

# Are you my ideal Equi-Bow client?

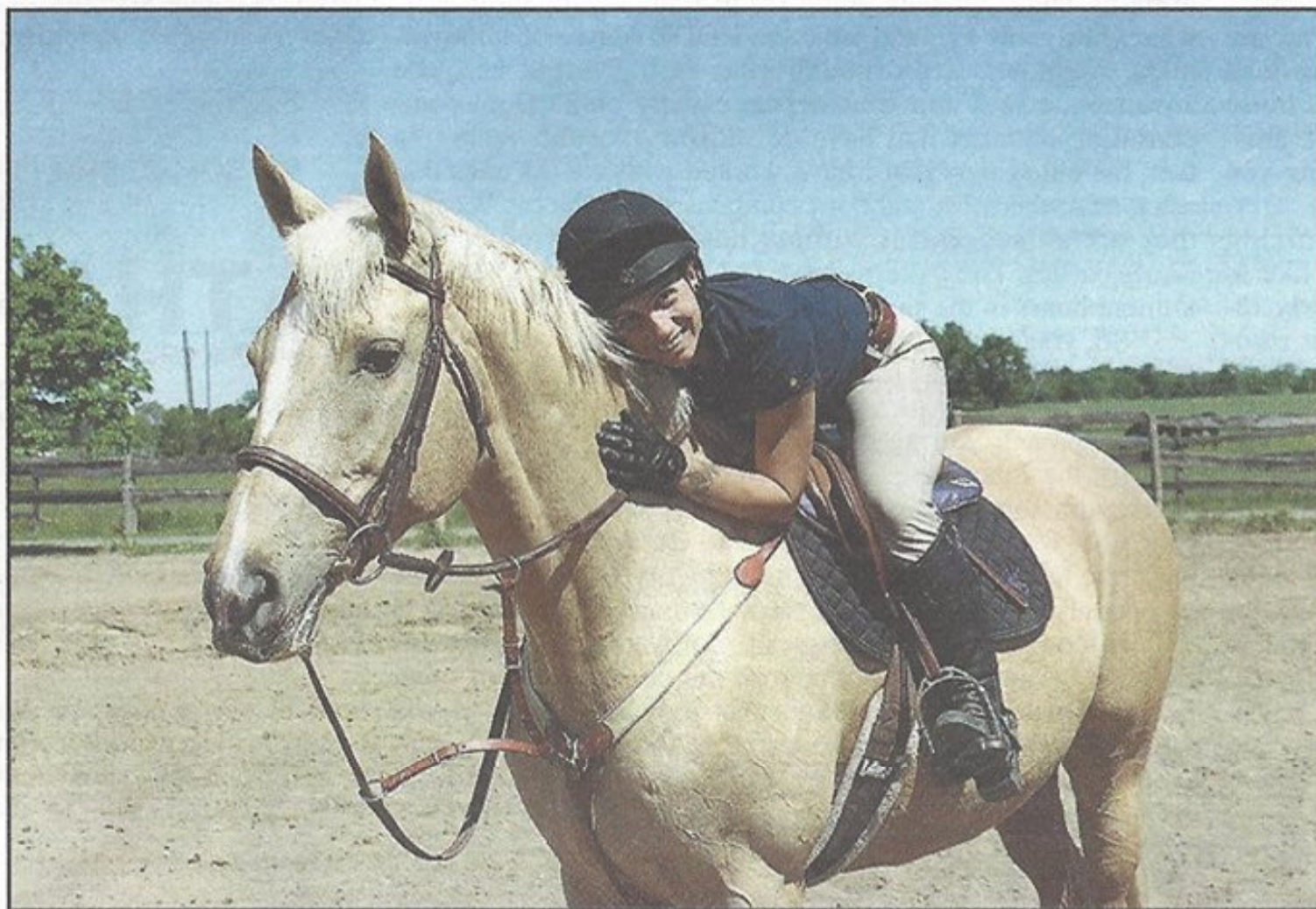
By: Angela Saieva

I'm often asked if horses are a hobby for me. The answer to that question has been "no" since my first day of horse ownership.

I recently read an article that said loving something is not enough. You must also endeavour to seek knowledge on the topic or you are doing a disservice to the thing you love.

This is how I feel about horses. And my clients are exactly the same. We are not all professional trainers or riders on an international level. Some don't even work in the equine industry. But that certainly doesn't mean horses are a hobby for them.

My clients live, breathe, dream, love and smell like horses. They conduct experiments for "science" and ultimately the betterment of every horse they will ever know. They've tried every bit, bridle and blanket on the market. They know all the lotions, sprays, shampoos, ointments, and supplements, and have a thorough opinion of them all. They take lessons, audit clinics, read articles, watch videos and talk horse shop with pretty much anyone who will listen. They have more photos of horses (and probably



dogs or cats) on their phones than people. They never have extra space in their homes or cars because they are filled with important horse items, none of which they can sell because they're not fortune tellers and couldn't possibly know what the future holds!

My clients may own 40

horses or one (but spend enough to care for 40 horses on that one very special steed). Their differences don't matter because there is one thing that they and I have in common: an undeniable, indescribable, unrelenting need for horses.

My ideal client's love for their horses is much more

meaningful than a hobby. If that sounds like you and you haven't given Equi-Bow a try yet, what are you waiting for? Do it for science!

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