



# The Equine Entrepreneur: Your Guide to Building a Profitable Horse Business

*Corinna Charlton*

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## **The Equine Entrepreneur: Your Guide to Building a Profitable Horse Business** Corinna Charlton

Starting and Growing a business can be a lonely process, marked with numerous questions and doubts. This Guide is written for the small business owner, who runs an online or physical business for either products or services, marketing specifically to the horse industry. The equestrian world is uniquely situated as customers for your business, but you need to tailor your business to fit its demands and preferences. This Guide for the Equine Entrepreneur relies on **PROVEN** strategies that have helped other small business owners grow the reach and profit of their horse business. This Guide provides specific examples and direct guidance to help address some of the most pressing issues for horse businesses, such as: - What are the perfect products or programs to sell? - How do I receive feedback? - How do I overcome self doubt and create a better mindset for my horse business? - How do I create an effective product launch? - How do I tie technology together? If you want to expand and grow your horse business then this Guide will provide you with answers and highly effective Action Steps to move you forward. This compact Guide (48 pages) is direct and to the point. It focuses on the marketing and sales strategy of your horse business, particularly in the online space. This Guide compiles anecdotes, tools, and action steps gleaned directly from equine entrepreneurs who experienced success and growth from implementation of these strategies!

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