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Horse Sense, Business Sense, Vol 1

Shannon C. Knapp

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Shannon C. Knapp : Horse Sense, Business Sense, Vol 1 before purchasing it in order to gauge whether or not it would be worth my time, and all praised Horse Sense, Business Sense, Vol 1:

0 of 0 people found the following review helpful. Excellent information!By ShannonShannon is an amazing writer and an expert in the field. If I can recommend one book to people starting in EAP/L, this would be it! I can't recommend this highly enough! It was easy to follow, with great suggestions and information.0 of 0 people found the following review helpful. Super helpfulBy C. SchmidtThis book gives advice for anyone interested in becoming an equine therapist (big or small stables). And even better there are great advice on how to build a small business that can be applied for many other small business endeavors.0 of 0 people found the following review helpful. Would

recommend. By Vicki J. Ankcorn Great little guide for all you need to know to get started in EAP.

Equine therapy programs have been in existence for nearly thirty years in the form of therapeutic riding. However, a new form of Equine Assisted Practice has evolved in the past decade, and a growing number of people are experiencing profound healing and significant personal growth through the application of Equine Assisted Psychotherapy (EAP) and Equine Assisted Learning (EAL) programs. Both therapists and horse people alike have been attracted to the new discipline, seeking to leave more traditional roles behind in their respective worlds. However, while EAP and EAL grow in credibility, these same iquest;odd bedfellowsiquest; are struggling with the realities of operating both an equine business and a mental healing practice under one umbrellaiquest;with sometimes disastrous results. Developed by one of the leaders in the field of Equine Assisted Practice, *Horse Sense, Business Sense* is book written for those seeking to learn the business basics essential for a successful journey into Equine Assisted Therapy and Learning. Practical and pragmatic, *Horse Sense, Business Sense* relates the straightforward and oftentimes humorous story of author Shannon Knappiquest;s own journey from idealistic up-start to savvy entrepreneur, with key principles and pointers ideal for the new therapy business. Shannon Knapp is one of the more experienced veterans in the field, and has learned firsthand that creating a successful practice comes only after learning how to create a successful business foundation. Learn the necessary iquest;Horse Senseiquest; principles to avoid the pitfalls that can threaten your success in the exciting new world of Equine Assisted Practice. *Horse Sense, Business Sense* is the book therapists and equine businesses have been waiting foriquest;and a terrific common-sense book for anyone trying to be financially successful while following their dreams. Kendall SummerHawk, author of *Brilliance Unbridled*, says, "Running a horse business is a labor of love. [*Horse Sense, Business Sense*] is chock full of practical insights and real-life information that will give every horse business owner the shot they deserve at being successful. Definitely a `must-read!iquest;"

From the Back CoverAt long last there is a book written for those seeking to learn the business basics essential for a successful journey into equine assisted therapy and learning. Practical and pragmatic, *Horse Sense, Business Sense* relates the straightforward and oftentimes humorous story of author Shannon Knapp's own journey from idealistic up-start to savvy entrepreneur, with key principles and pointers ideal for a new therapy business. As one of the more experienced veterans in the field, Shannon Knapp has learned firsthand that creating a successful practice comes only after learning how to create a successful business foundation. Learn the necessary "Horse Sense" principles to avoid the pitfalls that can threaten your success in the exciting new world of equine assisted practice. About the AuthorShannon Knapp is the Founder and President of Horse Sense of the Carolinas, Inc., a center for Equine Assisted Psychotherapy and Learning outside Asheville, NC. Along with her husband Richard, Shannon's work with abused neglected horses led to the founding of Horse Sense as a significant way to help create positive change for horses and people through the power of equine assisted practice. Her subsequent success has made her a sought-after leader in the field of equine assisted practice, and led to the creation of the Horse Sense, Business Sense consulting services. Shannon holds a Masters Degree from the University of Florida and an Advanced Certification from EAGALA.