

Red Mare Enterprises is for Forward Thinking Horse Pros

PIVOTAL TRANSITIONS



with

CATHERINE RESPASS

Visionary of Red Mare

OBJECTIVE

Just like in the tack, transitions are pivotal moments for getting present and taking action to align with a feeling of harmony.

If your business feels out of balance, burdensome, and burn-out inducing... It's time for a transition.

Break free from what got you here but is no longer working and create a business that is sound, sane, and sustainable.

First, you have to OWN IT.

1 OWN YOUR ROLES

Being a hard working employee in your business can get you pretty far until:

- overwork becomes burn out
- independence becomes isolation
- your to-do list is detrimental to strategic progress

Undesirable symptoms and patterns point to an imbalance between the time you spend in your role as an **employee** versus the role of **leader** of your business.

ASSESSMENT

What happens when you sit down in front of a computer to work on your business?

What is your least favorite tasks to do in your business?

AT A GLANCE

1. **Own Your Roles**
2. Own Your Time
3. Own Your Expertise & Income

BENEFITS

Step into self-leadership to create the strategic and impactful transitions.

Adopt the mindset imperative to cultivating a harmonious business ecosystem.

Freedom from unhealthy expectations for yourself.

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Transition to being a leader who can strategically do more with less.

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2 OWN YOUR TIME

Welcome to the era where your business is set up to manage boundaries for you because YOU value your own time and how you spend it matters.

The goal is create scenarios where you can give 100% of your focus with 100% of your energy for each task, even your down time .

ASSESSMENT

Is your schedule organized digitally or on paper?

What on your schedule gets you excited or creates a sense of dread?

Do you protect free time in your calendar?

What could you add to your calendar that would make you say, "Hallelujah, hell yes, I'm in. I never want to live without it again"?

AT A GLANCE

1. Own Your Roles
2. **Own Your Time**
3. Own Your Expertise & Income

BENEFITS

A calendar that heightens your capacity to serve means you are able to give 100% to every task.

Your schedule is designed to protect all of the facets of your life that fill your cup and make you powerful and effective.

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Protecting your time keeps you satisfyingly present, mentally fresh, and deeply focused.

PIVOTAL TRANSITIONS

3 OWN YOUR EXPERTISE & INCOME

Many horse pros work intuitively and struggle to put words to the transformations they provide.

When you are able to clearly and directly speak to the clients you are meant to serve, then you are already doing a great service. You are helping people find you... the people who are looking for you! It's easy, not sleazy.

Understanding the priorities of your ideal client helps you to organize your services in a way that provides a clear and easy path to get started working with you.

ASSESSMENT

List specific **PROBLEMS** or **STRUGGLES** that your ideal customer is experiencing right now that you can help solve. How are **THEY** describing the transformation in their own words?

ASCENSION MODEL



AT A GLANCE

1. Own Your Roles
2. Own Your Time
3. **Own Your Expertise & Income**

BENEFITS

Map out the journey that prospects take when they enter your ecosystem and how clients can move through ALL that you have to offer with clarity and excitement.

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*you are worthy
of great clients who
happily pay you to do
what lights you up.*

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