

HORSEBIZ SUCCESS[™]

Example: Horse owner who is frustrated with a horse that doesn't cooperate

Mistakes They're Making:

- use too much force
- use escalation to a point of positive punishment
- are too impatient
- don't break down their goals into small enough steps
- use either only R+ or R-
- watch YouTube videos from various trainers and try to put a system together
- are inconsistent
- let the horse do things sometimes, and with it create hard-to-break habits
- don't set clear boundaries and don't know how to without getting emotional

Reason for the mistakes they make

- wrong assumption
- faulty training
- commonly taught, even though it was never proven
- outdated tradition
- useful in a different situation than the one your reader finds her/himself in

(By-product of the mistake) Pain of Making That Mistake:

- constant conflict with horse, leaves stable irritated
- get into dangerous situations
- put horse in danger
- start panicking when things don't go right
- feel less and less motivated to work with horse
- avoid riding
- feel 'rejected' by horse
- think of selling horse and having to find another one
- get isolated from friends who ride out
- waste a lot of money on new equipment

(By-product of solving that) Pleasure of Fixing It:

- harmonious relationship with horse
- can't wait to get to the barn
- falls asleep dreaming of wonderful ride
- feels loved and fulfilled
- stays safe
- have fun with riding buddies

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- full enjoyment of outdoors
- saves money from not needing to sell horse
- feel successful and accomplished

What to do instead:

- create step-by-step program
 - learn how to read horse's stress level
 - break things down into smaller steps
 - understand how horses learn
- Etc.

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Copy example:

One of the most common mistakes 90% of my clients make is that _____ (add mistake)

When you're _____ (add mistake) you're _____ (reason for mistake, helps to show them that it's not their fault) and HIGHLY likely experience _____ (outcome of mistake).

When that happens over time, you'll _____ (by-product of mistake) and you _____(by-product of mistake), which leads lots of horse people to _____(additional by-product of mistake).

Truth is, it doesn't have to be this hard (complicated, difficult, slow...).

I too _____(add your own story on how to made that mistake and how you found a solution).

With my _____(add name of your method, or process), I have helped my clients to _____ (solution), so that they _____(by-product of solution).

[Option here:

- 1. Talk about 1 aspect of your method in detail and send them to your freebie or a blog post on your website to learn the rest OR*
- 2. Talk about all the aspects of your method briefly and send them to your freebie or blog post to learn more about the steps]*

Make sure you end up with a call to action, the next step for them to take.