

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 14 and 15, 2023



# 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](http://www.TrueFocusCoaching.com).



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# Welcome to Day 1



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

~ Glennon Doyle Melton



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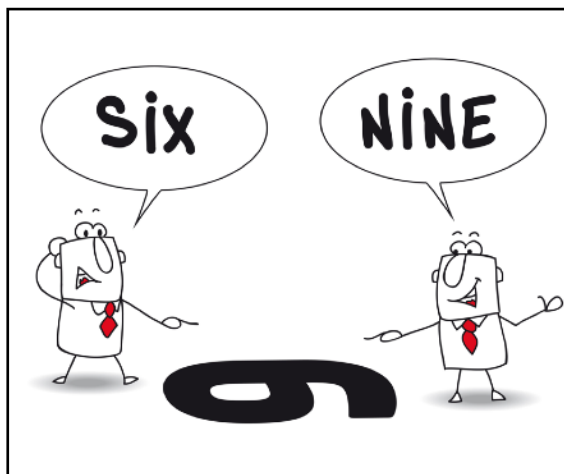
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***“A real decision is measured by the fact you’ve taken a new action.*”**

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

~ Tony Robbins



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*Choose* to show up



Buy the ticket. Show up.  
Let the magic happen



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the comfort and power  
of a group

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**Who's here?**



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**The *heart* of my business**



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



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*I know* what it feels like...



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

*-Ralph Waldo Emerson*



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**It matters...**



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## What matters to YOU?



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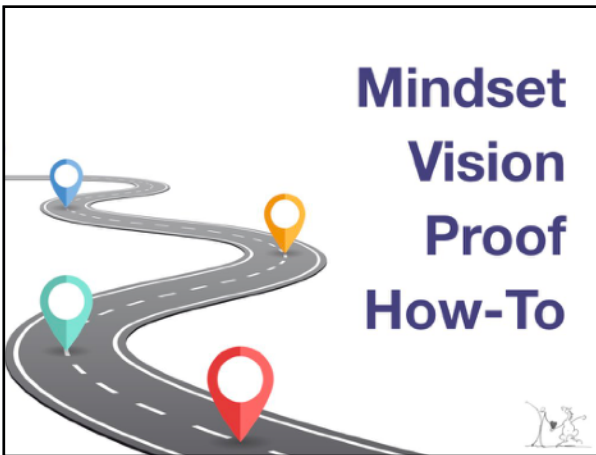
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## Mindset Vision Proof How-To



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## Big Picture



## Nuts & Bolts



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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**

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**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

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**What I ask from you:**

Spirit Of Partnership - *play with me*



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**My Success Principles:**

Live in possibility

Non-judgmental awareness

Thoughts create reality

The truth is in the middle

Life is a lesson in lightness



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NOTES:



For the Love of the Horse  
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# New Possibilities



## New Possibilities

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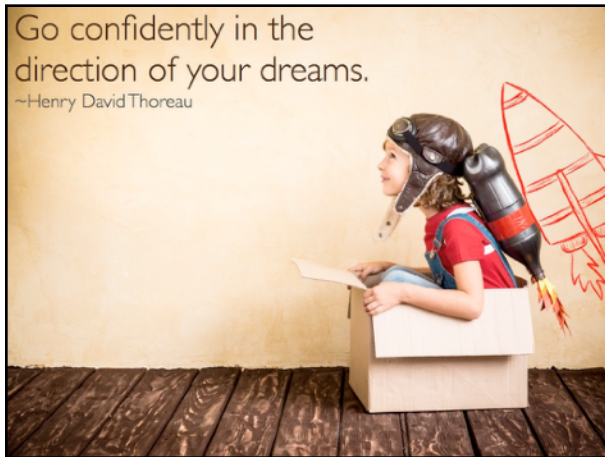
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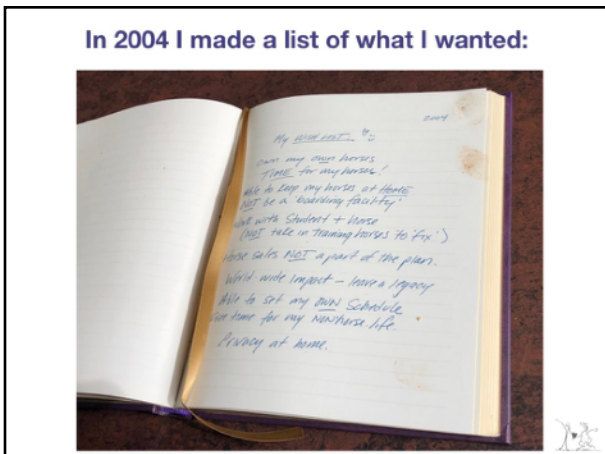
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## My Wish List in 2004:

- ▶ 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




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Why  
do you do  
**what**  
you do?



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

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## Empowering Harmony




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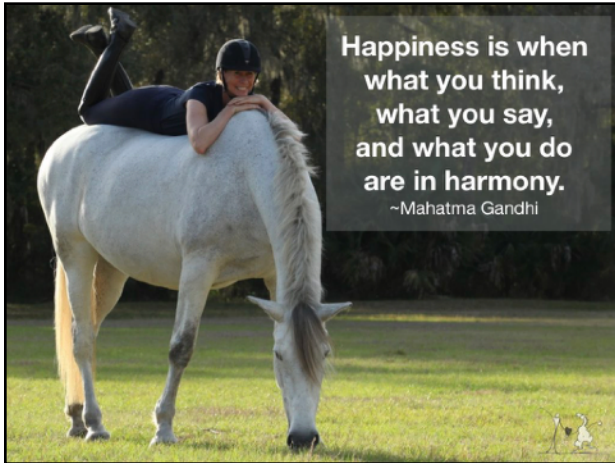
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**Empowerment  
is what  
I do.**



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**Do what YOU do  
on  
purpose.**



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



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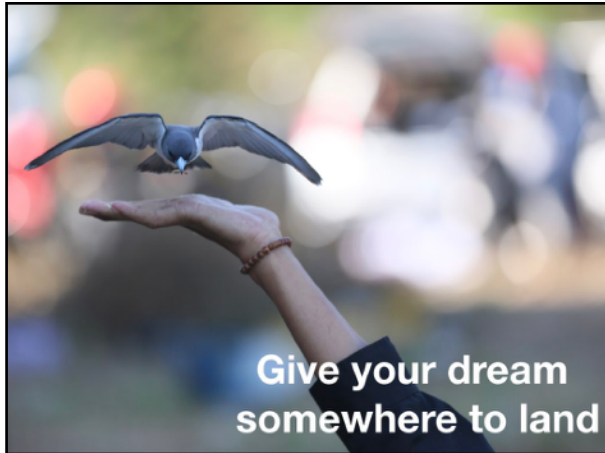
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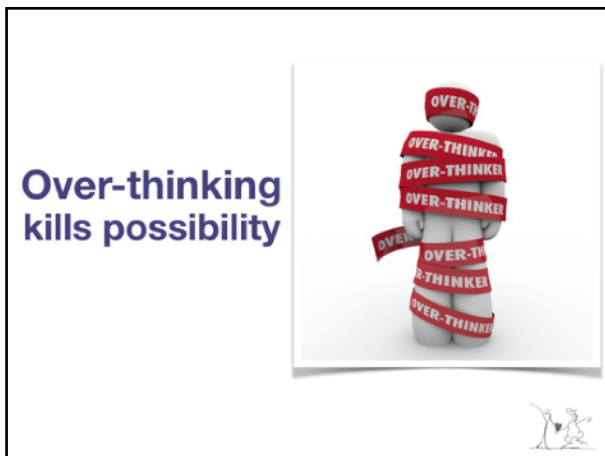
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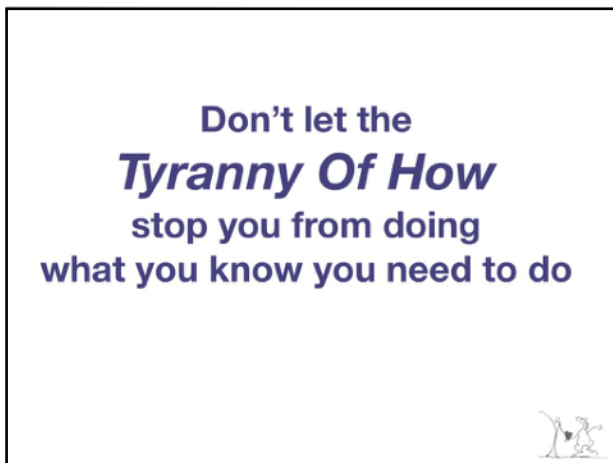
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*change*  
the way  
you do  
**what**  
you do



*and don't forget to  
make sure you love it*



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*love it*  
or  
change it



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**What's  
YOUR  
vision?**



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**Proof:**  
*Real Life* Example



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# Attracting Ideal Clients

**What's bubbling up for you?**




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*Breakout Group:*

**What is a new possibility that you now see?**

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## The Key To Happiness:



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



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What do you do?

What do you *really* do?



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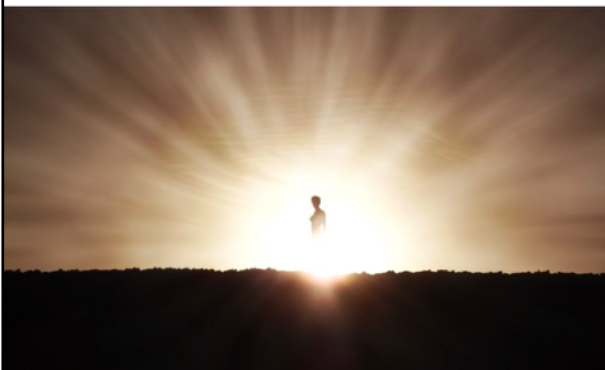
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## Marketing



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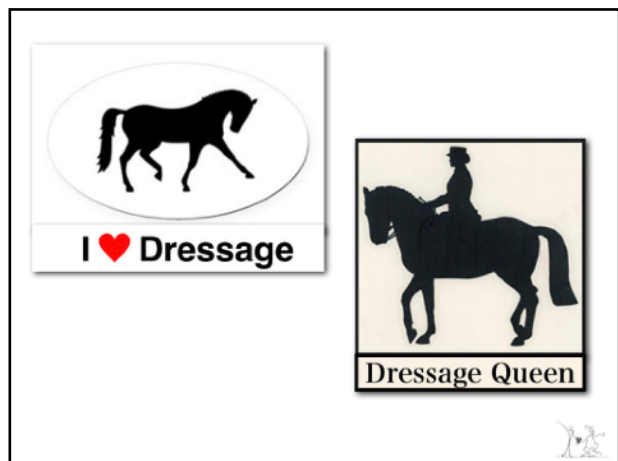
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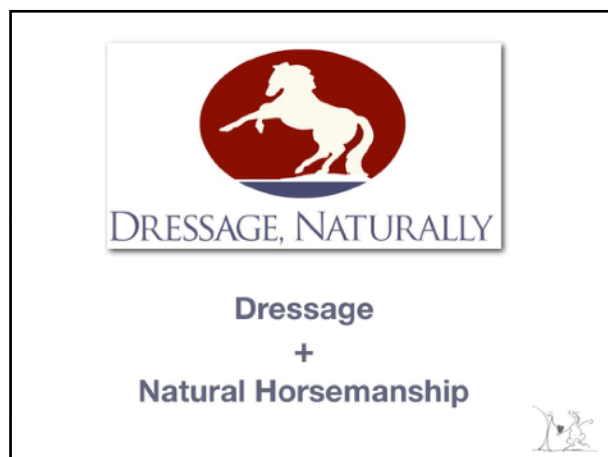
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**DRESSAGE  
NATURALLY**  
*Stronger Partnerships and Healthy Biomechanics*




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





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**DRESSAGE**  
*Naturally*




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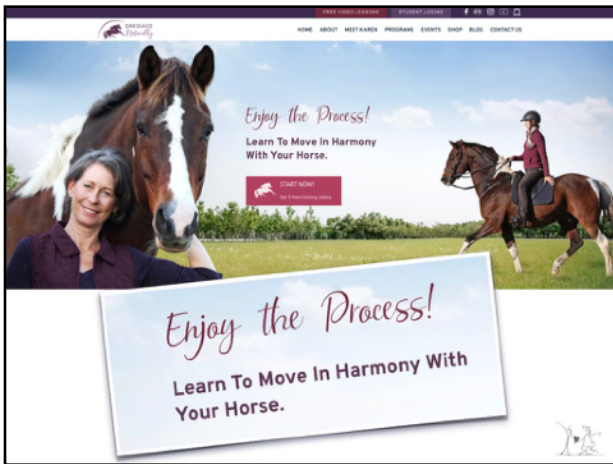
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### my most viral video



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### What is it about you that your clients LOVE?



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## What is it about you that your clients LOVE?



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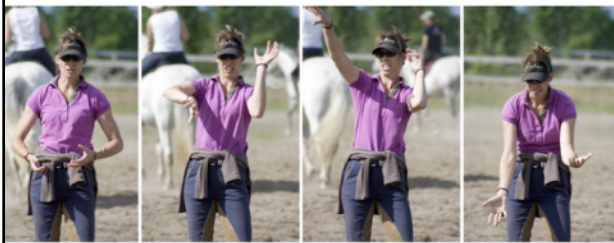
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## What is it about you that your clients LOVE?



Medium is the message [www.fotosiwek.com](http://www.fotosiwek.com)



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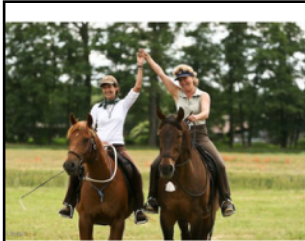
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## What is the value that you *really* bring to your students?



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*"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!"*




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**The BIGGEST MISTAKE people make with marketing**




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**Questions?**


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



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**Proof:**  
*Real Life* Example



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

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