

Where do you find the right people to build your practice? Obvious places are horse shows, boarding and training barns, horse clubs, but there are even easier places to find people you want to work with. Volunteer!



When you volunteer at horse locations, you will find yourself in a self-selected group of people who like to help each other. Got a horse show coming up in your area? Ask the sponsoring club if they need some help setting up or running it. Be friendly and helpful and start up positive-oriented conversations and get to know these wonderful folks. Go where friendly horse people are and join in the fun.

HOMEWORK

Find two horse clubs or events that need volunteers and see if you can find a time to do some volunteer work with them.

Tell about the experience. What did you get out of it? Who did you meet? What did you talk about? Are these people who are likely to become friends or clients?