

Introducing: **THE SUCCESS JOURNEY** By Heart in Your Hand Horsemanship Phone Consultations and Video Evaluations With Sherry Jarvis

THE MISSION:

To help people Live and Achieve their **DREAMS** across the miles.

Here is another idea to help fight rising fuel costs. **THE SUCCESS JOURNEY** is a personalized instruction and training program which can reach across the miles by using your phone, video camera, computer, and the old fashion paper and pencil.

For a while now I have been doing phone consultations and even some video evaluations using You Tube to give people advice and ideas of how to solve their horse problems and advance to the next level. More recently I have also been doing some business consulting work for people diving into the horse business giving them confidence and tools to move forward or for people needing new ideas and direction for an existing business.

Whether you need advice, assistance, more confidence, new ideas, and tools, to go to the next level I will help you achieve your dreams by giving you one/one assistance and a customized curriculum that is designed specifically for you.

Did you know that all the best athletes, horsemen, teachers and trainers all have coaches and mentors? Pat Parelli often credits his teachers for helping him achieve his successes with horses. No one ever made it alone. We all need someone who inspires us, encourages us, acknowledges our triumphs and holds us accountable. I am no different. I have had many mentors to guide and direct me through business, my personal life and horsemanship. With hard work and determination I am now applying with success the principles I have learned from these mentors.

I now want to offer the same opportunity to some of the most dedicated students in a way that won't break your bank. With rising gas prices causing travel to be more difficult for some, this new idea for continual learning seems to make sense. Instead of waiting and hoping you are on the right track in achieving your horsemanship dreams and goals, I want to be there and guide you each step of the way, thus the birth of **THE SUCCESS JOURNEY** opportunity.

How does **THE SUCCESS JOURNEY** work?

Each month as a **SUCCESS JOURNEY** student you will receive:

Personal Phone Calls: *(For either horsemanship or business)* This is where we get to outline and assess how everything is going, celebrate successes, provide motivation, build confidence, avert common pitfalls and define new goals. You will need a pencil and paper to take notes and write down your assignments for the week.

Horsemanship Video Coaching: In the videos we ask for 15 minutes of recorded footage where you are with your horse now. We will review the video footage together in our phone calls. I want to see what you are playing with to help you excel and improve. Video coaching has proven to be a very powerful tool and an exceptional way to mark progress and success.

What's in it for you?

My goal is to hold nothing back allowing the truth within you to be revealed which will empower you for a **SUCCESSFUL JOURNEY**. I will share all of my knowledge and experience, inspire and empower you. You will enjoy the benefits of a safer relationship with your horse a rejuvenated confidence and motivation to reach new heights. You will face new challenges with more excitement and fun. Past frustrations will begin to fade being replaced by more celebrations!!! More than anything, you live your dreams! Given each and every person has different needs there are 3 opportunities to choose from.

HORSEMANSHIP SUCCESS JOURNEY OPPORTUNITIES

GOLDEN SUCCESS JOURNEY

- Once a week scheduled 45 minute one/one phone calls
- Three 15 minute video coaching session each month
- Unlimited email questions
- Retainer; which is a quick response program for our top priority students giving you access to call or email us anytime with the ability to trouble shoot questions or problems.
- 25% off all 2-day clinics and the camps at Calamus Outfitters
- 15% off all 1-day clinics
- Free Internship (Only pay for room and board, plus help with chores)

SILVER SUCCESS JOURNEY

- Two scheduled 45 minutes one/one phone calls/month
- Two 15 minute video coaching session each month
- 15% off all 2-day clinics and the camps at Calamus Outfitters
- 10% off all 1-day clinics
- Internship (Pay for room and board, help with chores and \$50/day)

BRONZE SUCCESS JOURNEY

- One scheduled 45 minute one/one phone call/month
- One 15 minute video coaching session each month.
- 10% off all 2-day clinics and the camps at Calamus Outfitters
- Internship (Pay for room and board, help with chores and \$75/day)

***With these programs a one year commitment is required, as this will give us enough time to analyze your skills and then take you to the next level. The HORSEMANSHIP SUCCESS JOURNEY service is limited to a small number of dedicated students.*

BUSINESS & PERSONAL LIFE SUCCESS JOURNEY OPPORTUNITIES

THE ROAD LESS TRAVELED SUCCESS JOURNEY

- Weekly scheduled 45 minute one/one phone calls
- Retainer; which is a quick response program for our top priority students giving you access to call or email us anytime with the ability to trouble shoot questions or problems.
- Planning Packet: A Guide to Success
- A two month commitment is required

THE HIGH ROAD SUCCESS JOURNEY

- Bi-weekly scheduled 45 minute one/one phone calls
- Two e-mail question per week
- A four month commitment is required

STILL GET THERE SUCCESS JOURNEY

- Once a month scheduled 45 minute one/one phone calls
- One e-mail questions per week
- A six month commitment is required

***The reason I have not put out the pricing for these services is they are not like any other program. This is a unique individualized program. I will guide you through the process and make sure you get the right program for your needs. Please phone us to get more detailed information. 308-346-5663*

FREQUENTLY ASKED QUESTIONS

Who will I be coached by?

I will be coached by Sherry herself?

How do the phone calls work? Who calls who? When will you call?

Sherry will call you at a scheduled date and time.

What do I need for my phone call?

You will need a pen and paper to take notes.

What if I miss my phone call?

Sherry will try three times to get hold of you, if we are unable to connect, then she will try again at the next scheduled time.

How do the video's work? How can I send videos?

Video tapes can be sent in a few forms.

Most preferably by email, as this is the fastest, most efficient and cost effective.

If this is not an option, post is fine, send DVD or VHS.

Putting these clips up on a web hosting site like You Tube is also a good option.

What do you want to see in the videos?

The idea of these video's is so I can view what you are playing with or having trouble with, in the next phone coaching session we would watch this together, outlining what is going well and what could be done differently.

Sometimes I may ask for specific topics that arise from our conversations.

Is there a time frame within the month that I need to send the video in?

Yes, I need to have the video clip at least one week before the call so I can look at it; to make sure it works etc.

I am a Golden Success Journey Student can I send one 30 minute video rather than two 15 minute videos?

Yes you can.

Horses? Do I have to have just one horse or can I do this program with multiple horses?

Lots of people have lots of horses. I prefer you pick one horse to go through this success journey with.

Of course the more you learn you will be able to transfer to many different horses. If questions arise about your other horses, we want to address them with any extra time we may have in our phone calls.

What if my horse goes lame or has a problem?

You can of course change horses if there are any issues.

What if I want to upgrade during my year to Silver or Golden Success Journey?

You are welcome to upgrade at any time. Please notify Sherry to make the arrangements.

What if I don't want to commit for a year, I just want to try it to see if I like it?

You are welcome to try the program by submitting a video for a one time fee of \$50 per video which will include one 45 minute one/one phone call. If you like it, then you can choose one of the success journey programs and it will cost you less than \$25/ video and phone call.

Call now to sign up for your SUCCESS JOURNEY!

308-346-5663

COST OF SUCCESS JOURNEY ACROSS THE MILES COACHING

Try it to see if I like it.

\$50: One 15 minute video with a 45 minute one/one phone call

Golden Success Journey

\$200/month

\$2400/year if you pay by the month

Pay for the whole year and get 2 months free \$2000/year

Pay for 6 months at a time and get 1 month free \$2200/year or \$1100 every 6 months

Silver Success Journey

\$150/month

\$1800 per year if you pay by the month

Pay for the whole year and get 2 months free \$1500/year

Pay for 6 months at a time and get 1 month free \$1650/year or \$825 every 6 months

Bronze Success Journey

\$100/month

\$1200 per year if you pay by the month

Pay for the whole year and get 2 months free \$1000/year

Pay for 6 months at a time and get 1 month free \$1100/year or \$550 every 6 months

Most instructors are charging \$40-\$80 per hour for private lessons these days.

Most clinicians on average are charging between \$300 and \$600 for a 2 day clinic.

Some of the nationally know clinicians charge well over a \$1000 for a 2 or 3 day clinic.

Most consulting businesses charge between \$50 and \$100/hour.

If you figure up the cost per hour for each Success Journey package before any discount it is only about \$25/hour.

The Road Less Traveled Success Journey

\$150/ month for two months (\$300)

Pay the whole fee up front and save \$50 (\$250)

The High Road Success Journey

\$50/ month for four months (\$200)

Pay the whole fee up front and save \$30 (\$170)

Still Get There Success Journey

\$25/month for six months (\$150)

Pay the whole fee up front and save \$20 (\$130)

\$50 per 45 minute phone call

If you don't want a whole program and only need one or two consultations

(Choosing a package saves you a lot of \$\$)

SUCCESS JOURNEY APPLICATION

Name

Address

Best day & time to reach you

Day Time or Work Phone #'s Can I call you there? Yes ___ NO ___

Evening Phone # Cell Phone #

E-mail Address

How many horses do you now have & their breed?

What Horsemanship video Programs do you have? Have you watched them all?

What Horsemanship books have you read? Have you read them all?

Who and What kind of Horsemanship clinics have you participate in?

Who and What kind of Horsemanship clinics have you watched live?

Have you ever shown a horse? If so, in what events & at what level?

History of Your Horsemanship Journey

When did you start? How many years experience? What kind of experience?

Current Goals and Issues

Include name and age of horse you will use in the videos

CHOOSE A SUCCESS JOURNEY PROGRAM

Put an x in the option you choose

_____ **Try it to see if I like it.**

\$50: One 15 minute video with a 45 minute one/one phone call

_____ **Golden Success Journey**

_____ \$200/month (\$2400/year if you pay at the beginning of each month)

_____ \$2000/year (Pay for the whole year up front and get 2 months free)

_____ \$2200/year Pay \$1100 every 6 months

(Pay for 6 months at a time and get 1 month free)

_____ **Silver Success Journey**

_____ \$150/month (\$1800 per year if you pay at the beginning of each month)

_____ \$1500/year (Pay for the whole year up front and get 2 months free)

_____ \$1650/year Pay \$825 every 6 months

Pay for 6 months at a time and get 1 month free

_____ **Bronze Success Journey**

_____ \$100/month (\$1200 per year if you pay at the beginning of each month)

_____ \$1000/year (Pay for the whole year up front and get 2 months free)

_____ \$1100/year Pay \$550 every 6 months

Pay for 6 months at a time and get 1 month free

_____ **The Road Less Traveled Success Journey**

_____ \$150/ month for two months (\$300)

_____ Pay the whole fee up front and save \$50 (\$250)

_____ **The High Road Success Journey**

_____ \$50/ month for four months (\$200)

_____ Pay the whole fee up front and save \$30 (\$170)

_____ **Still Get There Success Journey**

_____ \$25/month for six months (\$150)

_____ Pay the whole fee up front and save \$20 (\$130)

_____ **\$50 per 45 minute phone call**

If you don't want a whole program and only need one or two consultations

**By checking the above Success Journey Program I agree to complete the entire program and pay the whole fee according to the program that I chose.

Check Method of Payment you will use by inserting Total cost of program:

Check: Pay Pal: Cash

Type name Date

Signature _____

HORSEMANSHIP SUCCESS JOURNEY MONTHLY SCHEDULE

Name:

Success Journey Program Chosen

Beginning Date: Ending Date

Date:	Description	Notes /Homework
<input type="text"/>	Free Starting Consultation	
<input type="text"/>	Video Assessment One	
<input type="text"/>	Phone Conversation #1	

HORSEMANSHIP SUCCESS JOURNEY MONTHLY SCHEDULE

Name:

Success Journey Program Chosen

Date:

Description

Notes /Homework

Video
Assessment
Two

Phone
Conversation
#2

Phone
Conversation
#3

HORSEMANSHIP SUCCESS JOURNEY MONTHLY SCHEDULE

Name:

Success Journey Program Chosen

Date:

Description

Notes /Homework

Video
Assessment
Three

Phone
Conversation
#4

Any Extra
Phone
Conversation

