



Horse Industry Mastery Methods

of Certified Equine Assisted Facilitators



The horse industry and the equine assisted industry is designed to draw us in with expectations that by owning a horse business we will succeed. This simply has not been true!



The idea that we can make money while doing what we love is hard to believe. Promises are given in taking a certain certification and then after we've got the certification we don't know where to go or what to do to get people to come in and pay you for your services. You're told to just follow this industry norm but here's the sad truth:

Industry norms generate average results. They develop a whole lot of people to believe they can have a successful and thriving equine/horse business but don't give direction as to the how this is possible. This model breaks us down, exhausts us and we give up as we are not happy, we find no purpose and we are not having the fulfilling freedom of making a living on what has been promised with happiness by helping other people change their lives with horses.

The less expense certified equine course is safe. Nobody stands out or causes a ruckus, and everybody wins because you have a knowledge in this specific certification.

RESEARCH
University Study completed on this form of EAL.

IDEA
No reinventing the wheel. This course is solid, tested and true. No fluff.



SUCCESS
Our motto is, "we aren't successful until you are." And isn't that how it should be?

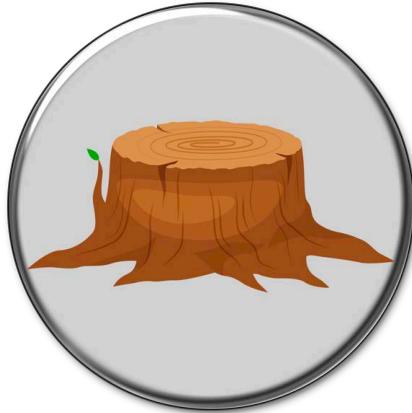
BUSINESS
This is a tough business. That is why we supply you with everything we learned over the past ten years and everything you need to start your business!

TEAMWORK
You are never alone! We connect you with our global family of facilitators and we are with you every step of the way.

After teaching hundreds of people around the world. We've broken down all people who attempt to get into the equine/horse assisted industry it into one of two categories:

Stumped or Rooted





The Stumped Facilitator:

Everybody will experience challenges, obstacles, mud slides, mountains, family, friends, competition and distractions that let their dream be destroyed as they try so hard to move forward. From the outside it looks like everything is going great, but the reality is life is hard, dreams are hell and we are filled with anxiety, debilitating negative self-talk, and endless work with little to no results. Due in large part to non believer, non authentic, and unfocused, it's just a matter of time before the certified facilitator gives up.



The Rooted Facilitator:

Everybody's background is different but for some they are able to use this as an advantage. From the outside, it looks like success comes easy to the rooted facilitator as they keep focused on their goals, grow every day, and don't fall prey to negative self-talk. Defined by grounded, believer and the team, the certified facilitator is unstoppable. This individual makes a great financial living and gets rewarded with a life full of abundance and purpose.

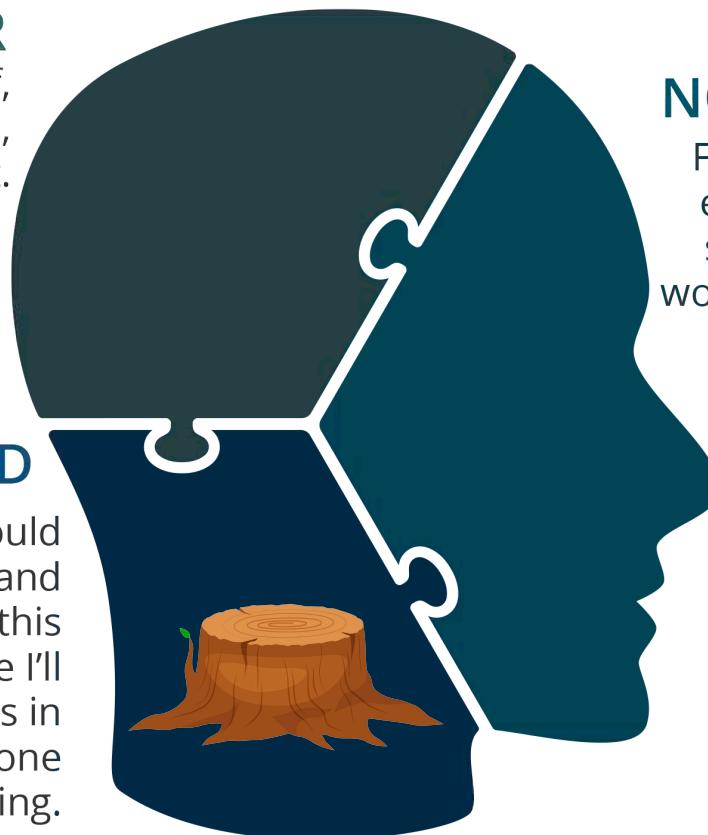
The Mindset of the Stumped Facilitator

NON-BELIEVER

Second guessing: yourself, the program, your horses, your qualifications. Doubt.

UN-FOCUSED

Look! What's that? I should do this type of program - and that - and maybe this clientele. And maybe I'll board too. Too many balls in the air will always equal one dropping.



NON-AUTHENTIC

Facilitating like someone else, pretending you are something you aren't or working with clientele that aren't your passion.

The Mindset of the Rooted Facilitator

GROUNDED

Connected, stable and forward moving.



BELIEVER

Doesn't try to re-create the wheel. Knows that the process works and doesn't second guess themselves.

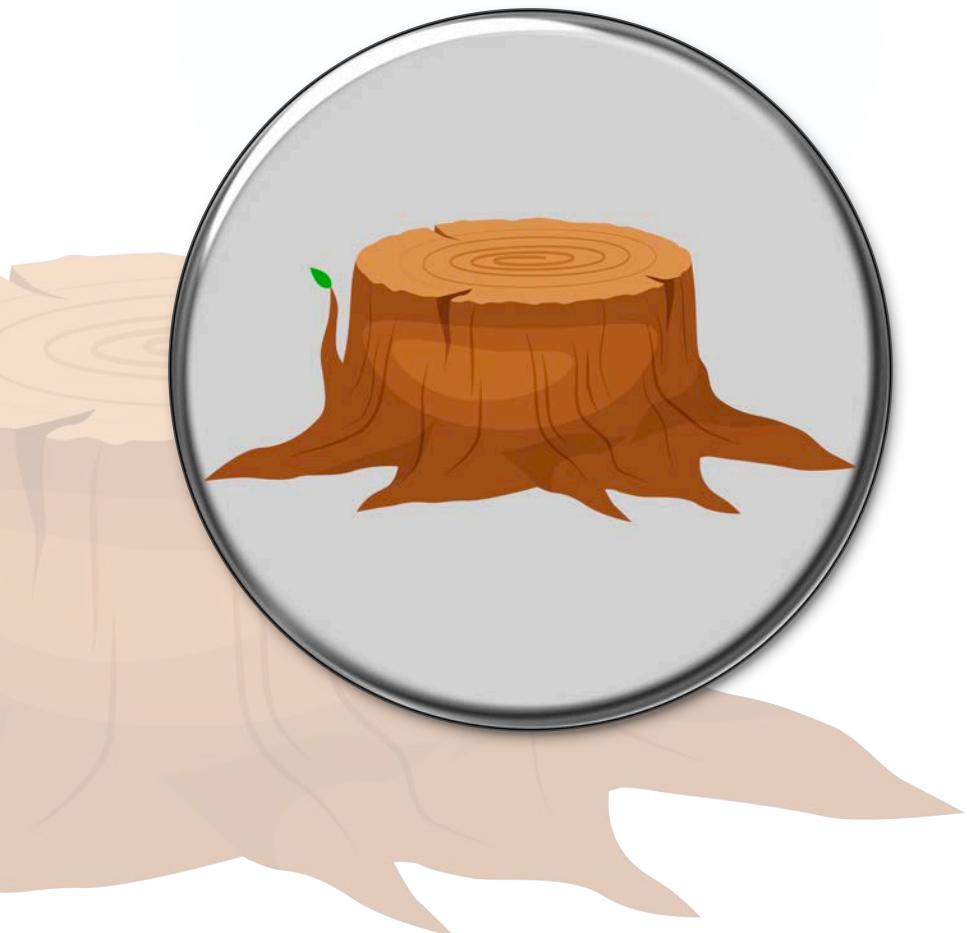
THE TEAM

Knows that they are not alone and knows when to ask for help.

THE STUMPED
FACILITATOR

=

NO DIRECTION



THE ROOTED
FACILITATOR

=

SUCCESS



The Negative Self Talk of a Stumped Facilitator

It didn't work for me but it's not my fault, the people in my community don't want it.

People I know don't want to invest in building skills.

I'm trying to do it all at once and because I can't, I don't do anything.

Others are further ahead of me and more successful because
...they know how to use Facebook
...they have better luck
...they have better contacts
... they have an arena
...they have more horses

Putting down competition

There are not enough people in my area.

...my situation is different
...I have too many equine competitors

I am not an entrepreneur.
It's too hard to run your own business

My family and friends say it won't work.

THE SHIFT

FROM STUMPED



With the right consistent training, with the know how, with a step by step plan, with support of a global team, with a company that has proven credentials in this exact business, working with clientele and with strategies that already work, life as a Certified Equine Assisted Facilitator can give you purpose, fulfillment, freedom, humility and a beautiful living.

TO ROOTED



The Positive Self Talk of a Rooted Facilitator

I see and hear what my horse is saying!

Clients won't come to me if I sit here and do nothing so I need to put myself out there then I'll attract the right people and organizations.

I will move forward in my equine business and live the life I've always dreamt of!

I'm going to learn how to do it with the step by step plan provided to me and the consistent training that is provided to me. I don't have to re-create the wheel! Everything is done for me!!

It's only my true dream when it's hard.

I take action of the important things and no longer waste time on stuff that is less important.

I realize that I am the expert in my equine field.

I'm ready to take on the world!

I don't need the approval of others to live my dream!



The Rooted Facilitator THRIVES

Once the shift happens and you choose the equine business that will move you forward daily, the facilitator becomes an **unstoppable force** able to navigate any obstacle, always improving, continually gaining momentum, and increasing impact every day.

THE RESULT?

A life of complete **abundance** derived from helping people change their lives through working with horses as the teacher. To have purpose you could only dream of and to be **privileged** to be a part of human beings changing their life for the better in front of your eyes because of the incredible horse. **Freedom** to do what you love, which has meaning in making a beautiful financial living and knowing your last breath is something that brought happiness to all who entered your life.

A photograph of three women smiling at the camera. The woman on the left is giving a thumbs up. The woman in the middle is wearing blue sunglasses and a dark t-shirt with text that includes "RUNNING WITH THE BULLS", "I SURVIVED VOLUNTEERING AT THE", and "HERITAGE DAY'S STAMPEDE". The woman on the right is wearing brown sunglasses. In the background, several horses are grazing in a green pasture under a blue sky with clouds.

Hi! We are the Equine Connection - The Academy of Equine Assisted Learning,

Kari Fulmek, Carolyn Charles and Karsyn Skuter, and if you'd like to know more about transitioning either part-time or full-time to an Equine Assisted Learning Business for more freedom and purpose in your life and business, go to <https://www.equineconnection.ca/certified-equine-assisted-learning-course.html> for more on how to get started.

[**Learn More**](https://www.equineconnection.ca/certified-equine-assisted-learning-course.html)