

Lesson 5 Part 2

Now you're starting to get out in public with your work, establishing your business reputation. These are big steps! In this part of the lesson, we are going to cover how to give a talk, how to be an expert, and how to write a glorious bio that tells people who you are.

Remember to spend FIVE MINUTES every day visualizing the success you want to bring into your life.

Let's start with your public talk. It's hard for a club to find speakers who have new information to share. Often the same vet speaks six times a year because local horse clubs don't know that you are available and where to find you. Talks are really good ways to get your work known. These clubs and groups, they WANT you! Please don't let yourself be small. When you give a bunch of public talks, you create a powerful energy around you and that helps draw you into success.



One of the absolute best ways to hone your talk-giving skills is to join Toastmasters. These wonderful folks sincerely want to help you learn to speak more clearly without ums and foot-studying. They'll help you practice your talk and learn to be more professional. And it's fun! This group is your local support. Go online and find one near you and join. You will get coaching and support in real time and you WILL be a better person for doing this.

Have you set the date for your pony club talk? If not, please have it scheduled before the next class. You can start gathering contact info for a few adult club, too, but don't schedule those until after you've done your pony club.

First we're going to talk about your bio that tells people who you are. Then the outline for your talk, one that helps keep your thoughts clear and your audience engaged. Then I'm going to cover all the steps to setting up the event including how to interact with people so everyone's comfortable and open-minded. And lastly, I'll talk about how you book appointments with new clients out of this.

YOUR BIO FOR THE TALK

This is a short list of bullet points on your background. Why are you an expert in this area? This is what you will hand to the person who introduces you at the club meeting. It's so much nicer to have someone other than you say why you are the expert. And that person will be grateful to have this description in her hands.

How many years have you been around horses or doing bodywork? (everything counts) Mention credentials, experience awards, keenest skill, what you most love about this work. You want a paragraph maybe two, but not your life story, Don't mention what you haven't done. And be sure your picture is somewhere on every handout you make.

I once said, "I got my first pony when I was 8 years old and by my 9th year, I was a well known local expert on falling off ponies. Can anyone relate to that?" Laughter brings people together.

Bring a clipboard with a pen tied to it, and your sign-in sheet. Your business info is at the top, followed by lines with good size room for a name, phone number, email, barn name and town, and a category that says, "If you'd like to receive my newsletter that comes out a few times a year, please include your email." I usually make the sign-in go the wide way so they have plenty of room to write.

Because most of them don't know you yet, they may be wondering who you are. I have something I do at every talk I give that handles that. I get there early when people are starting to come in and find a seat. Rather than

standing around, I go up to each person and introduce myself, ask what kind of horse they have or where they drove in from, and shake their hand. This gives me instant credibility as someone who is warm, approachable and friendly, and it makes me feel more comfortable because I've already spoken with many of the people who came to hear me speak.



Other ways to confirm your expertise is to have copies of articles you have written, brochures, and a survey like we just made that is a handout. The survey will tell you what each person's goals for their horse are so when you speak with them later, you have topics for conversation. You may also want to have some visual aids like a large photo that supports and backs up your talk, or a powerpoint or video of before and afters.

Who's your buddy? Have a friend in audience who can ask questions or speak about her horse's experience.* Someone who has worked professionally with you. Then you can ask her about her horse's before and after. That also gives you credibility.

Let's start off with understanding what this club wants to know. When you are booking your talk, ask that person what the members are most interested in learning. Ideas might be things like...

- How to increase speed

- How to add athleticism to the hunters

- How to improve endurance

- How to get better hoof flexibility on varied terrain and slopes



Your talk has three parts:

What you are going to say
You saying that
You telling them what you said

When I started this very talk a few minutes ago, that's exactly what I did. I started out by telling you what we are going to cover today and I bet that as soon as you saw a structure for this section, you felt a tiny bit relieved to know that there is some order to this process.

Start your talk with a little about your connection with horses that's related to their experience.

Then tell them the **THEME** of your talk in one or two points.

"Here is what I am going to cover today and how this may benefit you: As endurance riders, you cover a lot of bumpy terrain which asks a lot of your horse's feet, knees and hocks. The more flexible these joints are, the more that horse is able to handle the challenge." Then, in a few short, simple sentences, describe your work.

Give an example of horse you've worked with. Give the horse a name and breed, how his movement was expressed, emotional issue if there was one, and what you saw as their potential. Then what happened?

Further in this lesson I am going to tell you a good story that illustrates what we are talking about here, complete with helpful notes, so rest easy.



DEMOS

If you are doing a demo session on a horse, be sure to choose a good model before your demo, one that will show a change they all can see. Don't work on just any horse, find the one that will best show results. When you work on a horse in front of people, you need to speak everything you are doing and why. It's a

bit more complicated than a one-person talk so do a few of those before you add a horse in.

INTERACTION

Ask audience simple questions they can answer correctly

Endurance - what if your endurance horse could lengthen his stride by 3"? what difference would that make over 100 miles?

Therapeutic riding - What stresses can you see in school horses?

Dressage - what gets easier when you increase suppleness?

If you do a Q & A, repeat questions so everyone can hear, and then give concise answers. If the question is too specific, ask to talk after.

Speak TO the audience and make eye contact with individuals as you speak. And smile, smile, smile

WRAP UP & A GIFT

Tell them what you just covered, all the high points of your talk. Then ...

“Everyone here can have a free 20 minute evaluation to see if this work fits them. Just sign this list I’m passing around and be sure to put your phone number on it. If you want to sign up for an evaluation right now, I have a few times open this week and next. Write your name into one of those appointment spots if you like.”

No risk and they will learn something specific during the 20 min. appointment. This is a good enrollment tool and well worth your time to do. If you don’t have a full appointment book, use your spare time as business building time doing talks, writing articles, making relationships with other professionals (and referring to them), and doing followup with old clients.



Things to keep in mind during your talk:

Which way does the energy go?

Toward you or toward the client/horse/audience?

Is Spirit working through you? You can always ask for help.

Remember, everyone there WANTS YOU TO DO WELL and you will.

They’re all horse people who love to hear stories about horses and you certainly have a lot of those already!

SOME HELPFUL NOTES:

We work in a different paradigm than most modalities. Here's how we do that...

Most health practices look at the problem and try to fix it. We work with the potential of the horse and ask, "How can we bring this horse into his highest expression of himself?"

We don't chase and fix problems. We are more interested in finding out what's behind a problem and how the horse chose to deal with that issue. How does this horse accommodate for something imbalanced? What does that tell us about his strengths?

We don't just fix problems. We want to find what is working well in the horse and bring the horse into his highest potential

Here is a STORY that works well for a talk. Before you say this, you would already have explained a bit about the work and what it can do. This story takes it out of the abstract and makes it real.

Once I worked with Rob, a big warmblood who moved pretty well. He had great action throughout his chest and fore but he didn't seem to be as strong and well connected in his hind end. The "old solution" would be to exercise his hind end more to build it up, right? But as an Equine Natural Movement practitioner, I don't work at the level of the problem. (here's the paradigm shift...)

I could see he was digging in with his forelegs to pull himself forward. He wasn't fully using his hind. When the front end pulls, it's never really adequate to the task. It will move the horse, but not smoothly or well. He probably has some discomfort when he pushes from the back so his body came up with a solution of using his front end more.

I worked on his whole body with a focus on the hind end, to identify where the problem was, and also to relieve the tension in the front end. Once his hind end got free and the strength returned to it, I worked in different areas

to connect his front and hind to give him uniform strength and to integrate his movement front, back and to the side.

First we stabilized his structure. When he began to trust and use his hind end more, then I was able to free up the tension around the shoulders and fore limbs and then proceed to bring suppleness back to the barrel.



He hadn't been using his barrel well, he had been using it to brace. To work well, his barrel needed to come free but first we needed to free up his hind which would then release his barrel and allow it to be more powerful. THEN he had an integrated front and hind.

The real question was how to take what looked like a problem (the inefficient hind that should be doing the pushing), and figure out how to make it more functional, and then rebalance the whole structure.

I always ask myself, "What is his potential? What can I build on that already works very well?"

His potential was the unused power available in his back end. We brought that strength through so the power in his body could go where it could do the most good. We integrated his front and hind so he became a speedy, strong, powerful horse. What did we do to bring him to his best self?

In this case it wasn't fixing the hind, it was finding out how to integrate front and back. The elegant front action was a creative adaptation to stay mobile in the discomfort of his hind end. Freeing his whole body allowed me to connect his fore and back, eventually bringing more mobility through the barrel so he could move as one unit rather than a collection of disjointed parts."

HOMEWORK

Homework: Send me your talk outline and answer these questions:

- 1. What do you want them to know when you're done speaking?*
- 2. Who is the friend who will attend and smile the whole time you talk?*
- 3. Will one of your happy clients be in the audience to sing your praises?*
- 4. What format will you use? Powerpoint, white board, video*

Make a template for a sign-in sheet with your header info. Write date of talk across top. Name, phone, barn &/or town, email address.

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Anything you haven't gotten me for old homework, please catch up. I know it's a lot but in truth this is what it's really like to start up a successful business, lots of things to do each day, each week. Do all of this well and you'll start to get into a flow, a rhythm of work that brings you closer to your ideal practice. It will become obvious to you what to do next.

I find wondering what to do next is the biggest barrier for new folks. They don't know what to do next to help birth their business. All these tasks give you a level of experience that gets you familiar with the many ways you can help your business grow and thrive. And then one day you look back and realize you've got it, the livelihood you always dreamed of.

Be well, and know you are loved.