



Evergreen Equestrian Consultant Services

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A Horse (Trainer) with No Name - Is Your Horse Business Lost or Found In The Crowd?

Ever hear the song "A Horse with No Name"? It's not really about a horse - It is about being a little lost and "confused" in the desert.

If your website only tells people:

What you offer, BUT NOT who you are... or... Who you are, BUT NOT what you offer

- It's time to change it!

Your website, at the very least should:

Tell the viewer who you are and what you can do for them. And, it should communicate both these things in less than 30 seconds.

Here's why:

1. People don't do business with entities. **People do business with people** and they need to know who you are. This means your name and enough about you so that they feel comfortable picking up the phone and calling you.

Note: for some reason a lot of Trainers do not put their name with their contact information or associate their name (in any clear way) with their barn's training programs –

This is a mistake!

- *People tend to look for trainers by name –*
- *Show results list names,*
- *Clients refer trainers by name,*
- *Many local horse people and horseshow **people will forget the barn's name but they usually know the trainer's name***

AND because of all these things,

People will often search for you online by YOUR name!

2. **Potential Clients are looking for specific information and answers.** Does the barn offer the riding discipline they are looking for? Do they attend a certain type

of shows? At what level of success? Or.. Does the barn cater to children? Do they offer a summer camp? Teach core values?

Or .. Do they start young horses? Work with problem horses? How far is the barn from where I live? - Only after the viewer can identify whether you offer the general services they are looking for, will they look further to see how you provide it.

3. The benefit of the internet is speed of information. If someone can't figure out who you are and what you do fairly quickly – they will click onto a site that will give them this info.

4. By associating your name with your expertise, you help protect and build your reputation online and off. There are web sites and chat rooms that bash horse professionals. You cannot prevent them. But you can dilute their power by helping people find and evaluate you based on your true merits through a well designed web site.

If your expertise is a key element in your horse business, then you should attach your name to both your business and your expertise. It not only helps people find you and your business, it is essential in order to communicate that you truly believe in what you do. **Attaching your name to your business and expertise builds trust in the mind of the prospective client.**

Remember, web sites are not for the people that already know you; web sites should attract the new clients that are looking for the services you provide!