

Day 2: February 16th, 2022

LIVE VIRTUAL EVENT WITH KAREN ROHLF



TRANSFORM YOUR BUSINESS



NOTES:



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

Welcome to Day 2

A Big Day Today!

- **Proof**
Real Life Examples
- **Planning For Success**
with Dr. Sarah Reiff-Hekking - Time Mastery Expert
- **Leverage**
How To Maximize Your Time, Impact, & Income
- **Open Q & A**
Ask me anything!
- **Fastest & Easiest Way**
to Increase Income, & Life Balance



What's bubbling up for you?







Planning For Success

Nuts & Bolts



Plan Your Schedule For Success:



***“The key is not to
prioritize what’s on your
schedule but to
schedule your priorities”***

~Stephen Covey





Powerful
Open
Flexible
Committed



**“It’s not about time it’s about choices.
How are you spending your choices?”**
~Beverly Adams



**Pay yourself
first**





Proof:
Real Life Example



**A story about
commitment,
fear of exposure,
trust in myself,
and support**





**Beware of becoming too comfortable
in an unsustainable place**



**It can be very scary to make a move
when you can't even imagine
what the steps ahead of you look like**



**Follow the path of
those that have successfully
gone before you.**



A Recipe for Success:

**A path to follow
set by someone
who knows it well**

System for support

Trust in yourself

**People around you
who want you to
succeed**



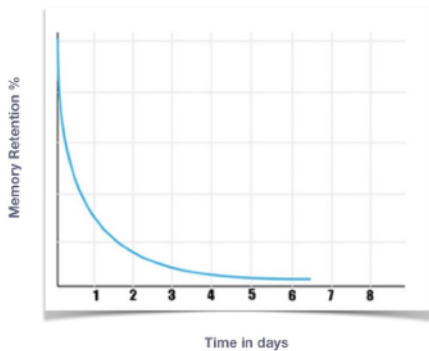


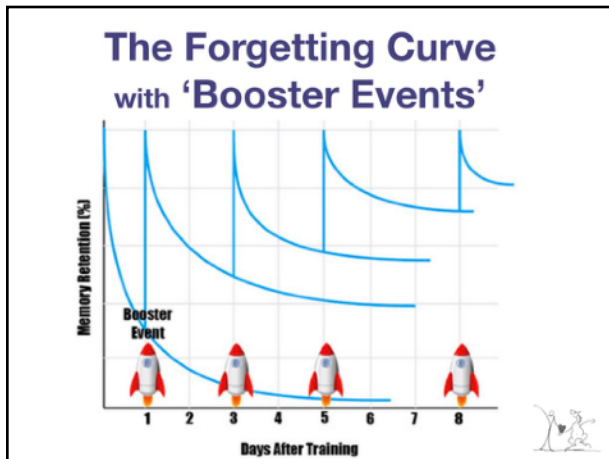
Only 2 ways for this *not* to work:

- 1. You don't **START**
- 2. You don't get the **HELP** you need



The Forgetting Curve









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Leveraging

Nuts & Bolts



Leverage:

Working
smarter
not just
harder



More results with the same effort

Same result with less effort

More results with less effort





It's OK to want free time



It's OK to want more money

It's OK to value yourself



A Private Lesson Business Model
is NOT sustainable*

**unless...*

You don't need it to
support you 100%

You raise your prices A LOT



Leveraging 101

Teach more than one person at a time

Delegate things that don't maximize
your income potential
(unless you LOVE doing them)

Create valuable content that can be
accessed by many people at the same time





"But nothing is as good as me being there in the moment with one student and one horse."



Leveraging is not *Less-Than*



Possible Benefits of group / leveraged content to your students:

- ▶ Added value
- ▶ More responsibility for their learning
- ▶ Able to study at home
- ▶ Be part of a system
- ▶ Can measure their progress in the system
- ▶ Social element
- ▶ Peer-to-peer support & learning





Possible Benefits to you:

- ▶ More time
- ▶ More income
- ▶ Easier to create boundaries
- ▶ Honors your value
- ▶ Allow people to help you
- ▶ Catalyst for organizing your knowledge*
- ▶ Get more experience teaching per hour

* Take your service delivery to a whole new level



You are not exchanging *time* for money

You are exchanging
value & results
for money



What is your *system*?





**What problems do your all your customers
have that you can solve?**

**What are all the different ways
that you can solve them?**

*Many of those ways
can be delivered to more than
one person at a time!*



What most people do:
Teach as many Private Lessons as humanly possible
(and then squeeze in a few more)

What savvy people start to do:
Put some students in groups


What super savvy people do:
Create Virtual or Remote Leveraged Learning Opportunities
Put most of your students in those.

Your hourly income gets higher in each step
\$ Privates → \$\$ Groups → \$\$\$ Leveraged Content





Love your life!



Then a funny thing happens.

You start having more time & more income

And more of the *life* you really want





Leveraged Content Group Formats Private Lessons

The sustainable business plan



You can still serve your students in private lessons and training, but it will feel much different.

You can serve them:

- ▶ On a higher level
- ▶ On a deeper level
- ▶ Because you want to, not only because you have to






Doing The Math:

Add 1 unmounted large group activity per month.

Something that **adds great value.**
Something easy & fun for you

1 hour
\$30/person
30 @ \$30 = \$900!



An Example:

For those with a FULL schedule and no free time

30 private lessons/week = \$1500/week
@ \$50/lesson (if everyone shows up)

Put 4 of those lessons in a group @ \$35 You are now making \$140/hour

Make 3 groups of 4 = \$1320/week PLUS 9 extra hours a week!
Keep 18 privates (36 extra hours/month)

\$1500/week
(if everyone shows up)
\$6000/month



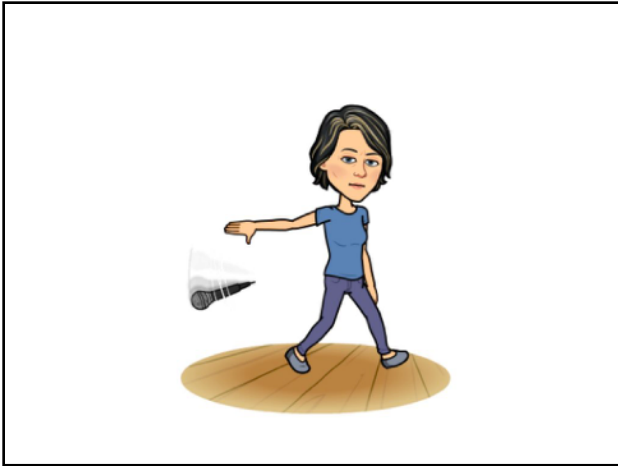
\$1320/week PLUS 9 extra hours/week!
(36 hours/month)
\$5280/month



Add in that easy & fun monthly group
1 hour @ \$900



\$6180/month
35 extra hours
\$180 extra income



This is a business

You have to be smart or it will just be a very exhausting hobby

Value your time

Value your unique expertise


Organize your information


Focus on results


Share your gift as deep or wide as you want




Your *New* Business Criteria:

 Does it **add value** to your customer?

 Is it **leveraged**?

 Do you **LOVE** delivering it?





Proof:
Real Life Example





Breakout Group:
What is one leveraged activity
you can commit to creating?



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Open Q&A



Stop The Leaks



STOP THE LEAKS!

The Fastest & Easiest Way To Increase Time, Income & Life Balance




...while **adding value** and increasing students' results!



The last-minute cancellation



How's your Cancellation Policy working for you?





Pre-Pay is the way!



A deeper commitment is made as soon as there is a payment



The **student** commits to showing up

You commit to delivering great value no matter what.



Pre-paid packages:

Make it easier to plan your life

Make it easier to value your time

Make it easier for you to know/manage your income





Pre-Payment
 can be the difference between the student
 showing up ready to get their money's worth...



Or canceling if they think it *might* drizzle



Have unmounted lessons up your sleeve



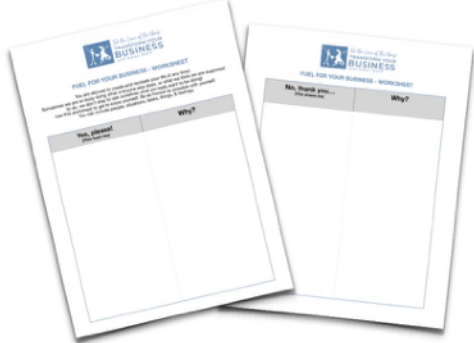
Clients are paying to get a spot on your calendar.

They are paying for
 your mind on their progress.





Revisit:
FUEL For Your Business
Worksheet



The first step is to
decide

You are worth it

You are a business

You *can* have a
fulfilling, sustainable, & profitable
life you can **LOVE** in the horse business







*Never underestimate
the possibility
for things to improve
in ways you cannot
yet imagine*

-Karen Rohlf