

DOTERRA & YOUR EQUINE RELATED BUSINESS

At some point every practitioner, trainer and equine related business owner wonders if they are on the right track for their business and income. If you are operating a business where your only source of income is trading your time for dollars, you have no retirement plan or your income goals are not meeting your hustle, you may need to rethink your business plan. I know I did.



HELPING HORSES & OWNERS

Most barns & horse trailers are filled to capacity with bottles of fly spray, wound ointment, wound lotion, wound spray (a theme here?) thrush remedies, digestive aids, pain meds, dewormer tubes, ulcer medications, calming remedies, etc. You probably have a few totes, shelves and drawers devoted to the seemingly necessary mayhem. If you could find a different way, wouldn't you like to? **If I could show you how to save money, save space and almost ALWAYS have the needed supplies on hand without last minute runs to the feed store or late night calls to a friend, wouldn't you want me to share that with you?** If you could treat all the horses in your barn without compromising their gut health or exposing yourself to toxins, wouldn't you? What

if there was a way for you to teach other horse owners, barn managers and trainers those same techniques, save them time/money/space and provide an income stream for your business?

THERE IS A WAY!

In an afternoon I can show you how to use easily replicated systems that are already in place so provide game-changing service to your clients and create another income stream for your business.

FAQ

Do I have to be a crazy oil person to offer these services?

- No! In fact, crazy isn't really what I'm looking for on my team.

I don't have time to run around selling anything! How can I add to a business that I barely have time for now?

- The model that I'll give you shows you how to have classes & workshops (think "small clinic" on a regular basis. People come and learn, with no obligation to buy anything. They get to know you, you teach them how to do some really cool things with supplements and oils that doTERRA carries and if/when they are ready to make the switch in their own barns, they do so through you. This takes the time to teach the classes, make appointments with customers to make sure they understand how to use their products, and then keep inviting them to your regular classes to continue education. If you are already running an equine business, you simply allocate one of your appointment slots each week to serving in a class, or just integrate the natural remedies education to your current workshop to complement. If you book appointments with new customers, just integrate this system into your current service/product offerings.

All of my money goes to feed bills, liability insurance and the farrier! Is there a way for me to get started for free?

- I believe that it's important for everyone to have some "skin in the game" if the item or goal is to be valued. I won't pay your start-up costs or give you free kits, sorry, I just don't think that's actually helpful. What I can do is make an appointment (phone or in person) to talk to you and see if we can come up with a plan...
- I'm happy to come in and teach the classes at first, to get the ball rolling for you and make sure you feel trained and comfortable.
- I'll provide you with ample training on products, business models, planning material and youtube videos.
- You'll understand exactly what kind of financial outlay you're looking at before you begin. There are some very affordable ways to get started! And the sooner you begin holding classes and including doTERRA's products in your overall business, the sooner you start to see income.
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CONTACT ME TODAY TO SET AN APPOINTMENT AND GET ALL OF YOUR QUESTIONS ANSWERED!

ADJUSTING YOUR BUSINESS PLAN TO 2020-PROOF YOUR BUSINESS

JENNI@NATURALLYCOWGIRL.COM (530)497-0217

Many practitioners of all kinds (especially training clinicians, bodyworkers, and anyone that is struggling to keep appointments on the books as various levels of “shutdowns” are carried out locally) are finding more than the typical swing in finances and appointments that normally happen seasonally for most of us.

Relying solely on the income from individual appointments presents challenges of its own, even in a good year. Natural Remedy workshops have the advantage that they can be held online, and you can help a nearly unlimited number of people during each workshop.

Another advantage is the model & system of business/serving your clientele:



Customers that are interested in DIY solutions and open to natural things become life-long, happy customers. As you continue to support them, you also continue to earn money which evens out your income through the year (even when you may not have as many client appointments on the books from your traditional business model).

dōTERRA[®]

for Equine Business Professionals

Option A

I provide a full training package for you to learn the scope of providing natural remedies workshops yourself. (Usually as a process of my team member or myself teaching them in the beginning and you taking over when you feel ready.)

Benefits:

Many people inviting to 1 event, broadens the scope of clientele.

We provide all information, material and education during the portion of the workshop allotted. You earn commission and are eligible for monthly bonuses.

Option B

Coordinate workshops with your specialized services/education and my team to provide the natural remedies portion of the workshop.

Benefits:

Many people inviting to 1 event, broadens the scope of clientele.

We provide all information, material and education during the portion of the workshop allotted. You are eligible for monthly referral bonuses.

Option C

Host a workshop. Coordinate workshops with me and my team to provide natural remedies workshops.

Benefits:

Some professionals find that hosting a few workshops throughout the year is a fun, bonding experience that they can offer to their clients to get out of a "rut" and add to their customer service. Hosts receive gifts in gratitude for hosting and all participants will be offered a chance to host an event in the future as well.

Basic Workshop Agenda:

*In-person and online workshops are the same (for the most part) without the added "hands on" or demo.

- A little bit about essential oils
- Why use natural solutions for common issues
- How to use essential oils safely for people & horses
- Ways animals process essential oils
- Specific product education examples for 5-10 oils

What do in-person workshops look like?

This is me, doing a bodywork presentation, using essential oils to compliment. When I am doing a workshop, I either do both bodywork and oils simultaneously, or only the oils.

Below is a bodyworker that is also on my team. She started out partnering with someone, then taking over all of the teaching herself. She's transitioned back, because she loves having someone to do the workshops along-side her.



This is one of our Natural Remedies for Horse & Rider workshops, without the bodywork portion:

The person on my team, Kris, is teaching the workshop for the first time after attending my workshops and those taught by others on my team. The woman in the back is the host of the workshop.

Below is one of our "hands on" classes where each participant has the opportunity to learn to apply essential oils safely to horses. It was inside a barn during the cold, wet winter.



