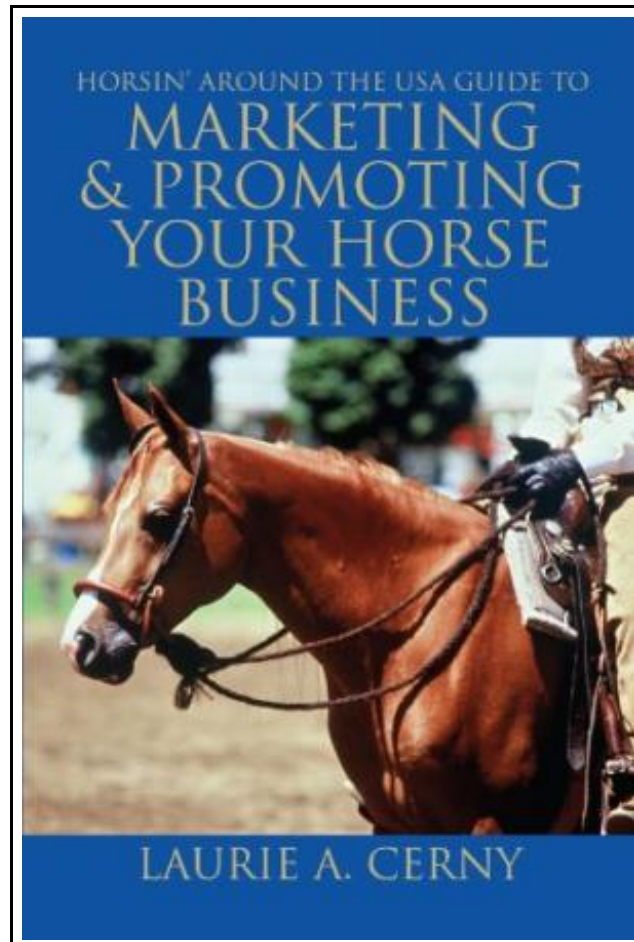# Horsin Around the USA Guide to Marketing Promoting Your Horse Business

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HORSIN AROUND THE USA GUIDE TO MARKETING PROMOTING YOUR HORSE BUSINESS

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iUniverse, United States, 2008. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Horsin Around The USA Guide To Marketing Promoting Your Horse Business will teach you how to be unforgettable in the horse industry! You will learn how to effectively market and promote your equine business, service, or event. In addition, you will: Learn how to practice The Ten Commandments of Marketing An Equine Business. Discover the importance of developing a good name, logo, slogan, etc. for your business. Learn how to create effective business cards, brochures, flyers, web site, and more. Learn how to write effective press releases and how to work with the media. Laurie A. Cerny, a professional journalist and equine marketing specialist, has won numerous state and national awards for her writing, photography, graphic design and advertising both in mainstream media and within the horse industry. Her work has appeared in John Lyon s Perfect Horse, The Horse, Horse Illustrated, Western Horseman, Equine Times, Kalamazoo Gazette, Detroit News, Chicago Tribune, and she also served as the communication director for a major saddle and horse product manufacturer. She has owned horses for more than 30 years, and is also a member of American Horse Publications, Michigan Horse Council, and the American Quarter Horse Association.

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