



Starting & Running Your Own Horse Business, 2nd Edition: Marketing strategies, money-saving tips, and profitable program ideas

Mary Ashby McDonald

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Since 1997, Storey's *Starting & Running Your Own Horse Business*, by Mary Ashby McDonald, has sold 72,000 copies in 17 printings. It is the best-selling book in its category. The book's success stems from its exceptional utility; with its practical "how-to" format, step-by-step approach, and business-ready resources, McDonald simplifies the challenge of running a profitable horse business.

Now, for the first time, this best-seller has been fully updated and revised. *Starting & Running Your Own Horse Business* includes an expanded section on safety, tips for operating a riding school or horse camp, strategies for launching a carriage business, tax and insurance advice, and suggestions from successful equestrian entrepreneurs and enterprises. The author, a veterinarian, offers instructions for developing a herd health plan, encouraging readers to practice good preventive care, and healthier horses mean lower veterinary bills.

The book helps readers succeed in the Information Age as well, with suggestions for online marketing and resources. The book is filled with money-saving tips, record-keeping forms that can be easily photocopied, and simple lesson plans for schools and camps. Running any equestrian business inevitably involves a dizzying array of details. But with McDonald's smart, savvy, and strategic guidance, it doesn't have to be overwhelming. Now more than ever, *Starting & Running Your Own Horse Business* is the one book that industrious equestrians can't afford to be without.

Praise for the First Edition:

"This book gives valuable advice to the prospective entrepreneur thinking of investing time and money in starting a horse business." ? *Times* (Huntsville, AL)

"If you've ever thought about starting your own horse business, be sure to pick up, well, *Starting & Running Your Own Horse Business* . . . [y]ou'll be hooked from the opening chapter. . . ." ? *Horse &*

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