

## **How to “Make Money” in the Horse Industry**

### **Greetings fellow horse lover**

My name is Linda Finstad I first contracted the “horse bug” when I was a small child and we all know that once horses get in your blood there is no cure for this obsessive compulsion.

Over the course of my life I have tried several ways of earning a living with and around horses, some were profitable others nearly broke me whilst a couple were bordering on illegal. Hard physical work and long hours described my days yet I never amassed much money. I am sure if I had taken the advice of ( well pretty much everyone) and got a “real job” perhaps there would be a healthy savings account and pension plan in place. However the seductive pull of horses prevailed, it has been an interesting journey and one only other horse people would understand.

### **If you can identify with my story I would love to talk to you.**

Over the years I have come to realize that the people who own and work with horses are just as varied as the horses themselves. They may pursue different disciplines and have very different horsemanship and training methods but there is a common thread that binds them all.

### **The desire to make a living in the horse industry.**

Looking back on my varied equine career I wish there had been some useful advice on how to make this a reality. Advice from other entrepreneurs in the horse industry who had found a way to turn their passion into a profitable business.

This is your chance to pay it forward and pass on your wisdom and hard earned experience to young horsemen and women who want to make a living with horses.

Below is a little questionnaire please answer the questions as honestly as possible. Don't worry if the sentences are not grammatically correct our editors will make them pretty.

Full Name \_\_\_\_\_

Current business Name \_\_\_\_\_

Location - Town / Country \_\_\_\_\_

e-mail address in case we need more info or to schedule a photo session

\_\_\_\_\_

Please answer the questions on a separate sheet of paper and return to  
Linda Finstad - 6756 - 31a Ave, Edmonton, AB T6K 1M5  
or e-mail the answers to [thehorsewatcher@shaw.ca](mailto:thehorsewatcher@shaw.ca)  
with Horse Business in the subject line.

### **Let's start at the beginning**

**1.** Think back to when you first thought you would like to make horses a career, what did you think that would look like ?

*To be honest I had dreams being an olympic rider - the reality turned out to be nothing like the dream.*

**2.** How many equine ventures have you tried in the pursuit of earning a living with horses?

*This might include training, exercising, buying and selling, equine services such as farrier, vet, photographer. Equine related Arts and crafts or even hauling horses to shows.* **Please list as many as you can think of**

**3.** Looking back at some of the ways you made money with and around horses what was the most profitable venture?

*4. What was the one thing if you could go back in time you would talk your younger self out of. A business venture that may caused you to lose not only money but a little of your sanity?*

*Mine was trying to design and import a specialty saddle from India, I totally lost my shirt on that one.*

*5. What was the most rewarding business venture you have undertaken? This may be something that gives you pleasure but is also profitable.*

*6. What was the most unusual way you have found to make money with or around horses. It can be as quirky as selling re-cycled horseshoes as art or practical as selling bags of manure.*

*7. How are you currently making money in the horse industry?*

*8. Tell me more about your plans for this business.*

*9. Looking back at your schooling both of formal and lessons you learned at the hard knocks of life. What has been the most useful to you*

*10. If you could go back in time is there anything you would do differently ?*

Thank you for taking the time to answer these questions - My wish is that by sharing our wisdom we can change the lives of future horsemen and women.

*Signed* \_\_\_\_\_

*Date* \_\_\_\_\_

This information is being gathered for possible inclusion in a book

by adding your signature to this form you are giving your full consent and release to the information.