

## **BUSINESS BASICS**

---

### **WORKSHOP GOALS HOW TO SET YOUR BUSINESS UP FOR SUCCESS**

#### **DAY ONE**

8-9.30AM - INTRODUCTIONS & THE IMPORTANCE OF GROUNDWORK

9.30-11.30AM - REVIEW POPULATIONS OF SERVICE, MISSION STATEMENTS AND JOIN UP  
MARKETING

12-1PM - LUNCH

1-3PM - EAL/P BUSINESS STRUCTURE, RESOURCES FOR NON-PROFIT & FOR-PROFIT  
BUSINESS PLANNING

3-4PM - END OF DAY SUMMARY AND Q&A

#### **DAY TWO**

8-9.30AM - REVIEW DAY ONE EXPERIENCE, THE PERFECT CLIENT

9.30-11.30AM - NETWORKING RESOURCES & EAL EXERCISE

12-1PM - LUNCH WITH GUEST SPEAKER

1-3PM - RETENTION, COLLABORATION AND REVITALIZATION

3-4PM - END OF DAY SUMMARY, Q&A AND WORKSHOP ASSESSMENT

#### **2025 BUSINESS BASIC WORKSHOP OFFERINGS:**

**JANUARY 31-FEBRUARY 1, 2025  
906 WELLNESS/EQUINE  
19351 W ASHLEY DR, BUCKEYE, AZ**

**JUNE 6-7, 2025  
HOPE THRU HOOVES  
25550 HILLSIDE, PUEBLO, CO**