the sentences your gremlins say. All of them. Write 20 or more sentences of their advice or commentary. Email everyone a list so we can admire their creativity.

---

\* Part Two -- KNOWING & BEING

Remember times when you have been in the place of awe and amazement about the work. What words or phrases come to mind? Write a few of these words down in a short paragraph.

Now -- without editing your thoughts -- look up four key words in a good dictionary or on

[www.Dictionary.com](http://www.Dictionary.com)

and write down the definitions from the dictionary. Be sure to also scroll down and read about the origin of that word, the synonyms, the history of its use. Notice what in that definition speaks to you.

Write a second paragraph that describes how those definitions enhance the meaning of the experience for you.

Notice who you are being and how you feel inside when you speak about this experience. Task yourself to find this place frequently during your day. (Hint: No gremlins live there) and ground it by re-living the story. Be in the presence of wonder and awe. If you have a second story, keep re-living that one, too. Let the power of these stories take up residence in you, become the magical moments of the work. Embody this powerful presence.

Tell yourself: "This is why I do this work."

These stories become your touchstones. Here, in this place, you know how to speak about your work. You know how to be present in the miracle of the work. The Universe brings you what you seek. Spend more time in your thoughts *knowing who you intend to be*.

=====

#### 4. YOUR IDEAL BUSINESS (Part 3a)

If you could do this business any way you choose – no one is looking, money is not an object – what would your business look like and with whom would you work?

Write down who you are and who you intend to be in your business. What promise are you making to the world and to your prospective clients? What problem will you solve?

What benefits will you confer?  
What advantages will you offer?  
What, in short, makes your work unique?  
(Your work on knowing and being yourself is a big piece of this one.)  
What is your weekly schedule?  
What is your work environment like?  
Include one extraordinary accomplishment you will have achieved in your ideal business.

---

### YOUR IDEAL CLIENT (Part 3b)

Write down, in detail, everything you imagine about your ideal client. Risk being too specific.

If you already have a practice, think about the folks that you have most enjoyed working with and who have thrived in relationship with you. What do they have in common?

How old is your ideal client?  
Where do they live?  
What kind of car do they drive?  
What kind of horse and discipline?  
How do they dress?  
What does their home or barn look like?  
How do they treat their horses?  
What do they value about working with you?  
How do they spend their free time?

Answer all the questions within “your ideal business” and “your ideal client” separately. Don’t skip any. Each one is important (and fun!).  
Be as specific as you can. The more detail the better.

=====

### 5. SHARE YOUR HOMEWORK

You have two weeks to complete it. Please title it:  
Biz Homework #1 gremlins Margaret

(but with your name) and email it to this address:  
[biz@EquineNaturalMovement.com](mailto:biz@EquineNaturalMovement.com)

You can submit it as a pdf, doc, pages file or in an email.

In this class we share homework, so everyone benefits from each other.

Don't worry about getting it perfect. You'll be upgrading these answers many times as you learn more. By the time we're done you'll have a really accurate picture of where your career will take you in your life. This is EXCITING work!

As you update these, feel free to post to me your new versions throughout this class so we all get to see our progress and we take inspiration and provide support for each other. If you prefer we share your homework without your name on it, do say so and we'll honor that. But know also that we ALL are moving forward together, so there's no room for judgement. We are all rooting for everyone to win big!

Here's a suggestion that will keep you on target for future homework:

When you read the other students' homework, if you see anything that speaks to you in any way, feel free to borrow and use it yourself. That way we'll all help each other get better.

warmly,  
Jacqueline