

Creating A Fulfilling, Sustainable, and Profitable Life You Can LOVE In The Horse Business

TALK SUMMARY AND SPEAKER INFO

Title: Creating A Fulfilling, Sustainable, and Profitable Life You Can LOVE In The Horse Business

Speaker: Karen Rohlf, creator, founder of the Dressage Naturally system and educational programs

Who this is for: Equestrian instructors and/or trainers, 1:1 B2C service professionals

Does this sound familiar?

Are you working hard and have lots of clients but feel like your life is out of balance?

Are you burned out?

Do you set your schedule around everyone else and always seem to run out of time for your own horses?

Do you feel like you can't promote yourself because you haven't won enough championships?

Do you want more clients but not sure how to find the right ones?

In this inspiring session you will discover...

- New perspectives and hope for professionals who feel that their income - work - enjoyment ratio is out of balance
- Actionable steps to begin to break free of the 1:1 business model and create a life they can love
- The key to feeling more joy as your business grows (instead of just more tired!)
- How leveraging adds more value to your students
- How the business model you are in directly affects the lifestyle of your horses

You will walk away with ideas and actions you can implement right away!

DESCRIPTION:

The '*work an hour to get paid for an hour*' business model is limiting, and except in rare cases, unsustainable. Breaking free of that can seem impossible and many professionals think the only choice is between *do what you love to do and be exhausted with insufficient income*, OR *give up the business you are passionate about* (and that's a shame!)

In this inspiring and informative talk, Karen will share her own story of how she transformed her business from 1:1 dressage lessons to an Internationally successful and leveraged business model. You will learn the important first steps that will allow you to:

- Open up new possibilities for growing your business
- Attract the clients that you LOVE to serve.

It will give you a new perspective, hope, and an exercise that will allow you to take immediate action.

This is especially geared for riding instructors (of any discipline).



Karen Rohlf

Dressage Naturally Expert
dressagenaturally.net

**"Inspiring, motivating,
and enlightening!"**

– Debbie Lewis

About Karen

Karen Rohlf, author and creator of Dressage Naturally, is an internationally recognized clinician who is changing the equestrian educational paradigm and translating it into a successful global business.

Karen teaches students from around the world in her virtual programs and mentors professionals in the horse industry through her For The Love Of The Horse: Transform Your Business Seminar and Mastermind/Mentorship programs.

She is well known for training horses with a priority on partnership, a student-empowering approach to teaching, and a positive and balanced point of view. She believes in getting to the heart of our mental, emotional, and physical partnership with our horses by bringing together the best of the worlds of dressage and partnership-based training.