

Margo says....

Lesson 10

Reviewing the list in lesson 10 and the video, I wanted to let you know I spoke with 5 of my clients regarding their horses. Four stated that their horses were still doing well and one invited me back for another session on her older horse with a chronic left hind issue. He went 14 months without a problem and began dragging his foot again. He may be one who needs yearly work, but he loves it and does well with it!

I am sending a photo from the Morton Loggers Jubilee parade yesterday in which we threw candy to the kids along the parade route while my daughter, Kendra, drove us. Whether or not it gains any clients is still to be determined, but we had a blast.

Jacqueline responds ...

Oh what a cheerful update. I am so glad to hear about the old clients. That has been our experience as well — a year later most are doing well and they appreciate being asked, and a few want followup work.

Nice banner. Sometimes it is useful just to get your name and business known, even if you don't what the return will be right away. While it may or may not gather you a client, it tends to be confirming that they see or hear your name a few times before they call.

2 outdoor banners from Staples — \$63

