

Hi Jacqueline, hi Joseph

How are you? I hope you're both doing well along with Rousseau and the cats and the cows and the bees !

Here's an update on how I am doing after one year of practice :

> I have completed 30 series. I am in the middle of the 31st series right now. I have also begun Canine Structural Integration (6 dogs so far).

> In the majority of cases I had good or excellent results. Only two or three horses caused me to worry about whether I had enough success with them.

> I have treated all kinds of horses: Quarter Horses, Warmbloods, Riding ponies, Thoroughbreds and some exotic breeds like Andalusian, Barb and Lippizan horses. The youngest one was a 1 year old dressage stallion, the oldest a 23 year old Arabian Thoroughbred.

> Typical background stories were : horse is stiff, unmotivated, does not bend well towards one side, had a severe accident, has not enough propulsion, has heavy shoulders, achieves no longer good results in sport (reiners who no longer stop, jumpers who no longer jump and so on), has some recurring and unexplainable movement problems.

> My series has evolved. Five sessions along Joseph's concept, but sessions are of 2 hours duration each because I sometimes add in extra work (see below). I charge 130 Swiss francs per hour (\$135 US), so a 2 hr session is \$270 US. I give new clients a 30% discount. Since most clients are new this results in 900 Swiss francs (\$925 US) for the whole series (10 hours of work) plus a rather affordable fee for driving there.

> Additional work I offer:

a) Fascial work: separate between pectorals and biceps brachii, between latissimus and triceps, between hamstrings, gastrocnemius and biceps femoris



b) pressure and follow technique for the lateral raphé (meeting place of the abdominal muscles and fascia thoracolumbalis).

c) Other work : hyoid release, psoas release, soft mobilization of iliosacral joints, the TMJ, mobilization of joints in general

> At the end of the series I do a “before and after” drawing of my findings to visualize the improvements for my clients. I also give them a little summary in writing and propose a future date/month for a followup session. In addition I instruct them how to do 5 minutes of a gymnastics program I designed that helps their horses to maintain their newly gained subtlety.

> How I find clients :

client refers a colleague to me,

owner approaches me in barn,

promotion activities like sponsoring Session 1,

I offer free evaluations including a color drawing of my findings

I do strokes 1-15. I draw in red for very tense/lots of adhesion/pain, I use blue for medium tense, and gray for slightly tense. This takes me 45 -60 minutes to do the evaluation. Visualization helps a lot to convince potential clients, since most lack imagination and knowledge of their horses’ movement restrictions. I try to maintain a balance between offering/not selling, but I am active nevertheless.

> I am considering new promotion activities like lectures about fascia and the equine structural integration series on Friday evenings and a day of free evaluations on the following Saturday.

At some point I will do the 2 day workshop we learnt in your school. Also I will write an article about Equine Structural Integration for a horse magazine soon.

It is a lot of work to build a new business, but I love my work and am very happy moving forward.

Eva

Switzerland

4 legs in balance