



Planning Your Business in the 'Horse as Healer/Teacher' Professions

Ariana Strozzi

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This book is an excellent resource for coaches, therapists, educators and horse lovers interested in equine-guided education, equine assisted therapy, or equine experiential learning on how to plan your business in the 'Horse as Healer/Teacher' profession. Ariana Strozzi, pioneer in incorporating horses into the self-development process since 1989, shares her knowledge as a business owner, leadership coach and equine guided educator by defining a clear path to visioning your work and creating a successful business. Topics include horse and human skills required, clarifying the common acronyms, what to call what you do, choosing a training program, successful skills of a business owner, creating your vision, preparing a business plan, administration, marketing, finances, facility and horse selection, insurance, code of ethics, and more. Whether you are just starting out or have an established business, gain new insights on how to succeed in this new and exciting field.



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