

LIVE VIRTUAL EVENT WITH KAREN ROHLF



For the Love of the Horse
**TRANSFORM YOUR
BUSINESS**
with Karen Rohlf

TRANSFORM YOUR BUSINESS

Create a fulfilling, sustainable, and profitable
life you can LOVE in the horse business

February 15th and 16th, 2022



Your teacher: Karen Rohlf

Karen Rohlf is the creator of the Dressage Naturally program and is an internationally recognized clinician who is changing the equestrian educational paradigm. She is well known for her student empowering approach to teaching, her ability to connect with a wide range of horses, her virtual courses, and her positive and balanced point of view.

She has been a freelance instructor, and a trainer at a top dressage facility with experience keeping students over decades.

She created her own system (Dressage Naturally), and wrote and self-published the book: Dressage Naturally... Results in Harmony which has since been translated into 2 other languages. Karen created and built online learning resources starting in 2010, and now has multiple step-by-step virtual courses as well as a subscription-based Video Classroom.

Karen's international following, and experience in building and leveraging her own unique system from the ground up makes her a leader in creating empowered, transformative learning experiences for equestrians, and a is mentor for others who desire to do the same.

Special Guest: Sarah Reiff-Hekking, Ph.D.

Dr. Sarah Reiff-Hekking is the founder of True Focus Coaching Inc., a speaker, coach, and Psychologist with over 20 years of experience empowering entrepreneurs and professionals to get a grip on time so that they can get to the next level in their lives and businesses. She teaches her clients to be careful about what they copy, find time management solutions that works for them, and that solutions are found in the present moment. More at www.TrueFocusCoaching.com.



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Welcome to Day 1





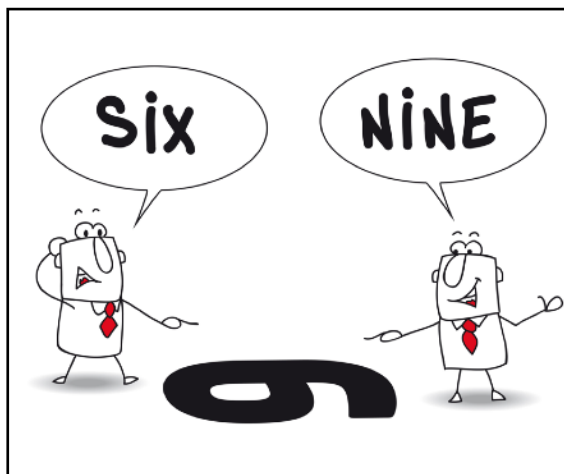




“Be messy and complicated and afraid and show up anyway”

~ Glennon Doyle Melton





***“A real decision is measured by the fact you’ve taken a new action.*”**

If there’s no action you haven’t truly decided”

~ Tony Robbins





Choose to show up



**Buy the ticket. Show up.
Let the magic happen**







**the comfort and power
of a group**











Who's here?



The *heart* of my business



What's your name?
Where are you from?
Why are you here?



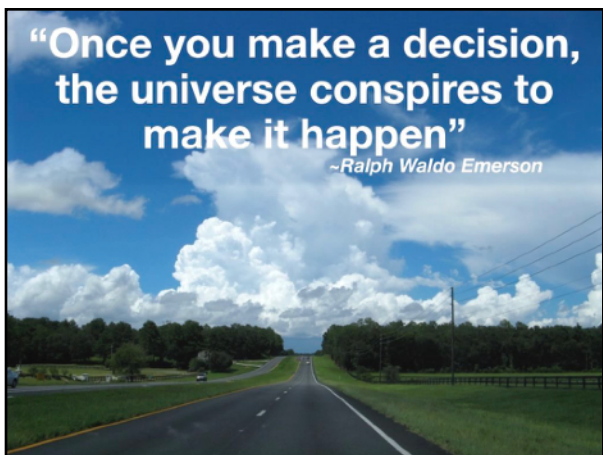


I know what it feels like...



**“Once you make a decision,
the universe conspires to
make it happen”**

-Ralph Waldo Emerson



It matters...

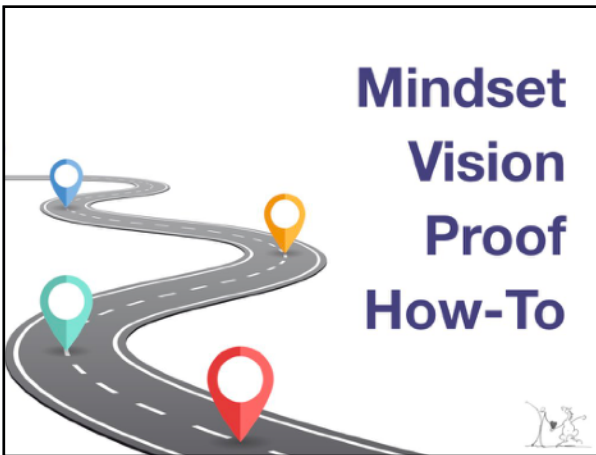




What matters to YOU?



Mindset Vision Proof How-To



Big Picture



Nuts & Bolts





How to **attract** the students you LOVE to teach

Proof: Real life examples

How to be in control of your **time**

How to use **leverage** to gain more time and income

How to get **support** around this

Q & A

Fastest & Easiest way to increase **income, results, and life balance**

my promise to you:

Provide a safe space to open yourself to possibilities

Help you create a fulfilling, sustainable, and profitable life you can LOVE in the horse business

Vision, Strategies, Inspiration, Tools

Show you how you can do it

What I ask from you:

Spirit Of Partnership - *play with me*



My Success Principles:

Live in possibility

Non-judgmental awareness

Thoughts create reality

The truth is in the middle

Life is a lesson in lightness





NOTES:



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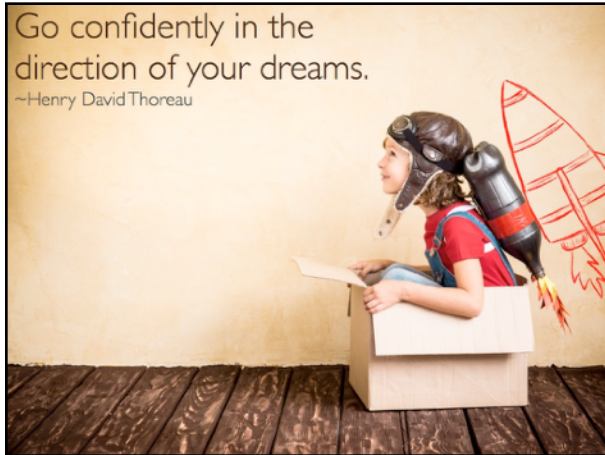
New Possibilities



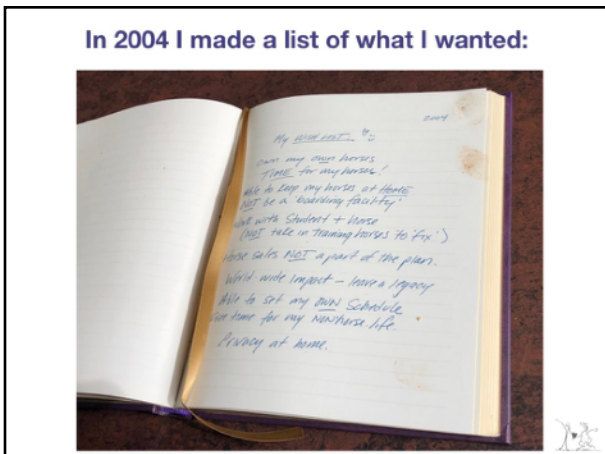
New Possibilities













My Wish List in 2004:

- ▶ Own my own horses
- ▶ Prioritize time for my own horses
- ▶ Keep my horses at home
- ▶ Not be a boarding facility
- ▶ Work with Student + Horse
- ▶ Horse sales not part of the plan
- ▶ World-wide impact & influence - Legacy
- ▶ My own schedule
- ▶ Free time for non-horse life
- ▶ Privacy at home



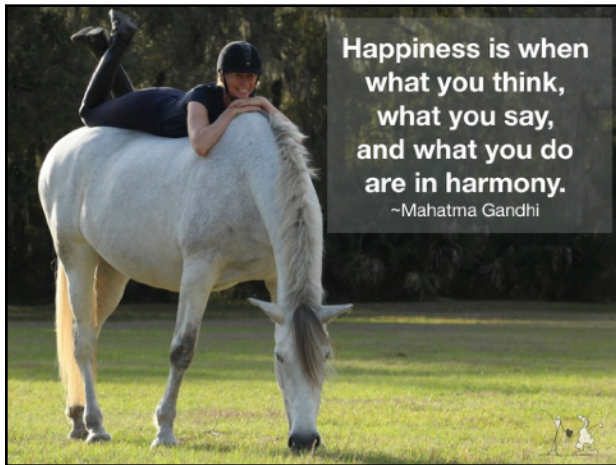
Why
do you do
what
you do?



**“People don’t buy what you do,
they buy why you do it”**
~Simon Sinek

Empowering Harmony











**Empowerment
is what
I do.**

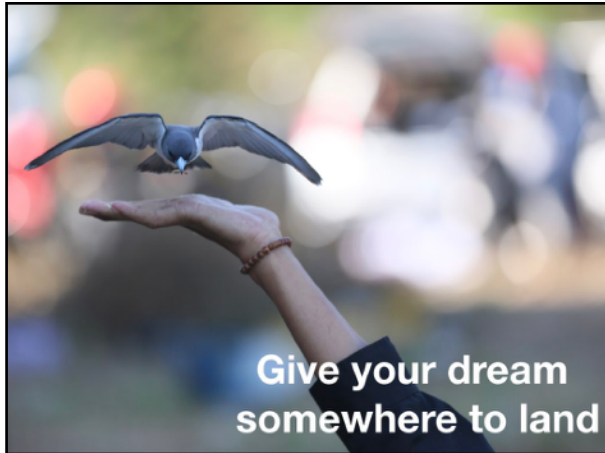


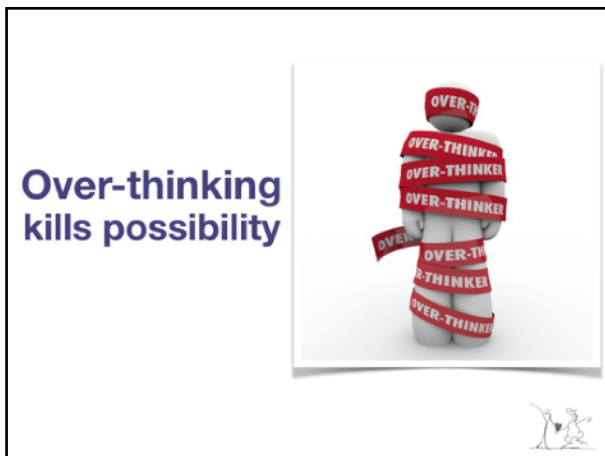
**Do what YOU do
on
purpose.**

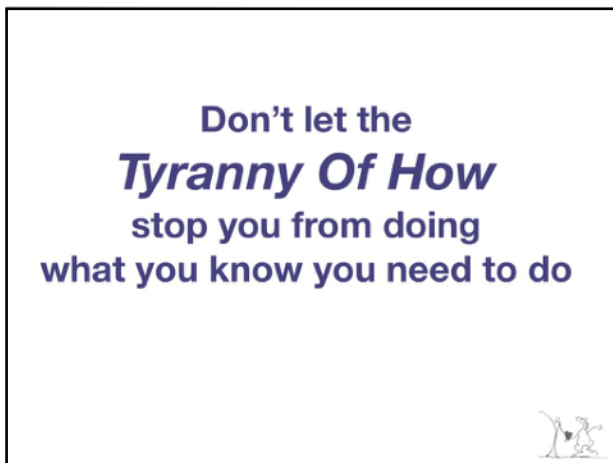


**What will you DO with
what you CREATE?**











change
the way
you do
what
you do



and don't forget to
make sure you love it



love it
or
change it








**What's
YOUR
vision?**



Proof:
Real Life Example





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Attracting Ideal Clients

What's bubbling up for you?





Breakout Group:

What is a new possibility that you now see?





The Key To Happiness:



Find the students
you LOVE
to teach
and help them find YOU!

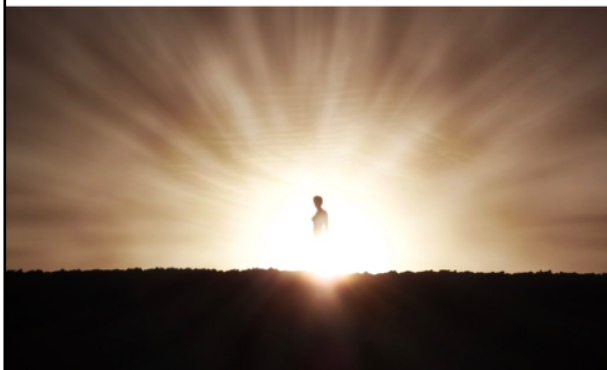


What do you do?

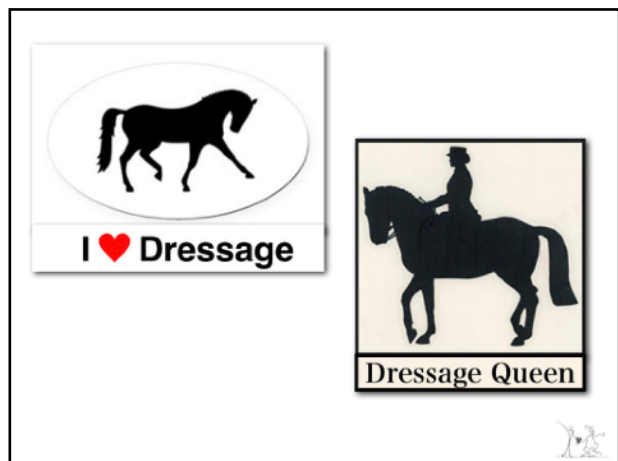
What do you *really* do?

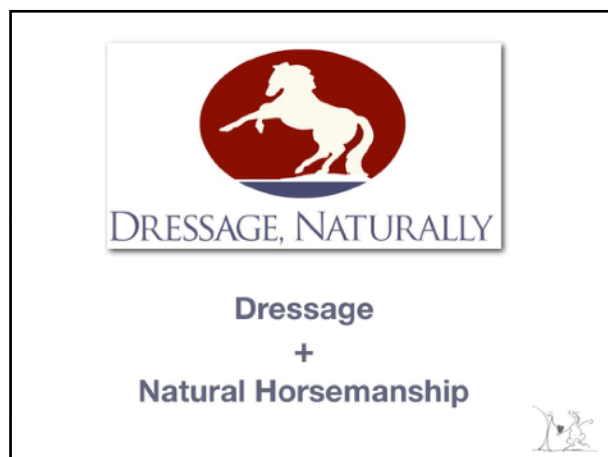


Marketing











**DRESSAGE
NATURALLY**
Stronger Partnerships and Healthy Biomechanics





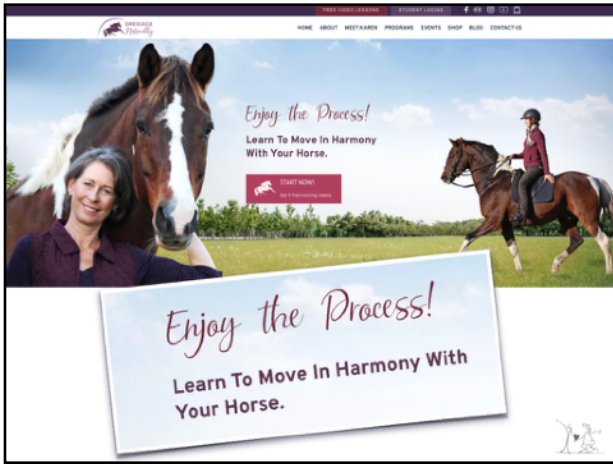
**From Partnership To Piaffe:
empowering you and your horse
to be the best you can be**

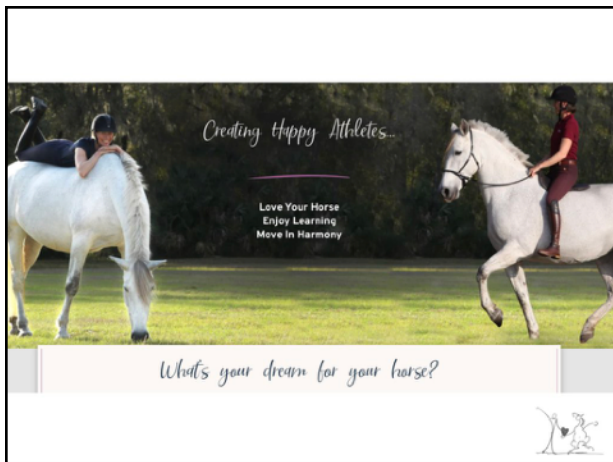




**DRESSAGE
Naturally**











my most viral video



What is it about you that your clients LOVE?

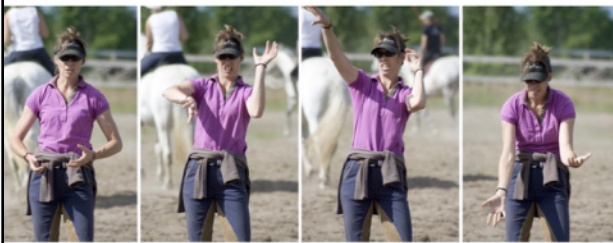




What is it about you that your clients LOVE?



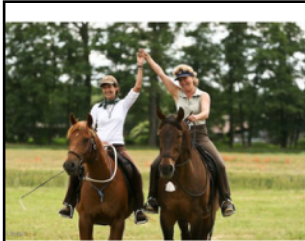
What is it about you that your clients LOVE?



Medium is the message www.fotosiwek.com



What is the value that you *really* bring to your students?





"I feel more joy"

"Thank you for this personal growth opportunity"


"I am free from the fear of making mistakes"

"I have faith in my abilities again"

What is the value that you *really* bring to your students?

"This has been life-changing!"



"I now love learning with my horses!"



The BIGGEST MISTAKE people make with marketing



Questions?



**Bravely Be YOU.
Get Help Seeing Yourself.
Tell People.**



Proof:
Real Life Example





Breakout Group:
What is YOUR unique genius or super-power?
