



HORSE BIZ BOOT CAMP

TRAINING NOTEBOOK

*A Cadence Coaching Virtual Training Program that
you can take at your own pace in the comfort of
your own home or barn.*

*Created & Facilitated by:
Jen Verharen*

Welcome to Horse Biz Boot Camp!

A quick note about how this program works. Horse Biz Boot Camp consists of sixteen recorded sessions and a Training Notebook. You have free access to all sixteen sessions and the ability to take the course at your own pace. There are monthly HBB coaching calls during which you'll be able to get coaching from me, support from fellow Boot Campers and have more in depth discussion about the sessions we cover in HBB. For the best results from this program, listen to the recordings and work your way through the exercises in the training notebook at the same time. Utilize the Cadence Coaching Facebook group to ask questions, get coaching and share your experience as you go through the program. Join the group here: <https://www.facebook.com/groups/cadence-coachiing>

The Training Notebook is designed to be a guide, to inspire, to challenge and to help make you accountable to yourself. Many of us have deeply ingrained patterns when it comes to "homework" or what we perceive to be assignments. Most of us have come up through an educational system that encouraged us to evaluate and judge ourselves based on whether we completed assignments and how we did on those assignments. For some of you, this means you sit down and get it done. For others, it means you hem and haw and resist and fight and struggle and procrastinate and ultimately, make either yourself or the assignment wrong. One of the things you will find over and over in this program is that ACTION PRECEDES INSPIRATION. Not the other way around. You must work the program- the program will not work you! If you want to participate fully and get all the benefits that are available to you, please accept my invitation to work the Training Notebook now and expect inspiration and results later. Notice your resistance (which may come in the form of procrastination, judgment of yourself, me or the program) and tackle it. You can decide on your own level of engagement according to the results you desire. YOU ARE FREE TO CHOOSE!

If you have questions or would like to contact me personally, email me at jen@jenverharen.com. If you have technical questions, please send an email to support@jenverharen.com

I am honored to be even a small part of your journey and it is my intention that Horse Biz Boot Camp leaves you inspired, helps you take your business to the next level and prepares you to tackle whatever is between you and your deepest desires.

XOXO
Jen

MODULE ONE

ROCK SOLID FOUNDATION

SESSION ONE: YOUR VISION

SESSION TWO: COMPANY CORE VALUES

SESSION THREE: ROCK YOUR BUSINESS GOALS

SESSION FOUR: ON A MISSION

*Leadership is the capacity
to translate vision into reality.*

– WARREN BENNIS



SESSION ONE

YOUR VISION

Imagine it's five years from now and you have had absolutely the BEST five years of your life. Stand in your own shoes and answer the following questions as completely and honestly as you can. Answer them in the present or past tense. Use descriptive language that has power for you. Paint a picture with your words. Be as specific as you can and write down your answers. If you've done this exercise before, go really deep with it this time. Live in these questions for a few days before you start writing.

WHAT HAS HAPPENED DURING THE LAST FIVE YEARS THAT HAS MADE THEM THE BEST YEARS OF YOUR LIFE?

HOW DO YOU FEEL?

WHAT ARE YOUR RELATIONSHIPS LIKE?

WHAT IMPORTANT GOALS HAVE YOU ACHIEVED?

WHY ARE THESE IMPORTANT TO YOU?

WHAT DO YOU HAVE?

WHAT HAVE YOU LEARNED?

WHAT IS YOUR FINANCIAL SITUATION LIKE?

WHY IS THIS IMPORTANT AND WHAT IS POSSIBLE BECAUSE OF IT?

WHAT IS YOUR VISION RITUAL?

CREATE A VISION BOARD.





SESSION TWO

YOUR CORE VALUES

Use this Big List Of Values for inspiration. Think about your vision and circle 10-15 personal values that resonate with you and drive your vision. Then, through a process of elimination, narrow it down to four.

BIG LIST OF VALUES



ABILITY	CLASS	DISCERNMENT	FAME
ABUNDANCE	COMFORT	DISCRETION	FASCINATION
ACCEPTANCE	COMMITMENT	DISCIPLINE	FASHION
ACCOMPLISHMENT	COMPASSION	DISCOVERY	FEARLESSNESS
ACHIEVEMENT	COMPETENCE	DISCRETION	FIDELITY
ACKNOWLEDGEMENT	COMPLETION	DIVERSITY	FINENESS
ADAPTABILITY	CONCENTRATION	DREAMING	FINESSE
ADVENTURE	CONFIDENCE	DRIVE	FIRMNESS
AFFECTION	CONFORMITY	DUTY	FITNESS
ALIVENESS	CONGRUENCY	DYNAMISM	FLEXIBILITY
AMBITION	CONNECTION	EAGERNESS	FLOW
ANTICIPATION	CONSCIOUSNESS	ECONOMY	FLUENCY
APPRECIATION	CONSISTENCY	ECSTASY	FLUIDITY
APPROACHABILITY	CONTENTMENT	EDUCATION	FOCUS
ARTFULNESS	CONTINUITY	EFFECTIVENESS	FORTITUDE
ARTICULACY	CONTRIBUTION	EFFICIENCY	FRANKNESS
ASSERTIVENESS	CONTROL	ELATION	FREEDOM
ASSURANCE	CONVICTION	ELEGANCE	FRIENDLINESS
ATTENTIVENESS	COOPERATION	EMPATHY	FRUGALITY
ATTRACTIVENESS	COURAGE	ENCOURAGEMENT	FUN
AUDACITY	COURTESY	ENDURANCE	GALLANTRY
AWARENESS	CRAFTINESS	ENERGY	GENEROSITY
AWE	CREATIVITY	ENJOYMENT	GENTILITY
BALANCE	CREDIBILITY	ENLIGHTENMENT	GENUINENESS
BEAUTY	CURIOSITY	ENTERTAINMENT	GIVING
BELONGING	DARING	ENTHUSIASM	GRACE
BENEVOLENCE	DECISIVENESS	EXACTNESS	GRATEFULNESS
BLISS	DECORUM	EXCELLENCE	GRATITUDE
BRAVERY	DEFERENCE	EXCITEMENT	GREGARIOUSNESS
BRILLIANCE	DELICACY	EXHILARATION	GROWTH
BRISKNESS	DELIGHT	EXPECTANCY	GUIDANCE
BUOYANCY	DEPENDABILITY	EXPEDIENCY	HAPPINESS
CALMNESS	DEPTH	EXPERIENCE	HARMONY
CAMARADERIE	DESIRE	EXPERTISE	HEALTH
CANDOR	DETERMINATION	EXPLORATION	HEART
CAPABILITY	DEVOTION	EXPRESSIVENESS	HELPLESSNESS
CARE	DEVOUTNESS	EXTRAVAGANCE	HEROISM
CERTAINTY	DEXTERITY	EXTROVERSION	HOLINESS
CHALLENGE	DIGNITY	EXUBERANCE	HONESTY
CHARITY	DILIGENCE	EVOLUTION	HONOR
CHARM	DIPLOMACY	FACILITATING	HOPEFULNESS
CHEERFULNESS	DIRECTION	FAIRNESS	HOSPITALITY
CLARITY	DIRECTNESS	FAITH	HUMILITY

BIG LIST OF VALUES



HUMOR	MODESTY	REASON	STRENGTH
HYGIENE	MOTIVATION	RECOGNITION	STRUCTURE
IMAGINATION	NEATNESS	RECREATION	SUCCESS
IMPACT	NERVE	REFLECTION	SUPPORT
IMPARTIALITY	OBEDIENCE	RELAXATION	SURPRISE
IMPECCABILITY	OPENNESS	RELIABILITY	SYMPATHY
INDEPENDENCE	OPTIMISM	RESILIENCE	SYNERGY
INDUSTRY	ORDER	RESOLUTION	TACTFULNESS
INGENUITY	ORGANIZATION	RESOLVE	TEAMWORK
INQUISITIVENESS	ORIGINALITY	RESOURCEFULNESS	THANKFULNESS
INSIGHTFULNESS	OUTLANDISHNESS	RESPECT	THOROUGHNESS
INSPIRATION	OUTRAGEOUSNESS	RESTFULNESS	THOUGHTFULNESS
INSTINCTIVENESS	PASSION	RESTRAINT	THRIFT
INTEGRITY	PEACEFULNESS	REVERENCE	TIDINESS
INTELLIGENCE	PERCEPTIVENESS	RICHNESS	TIMELINESS
INTENSITY	PERFECTION	RIGOR	TRADITIONALISM
INTIMACY	PERSEVERANCE	SACREDNESS	TRANQUILITY
INTREPIDNESS	PERSISTENCE	SACRIFICE	TRANSCENDENCE
INTROVERSION	PHILANTHROPY	SATISFACTION	TRUST
INTUITION	PIETY	SECURITY	TRUSTWORTHINESS
INTUITIVENESS	PLAYFULNESS	SELF-CONTROL	TRUTH
INVENTIVENESS	PLEASURE	SELFLESSNESS	UNDERSTANDING
JOY	PLENTIFULNESS	SELF-REALIZATION	UNIQUENESS
JUDICIOUSNESS	POISE	SELF-RELIANCE	UNITY
JUSTICE	POLISH	SENSITIVITY	USEFULNESS
KEENNESS	POPULARITY	SENSUALITY	VALOR
KINDNESS	POTENCY	SERENITY	VARIETY
KNOWLEDGEABLENESS	PRACTICALITY	SERVICE	VICTORY
LAVISHNESS	PRAGMATISM	SEXUALITY	VIGOR
LEADERSHIP	PRECISION	SHARING	VIRTUE
LEARNING	PREPAREDNESS	SIGNIFICANCE	VISION
LIBERATION	PRESENCE	SILENCE	VITALITY
LIBERTY	PRIVACY	SILLINESS	VIVACITY
LIVELINESS	PROACTIVITY	SIMPLICITY	WARMTH
LOGIC	PROFICIENCY	SINCERITY	WEALTH
LONGEVITY	PROFESSIONALISM	SOPHISTICATION	WHOLESOMENESS
LOVE	PROSPERITY	SOLIDARITY	WILLINGNESS
LOYALTY	PRUDENCE	SOLITUDE	WINNING
MASTERY	PUNCTUALITY	SOUNDNESS	WISDOM
MATURITY	PURITY	SPIRIT	WONDER
MELLOWNESS	QUALIFICATION	SPIRITUALITY	WORTHINESS
METICULOUSNESS	QUIETNESS	SPONTANEITY	ZEST
MINDFULNESS	REALISM	STABILITY	
MODERATION	READINESS	STILLNESS	

LIST YOUR VALUES



Ask yourself the following questions, using the Big List Of Values as inspiration:

1. WHAT VALUES DOES YOUR BUSINESS CONSISTENTLY ADHERE TO IN THE FACE OF OBSTACLES?

2. WHAT ARE YOUR COMPANY'S GREATEST STRENGTHS?

3. WHAT ARE THE MOST IMPORTANT BEHAVIORS YOU EXPECT FROM YOUR EMPLOYEES AND CLIENTS?



ASK YOUR CUSTOMERS WHAT THEY BELIEVE ABOUT YOUR BUSINESS.

What do they believe you stand for? What do they view as your strengths? You can send an email, ask them in person, or have them fill out a short survey.

DECIDE WHICH VALUES ARE ESSENTIAL TO YOUR CULTURE AND WHICH ONES IDENTIFY THE BEHAVIORS YOU WANT TO ENCOURAGE WITHIN YOUR BUSINESS. Narrow your list down to 4 or 5 that really speak to you and your team. Each one can be a word, a phrase, or a sentence.

WRITE DOWN YOUR COMPANY CORE VALUES, SHARE THEM WITH YOUR TEAM AND BEGIN TO USE THEM IN THE DAILY RUNNING OF YOUR BUSINESS.

:

COMPANY VALUES EXAMPLES

Google:

- *Focus on the user and all else will follow.*
- *It's best to do one thing really, really well.*
- *You can make money without doing evil.*
- *There's always more information out there.*
- *The need for information crosses all borders.*
- *You can be serious without a suit.*
- *Great just isn't good enough.*

Zappos

- *Deliver WOW through service.*
- *Embrace and drive change.*
- *Create fun and a little weirdness.*
- *Pursue growth and learning.*
- *Build open and honest relationships with communication.*
- *Do more with less.*
- *Be passionate and determined.*
- *Be humble.*

Whole Foods

- *We satisfy, delight and nourish our customers.*
- *We support team member excellence and happiness.*
- *We create wealth through profits and growth.*
- *We serve and support our local and global communities.*
- *We practice and advance environmental stewardship.*
- *We create ongoing win-win partnerships with our suppliers.*

Amazon

- *Customer obSESSION.*
- *Invent and simplify.*
- *Leaders are right, a lot.*
- *Hire and develop the best.*
- *Insist on the highest standards.*
- *Think big.*
- *Bias for action.*
- *Have backbone; disagree and commit.*
- *Deliver results.*

IKEA

- *Humbleness and willpower.*
- *Leadership by example.*
- *Daring to be different.*
- *Cost-consciousness.*
- *Constant desire for renewal.*
- *Accept and delegate responsibility.*

Southwest Airlines

- *Warrior Spirit (Work Hard; Desire to the best; Be courageous; Display a sense of urgency; Persevere; Innovate)*
- *Servant's Heart (Follow the Golden Rule; Adhere to the Basic Principles; Treat others with respect; Put others first; Be egalitarian; Demonstrate proactive customer service; Embrace the SWA Family)*
- *Fun-LUVing Attitude (Have FUN; Don't take yourself too seriously; Maintain perspective (balance); Celebrate successes; Enjoy your work; Be a passionate Team player)*

Under Armour

- *Let's be great, build great product, tell a great story, provide great service, and build a great team.*
- *Integrity- without it we cannot be a team.*
- *No one person or athlete is bigger than the brand—TEAM.*
- *Make one dollar spend like three. We must be creative with the resources we have.*
- *Help others. Volunteerism and serving others are vital parts of our mission.*
- *Walk with a purpose. Everything we do is part of a deliberate, long-term strategy/ vision. Know where you're going.*
- *Protect the UA culture, but embrace change. Evolve and innovate. We're a different company every 6 months, and we can't use culture as an excuse to not change product, process, or people.*
- *Be humble and stay hungry. Nobody's going to give us anything. We have to earn it every day.*



SESSION THREE

ROCK YOUR BUSINESS GOALS

Write down two to four goals that are associated with areas of your business or life that you identified in your vision. Chose a time frame that makes sense. These can be long-term or short-term goals.

1.

2.

3.

4.

Now, turn your goals into POWERFUL goals. Rewrite your goals using the following goal setting checklist:

- PRESENT OR PAST TENSE
- CONTAINS MEASURABLE RESULT + INTENTION
- MEANINGFUL DESCRIPTIVE LANGUAGE
- NO PLANNING/STRATEGY
- CONCISE (*1-4 sentences*)
- INTERNALLY DIRECTED
- INSPIRES VISCERAL/EMOTIONAL RESPONSE
- DOES NOT REFERENCE PAST OR CURRENT STATE (*more, better, lose, gain, improved...*)
- TIME FRAME



MAKE THIS TIME DIFFERENT

Record your belief conversions here. Use the things your Inner Critic says as clues to what your limiting beliefs are. Decide what belief you want to put in place that will shift your experience and support your goals. Your Inner Coach gets to take over here!

LIMITING BELIEF:

EMPOWERING BELIEF:

LIMITING BELIEF:

EMPOWERING BELIEF:

LIMITING BELIEF:

EMPOWERING BELIEF:



SESSION FOUR

ON A MISSION

WHY DO YOU DO WHAT YOU DO? Start with something like, “I believe...” or “I envision a world where...” and use no more than two sentences.

HOW DO YOU DO IT? Explain how you think and act as you strive to realize your vision. Make these actionable.

WHAT DO YOU DO TO BRING YOUR VISION TO LIFE? What are the services or products you sell that support your vision?

MODULE TWO

MONEY HONEY!

SESSION FIVE: ENTREPRENEURSHIP
SESSION SIX: ECONOMIC MODEL
SESSION SEVEN: PRICING STRATEGIES
SESSION EIGHT: BUSINESS PLAN

Responsibility begins with the willingness to be cause in the matter of one's life. Ultimately, it is a context from which one chooses to live.

Responsibility is not burden, fault, praise, blame, credit, shame or guilt. In responsibility, there is no evaluation of good or bad, right or wrong. There is simply reality, and your commitment.

Being responsible starts with the willingness to deal with a situation from the view of life that you are the generator of what you do, what you have and what you are. That is not the truth. It is a place to stand.

No one can make you responsible, nor can you impose responsibility on another. It is a grace you give yourself — an empowering context that leaves you with a say in the matter of life.

— WERNER ERHARD

SESSION FIVE

ENTREPRENEURSHIP

Take note of all the activities you do every day. Place them in the appropriate quadrant based on the descriptions.



LEAKY HOLES

Leaky holes are places in your life where you're losing or wasting time, energy or money on a regular basis. We all have them. Some of them will be no brainers in terms of giving them up because the costs are high and the payoffs are low. Some will be harder to give up and some you will decide not to give up at all. The point of this exercise is for you to identify the leaky holes in your life that are costing you time, energy or money and to think about what the payoffs would be should you plug them.

Examples could be everything from spending three hours per day on Facebook, to buying more blingy brow bands, to keeping a high maintenance client who steals your peace, to lesson cancellations due to bad weather or letting vegetables rot in your fridge every week. List your leaky holes here:

TIME:

ENERGY:

MONEY:

MAKE A BRAINSTORM LIST OF CHANGES YOU COULD MAKE IN YOUR BUSINESS THAT WOULD SAVE YOU TIME, ENERGY OR MONEY: What could you delegate? What policy or procedure could you put in place? What conversations could you have? What changes can you make to your schedule? Etc. Don't do anything about them yet. Just start a list of possibilities...



SESSION SIX

ECONOMIC MODEL

Remember...your numbers are not you.
They don't MEAN anything. They are just information!

Collect the following numbers. These are expenses that will need to be covered by the income generated by your business. Keep in mind that these are just estimates! This is an awareness exercise designed to help you understand and make decisions about your business, NOT an official record or document.

Estimate of your total annual personal expenses:

Estimate of your total annual business expenses:
(Including taxes, insurance etc.)

Estimate of annual savings for emergency fund:

Estimate of annual savings goal:
(IRA, retirement etc.)

Estimate special activities/ education fund goal:
(Travel, competition etc.)

Any other expenses:
(Anything else need to be covered by your business?)

Add them all up:
(This is your annual revenue goal for your business.)

Make a list of your income streams. (Services or products.)

What are your current rates for each one?

Using basic math, figure out how many units (lessons, clinics, training horses, SESSIONs, judging gigs etc.) you would need to do at your current rates to meet your revenue goal. Remember your assumptions! How many months out of the year will you actually be working? If you want to take time off for vacation or competition, you might use an 11-month year to figure out your income.

Play with the numbers. Plug in a variety of pricing options and make adjustments to figure out the big picture of what you will want to do daily, weekly and monthly in order to reach your revenue goal. You can now begin to look at ways to leverage your more high value activities, decrease your low value ones, change your pricing, adjust the structure of your services, and/or change your schedule to meet your business and personal goals.

OK. Now you can answer some of the following questions and any others that are specific to your particular business. What new information do you have now about your business?

- How much revenue do I need in order to accomplish my goals?
Weekly:
Monthly:
Yearly:
- How many sales do I need to make, lessons do I need to teach or clients do I need to serve every month in order to achieve my goals?
- How much (if at all) do I want to raise my current rates?
- How do I need to adjust my current schedule?
- How much, if any, new business do I want to generate?
- What alternative income streams might I want to add in to my business?
- What changes can I/ should I make to my team?

A note of encouragement:

Confusion and overwhelm are ways of being that we often use to avoid difficult things. If these are familiar states for you and you find yourself going there during Boot Camp, ask for help. This is a challenging endeavor. You may find yourself triggered by the idea of looking at your numbers.

If you start to think, "This is just too much." Or "I can't handle this." Or "I don't get it." Or "What is Jen thinking, is she crazy?!?" Or "Other people might be able to do this, but I can't." Or any such thing, PLEASE, notice your tendency to go there in order to get out of looking at things that you know are important.

Think about why you signed up for this program. What is the pay off for taking a breath, and starting, piece by piece to work your way through this process? Do it right now while you have help. Set aside the time. Sit down. And begin.



SESSION SEVEN

PRICING STRATEGY

Examine your pricing. What would the payoff be for potential price increases—even small ones?

Examine your service offerings. Consider whether they promote continuity of sales and optimal results. Does your pricing structure encourage your clients to commit to your program, reward them for loyalty or higher investment and make it easy for them to sign up? Do your service offerings help you get the best results for them, provide cash flow for you, and support ongoing engagement? Brainstorm ways you could restructure. Identify the options that will work best for your business.

Create or update your fee schedule/price list.



SESSION EIGHT

BUSINESS PLAN

Use the following template to create your business plan. Continue to flesh it out as you go through the rest of Boot Camp.

BUSINESS NAME:

COMPANY CORE VALUES:

MISSION:

BUSINESS GOALS: 3-5 goals that are specific and measurable.

ANNUAL REVENUE GOAL:

INCOME STREAMS: Services, products, income generating activities, etc.

EXPLANATION: How many units will you need to sell in each income stream to meet your goal?

DIFFERENTIATORS:

TARGET MARKET/IDEAL CLIENT:

MARKETING STRATEGY:

BRANDING: Briefly describe your branding identity.

ORGANIZATIONAL STRATEGY: Who is on your team, who will you hire and when?

STRATEGIC PLAN: How are you going to accomplish your goals? Strategies are specific and ongoing.

MODULE THREE

NUTS AND BOLTS

SESSION NINE: THE THREE P'S

SESSION TEN: YOUR STRATEGIC PLAN

SESSION ELEVEN: ACTION & IMPLEMENTATION

SESSION TWELVE: FEAR TO POWER

*Success is liking yourself,
liking what you do, and liking
how you do it.*

— MAYA ANGELOU



SESSION NINE

PRICING,
PROCEDURES &
PROCESSES

What policies could you put in place that would make things run more smoothly in your business? Policies are rules.

Pick one process you'd like to set up in your business right now. Write the outline for the process and create any forms or templates you'll need to implement it. Feel free to use examples from the HBB Resource Room or ask for help.

What procedures are important to keep things running smoothly in your business? Procedures are established ways of doing things.

Create a handbook for your business. It can either be in a real notebook with real paper or in a folder on your computer desktop. Add any other lists or forms you already have to your handbook. (Price list, policies & procedures, release forms, contact information, email templates, contracts etc.)



SESSION TEN

STRATEGIC PLAN

GOAL #1:

BENCHMARKS:

STRATEGIES:

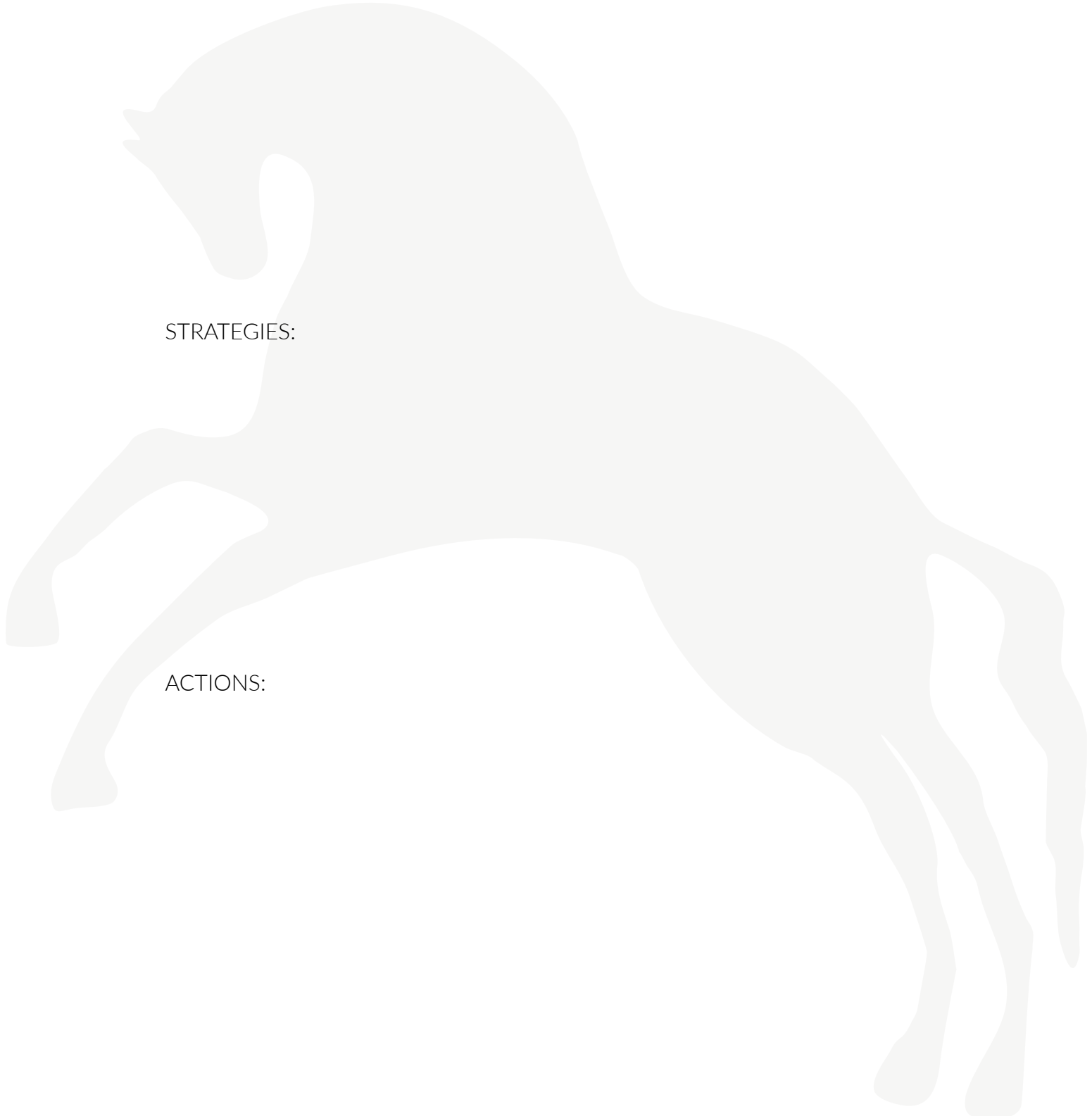
ACTIONS:

GOAL #2:

BENCHMARKS:

STRATEGIES:

ACTIONS:

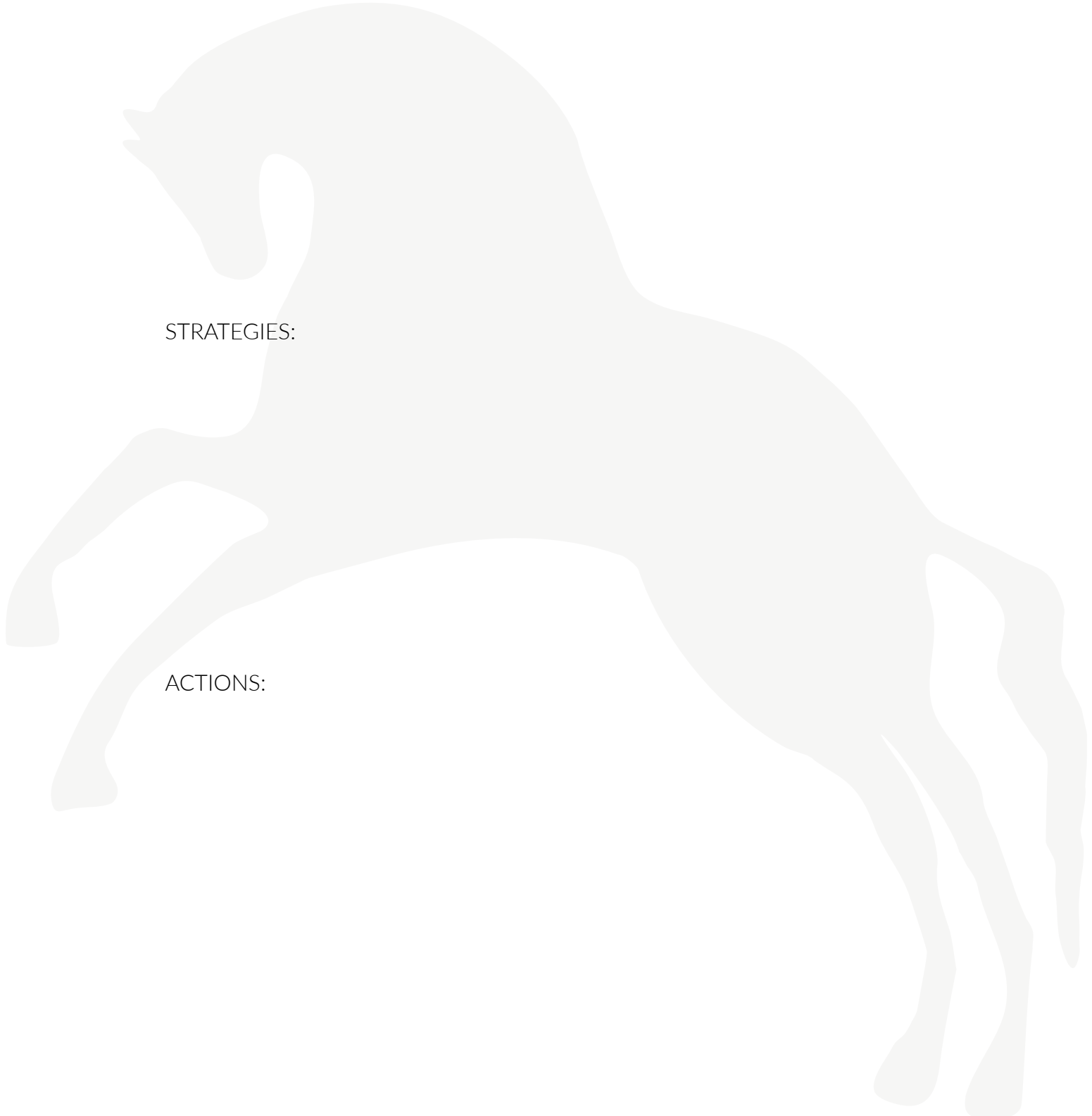


GOAL #3:

BENCHMARKS:

STRATEGIES:

ACTIONS:

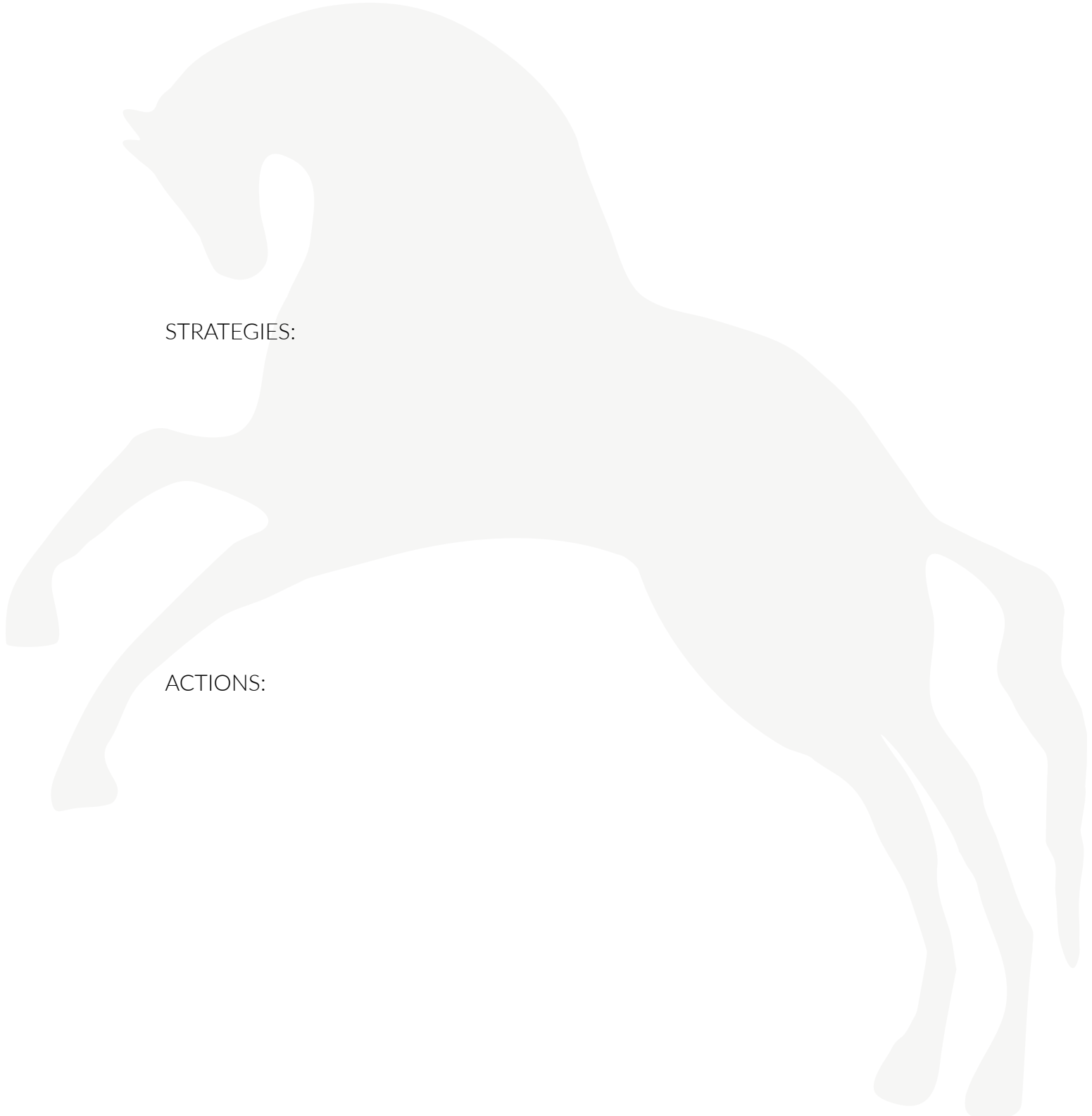


GOAL #4:

BENCHMARKS:

STRATEGIES:

ACTIONS:





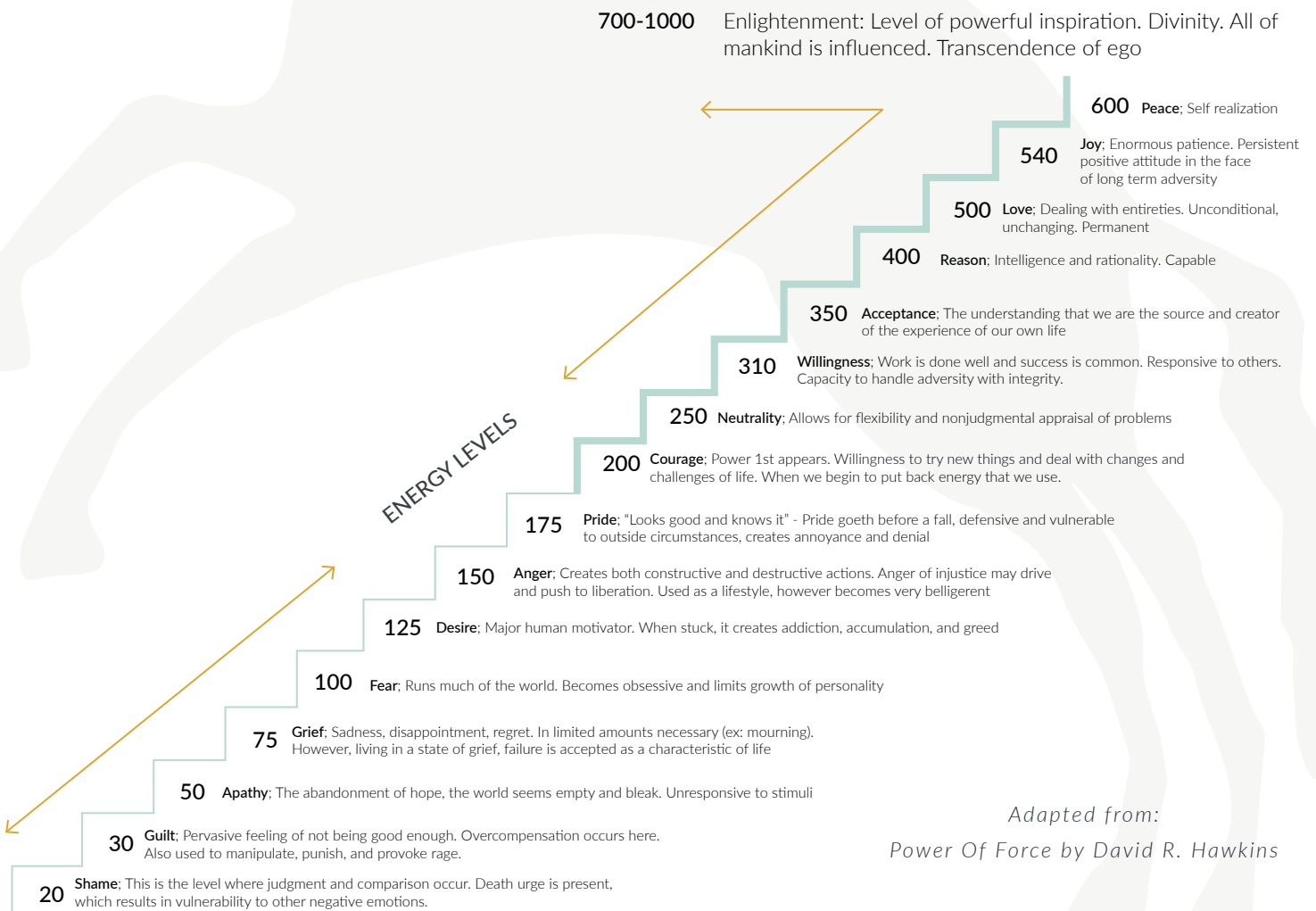
SESSION ELEVEN

ACTION & IMPLEMENTATION

Keep an ongoing list of the things you do toward your goals here. Write them down as you get them done. Every win allows you to stand on the shoulders of the next!

SESSION TWELVE

FEAR TO POWER: EMOTIONAL RESILIENCE



Adapted from:
Power Of Force by David R. Hawkins

MODULE FOUR

GETTING THE WORD OUT

SESSION THIRTEEN: YOUR IDEAL CLIENT

SESSION FOURTEEN: YOUR VALUE PROPOSITION

SESSION FIFTEEN: BRANDING

SESSION SIXTEEN: MARKETING

*People don't buy what you do,
they buy why you do it.*

— SIMON SINEK



SESSION THIRTEEN

MESSAGE MAGIC: YOUR IDEAL CLIENT

List the most important qualities of your ideal client. Be honest. Who do you love to work with?

Step into the shoes of your ideal client. What is important to them? What do they want? What motivates them?



SESSION FOURTEEN

YOUR VALUE PROPOSITION

You'll use your value prop on your website, in your advertising, on social media and when you're talking with other pros and prospective clients. It will become a part of how you view your work and how your community and industry view and understand your business.

Talk to your ideal client: How do you improve their lives or solve a problem they have? One, attention-grabbing sentence:

What, specifically do you do or offer them? One or two sentences:

What makes you different from other businesses or professionals offering similar services? Why should they hire you and not someone else? One or two sentences:

Bullet list of benefits of working with you:

Your value proposition should answer the following questions:

- What product or service are you offering?
- What is the end-benefit of using it?
- Who is your target customer?
- What makes your offering unique and different?



SESSION FIFTEEN

BRANDING

WHAT QUALITIES DO YOU WANT TO BE ASSOCIATED WITH YOUR BUSINESS?

WHAT EMOTIONS DO YOU WANT YOUR BUSINESS TO INSPIRE IN PEOPLE?

YOUR BRAND CONSISTS OF THE FOLLOWING:

A great logo:

A tagline, a memorable, meaningful and concise statement that captures the essence of your brand:

A color scheme:

Some key messages:

USE THESE CONSISTENTLY IN YOUR MARKETING AND ON YOUR WEBSITE TO CREATE BRAND RECOGNITION AND TRUST.



SESSION SIXTEEN

STRATEGIC MARKETING

What will you do regularly in your business to help it grow? How will you communicate regularly with your target market/ ideal clients? Email list, advertising, social media, presence at shows & clinics etc.

How will you communicate regularly with your current and past clients?
Group emails, social media, video etc.

What particular advertising and promotional opportunities will you take advantage of? Local newsletters, magazines, websites, banners, clinics & symposiums, writing articles, putting on clinics, etc.

What role does/will your website play in your business?

What is your marketing budget for the year?

How will you track the success of your different marketing activities?

NOTES





ABOUT JEN & CADENCE COACHING

Jen Verharen is a professional performance, business & life coach and the founder and creator of Cadence Coaching. She is a USDF Certified Instructor/Trainer, USDF “L” judge’s program graduate with distinction, USDF silver medalist, and USPC graduate A. She has competed and trained at the upper levels in both dressage and eventing. She has a BA in Organizational Psychology and Mental Health, is a certified Health and Wellness Coach, certified Transformational Life Coach and a trained mediator. Jen specializes in helping riders turn their dreams into goals and their goals into reality.

Jen has 25 years of experience as a coach and trainer and has been a life-long student of the human psyche and spirit as well as a life-long rider and horse lover. She is an experienced facilitator and has led successful coaching programs for business owners as well as health and leadership training programs. Cadence Coaching specializes in providing coaching and training for equestrian athletes & entrepreneurs. Jen believes that high performance is the result of intentional action, mental toughness, healthy routines and the ability to not only manage but also capitalize on powerful emotions. Leverage your fear, shift your thinking and learn powerful tools for getting into “the zone” so that you can perform optimally in all areas of your life!

Join our Facebook Community: <https://www.facebook.com/groups/CadenceCoaching>

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