



101 Ways To Make Money With Horses

**Turn Your
Passion
Into Profit\$**

By Glenys Cox

Thank You!

I would like to thank the many students, teachers, friends (including my facebook friends), horse business professionals, horse business owners, business owners who have aligned their business for horse owners and professionals, horse business employees, equine competitors, hobby horse owners and horse riders and the many horse lovers from around the world for the extra ideas on how to make money with horses!

***Without your contribution this book never would have happened,
so thank you!***

Glenys

(Ms) Glenys Cox

*Horse rider, dressage rider and competitor, horse riding instructor,
equestrian specialist coach, showjumping rider and competitor,
dressage judge, equine events educator, equine advisor, horse event
volunteer, specialist equine subjects teacher, horse trials rider and
competitor, equine subjects university lecturer, showjumping judge,
equine consultant, horse specialist qualifications assessor, three day
event rider and competitor, equine event judge, show horse judge,
equestrian specialists qualifications examiner, horse business coach,
equine specialist author, 'Online Horse College' Director
but most of all ...
horse lover ☺*



Contents

Introduction - pg 4

Hobby Income - pg 5

Careers With Horses - pg 13

Horse Businesses - pg 33

Equine Aligned Industries - pg 44

The No 1 Way To Make Money With Horses - pg 52

FREE Horse Business Strategies Video Course - pg 53

More FREE Stuff! - pg 54

Your Opportunity To Co-Author - pg 55

Please Let Me Know - pg 56

Introduction

- *Many of the ways of making money fall into the basic four categories below, listed alphabetically. However they are interchangeable so please read them all. You may find a completely new business opportunity in an idea I have suggested a hobby income!*

Horse Hobbies

- *Many people have horses and make a little extra income from these ideas, although there are many ideas in here that could grow into a full time income.*

Horse Careers

- *The days of a school guidance officer telling someone that there are no careers past being a Stablehand if you want to work with horses are over. There are a diverse range of careers with horses and a real pathway of progressing from one to the other*

Horse Businesses

- *Many of the traditional businesses associated with horses are still alive and well today and many more have emerged to support the ever growing population of horses and the increasing popularity of recreational horse riding*

The No 1 Way to Make Money With Horses

- *The number one way to make money with horses is left until last, because until you have read the other 100 ways you will not appreciate this one! You could share in the millions or billions of dollars that will be made with this one way over the next decade!*



Horse Hobbies

- *If you think you don't have enough experience with horses to make any money, think again!*

Many people have horses and make a little extra income from these ideas, although you could be a parent or a partner of a horse owner and still make a little extra money to help pay the bills. There are many ideas in here that could grow into a full time income.

Blankets/Rugging/Unrugging Service

- *Some people are busy with their daily routines, workloads and other commitments and may not have time to put on and take off rugs/blankets from their horse. A common example would be a person who works early in the morning or late into the evening or night and cannot attend to their horse's needs (particularly in winter when days are warm and nights are cold). You will need to be confident handling horses and have knowledge of different rugs and styles.*



Tips If You Are Considering a Horse Hobby Business

If you have limited experience with horses, but would like to make sure you are safe and confident around horses then check out the courses offered at

Online Horse College .com

- Basic Horse Care
- Horse Riding Lessons
- Your Own Horse

Some of the Subjects Include

Safety

- *This essential subject is discussed right at the beginning of your course and shows you how to dress and behave around horses, and reasons horses think and react the way they do. It will show you the safest place to be while working around your horse as well as tips for handling, catching, releasing, leading and tying up your horse*



Blanket/Rug Repairs

- As long as there are horses wearing rugs there will be rugs that need repairing. For some owners rug repairs are a much cheaper option to buying a new rug every time it gets a hole or tear. But this requires some special equipment as not all rug materials are soft cotton so an industrial sewing machine may be necessary for repairing rugs of heavier, thicker material types. Knowledge of how to sew and rug patterns is also helpful to the task.

Breeding

- You don't need a large scale stud to be able to breed horses but you do need to have a knowledge of horse reproductive systems and cycles, pregnant mares, stallions and foaling. It is also of a benefit to you in the long run if you do your research and have knowledge of the preferred traits and characteristics of the breed you are interested in. This way when it comes time to sell your bred stock it will be of good quality and type which will bring a better price.

Colors/Colours

- As well as colors, variations of colour of horses and their distinguishing features, you will learn about face markings, head markings and other ways of identifying horses (both man made and natural). We have lots of full color pictures and practical 'extension lessons' so you will learn how to identify different horses.

Horse Points

- This lesson on the different parts of the horse is important when you are communicating with other horse professionals. Imagine phoning your Veterinary Surgeon to discuss a problem about the 'bumpy bit' on your horse's leg! You will be able to identify what is desirable and what is undesirable when looking for a horse.

Hooves

- There is an old saying 'No Foot No Horse' which clearly explains the essential element of care that is required to care for and maintain a horse's hoof. We show you how to safely and correctly check and pick out your horses hoof, as well as how often they should be shod or trimmed and how to check they have been done correctly.

Feeding

- Did you know there were 'Rules of Feeding a Horse'? Horses are prone to colic when they are fed incorrectly so this part of your study is vital to maintain the health



Brow Bands/Forehead Band (Making)

- A crafty type of income, making browbands can be an enjoyable way of making a little extra cash. Using materials like ribbon, velvet and dimontes a plain brow band is turned into a show ring sensation by weaving ribbon and/or velvet of different colors around the band. Create your own colour schemes or take customers orders to cater to theirs.

Cleaning Gear

- Not everyone loves every aspect of horses and what comes with them. Cleaning gear entails cleaning saddlery and equipment that is used on horses such as saddles, bridles, bits, boots, bandages, breastplates etc. Attention to detail will be useful when cleaning gear and you make also be required to condition (leather) gear after it have been removed of dirt, grime and sweat. This is not a job for people who like to stay clean themselves.

Cleaning Stables

- This job could be as simple as cleaning the stable for a horse owner if they do not have time on that day, or regularly cleaning it out. It will be easier if the horse is not in the stable while you clean it, but if the horse is still in the stable you will need to know how to work around horses safely.



of your horse. Not only will we teach you the rules of feeding, but you will also learn about the types of feed, how to determine the quality of feed and how to prepare feed to minimize the risk of colic.

Horse Care

- It doesn't matter if your horse lives in or out or a combination of both, we will teach you about your horse's needs for these types of living situations. You will also learn about travelling your horse and how to safely load and unload your horse, minimising the risk of travel for both you and your horse.

Seasonal Care

- As the seasons get colder or warmer, your horses needs will change. Their feeds will need to be adjusted and they will need extra care and attention. You will learn about when to clip (and when not to clip) as well as safe ways to protect your horse with rugs/blankets. Prevention of dehydration and use of electrolyte and fluid replacement is also taught.

Parasite Control

- So that you have an understanding of the detrimental effects parasites have on a horse's health we show you the life cycle of the worms most common to horses. You will learn how to recognize the effects different ones will have on your horse. We also will teach you how often your horse should be dewormed and other methods of controlling parasites.



Cleaning Water Buckets

- *This may be a weekend job in a riding school where you have lesson. Sometimes you may not be paid for jobs like this, but swap them for riding lessons. This really is a win/win situation. They are having these regular necessary jobs done and you will not be paying for your riding lessons.*

Feeding

- *Not everyone has time to feed their horse for one reason or another but that is where you can offer your services. Feeding horses could be as simple as throwing out hay or as complex as mixing, preparing (even boiling) feeds and supplements.*

Foal Watch

- *Foal watching involves working night-time hours and early mornings. This job entails watching mares for signs of foaling and may include caring for the mare and foal after birth and looking after sick foals and giving medications. If you only have limited experience you may find someone with a mare or two that are happy to give you some extra pocket money simply for watching their mares while they catch up on some sleep!*

Halters (Making)

- *Rope halter making is quite a simple process as all that is needed is lengths of different colored rope and the knowledge on how and where to tie knots to create the halter. Other halter styles (i.e., leather, webbing) will require special tools to be able to work with the halter material.*

Hay Bags (Making)

- *Another quick money maker could be making hay-bags. To make hay-bags you may require a sewing machine (or plan to spend lots of time hand sewing). The materials shouldn't cost much, just hessian chaff bags, baling twine and heavy thread.*

Saddlery and Care

- *Whether you ride or you support a child, friend or partner that rides, you will need to know how to care for and maintain saddlery. We show you the different types of saddles and bridles and the names of the parts. You will learn about the different cleaning products available and how to take apart and put together your saddle and bridle.*

Other Horse Gear

- *As well as saddles and bridles, you will learn about other items of saddlery that your horse may require. You will also learn about the various types of bits and discuss what may be the most suitable for your horse. You will learn how to check your bit and bridle is the right size for your horse and how to fit and adjust it correctly.*

Common Breeds/ Types

- *As you become more familiar with the identification of horse, you should notice that there are different 'types' of horses, usually because they have descended from different breeding. This will enhance your knowledge of horses as you identify the characteristics commonly associated with the common breeds of horses throughout the world.*

Riding Support

- *Knowing how to prepare a horse as well as the aftercare are important to your horse's welfare. You may be riding your own horse,*



Hay Nets (Making)

- Hay nets can be made with baling twine, although if they are made with a lightweight rope (preferably nylon) will last longer. A metal ring at the bottom of the hay net makes them easier to tie up, but they can be made without the ring.

Instructor Helper

- There may be times when your instructor would like some help when they are teaching. It may to help with the jumping rails, to lead a beginner in a lesson or simply to bring them a drink. You may be paid in discounted or free lessons or you may find that you love this job because the knowledge you gain is invaluable!

Judge

- Judging competitions will require a solid knowledge of the sport being judged and accreditation. Although it is common for coaches and riders of proven experience and results in the discipline to judge at lower levels and in unofficial competition.

Manure Collection

- Where there's horses there's manure. Collecting manure regularly in a part of good pasture management, especially for those on small horse properties but it is often time consuming so why not offer your services as a horse "pooper scooper". Picking manure up from paddocks, yards and stables can be arranged to be performed daily, weekly or monthly (monthly means a LOT of manure). After collecting it from the area you dump it in a manure pile on the same property. Equipment needed will be a manure fork, bucket and wheelbarrow but people usually have their own that you may be able to use. The rate you charge can be based on per paddock, per horse or the length of time it takes.

or supporting another rider and you will learn about safely and efficiently putting on the bridle and saddle as well as caring for your horse after riding.

Your Ideal Horse

- You will learn about the ideal type of horse to ride, depending on the stage of learning you are. We teach you about the best size, sex, age, training, experience, personality of the horse or pony you should be riding depending on your previous experience and confidence. More importantly, we teach you the reasons why you should stick to your ideal horse

Preparation to Ride

- In this subject, we teach you about grooming including picking up and picking out your horse's hooves safely and efficiently. You will learn how to saddle, bridle as well as fitting boots and what is absolutely essential to check before you mount your horse.

Mounting and Dismounting

- If you need to improve your technique mounting and dismounting we show you the correct way and also give you some useful tips that make this task easier. There is also a checklist on the correct clothing and equipment and the reasons these are important and how they can avoid a riding dilemma

Aids/Signals

- Aids are signals you give your horse to guide them and direct



Manure Removal

- Once manure has been collected from paddocks you may be able to make some cash taking manure off people's hands. You'll need a trailer and a vehicle which can tow a trailer.

Manure Selling

- In the right location selling manure can be profitable. You'll need empty feedbags to put the manure into and twine or string to tie them closed (baling twine is perfect!) or alternatively people can bring their trailers and fill up from your manure pile. A hobby business of collecting, removing and selling manure can be quite profitable!

Nose Bags (Making)

- Nose bags are fitted to the horse's nose by a strap passing behind the ears. They're used to feed horses without the hassle of carting around feed bins and containers (most often used by those mustering cattle). Traditionally nose bags tended to be made out of hessian but be innovative and design nose bags which are unique, colorful with different designs and patterns.

Ring Steward

- Do you like to get involved at competitions but don't like the stress of the preparation that comes with it? Ring stewarding is a great way to be involved with horses and horse events without actually having to compete. Ring stewards organize classes, take entries, assist the judge is handing out prizes and take the names of horse and rider place-getters.

Saddlery Repairs

- If you have some basic hand tools and are handy with a needle and thread, saddlery repairs can be a constant income for you! Saddlery often breaks and it is usually cheaper to mend working gear than to buy a new replacement. Once people know that you are available for quick repairs then your work could be in demand

them. We explain the basic aids and define natural and artificial aids as well as discussing the use of leg aids, weight aids, rein aids and when to use and not to use whips, crops and spurs. We look at why your horse may not respond to the correct signals and what to do about it

Walk

- We don't expect you wait until the fifth lesson to learn to walk, but by now you are probably ready to learn more about the technical side. All of the subjects about the paces include the sequence of legs (footfalls), the correct aids to ask your horse to commence that pace as well as upwards (going into a faster pace) and downwards (going into a slower pace) transitions.

Trot

- The trot is a faster pace, and often not as controllable as the walk. As well as the technical bits, you will learn some techniques to use for both sitting trot and rising trot. We also give you some techniques you can use to slow the pace of the trot and keep your horse under control so you can turn and guide them while you are riding at the trot.

Canter

- This pace can be quite frightening to a rider if they do not have sufficient control. We will show you a few exercises to 'test' your horse before you go into canter and some more exercises to maintain control in the canter. Of course aids, transitions and footfalls are



Showjumping Course Designer

- Although this may progress into a full time career at the top level, there are many volunteer showjumping course designers. The competition organizers pay a token amount to cover your expenses.



Sheath Cleaner

- This one probably isn't at the top of everyone's list but that's also why it could be an extra stream of income. Geldings and stallions need their sheath's cleaned regularly to maintain hygiene and prevent infection. It involves removing waxy debris from the sheath and penis of a stallion/gelding. Experience in cleaning sheaths is necessary along with some very basic equipment such as rubber gloves and buckets.

Show Preparation

- Competitors with lots of horses or little time often need help to prepare their horse/horses for shows and competition. Show preparation could include shampooing, pulling manes, pulling tails, braiding, rosettes, cleaning gear, preparing the float/truck, packing gear and equipment, applying make-up (horses) and painting hooves. Having the ability to turn horses out to a high standard is very important. Consider if you are going to charge by the hour or by the job you perform.

also included in this subject.

Position/ Posture

- For any type of horse riding, if you are able to stay in balance with your horse and decrease the burden on your horse, then your horse will be happier. If your horse is happier then you are more likely to stay in harmony and communicate more effectively and therefore the confidence grows between you and your horse. You will learn about a comfortable position for both you and your horse and why this is the most effective for communication.

Riding in a Group

- Have you ever heard about a horse that 'did something for no reason'? Horses always have a reason for re-acting, it is just that sometimes we don't know what the reason is. You will learn some warning signals that horses may give each other when you are riding in a group and about herd instincts. These is absolutely essential knowledge before you ride with your friends.

Confidence Building Exercises

- In this subject you will learn some great confidence building exercises both while mounted and unmounted. We have a 'Tips and troubleshooting' section for you to either develop confidence for riding horses or to gain that lost confidence for riding. . You will learn what to do when you come across a problem that seems impossible and when you feel that



Trimming for Presentation

- People like their horses to be neat and well presented for shows and competition but not all owners have the time or want to do the trimming themselves. trimming a horse entails removing long hair from the back of legs, fetlocks, pasterns, around the coronet, ears, head (muzzle, underside of the jaw) and the dock of the tail. You will need to have experience trimming horses and be able to do it to a standard which is worthy of show/competition presentation. You will also need trimming clippers.

Trimming can be done with large sized clippers however it is harder to get them into smaller areas and they tend to be a lot louder with some horses objecting to them being around the head and ears. Having your own set of trimming clippers means you will be able to ensure that they are regularly maintained and that the blades are sharp, but take the use and maintenance of them into consideration when working out prices of trimming. You will probably need to travel to the location of the job as it is easier for you to go to the horse than the other way around so the cost of your travel needs to be included in your price so that you do not run at a loss.

Washing blankets

- Washing blankets and rugs can be useful for making a bit of pocket money. Ideally you will need an industrial washing machine or at the least an old spare washing machine. Alternatively you can use a gurney to wash clean dirty horse wear.

that you have completely lost all your confidence.

Ride Your Horse Anywhere

- Is your horse a perfect angel at home, but he misbehaves when you take him out? If you ride on the roads, in the open, at competitions or just up and down hills you will gain a greater understanding of the different reasons your horse may misbehave. We will teach you precautions to take in each place to ride so you enjoy your ride and your time out with your horse.

Easy Solutions to Common Problems

- Riding your horse with confidence is a simple process once you know how. Many of the common riding problems can be easily fixed and we show you the solutions simply and easily. Just think! You can now enjoy the partnership with your horse with the passion you used to dream about!

More Information About These Courses At

Online Horse College .com

<http://www.OnlineHorseCollege.com>



Careers With Horses

- *The days of a school guidance officer telling someone that there are no careers past being a Stablehand if you want to work with horses are over. There are a diverse range of careers with horses and a real pathway of progressing from one to the other.*

Barefoot Trimming

- *This is becoming more popular as horse owners are discovering the benefits of improving their horse's feet naturally thus eliminating the need for shoes. Knowledge of both internal and external structures of the hoof, how it functions and how this influences the horse is essential along with hoof illnesses, ailments and lameness. Courses in the studies of hoof care and therapy can be found.*



Tips for Careers with Horses

If you are planning on a career with horses, remember to visit

Online Horse College .com

to look for the Government Accredited career preparation courses including

- Working With Horses
- Trail Ride Leader
- Horse Riding Instructor
- Horse/ Stable Management
- Teaching Specialized Horseriding

Some of the subjects include

Work Safely

- *This essential subject prepares you to work with horses. It is discussed right at the beginning of your course and shows the essentials a horse industry employer would expect you to know, from the personal protective equipment you should use to the industry recognised identification of horses.*

Occupational Health and Safety

- *Even working with predictable horses carries health and safety*



Barn Hand

- *Barn hands often have other chores as well as the responsibility for some or all of the horses boarding (agisting/livery) in a professional barn. You may be required to drive the tractor and mend some fences. Some employers offer "live-in" for their barn hands which means they live on the property or location the horses are kept so they may also be responsible for security. Barn hands are often the 'caretakers' of the property*



risks and we show you how to minimize these risks. From showing you how to pick out horses' hooves correctly without causing them discomfort, to emergency planning and the standard horse industry procedures for reporting incidents and accidents

Hazards & Risks

- *Here we look at how the horse reacts, herd instinct and the potential hazards and risks they create. We look at activities (saddling a young horse), situations (multiple riders schooling jumping in an arena), arrangements (poorly designed feed routine), circumstances (riding in a wet area), events (competitions) and actions.*

Address Safety

- *When you know how to prevent or minimize any safety risks around horses, you will be far more valuable in the workplace. We look at the Policies and Procedures of Fantasy Saddle Club, (your online riding school for your course) and the safe practices and procedures that should be adopted in any horse environment.*

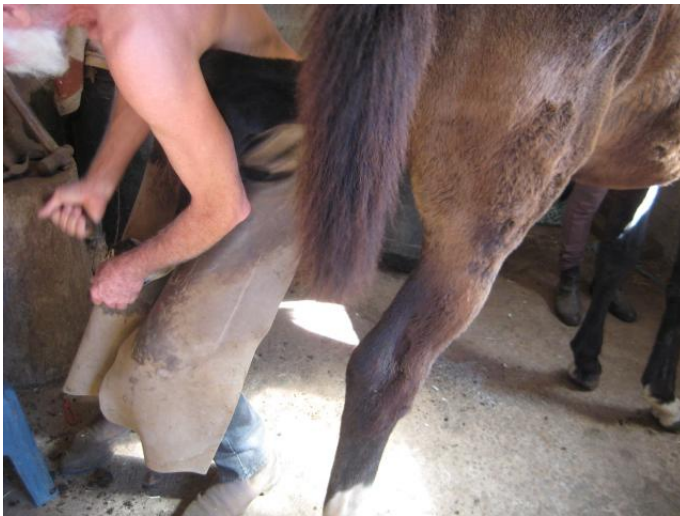
Ergonomics

- *This area addresses the personal safety, efficiency, comfort you should have in the horse environment. We discuss stable routines, such as cleaning tack, feeding/ feeding up, mucking out and other stable tasks. Examples of the tools you should use for these tasks are given as well as*



Blacksmith/Farrier

- If you don't mind hot, strenuous work then the option of being a blacksmith/farrier may be for you. This is a profession which requires knowledge of the internal and exterior structures of the horse's hoof and how it works from a physiological point of view and also in terms of how the horse moves. Again for insurance purposes and the health and wellbeing of clients (horses) it is professionally preferred to have a qualification or membership with farrier groups.



methods that should be used to minimise injury.

Produce Documents

- As part of your course, you work in the office of Fantasy Saddle Club. You are shown the standard procedures for producing documents for Fantasy Saddle Club. These documents include a flyer for an upcoming competition, adjusting a riding school pricelist, and also preparing a handout on picking out a horse's hooves for a lesson.

Plan Work

- Work goals and plans in the riding school are discussed. The results of these plans and what financial and other effects they will have on the business when they are carried out. Examples are given of the standard 'Occupational Health and Safety Policies and Procedures' as well as 'Horse Operations Manual' and other documents are given.

Work Effectively

- When the riding school sets the plan and goals, this will show you the essential to support those plans with work goals of your own. We talk about deadlines and why it is important to be at work on time. The importance of these deadlines may affect the horses' health if those timelines are not adhered to.

Resource Use

- The horse industry is affected by environment and resource issues. We discuss how to use resources effectively and efficiently, how to cut the costs of horse care while



Dentist

- A horse dentist of course looks after the teeth of horses. As with all the fields of horse health you will need to study and gain qualifications to practice as an equine dentist. A horse dentist may work alongside a veterinarian in a veterinary practice, or they may be self employed



complying with environmental requirements. Examples of checklists, forms and tools are also given

Improve Practices

- Horse industry businesses can benefit by complying with the environmental recommendations. Innovative ways that these environmental and resource issues have been improved on and developed by other riding schools and horse businesses are also shown

Work Requirements

- Discrimination, harassment as well as a safe and healthy environment while working with and around horses. How to create, maintain, develop and promote this environment are discussed in this area, also both employer and employee responsibilities.

Work Practices

- This area summarizes the supporting requirements of working in the horse industry such as communication that would be applicable to the stable manager and students coming in for lessons. Also finding the balance between your personal riding priorities and the riding school priorities.

Online Community

- This next area brings you into the online equine community and asks you to research about horse care, giving appropriate feedback to peers, and discussing your regular horse care and equine activities



Equestrian Specialist Horseriding Coach

- *If you already have specialist competition experience then teaching other equestrian competition riders might be a great choice for you, especially if you plan to continue your equestrian competition career. Other competition riders look for experienced successful competition riders to mentor them. It is particularly helpful to them when you are at the same competition and able to help them to warm up and to give them a review after their ride.*



(using an alias if you prefer). We discuss the preferred methods online communication and how it has (and will continue) to affect the horse community

Maintaining Information

- *Is the easiest way for your horse environment to maintain information in a physical diary, or do they have an electronic device for this information. We discuss different systems of maintaining and updating data and what works in different occupations in the horse industry, as well as individual reasons why a choice is made*

Innovation

- *In this area you can use your imagination to contribute to workplace innovation in the horse industry. You identify opportunities that you may see in your horse environment, discuss them with your online peers to develop your ideas and then see if they are practical to implement. We also suggest ways to approach management about suggested ideas.*

Work Experience

- *This final area addresses the final preparation you will need to work in the horse industry. We provide you with a checklist of information, even before you approach your potential future employer. We show you places that you may not think of to go out and get that job with horses!*

Identify, Handling, Facilities and Basic



Exercise Rider

- *Exercise riders often work alongside trainers in large stables that may specialize in a specialist skill (eg showjumping, dressage). The horses need exercise every day and the trainer may only ride them three or four times a week. Alternatively, an exercise rider may warm up and cool down the horses before and after the trainer rides them. You will need to be confident in handling and riding horses, able to take instructions from the trainer when riding and should already have some training in the same field as the trainer.*



Travel

- *This first four areas of study should confirm that you have enrolled in the correct course. You should be able to complete the requirements easily, but if you have difficulty please speak to us about changing your enrolment into another one of our online horse courses.*

Stable Practices

- *As we expect you to complete this course and go into a professional riding establishment, this subject is essential to set a professional standard. In your position as a riding instructor, you may be required to supervise others while they perform their stable duties such as feeding, cleaning stables and maintaining saddlery.*

Horse Husbandry

- *We continue your role as the supervisor and confirm that you are able to recognize the correct horse husbandry practices in a stable of horses, as well as extras like tips on pulling manes and tails, trimming and preventing rubs so you present the horses you care for to look their best*

Illness and Injury

- *Hoof injuries, allergic reactions, wounds and other signs of ill-health are included in the area of illness and injury. Causes, symptoms and treatment are taught so when you are in charge of a large stable, you can help prevent many common illnesses and injuries that are so common in the horse industry*



Foaling Attendant

- *It is hard to resist a foal and a foaling attendants' role is to be on the look out for newborns. This job involves shift work at night during which time you will be required to regularly check on mares which are due to foal for signs of imminent birth, monitor the progression of births and be on hand to assist the mare and if necessary call the vet. Experience with mares, foals and the birthing process is important. Depending on where you work while you are on duty part of your role could be nursing sick foals, providing medications and stable chores (cleaning stalls, saddlery etc). An equine veterinary nursing certificate is available for study through some education institutions which covers a wide range of knowledge required for this role.*



Basic First Aid

- *Do you know what to do if a horse become 'cast' in his stable? You will learn how to deal with that situation, and how to help prevent other life threatening ailments. We teach you what a well equipped first aid kit will contain, the application of first aid bandages and infectious diseases.*

Work Routines

- *Determining work objectives prior to managing and monitoring the tasks of yourself and your staff are essential in a well run stable and you will learn about this in this unit. the factors which affect work, giving and receiving performance feedback and job roles are also taught*

Work Performance

- *How well you perform in the workplace will attribute to your efficiency as an employee. Being efficient means you will be able to complete tasks and routines quickly, but you will also need to be able to communicate and work well with other colleagues, clients and horses*

Assessing Horse Health

- *As a horse person working in the industry it important you become accustomed to continually assessing the health and well being of horses. We teach you techniques for developing an 'eye' to quickly make decisions for what a healthy horse looks like and what tasks they are able to perform*

Horse First Aid



Groom

- As a groom you will be responsible for some or all of the management and care of horses. Grooms are most commonly employed in stables (i.e., racing, specialist competition trainers), agistment centers and riding schools. Some employers offer “live-in” for their grooms which means they live on the property or location the horses are kept. Grooms may also be expected to accompany and care for horses at races or competitions.



Horse Business Office Worker

- For those that love to be involved in the horse industry without the heat and sweat of being outdoors or the freezing cold (especially in the hot and cold extreme climates) then work in administration type roles in horse businesses could be for you. The jobs and experience you will be required to have will vary between places of employment.

- We teach you about the two types of first aid for horses 1) treating an injury which doesn't require medical attention (e.g. minor cuts, scrapes and scratches) and 2) providing temporary measures (e.g. minimising blood loss) until the vet arrives. Also how to maintain your horse first aid kit, keeping it well stocked and in a convenient location.

Basic Reproduction

- While we won't be specializing in preparing you to manage a large stud, this area introduces you to the reproductive system, dealing with parts of the female and male systems, gestation and signs of foaling so you have a basic knowledge of the breeding of horses

Physiology 1

- This first physiology area takes a general look at the functions and essential components of the nervous, musculo-skeletal and endocrine systems. We divide these systems into the parts, with further explanations of each part

Physiology 2

- This second physiology area introduces the concept of the body systems of the horse and focuses on the respiratory, circulatory and digestive systems of the horse. The parts and functions of these body systems are taught with many color diagrams and clear, well worded explanations to assist the learner in this area.

Confirmation



Horse Health Care Professional

- As well as veterinarians, there are many other professional that assist in the care and well being of horses. It could be acupuncture, bowen, chiropractic, or massage, the list is endless. Most of them require training, qualifications or apprenticeships



Horse Riding Instructor

- Horse riding instructors can teach riders from a riding school situation (either on school horses or their own) or free lance (teach at other peoples homes and locations). For the purposes of insurance and professionalism it is best to hold recognized qualifications within the horse and sport industries.

- You will learn about the general desirability's of any breed or type, and the reasons they may be undesirable. We look at the standards and desirability's between different breeds, and how a horse with unsuitable confirmation for one riding discipline may excel at another type of riding.

Grooming and Equipment, Riding Preparation, Aids and Gaits and Basic Riding

- This is another area that you should find fairly straightforward and is introduced early in the course. If you find these first four areas difficult, we recommend that you discuss changing your course with us as soon.

Upright Seat

- As you will be teaching your students on how to sit in the saddle and hold the reins, it is essential that you are able to demonstrate an independent, balanced and effective way of riding. You learn about maintaining this position during transitions within and between the paces in walk, trot and canter

Using Aids

- You learn about the natural and artificial aids, including the types of forward aids, lateral (sideways) aids and regulating aids. We give you tips on how to develop your 'feel' and riding 'half-halts' so you can ride different types of horses and train them individually, according to their ability to progress.



Jockey

- Does the thought of feeling the wind in your face and the strength and power of a super fit thoroughbred propelling you across the finish line take your fancy? If you are a lightweight, then why not become a jockey? To begin this career you need to undertake an apprenticeship with a racehorse trainer and then before you can ride in races you will be assessed on your capabilities first. Once you complete your apprenticeship you will be a fully fledged jockey.



Mounted police

- If you're interested in law enforcement then a career in the mounted police might be for you. You will need to complete police training and could do several years in a local area command before you can be eligible to transfer to the mounted police unit. Mounted police are responsible for the care and management of horses in the unit and must attend regular training and instruction to maintain their skills and their horse's skills.

Track and Figures

- In this area we teach you the two different sizes of arenas, letters and dimensions as well as tips for learning them. Tips for correctly riding the correct sizes and shapes of common tracks and figures in the dressage arenas are given as well as the reasons for riding them.

Training Scale

- We introduce you to a program of physical education or gymnastic process to develop your horse's natural physical and mental aptitudes thus producing a horse which is a pleasure to ride. You will learn why it is important to develop the horse's natural rhythm and then how to encourage their suppleness/ looseness as they get ready for the next step

Contact

- You will learn how to obtain contact, what is a good contact and ways horses avoid the contact as well as common faults. We teach you how to make sure your horse is loose and supple and can be ridden forward into the contact, so there is less resistance, irregularity or tension.

Training

- No matter what discipline or recreation you choose to pursue with your horse it will probably require some sort of training. Even the weekend trail riding horse can benefit from some basic flatwork or dressage training to assist in the communication between horse and rider.



Specialist Nutritionist

- Nutritionists often work with lots of different people within the horse industry. You will require a good knowledge of what food and supplements a horse needs in order to be in the best physical state. Nutritional studies are important and to obtain high employment positions you could be required to hold a Ph.D.



Stable Manager

- The stable manager has the responsibility of the health and welfare of all the horses in their care. They are also responsible for the management of staff and other equine professionals (blacksmith/farrier, veterinarian/horse health care) and well as management of budget, purchase of hay, horse feed and other necessities. Stable managers should have expert skills in all areas of horse care and management, finance as well as finance



Terminology

- There are many terms you will hear being used within horse riding and there are just as many ways to describe what is going on with the horse and rider. The meaning of some can be quite quizzical while others can be more obvious. We give you simple easily understood explanations of this terminology.

Lateral Work

- You will learn the early exercises and movements where the horse is asked to go forward and sideways so that the legs in motion step forward and across the legs on the ground. You will learn how to co-ordinate your aids and help to develop 'feel' for your horse's movement.

Show Skills

- Presenting a horse for a show takes a lot of preparation and effort. We introduce you into the world of showing a horse including an overview of common classes, workouts and presentation. You will learn how to present your horse in its best condition:- good body condition, including hooves, well mannered, tempered and educated.

Jumping Seat

- In this area you will learn how to effectively and confidently ride in undulating country. We give you tips on how to develop the strength and balance in the jumping seat to ride safely and effectively, and to have the correct stirrup length to be secure and effective. You will



Starting Young Horses

- As long as there are horses being bred there will be a market for horses to be started or broken in. Some facilities will be desirable such as yards, round yard or small pen or arena. Areas for working need to be sturdy and secure as work may include handling young horses which have had minimal handling and experience with people. A strong knowledge of horse training and behavior is essential along with strong riding skills. An option in this avenue is to specialize in an area of starting young horses, for example starting horses for racing, dressage or harness activities. It is a good idea to start this career working for a good horse man who is already working with young horses



also learn about the specialized equipment to use.

Jumping

- You will learn about the five phases of jumping, as well as common types of jumps and jumping exercises. You will also learn about some jumping terminology. We give you a safety checklist to use each time you jump which can then be adapted when you come to teach jumping

Poles and Grids

- In this area you will learn the first few lessons to introduce a horse or rider to jumping, commencing with a single walking pole and progressing through trotting poles to a single fence, only a bounce and then a grid. A guide for distances for each exercise is included as well as times when these distances are varied

Coach Practices

- This area supports your 'Beginner Coaching' course, but specializes in the area of teaching and coaching horse riding. As a riding instructor/ equestrian coach, you may be required to be a motivator, planner and advisor to your students and in this area you will learn how to combine these roles in accordance with your 'Code of Conduct'

Coaching Special Groups

- Riders may do so for many different reasons, because they want to improve fitness, develop new skill or for social contacts and riders with special needs are no



Stud Master

- To manage a stud you will need to be able select what is good quality breeding stock of your breed choice. You should have an excellent knowledge of serving stallions, handling young horses and high strung horses, as well as teaching staff about safety around breeding horses You will be more in demand if you have a knowledge of horse reproductive systems and cycles, pregnant mares, stallions and foaling as well as preferred traits and characteristics of the breed you are interested in.



different. We teach you how to accept each participant as an individual and how to be an effective coach and adjust to accommodate for individuals, especially those with special needs.

Provide First Aid

- The horse industry will never be completely free from risk or hazards, but it is possible to avoid or minimize these where ever possible. We teach you how to look at the potential risks around a horse environment and how to consider the level of risk for each potential hazard.

First Aid

- We ask you to consider the basic aspects of dealing with a first aid scenario in the horse environment. You will learn that as a riding instructor/ equestrian coach it will be part of your role to make decisions and prioritize actions in an event of an injured rider/ person in your control.

Supervise Horse Handling

- You will learn what how to continually assess your student, consider their stage of learning and the type of supervision and training they require to minimize your legal liability. We teach you how to provide assistance and when to seek assistance, as well as the planning and preparation prior to teaching.

Safe Riding

- Safety is always an important element when you are riding, but especially important when you



Stunt Rider

- Looking for an adrenalin pumped career? Why not have a go at being a stunt rider? Stunt riders perform on specially trained horses and perform tricks and positions whilst on the horse, usually at speed.

Track Work Rider

- Riding track work involves early morning starts putting racehorses through their paces to train and get them ready and fit for races. This occupation is not of the faint hearted or novice rider. Track work riding requires and great level of fitness and stamina to be able to ride multiple horses at speed for a significant period of time. You also need to be confident in handling and riding horses at various stages of training including the very young and green-broke (just broken into carrying a saddle and rider). Keep in mind that this involves riding horses which are super fit and often kept in a stable for most of the day.



have the responsibility for others. Maintaining safe practices when you ride and teach will minimize hazards and risks to yourself and others. Arena Rules may vary between different equine establishments, but it is important you understand the reasons they were created before you make any changes

Risk With Horses

- You will be given a scenario which may easily happen in an equine environment. You will be required to take control of the situation to eliminate hazards, control the risks and minimize the risk of further problems. You will learn the appropriate regulations and guidelines and the impact of risks.

Risk Analysis

- As you progress through your career in the horse industry, you will usually be required to accept a higher degree of responsibility for risks and to contribute to 'Risk Treatment Plans'. We teach you how to implement and improve the risk management within an equine environment, what are acceptable risks and how to define between internal and external sources of risk.

Lunging the Horse

- Prior to lunging a rider on a horse, it is essential that you can lunge a horse safely and efficiently. You will learn how to recognize a safe lunging area, the required equipment for lunging, using a lunge rein, lunging the horse to prepare for the rider. We teach you



Therapeutic Riding Instructor/RDA Coach

- Coaching systems are in place to help people become riding instructors for the disabled. A therapeutic riding instructor is responsible for assessing riders, planning lessons, training volunteers, maintaining records, supervising trainees & assistant coaches and conducting riding sessions. Upon completing training as an assistant coach candidates can then undertake coaching training. The Riding for the Disabled association might be the best place to start your career.



about the considerations for lunging and also considerations for teaching a rider on the lunge.

Mounting and Dismounting

- While this exercise is a simple process to the experienced horse person, it can be extremely difficult for the beginner, both physically and psychologically. It will be part of your role and responsibility as a riding instructor to ensure the safety of the horse, rider and yourself. We give you a checklist with points to remember throughout this process.

Lunging Exercises

- While there are no specific 'guaranteed' exercises which will solve every problem, we teach you games, activities and exercises that you can vary to suit every type of rider. So it won't matter if you are teaching some-one that is very confident or extremely nervous, you will have a wide range of progressive exercises to help your students.

Teaching Walk

- A nervous adult beginner will want to focus a lot more on walk before progressing onto trot than a more confident younger rider. We teach you techniques to hold their interest and also some tricks for teaching the theory of the walk to younger, more active and more confident riders.

Teaching Trot

- Most riders can learn to rise to the trot within minutes of sitting on a horse for the first time if they are



Trail Ride Assistant.

- Many people who aspire to be a trail ride leader start their training as a trail ride assistant. You will need to follow the trail routine, take direction from the trail ride leader and help to keep the riders safe and comfortable. Horse care, horse handling and horse riding skills are essential, as well as physical fitness.



taught the correct techniques. We show you how to teach the trot without riders' balancing on the horses reins or giving the a sore back. Your will learn about exercises to change easily between sitting trot to rising trot as well as jumping position in the trot.

Student Assessment

- There are many non-verbal signs that a rider will show an experienced teacher that they are not ready to progress onto the next exercise. We give you a checklist of signs to check before you take you rider away from their comfort zone of you controlling their horse onto them riding and controlling their horse by themselves.

Turning and Guiding

- Sometimes beginner riders treat their horse like an insensitive vehicle, pulling on the reins for turning and stopping using strength instead of feeling and upsetting their horse in the process. We give you some simple exercises to teach the rider to turn and guide their horse using sensitivity and feeling.

Trot Diagonals

- As your students become more established in the rising trot and are able to maintain they rhythm of the trot, they are able to learn about riding on the correct diagonal. We teach you about the common problems riders have in recognizing the correct diagonal, and we give you some easy tips to teach both correct diagonals and changing diagonals.



Trail Ride Leader

- *Do you love to teach people about horses and would also love to spend a lot of time riding? If you enjoy riding outdoors and meeting new people then this one might be for you. A trail ride leader is responsible for taking groups of people out on trail rides safely. They could be nervous beginners or boisterous teenagers or a great range of people in between. You will need to be physically fit as long hours will be spent in the saddle. It is also likely you will be working with people who do not speak the native language (i.e. non-English speakers). You will probably be responsible for managing horse health and welfare, property management, equipment maintenance and customer service.*



Circle Exercises

- *Riding a circle can be difficult for a beginner, but it is a reflection on the way a rider can control them in an open area. If the rider allows them to speed up on a circle, they may allow them to canter or even gallop in an open area. Similarly if they drift in and out, slow down or ignore the rider this is a larger problem in an open area. We teach you the signs that a rider is not really in control and how to fix them while they are still in a safe environment.*

Corners and Half Arena

- *We teach you some more exercises to teach a beginner rider in a safe way. If they are always in control, they gain confidence and progress more quickly. This is another area where we give you tips for teaching exercises to the beginner and include transitions with a focus on maintaining control and building confidence.*

Full Arena

- *As you move your rider onto a larger area, their horse is more likely to gather pace with the likelihood of the rider losing control and confidence. We teach you how to recognize the behavior of horses and how they are affected by working in a larger area. You will learn how to bring them under control in a safe efficient way, without the rider losing confidence.*

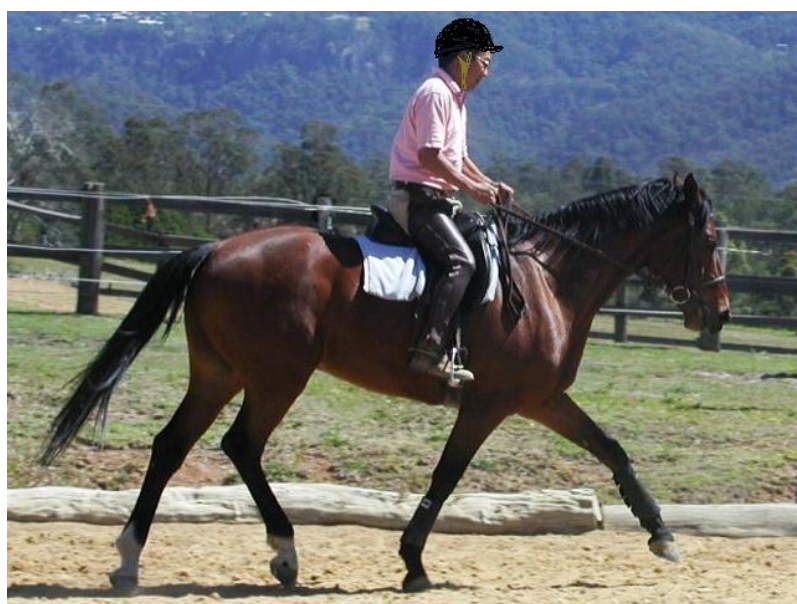
Final Summary

- *In this part of the course, we give you a topic to teach that may*



Trainer/Rider

- Horse trainers and riders take horses for training and education in different disciplines. If the horse is kept at the trainers location then an agistment/ livery/ boarding fee and sometimes a feeding fee is also charged to the client along with the cost of educating the horse.



include a combination of the above areas. You will have a limited time to prepare and teach this lesson as you would if you were working as a professional, employed by a private rider or in a riding school, equestrian centre, pony club or other professional environment.

Advanced Horse Management

- Your studies will take you further than the horse management already covered in this course. You will learn about preventing equine injury and disease in much more depth as well as treating equine injury and disease. These electives are ideal if you plan to manage a large stable of horses

Specialised Coaching

- If you enjoy teaching competitive riders in dressage, show jumping and x-country, it sounds like this is the elective for you. The safety and fundamental skills you have already learnt are still essential elements, but more technical skills are focused on, both in teaching the skill and coaching the improvements.

Specialised Riding

- Competitive riders and professionals who train horses as part or all of their income will enjoy this elective. There is more emphasis on the technical skills, the training scale, with the focus on correcting and improving on the foundational training to take the horse forward towards its potential.

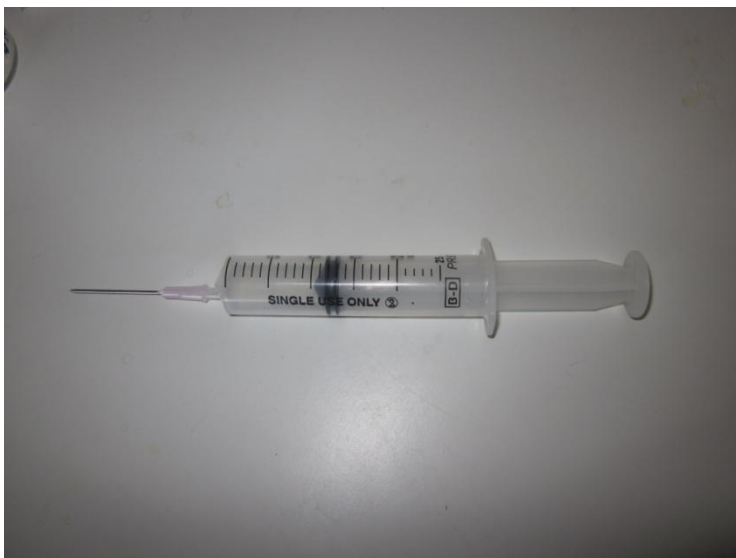
Equine Business

- If you are already planning to have



Veterinarian/ Veterinary Surgeon

- *If you have a passion for maintaining horse health and wellbeing (and don't get squimish at the site of blood and other obnoxious excretions) consider undertaking studies to become a veterinarian. Equine vets travel to treat patients but some also have or have access to practice and surgery facilities which can accommodate for large animals such as horses. Becoming a vet will require university study. A Bachelor of Veterinary Science may take five years of full-time study to complete, after completion students may have the option to complete higher levels of study in this field.*



your own business and graduate into the 'Own Horse Business' course, this elective will give you some credit into that course. You will learn some good business basics that are essential for the self- employed

Trail Riding and Leading Trails

- *If you are one of those people who just love riding out on trails and open country, and love taking people on trails, this is an ideal elective. Many trail riding centers prefer someone who is competent in this area, you may already work, or plan to work in a trail riding or trekking center. People who plan to take this elective are advised to enrol in our '[Trail Ride Leader](#)' course*

More Information About These Courses At

Online Horse College .com

<http://www.OnlineHorseCollege.com>



Veterinary Nurse

- *If you love to look after horses and their wellbeing try your hand at veterinary nursing. Some equine veterinary clinics and surgeries employ people as stable-hands so even if you don't have qualifications as a vet nurse it provides the opportunity for you to work your way up the ropes and learn as you go. Qualifications as a vet nurse can be gained in studies through Tafe (Australia). Some courses will allow you to specialise in equine care and treatment.*



Horse Businesses

- Many of the traditional businesses associated with horses are still alive and well today and many more have emerged to support the ever growing population of horses and the increasing popularity of recreational horse riding
Enjoy reading the list below to see if your idea is included

AI (Artificial Insemination) Service

- To perform this service you will need education and training in performing artificial inseminations. Knowledge of the reproductive systems of horses is essential. An artificial insemination technician inseminates mares with frozen or fresh semen from a stallion. This business could involve working on a stud or travelling to different locations for work.

Blanket/ Rug Manufacture

- There will always be a demand for blankets/rugs so long as it remains practical and necessary to rug a horse. You can chose to specialize in making a certain type of blanket/rug (i.e., show blankets/rugs) or generalize and create your own range of horse rug wear. Sewing skills will be important along with creativity and design.



Tips for Planning Your Horse Businesses

If you plan to start a horse business or even if you already have an established horse business, you can learn how to increase your income, decrease your expenditure and make much more profit. Then you can really enjoy having your own horse business!

Online Horse College .com offers the following courses, all with Government Accredited qualifications

Planning Your Horse Business

- Planning your horse business is a process by where you figure out what you want, how you are going to get there and identifying signs to tell you when you have gotten there. The purpose of a business plan in your horse business is to guide you in the aspects and steps in your business. It can be useful in keeping you motivated and ensuring you don't stray from the intended path.

Writing Your Business Plan

- Business plans are used you present your business outline to people (stakeholders) who will be necessary or influential in the



Boarding/Livery/Agistment

- The type of boarding/livery/agistment you offer will determine how much work you are doing. For example if you only offer full-board agistment then you will need to attend to the needs of each horse because that is what the clients are paying for. That means feeding, blankets/rugs, watering, cleaning yards/paddocks, stalls/stables and paddocks/fields/pastures, maintaining the property etc. On the other hand if you offer DIY agistment then your responsibilities will remain with the upkeep of the facilities with horse owners looking after the husbandry of their horse.



success of your business for example financial lenders, lawyers, suppliers even your family and friends.

Presenting Your Horse Business Proposal

- If you are a person who does not like to stand and give a presentation to a group of people presenting your business proposal may be difficult for you but with the right preparation this experience can run smoothly without complications.

Your Ideal Horse Business

- The assessment questions that align with this workbook will require you to write or enter your input into the blank field rather than selecting an answer from a series of options. These questions come from the extension lessons in workbooks previous to this one. In preparation for this assessment, this workbook summarises what has already been covered and takes a deeper look into the questions you will be required to answer.

Develop Business Networks

- Purposefully meeting people in effort to gain business related benefits from them and the contacts they have called networking. People who use networking are constantly meeting new people, gaining new contact and developing business relationships to grow their business. This workbook looks into how to develop and grow your networking web and the opportunities it can present.

Maintain Business Networks

- Carried on from the previous workbook here we explore how to maintain the networks you have created. Also covering information



Carriage Hire

- One of the most common events you will see carriages at is special occasions such as weddings and school formals. Of course you will need horses and carriages to execute this business. Some customers are likely to have a preference to the color of horse used when hiring a carriage so if you have different colors of horses you're more likely to be able to cater to their needs. The horses will need to be of a suitable type for the carriage or weight they are going to pull. They also need to be experienced and trained to accept all the strange and unusual things that come with working in traffic and populated areas. Carriages will need to be regularly maintained to ensure they are safe and well presented. Experience and knowledge of driving carriages and preparing horses for the carriage (e.g., fitting and adjusting equipment) is essential. Being able to professionally turnout and present horse and handler will also benefit the business and reputation.



on how to use effective networking strategies this workbook will have you effectively managing your network contacts in no time.

Financial Requirements

- Identifying the financial requirements of a business is imperative to the planning and direction of the business. In this weeks lesson information is provided on the financial aspects of starting as business in identifying typical expenses, start up costs and the costing of goods sold or labour.

Pricing Strategies

- Continuing along the financial pathway this week's workbook cover all aspects of pricing including pricing structures, pricing strategies, methods of pricing and analysing breaking even. Students will be asked to estimate their profitable costs and calculate break even sales.

Income and Expenditure

- We understand that you have a passion for operating your own horse business, but in this subject we look more closely at the income and expenditure of your business. You will learn about how to manage your cash flow and to assess different parts of your business to see what parts are profitable and what parts are not.

Develop a Financial Plan

- Many businesses with horses evolve from a hobby so you may already have enough resources in place to commence your business. If you do need to inject extra income, then probably the first questions a financier will ask if you approach them for finance is 'What will be my return?' or 'What are you contributing?' and 'How long has



Childrens' Camp

- Children's horse camps and activities will be the busiest around holiday periods. The size of the camp held or the size of the group catered for can be altered to suit the facilities and staff available. Camps can operate on a day basis where kids will be dropped off in the morning and picked up the same afternoon or as an overnight stay. Overnight stays will require more preparation into sleeping arrangements, food and amenities (i.e. toilets, showers).



this business been established'. In this section you will start to develop your own financial plan to aid in working towards your goals and targets.

Financial Planning

- Putting together a financial plan can take time so we've extended this topic over two weeks. This week's learning's focus on budgeting, debt control and the factors which will influence your cash position.

Financing the Business

- For those that are seeking some extra cash to get their business up and going this workbook will hold some appeal. Covering information on how to acquire finance (including sources) and types of finance this workbook also looks into what lenders are looking for when you apply for finance.

Business Plan Elements

- Before beginning the business plan it's important to be aware of what is included in one. Therefore this section covers the information that needs to be included in your plan along with the reasons behind planning, different types of plans and the purposes behind them.

Develop a Business Plan

- This workbook contains overviews of the different sections of a business plan. It also delves into the differences between mission statements, goals and objectives so that you can set the correct tone and pathway for your business plan.

Create your Business Plan

- In this portion of the course you begin putting together your business plan. The workbook



Clipping

- Some people don't have the time (or want) to clip their horse. You will need attention to detail and patience to undertake a business in clipping. Clipping a whole horse takes a long time, especially if the horse isn't entirely convinced that the clippers aren't going to eat him. Experience handling horses is a must along with experience clipping and knowledge of different types of clips. The equipment you will require for this job includes, clippers, trimmers (for delicate areas), spare clipper blades, clipper oil (not cooking or car oil!), extension leads, screw driver (for removing blades), small soft bristled brush (for cleaning clippers) and if necessary horse restraints.



provides guidance on locating and including important information such as finances, marketing, business operations and staffing.

Risk Strategies

- Risk is a common part of the business environment so the final week of month four is dedicated to informing you on how to develop strategies to minimise risk. This workbook doesn't only cover OH&S but also risk in relation to insurance and product or service diversification.

Advise OH&S

- Making sure your business is safe is an essential part of your horse business, not only for your own safety but for your students, potential students, suppliers and other visitors to your equine business. Week one of month five looks at the legislative and legal aspects of OH&S along with employer and employee responsibilities.

Implement OH&S

- Keep your business organised and well run in regards to OH&S will give you routine and structure which will assist in maintaining the safe aspect of your business. In this section information is provided on how to effectively deal with risks and hazards and good practices in implementing OH&S policies.

Monitor OH&S

- Monitoring the success of OH&S systems is just as important as the introduction of them. In this section the processes of reporting OH&S incidents are covered along with other common practices such as auditing, system reviews and non-compliance issues.

Safe Workplace



Competition & Event Promoter

- While many of the smaller horse events and competitions are organized by clubs/ volunteers, it is becoming more common for the bigger events and competitions to be contracted to professional businesses. If you plan to start this business you should already have experience as a volunteer at equestrian events or have worked in a professional event management business

Equine Specialist Clinic

- If you are already working in the horse health industry, a way to expand your services is to have a 'one stop shop' for horses' health needs. You will need to work with a number of other professionals in the horse health industry (either employed or working on a contract basis). These could include veterinarians, equine massage, chiropractor, Bowen therapists, acupuncture and nutritionals

Feed/ Produce Store

- Produce and stockfeed stores provide feed and hay for purchase. Some also stock a range of health care products such as worming pastes and antiseptic sprays while others will also stock saddlery and rugs.

Fetes and Event Pony Rides

- With this business you will operate from the venue of an event (e.g. fete, show). Presenting the ponies well is essential. Ponies should be healthy and in good condition and equipment should be safe and functional. Ponies will need to be quiet to handle and accustomed to different sights, sounds and smells that come with fete and show environments. If you are following the show circuit this will mean you will spend large amounts of time travelling and away from home.

- The final workbook for the month covers the topics you will be required to provide as part of your assessment for week four, month five. Topics such as inducting new employees, generating workplace health and safety awareness, costs associated with OH&S training and hazard types within a business.

Promotional Activities

- In this topic we cover the identification and assessment of promotional activities to ensure they comply with business objectives, when to use them, how to plan promotions, when to advertise, how to determine what the promotion objectives are, estimating the time and costs of promotions and putting a plan into action.

Co-ordinating Promotions

- This section involves the preparation of the personnel and resources to conduct promotion activities, including the use of networking and promotional staff.

Marketing Activities

- It's fair to say that most if not all businesses have used some kind of marketing to sell their product or service. This workbook defines how to develop a marketing strategy and plan, then correlating these with the business's goals. Legislation is another topic to ensure you enforce marketing campaigns to abide by the relevant laws and codes for your area.

Manage Marketing

- In this week part of your assessment will be to manage and undertake marketing activities. This will involve preparing resources, assigning responsibilities and reviewing plans to gain feedback on the success of the marketing



Foal Weaning

- If you are already in the boarding/livery/agistment business and have the facilities to accommodate mares and foals then you could perform the service of weaning foals for clients. Knowledge of how to handle both mare and foal during separation is important, you will also need strong, safe and secure fencing to prevent horses breaking through them and injuries.

Horse Riding Instructor Clinics/ Schools

- Many horse riding instructors start their own business by working as contractors. This is particularly more common with instructors who have competed at a specialist level. They often teach for clubs and groups regularly and are paid by the day rather than by the student. Often they will go into a location for a weekend or even a week. For the purposes of insurance and professionalism it is best to hold recognised qualifications within the horse and sport industries.

Hay Delivery

- If you know someone who grows and produces their own hay then a business option for you could be to deliver the hay direct from the farm. Many horse owners are looking to save money so if you can offer discounts or deals for customers who buy in bulk or want deliveries then you are likely to get customers who continue to buy from you.

Hay Delivery/Wholesale

- This takes the hay delivery up a notch. Rather than just dealing with one farmer, you could have a data base of farmers who grow and produce your own hay. If you guarantee to buy all the hay from the farmer then the price is likely to be even lower. Many produce and feed stores would like to save money and have their hay delivered to them into their store.

campaign.

Work Schedules

- Part of employment is being able to effectively and efficiently plan work schedules and manage time. The tools and information provided in this workbook will not only help you manage your work time successfully but they can also be applied to your personal life and goals.

Work Performance

- After learning to plan your work load you then need to monitor it to ensure it corresponds with your work objectives. Methods of monitoring performance are covered along with how to get feedback on your work.

Professional Development

- The ongoing training and development of employees skills are important not just for the employee but also to the ongoing progress and advancement of the business. This subject dives into different sources of learning and how to plan training activities.

Career Development

- Continuing on from the previous week the Career Development workbook looks into choosing the right training and planning training for the short and long term venture of the business.

Customer Service

- Once your customer arrives, they need to be served correctly so they will buy your services and products. We also show you how to encourage them to not only come back again and again but also to tell their friends about your great business!

Customer Service Systems

Horse Dealing

- Traditionally horse dealers tend to have a bad reputation as being deceitful and dishonest. However if you run your business in a manner which promotes professionalism, honesty and care towards the horses for sale and the buyers then you can build yourself and your business a good reputation. In horse dealing large numbers of horses will be turned over and past on to new buyers so if you get attached to animals in your care then maybe this business isn't for you. Who/where you buy horses from to sell and how quickly you anticipate to sell them on is likely to influence how you run the business. For example if you buy ex-racehorses off the track, provide them with a bit of schooling (combining a trainer career to the business) then sell them on this is likely to take more time than someone who buys horses from the sales, gives them a couple of rides to determine their suitability and sells them on again.

Horse Hire

- Hiring horses is something very few businesses do mainly due to the safety, health and welfare concerns of the horse or horses hired and the people who hire them. However with good procedures and strategies in place the risks can be minimized.

Horse Transport

- If you want to combine your love of horses with your love of travel then maybe a horse transport business is for you. Transport companies mainly use trucks for business as they can carry a larger number of horses. Depending on the demand trucks can travel locally, interstate and country wide. People with truck licences can be hired to drive however it is of more benefit and safety to all involved if drivers also have horse handling knowledge and experience.

- Customer service is only as good as the systems that are in place to guide it, this workbook provides learning about developing and improving service systems so that people leave your business happy and satisfied.

Tell your Customers

- Every business needs to have income and your marketing and sales will promote your business to your potential customers. We will teach you when you should be marketing and when you should be selling.

Customer Needs

- Some customers will have more complex needs and requirements than others so in this chapter you will learn what to do in these situations and how to take appropriate action to deliver what the customer requires all whilst maintaining that positive attitude and friendly service!

Internet Marketing

- Continuing on from month six "Manage Marketing" this subject sheds light into the area of marketing over the internet and the opportunities it presents. It involves low cost and no cost strategies that are great for the budget.

Implement Promotions

- From week one and two of month six, now its time to put the promotional planning into action. Because networks are valuable tools in business you will learn about how to use these business relationships in your promotional strategy.

Customer Service Strategies

- Turn you customers into raving fans so that your business becomes a 'word of mouth' topic.



Party Ponies

- Here's a good way for those wee little equines to earn their keep. A party pony is just as it sounds a business where ponies are taken to a party for pony rides. Depending upon the number of ponies available customers can select the colour and number of ponies they want. Grey and light coloured ponies can even be dyed different colours (using coloured food dye)! Remember to take into consideration the cost of travel when working out prices of hire. Ponies will need to be quiet to handle and accustomed to different sights and sounds that come with party environments.

Riding School

- The size of the riding school will determine how many or if you will need to hire other people to assist in the running of the business. Size will also influence the facilities you have (i.e. how many arenas/riding areas are needed) and the day to day processes involved (i.e. are horses kept as a herd or in individual paddocks).

Saddlery/ Tack Store

- Saddlery businesses sell new and sometimes used saddlery and horse related equipment which may include veterinary products (i.e., syringes, bandages, dressings), rugs and rider apparel.

Stallion Services

- Stallion services could include offering services such as stallion handling, training and standing at stud. People working with stallions must have knowledge of behaviours common to stallions and must be confident and experienced in their handling especially around other horses.

In this section we will also teach you how to deal with and resolve customer difficulties and complaint.

Customer Needs

- This workbook is about using those networking relationships to help satisfy customer's needs. Learn about referring customers to network businesses and using effective communication to provide up to date information about services and products.

Team Service Levels

- As your business grows and you employ more people you will need to ensure that team customer service levels meet needs and expectations. Learn about different tactics to maintain the required customer service level.

Evaluate Customer Service

- Learn how to use data and evidence to produce advice on improving the direction of customer service strategies. Discover how you can use records to compare changes in customer service.

Review Marketing

- This month is all about reviewing the strategies you have put into place. This week involves reflecting and reviewing your activities and comparing the results against the anticipated outcomes and results.

Activity Reports

- Review your marketing plan to confirm you are going in the right direction. Create reports to document outcomes of marketing.

Improve Your Business

- Reviewing your current horse business and implementing ideas to increase your profitability. What expenses could you cut out/minimize? What are your



Stud

- To run a stud you will need good quality breeding stock of your breed choice. Nowadays with semen able to be transported frozen and the use of artificial insemination a stud does not need to have their own stallion. You will need a knowledge of horse reproductive systems and cycles, pregnant mares, stallions and foaling. It is also of a benefit to you in the long run if you do your research and have knowledge of the preferred traits and characteristics of the breed you are interested in. This way when it comes time to sell your bred stock it will be of good quality and type which will bring a better price.

Trail Riding/ Trekking Centre

- If you enjoy riding outdoors and meeting new people then this one might be for you. Operating trail riding centre involves offering people, often those that have never ridden horse rides into the great outdoors. This business requires having a variety of different horses to cater to a range of different levels of riders from the nervous beginner to the capable rider. Incorporated into the running of a trail riding centre is managing horse health, welfare and safety, rider safety, property management, equipment maintenance, administration and customer service.

Training Film/ Movie Horses

- Training any horse requires patience and understanding of horse behavior and how they learn. As a trainer of horses used for movies you will be teaching horses to perform certain behaviors on command. To operate this business you will also need transportation to move the horses to the desired locations and film industry familiarity.

'other' expenses?

Review Promotions

- Find out the success of your promotions through review and reporting processes. Discover how to find evidence on the result of promotions and how this data can help to improve further campaigns.

Business Relationships

- Learn how to build relationships with other businesses that benefit both parties. Also we'll teach you how to uphold high standards to business to improve your reputation and credibility.

Negotiation

- This week's lesson features negotiation skills and problem solving techniques that can be used to encourage positive outcomes in difficult situations. Also we provide guidance on how to source specialist help in developing business contacts.

Promote Relationships

- Here we focus on the ability to promote your self through formal and informal presentations. We'll provide you with information on how to effectively communicate your message whether it is to 1 person or 100 people.

Evaluate Networks

- In the final lesson of the course we look into evaluating the success of networking processes and how to get in touch with more potential customers.

More Information About These Courses At

Online Horse College .com

<http://www.OnlineHorseCollege.com>



OnlineHorseCollege.com

Worm/ Mushroom Farm

- *Why not start another business to complement your existing horse business and turn horse manure into profit and farm mushrooms or worms. Mushroom can be sold onto consumers directly (i.e., through internet orders, road side stands) or through retailers. Worms from the worm farm could be used to sell onto people who wish to start their own worm farms or perhaps you could sell start-up kits that included worms and everything a person needs to start their own worm farm.*



Extra Streams of Income

- Many traditional businesses are changing their business structure and focusing on the horse industry market as their 'niche'. This book outlines some of the many possibilities

Arena builder

- If you are going into the business of building arenas then you're going to need knowledge and experience in building (drainage, soil types, slopes) and machinery such as graders, bull dozers, excavators and bobcats. You will also need an awareness with what people want from and in a riding arena.

Artwork/Artist

- As an artist you can create pieces of artwork from your imagination or that of customer's horses. Naturally you will need some artistic flair and talent, but there's always the option of taking art classes to help you realise your true artistic potential.

Blanket/ Rug Designs

- Don't just make blankets/rugs, design them! You can work with a blanket/rug maker with individual designs or make a 'line' of themed blankets/rugs. You will need to survey the market (people with horses) to see what their preferences are, or if they would like one designed for a special occasion

Tips for Equine Aligned Industries

You are probably well qualified and experienced in your own area of specialty, but have you considered an equine qualification to add credibility to the service you are offering to the horse industry?

Online Horse College .com offers the following courses, all with Government Accredited qualifications

Basic Horse Care

- This is a fantastic way to discover the basics about horses. You could be a complete beginner to horses, even a parent or a partner of a horse owner and just need to know a little more about how to safely care for and handle horses.

Subjects include

- safety
- colors/colours
- horse points
- hooves
- feeding
- horse care
- seasonal care
- parasite control
- saddlery and care
- other horse gear
- common breeds/types
- riding support



Building/ Restoring Floats/ Horse Trucks/ Horse Trailers/ Horse boxes

- Building skills are required when restoring floats/ horse trucks/ trailers/ boxes as you will be working with steel and wood. Also you will need to stay up to date with legislation regarding floats/ horse trucks/ trailers/ boxes (e.g., weight limits).

Car Stickers

- Horse people like horse related stickers to put on their cars and other horse vehicles. This business can sell product online, in shops and by mail order. Promotion of this business could be as easy as using your own car and float to display sticker products and contact details.

Event/ Competition Promoter

- If you take into consideration the calendar of events for all the different clubs, sports and disciplines in the horse industry there will be a lot of events going on out there. Needless to say that there is a lot of promotion going on for those events. And there is the window of opportunity in promoting competitions. Competition promoting involves marketing and advertising competitions in the lead up to the event. Good organisation and skills in marketing and promoting are beneficial in this business to get the word out to the desired audience.

Fencing Contractors

- Fencing contractors build and repair fences for property owners. Knowledge of fencing materials, construction and design is necessary along with the fitness to be able to do manual work in all sorts of weather conditions.

Horse Riding Lessons

- Are you a beginner horse rider, someone who has lost confidence and would like to start again? You may be someone who can already ride, but would like to learn more about riding techniques

Subjects include

- your ideal horse
- preparation to ride
- mounting and dismounting
- aids/ signals
- walk
- trot
- canter
- position/ posture
- riding in a group
- confidence building exercises
- ride your horse anywhere
- easy solutions to common problems

Your Own Horse

- Would you like to have your own horse but worried you don't know how to care for it or ride it correctly? Maybe you already have your own horse but would like to know more about how to care for it? This course combines 'Basic Horse Care' and 'Horse-Riding With Confidence' so you will be prepared when that exciting day arrives that you finally have your own horse!

Subjects include

- safety
- colors/colours
- horse points
- hooves
- feeding
- horse care
- seasonal care
- parasite control
- saddlery and care
- other horse gear
- common breeds/types
- riding support



Hand Made Crops and Whips

- Handmade items are appealing to horse people as they indicate an item which has had time and detail put into it, often making it special or unique. If you like working with your hands then hand making whips and crops may be suited to you. Your product can be promoted to customers through the internet, in stores and by mail order. You may even wish to cater to customer's individual tastes by making crops and whips to their specifications.

Horse Sitting

- Looking after peoples horses while they are away provides many opportunities during holiday periods. To take on this responsibility you will need reliable transportation, competent skills and knowledge in horse husbandry, be able to recognise signs of illness and be confident administering first aid to the sick horse.

Insurance

- Insurance in the horse industry is big business. It has been of increasing importance for horse businesses in the past few years and continues to be especially where horse riding and employees are involved.

Jewellery

- There is little horse themed jewellery available to the horse enthusiast. Your product can be promoted to customers through the internet, in stores and by mail order. You may even wish to cater to customer's individual tastes by tailoring jewellery to their specific needs and wants. You could also create jewellery which is specific to a customer's own horse.

- your ideal horse
- preparation to ride
- mounting and dismounting
- aids/ signals
- walk
- trot
- canter
- position/ posture
- riding in a group
- confidence building exercises
- ride your horse anywhere
- easy solutions to common problems

Working with Horses

- So you would love to work in the horse industry, but are a relative newcomer to horses?
This course gives you a recognised qualification that would be an asset to an employer, without pushing you out of your depth

Subjects include

- work safely
- occupational health & safety
- hazards and risks
- address safety
- ergonomics
- produce documents
- plan work
- work effectively
- resource use
- improve practices
- work requirements
- online community
- maintaining information
- innovation
- work experience

Trail Ride Leader

- Would you like to take beginner horse riders out on trail safely? If you already work with horses or have substantial previous experience this could be the course for you

Subjects & electives include

- horse identification
- equine facilities



Jump Wings

- For someone who know how to weld, this is a great little income earner. A fairly simple design can make practical light jump wings and they are always in demand



Lawyer

- Having a horse business has legal requirements and sometimes a lawyer needs to be consulted. Being a lawyer requires qualifications/ certificates/ accreditations as a lawyer (depending on the state/country) but if you are already qualified and have an interest in horses, this is a great stream of extra income.

- basic travel
- stable practices
- horse husbandry
- illness and injury
- basic first aid
- work routines
- work performance
- assessing horse health
- horse first aid
- basic reproduction
- physiology 1
- physiology 2
- confirmation
- grooming & equipment
- riding preparation
- aids
- gaits
- basic riding
- upright seat
- using aids
- tracks and figures
- training scale
- contact
- training
- terminology
- lateral work
- show skills
- jumping seat
- jumping
- poles and grids
- coach/ instructor practices
- teaching special groups
- provide first aid
- supervise horse handling
- safe riding
- risk with horses
- risk analysis
- lunging the horse
- mounting & dismounting the rider
- lunging exercises
- teaching walk
- teaching trot
- student assessment
- turning and guiding
- trot diagonals
- circle exercises
- corners and half arena
- full arena
- final summary
- trail riding
- leading trails



Pasture Management Advisor

- This career involves providing advice and assistance to people in how to management their property or pastures more effectively. This role requires extensive knowledge, experience and qualifications in areas such as animal nutrition, agriculture, pasture production, animal management and animal health.

Photography

- There is a potentially large client base for photography in the horse industry. Studs use photos to advertise stallions and stock for sale or auction, at competitions and show events photos are used to record important place getters (e.g. supreme champion), magazines and written publications use photos in articles. Then there's advertisements with photos for horse related gear and equipment. Also at competitions photographers will snap pictures of each rider during their event (e.g., during a dressage test or over a cross country fence) and the rider can then buy copies of their photos. Another option is to take portrait type photos for owners in their own settings

Software Developer

- If you enjoy working with technology and understand the process of software development, then there are lots of horse businesses that could save time and money working with more appropriate equine specialist software and you could be the one to develop it!

Toy Designer/Manufacturer

- if you have a great idea for a kids toy then this is an idea you may wish to follow up on. If you have the idea, but not the final design then have a look around some toy stores either in your area or on the internet to expand your ideas of what is currently available and how your toy is different.

Horse Riding Instructor

- Would you like a professional qualification so you can teach people about horses and teach them how to ride safely? If you already work with horses or have previous equestrian/competition experience this could be the course for you

Subjects & electives include

- horse identification
- equine facilities
- basic travel
- stable practices
- horse husbandry
- illness and injury
- basic first aid
- work routines
- work performance
- assessing horse health
- horse first aid
- basic reproduction
- physiology 1
- physiology 2
- confirmation
- grooming & equipment
- riding preparation
- aids
- gaits
- basic riding
- upright seat
- using aids
- tracks and figures
- training scale
- contact
- training
- terminology
- lateral work
- show skills
- jumping seat
- jumping
- poles and grids
- coach/ instructor practices
- teaching special groups
- provide first aid
- supervise horse handling
- safe riding
- risk with horses
- risk analysis



Restoration

- Old horse equipment has value in historical and antique aspects. But as time goes by the functioning and safety of old equipment is effected by things like rotting wood and rusting metal. Carpentry skills would be beneficial in restoring wooden equipment like carriages while blacksmith skills would be useful in restoring metal equipment such as horse drawn planters.

Sculptures

- A thing of beauty is a joy forever...so why not create horse sculptures? The medium possibilities you could use to make sculptures out of is endless, metal, wood, trash, rubber tyres, lego, let your imagination run!

Seamstress/ Clothes Designer

- If working directly with horses isn't your thing perhaps dressing the people who do is up your alley. Designing or supplying clothing for horse people can mean everything from jeans, jodphurs, boots, hats, helmets, socks, slippers, gloves, ties, vests, jackets, shirts and even underwear! Competition clothing will need to be suitable for the discipline it is designed for and should adhere to rules, regulations and guidelines. This type of business is flexible in that it can be operated through a number of different avenues such as over the internet, direct to the public from a permanent shop address and even by phone or mail order.

Spare Wheel/Tyre Covers

- Horse people like to promote their affiliation with horses in many ways. Horse designs on spare wheel/tyre covers is one way we horse people show our devotion to our beloved equines and the sport/discipline we participate in. This business can sell product online, in shops and by mail order. A good way to promote this business could be to offer sponsorship of a competition class or provide winners or runners up with a prize of a spare wheel/ tyre cover.

- lunging the horse
- mounting & dismounting the rider
- lunging exercises
- teaching walk
- teaching trot
- student assessment
- turning and guiding
- trot diagonals
- circle exercises
- corners and half arena
- full arena
- final summary
- advanced horse management
- specialized coaching
- specialized riding
- equine business

Own Horse Business

- This course is ideal if you would like to turn your passion into profits! You may already have your own horse business, or would like to commence you own horse business. It takes you through the steps of taking your hobby into a money making venture.

Subjects include

- Planning Your Horse Business
- Writing Your Business Plan
- Presenting Your Horse Business Proposal
- Your Ideal Horse Business
- Develop Business Networks
- Maintain Business Networks
- Financial Requirements
- Pricing Strategies
- Income and Expenditure
- Develop a Financial Plan
- Financial Planning
- Financing the Business
- Business Plan Elements
- Develop a Business Plan
- Create your Business Plan
- Risk Strategies
- Advise OH&S
- Implement OH&S
- Monitor OH&S
- Safe Workplace
- Promotional Activities
- Co-ordinating Promotions
- Marketing Activities



Tax Returns

- Knowledge of and experience in book keeping/ accounting will be needed for working with numbers in doing tax returns for horse businesses. you might work with the horse business each week or each month keeping their books up to date and getting ready for their return, or you may check their annual return before it is lodged

Tractor Slashing

- If you are self employed slashing (cutting grass) will require you to have your own tractor, slasher and truck for transporting the equipment to the job location. Experience with tractors is a must and you are likely to need a licence to drive the truck which transports the tractor. Mechanical knowledge would also be advantageous in this career.

Websites (Making)

- The internet has become part of everyday life for many, many people and having a website for business has become just as important as getting an advertisement into the yellow pages! If you have experience setting up websites, and enjoy working with technology creating websites for horse businesses could be a wise choice for you.



- Manage Marketing
- Work Schedules
- Work Performance
- Professional Development
- Career Development
- Customer Service
- Customer Service Systems
- Tell your Customers
- Internet Marketing
- Implement Promotions
- Customer Service Strategies
- Customer Needs
- Team Service Levels
- Evaluate Customer Service
- Review Marketing
- Activity Reports
- Improve Your Business
- Review Promotions
- Business Relationships
- Negotiation
- Promote Relationships
- Evaluate Networks

Equine Business Management

- So you liked the previous course and want to take it to the next level? This course focuses on more advanced strategies of turning your hobby into a cash machine with either your own or another equine enterprise. As an added bonus, this course also gives you credit into some University courses.

Subjects include

- Personal Work Goals
- Administration Systems
- Marketing Effectiveness
- Financial Management
- Develop a Business Plan
- Review Current Plans
- Stakeholders
- Performance Objectives
- Determine Marketing Mix
- Marketing Strategies
- Marketing Activities
- Marketing Plan
- Financial Approach
- Allocate Marketing Activities
- Implement Marketing Activities
- Marketing Promotion



Writer/ Author

- Maybe you prefer to entertain, inform or inspire people through literature? There is always something new to learn in the world of horses and you could bring this to your intended audience through publications in the form of books, blogs, newsletters and newspapers. Or maybe entertain people through fictional literature where horses are the theme.

x-Country Fences Building/Making

- As a fence designer and/or builder you can create jumps to cater for a variety of needs such as fixed fences (not transportable), mobile fences (transportable) and water fences. Knowledge of building and equestrian jump styles/types and current competition rules in relation to fence heights and widths are necessary.



- Administration Systems
- System Implementation
- Monitor the System
- System Modifications
- Self Management
- Manage Priorities
- Professional Competence
- Development Opportunities
- Monitor Marketing
- Adjust Marketing
- Campaign Effectiveness
- Improvement Opportunities
- Control Finances
- Financial Objectives
- Financial Processes
- Review Finances
- Business Plan Review
- Business Plan Performance
- Respond to Data
- Performance Indicators
- Four weeks of Electives
- Extra streams of income
- Update or develop your business
- Equine sponsorship and joint ventures
- Project
- Complete Business Plan
- Complete Financial Plan
- Completed Marketing Plan
- Business Summary

More Information About These Courses At

Online Horse College .com

<http://www.OnlineHorseCollege.com>



OnlineHorseCollege.com



OnlineHorseCollege.com

The Number One Way to Make Money with Horses

- *Now that you have read through the other ways of making money with horses, you will have already expanded your mind to the many opportunities that are available in the horse industry and associated industries. The number one way to make money with horses is ... to have an open mind and to look for opportunities.*

Think of the inventions that have happened with horses!

*Q. Why were horse-shoes invented?
A. Because there was a need!*

*Q. Why were saddles invented?
A. Because there was a need!*

*Q. Why were stables invented?
A. Because there was a need!*

Simply go to a horse event and you will see the latest in technology and research being put to work.

You don't need a team of scientists developing products. Simply talk to people who have horses about their biggest problems and you will probably find an idea!

I predict that over the next decade people will make millions of dollars (actually probably billions) in the horse industry with products that haven't been invented yet!

You can make a choice now to make sure you share in the millions or billions of dollars over the next decade.

Be creative, what is your innovative idea

?

FREE Horse Business Strategies Mini Course

Find out how to pick up your free 'Horse Business Strategies' mini course that will help you to make you that extra money to help with your horse expenses or make you a fortune over the next decade then simply go to the FreeHorseSite.com website.

Visit the link below to find out how to pick up your free 'Horse Business Strategies' Mini Course

<http://www.Free-Horse-Site.com/101-friends>

Amongst other things this 'Horse Business Strategies' Mini Course will teach you

- ✓ *the number one reason why horse business are different from traditional businesses*
- ✓ *the three essential steps that many horse business owners forget*
- ✓ *how to define your ideal horse business*
- ✓ *how to achieve your ideal horse business with the help of these three simple tasks*
- ✓ *the number one task you must do every day*
- ✓ *the secret to having your horse business running smoothly without you, so you can have time away from your business to really enjoy your horses*
- ✓ *the number one reason why most businesses fail and how to prevent it*

Remember, simply visit this page to find out how to get your free mini course

<http://www.Free-Horse-Site.com/101-friends>

Details of More FREE Information

More Free Books

If you liked this book, there are many more with new free gifts being uploaded each month at FreeHorseSite.com.

The membership is free, so join now!

<http://www.Free-Horse-Site.com>

Motivator of the Day

Need Motivation?

Have you ever lay in bed and thought about riding and training your horse, or come home from a hard day and just need a little bit of a push for you to go horse riding?

Good News! Free Horse Site has introduced a free 'Equine Motivator of the Day' to give you that extra bit of motivation to work towards your equestrian goals To have that daily dose of motivation delivered direct to your inbox, check out the 'Free Gifts' tab on

<http://www.Free-Horse-Site.com>

FreeHorseSite.com

You can also subscribe to this free service from my Facebook page

'Free Horse Site .com' (Glenys Cox) or

<http://www.FaceBook.com/freehorsesite>

Horse Business Strategies Mini Course

As a great follow on from this book, for more information

<http://www.Free-Horse-Site.com/101-friends>

1001 Ways to Make Money with Horses

Your Opportunity to Contribute As a Co-Author!

Since compiling this list I have already found many more ways to make money with horses and would like to write another book titled '1001 Ways of Making Money With Horses

If you would like to contribute to this book simply

1. *Join (free membership) the website below*

<http://www.FreeHorseSite.com>

2. *Write in the 'Ways to Make Money With Horses' Forum*
3. *If you would like to be named as a co-author, please write your name and (co-author) after your name so you can be included in the next book!*

See you on the Forum!

Glenys

Please Let Me Know!

If you really want to make money with horses anything is possible ... so ... have an open mind and look for opportunities.

Please let me know about how this book has helped you to improve your financial situation and how you have been able to change your career, open your horse business, expand your horse (or other) business and increase your financial rewards.

I would love to hear from you!

Glenys

(Ms) Glenys Cox
Glenys@StudyHorses.com

Horse rider, dressage rider and competitor, horse riding instructor, equestrian specialist coach, showjumping rider and competitor, dressage judge, equine events educator, equine advisor, horse event volunteer, specialist equine subjects teacher, horse trials rider and competitor, equine subjects university lecturer, showjumping judge, equine consultant, horse specialist qualifications assessor, three day event rider and competitor, equine event judge, show horse judge, equestrian specialists qualifications examiner, horse business coach, equine specialist author, 'Online Horse College' Director but most of all ... horse lover ☺



Please don't forward this book on to your friends!

Don't get me wrong - I would love for people to have this information, but I would also love them to have access to the 'Business Strategies' Mini Course that is also available.

Ask your friends to download this book at

<http://www.OnlineHorseCollege.com>

Disclaimer

All the information, techniques, skills and concepts contained within the publication are of the nature of general comment only, and are not in any way recommended as individual advice. The intent is to offer a variety of information to provide a wider range of choices now and in the future, recognising that we all have widely diverse circumstances and viewpoints. Should any reader choose to make use of the information contained herein, this is their decision and the contributors (and their companies), authors and publishers do not assume any responsibilities whatsoever under any conditions or circumstances. It is recommended that the reader obtain their own independent advice