

How to Host The Equine Body Language Boot Camp

Partner with award winning equine photographer and author of

“How to De-Code Equine Body language” Linda Finstad to offer a fun and informative workshop at your facility.

It is very easy to do and will not disrupt your regular lesson plans (Riding schools) or day to day operations. Plus there is no financial risk or cost to the host. In fact

The Host makes Money - up to \$900

What Do I have to Do?

First Step is to choose a Day for the Boot Camp

As the host you will help to **Co-Promote the workshop** to your clients – Linda Finstad will provide you with posters and promotional materials.

A great way to promote this new and exciting educational opportunity at your facility is through your newsletter or Facebook page and on your web site. Linda will also promote both the workshop and your facility on her web site www.thehorseatcher.com and Facebook groups.

You will also **Provide four horses** that we can use in little hands on “equine problem solving” demonstration. The experiments can be executed either in an enclosed outdoor arena or in an indoor arena. A couple of volunteers to handle the horses would also be really good.

Provide Classroom Area for the boot camp - the workshop will take place mostly in the classroom area. We break into small groups for a few of the segments so each participant needs a chair. Tables would be nice but not absolutely necessary.

How the host earns Money!

The host receives 20% of the registration fees from the workshop (*less the cost of the workbook*) Which means, if we have the maximum of 20 participants

You can earn up to \$900

The minimum number of participants needed for the boot camp to run is 6
If there are only 6 participants the host earns \$240

How much administration is there?

Very little – We provide you with a supply of tickets for people wanting to sign up at your facility. Plus there is an online registration option at www.thehorsewatcher.com for people wanting to use pay pal.

That's all there is to do

The First Step is to pick a Date

E-mail Linda Finstad - thehorsewatcher@shaw.ca

She will start her end of the advertising by

- Creating a Facebook event
- Adding the boot camp to her web site along with registration button
- Promote the boot camp to other on-line groups
- Promote the boot camp in event listings and community calendars
- post an advert on kijiji
- Send you a poster and marketing materials to distribute to your clients