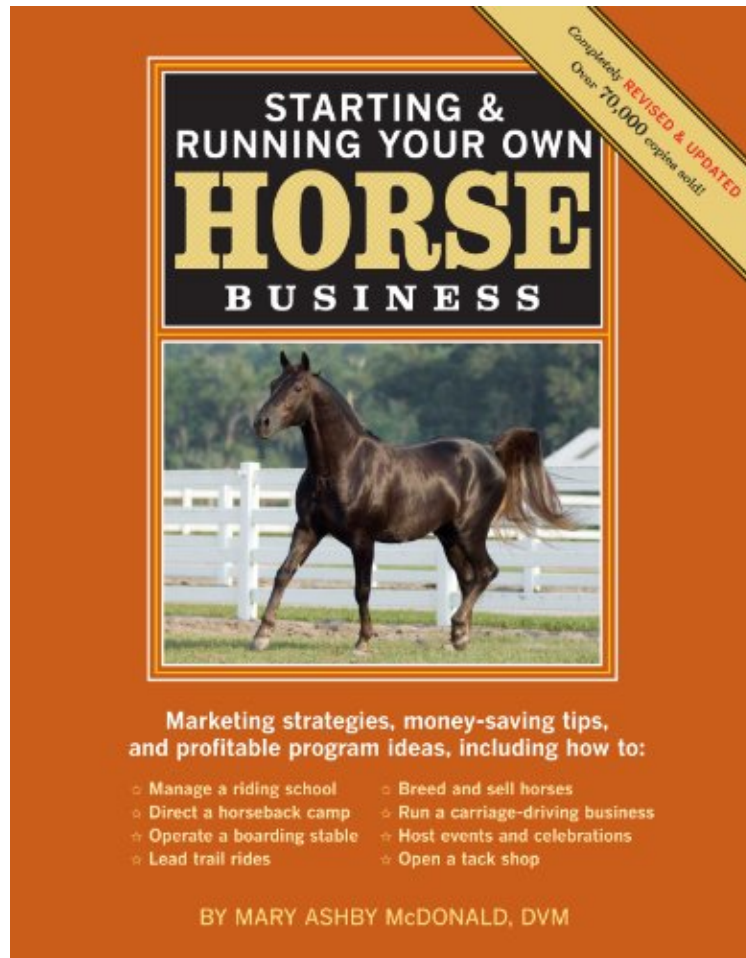


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Mary Ashby McDonald

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0 of 0 people found the following review helpful. well written good ideas encouraging and useful By John L. read several chapters. understandable encouraging and helpful. i downloaded two horse business books and this one i like better as the other one is a bit depressing. yes it needs to be a business and you need to keep good records and not be casual about it, but please don't take the joy out of the reason for the business in the process. so kudos to Ms

McDonald for not ruining the whole thing before i even get started. 1 of 1 people found the following review helpful. Just what I was looking for! By Rebecca Bezuyen I ordered this second edition after studying the first edition that I had solely based on the fact that it included social media advice. I was very please at the condition the book arrived in and was thrilled it had a whole new section about computer usage as well! 1 of 1 people found the following review helpful. worth every penny..... By Customer Just bought the Kindle version and speed-read the first couple chapters. I've already got my money's worth. Perhaps because I have never considered myself to be a business-minded person, this book is providing me with concrete advice and ideas for expanding my love and knowledge of horses into something I can potentially share with others and make some profit too---or at least have my passions paid for and my own animals comfortably provided for. Much appreciation to the author for taking her time to share.

Turn your passion for horses into a successful business. Full of proven techniques to help you maximize profits and minimize headaches, this practical guide shows you how to create a viable business plan, identify marketing opportunities, and efficiently maintain your facilities. With savvy tips on reducing veterinary and feed costs, you'll learn how to make your operation self-sufficient and keep it financially sustainable. Whether you run a boarding stable or a riding camp, you're sure to find the information you need to keep your business running smoothly.