

BRINGING A GREAT IDEA TO LIFE! A STEP-BY-STEP GUIDE TO CREATING YOUR OWN CLINIC

1. OK, I want to do this. What's the first thing?

First, develop your idea a little. Would you like to ride with a group of friends? Or bring people from around your area? Would you like to do a relatively private clinic for a few invitees? Do you belong to a group that could benefit from a fund raising clinic? Focus in on your idea.

2. What about costs? What does the "flat fee plus expenses" mean?

Karen is available for a minimum of three days, going up to 5 days (and beyond if you like!). Her teaching fee is \$1500 per day. Travel and P.A. speaker expenses for a 3-day clinic are \$1500 and will adjust upward from there for additional days. The expense fee includes everything EXCEPT the arena rental, which you will need to handle at your end.

3. Tell me more about arena rental fees.

Arenas can be the big variable in hosting a clinic. Fees can be as little as next to nothing (if you know the right people, or can use a public arena such as a fairgrounds in a rural town), or they can run up to \$500 to \$700 per day. All we ask is that whatever arena you choose, that it meets Karen's specifications for a safe and successful clinic (see the web section on "Tell Me More" under the Create a Clinic section for details).

4. So, at \$4500 for Karen, and \$1500 for expenses, the cost is \$6000 before we even add in the cost of arena rental. That sounds like a lot.

(*Beware, this next paragraph has a bunch of numbers in it, but they're just here to spell things out more clearly for you!*)

It *does* sound like a lot at first glance. But let's break it down. With 10 riders the cost is \$600/rider. Karen can take up to 15 riders, which brings the cost down to \$400/rider. With an arena fee of \$150/day or a total of \$450, then the cost for 15 riders the cost is \$430. And we haven't even mentioned auditors yet!

5. OK, so tell me about auditors.

Auditors (folks who come to watch a clinic without riding in it) can really help offset the cost, or add to the profit, of your clinic. You can sell auditor tickets on a daily rate, or you can decrease the cost slightly for an all-clinic auditor ticket. There's no limit to the number of auditors you can have. You can also let your riders sell auditor tickets as a great way of offsetting their costs to ride in the clinic. Let's say that one rider sells 5 auditor tickets to 5 friends, for \$90 each. That's \$450 she can use to pay for her rider fee, so she gets to ride for free! The pricing is determined by you and your clinic costs.

6. It still seems like quite a project to me.

Once you get started, you'll be amazed at how easily things can fall into place. Of course, all you need is a desire to have Karen help you gain a closer relationship with your horse. If you've ridden with Karen, you know what a great teacher she is, and what a great experience you'll have. Her message and her style are refreshing, effective, and unique. We can help you with ideas along the way, but the hustle, legwork, and rewards in getting the clinic accomplished are up to you. It's a simple process. And YOU CAN DO IT!

So call us at 888-238-3447 when you're ready to set your date!