



The Clear Messaging formula

Includes the ICA builder*

Cut through the noise in crowded industries and create messaging that connects, converts, and builds trust.

equestrianbusinessspecialist.com

Introduction

When it comes to growing your equestrian business, having clear messaging is the key to standing out and attracting the right clients or customers. But let's be honest—most business owners struggle to find the right words to communicate what they do, why it matters, and why people should choose them.

Let me guess—

you're amazing at what you do, but when it comes to explaining it to others, things get... messy. You know your business is capable of so much more, but every time you sit down to talk about what you do—on social media, your website, or even in person—it feels like you're stumbling over your words.

Your ideal clients just don't seem to get it. They either scroll past your posts, ghost your inquiries, or undervalue what you offer.

Sound familiar?

The good news is, you're not alone—and with this formula, you'll learn exactly how to craft messaging that resonates with your ideal audience and drives results.

That's why I created The Clear Messaging Formula—to help you turn all those amazing ideas and skills into words that grab attention, build trust, and convert followers into paying clients or customers.

Let's get started →

Step 1: Identify your Ideal Client

Who are you talking to!?

Think about your clients, I'm sure you have some you love working with and some... not so much.

The clients you love working with likely love working with you too

and if you're product-based, you'll know there's certain people who love your business and what you sell and some who don't and that's ok.

The key to successful marketing is to appeal to the right people, in the right way.

Take budget airline RyanAir for example. Their marketing is very different from Emirates, because they have different target audiences, although arguably similar products (*yes, technically a service is still a product*)

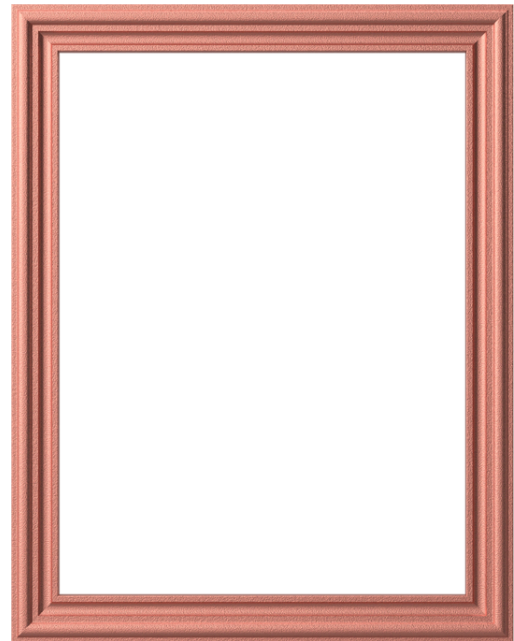
The more specific you are, the easier it is to create messaging that speaks directly to them.

And when you speak directly to them... They buy!

That's why our first port of call is the ICA Builder.

Let's get cracking!

(Draw, or stick a picture of your ICA here it could be a magazine cut out or a picture of a real client)



Name

Age

Occupation

Where do they live?

Where do they spend most of their time?

Which online platforms do they frequent most?

What type of content do they enjoy? (Funny reels, podcast etc)

What's their personality? Formal/informal? Funny? serious?

Define the challenges they face that your product or service can solve.

What problems keep them up at night?

If they argue with their partner, what is it likely about?

What have they tried before that didn't work?

What would happen if they didn't solve this problem?

How does the problem make them feel (try using words they use)

Now their goals and dreams

What are they trying to achieve?

How do they want to feel after solving their problem?

What transformation do they want from your product/service?

What do they think is holding them back?

Do they have any false beliefs or information that might be contributing to their lack of success? (EG "My pony is just naughty")

and finally their mentality

What triggers them to look for help? (e.g., a specific problem, a recommendation)

What objections might they have? (e.g., price, trust)

What makes them say “yes”? (e.g., testimonials, proven results, clear ROI)

If you struggle to answer these questions, do some research on your audience. You could use Polls and questions on social media stories, talk to clients and customers or look at what they’re saying on social media

**Keep this document handy
when creating content!**

Step 3 - Write the content

Start with where they are now

Describe the pain points your ideal client's customers face before working with you. Use language that reflects their specific challenges and emotions.

Example for an Equine Physio:

"You're watching your horse struggle with stiffness and discomfort. You don't feel like he'll ever recover and your "expensive field ornament" as your husband calls him, is even starting to cause disagreements at home.

Go to the after...

Show the "After" (The Desired Transformation)

Paint a vivid picture of life after your ideal client have worked with you or used your product.

Focus on practical results and the emotional relief it brings.

Example for an Equine Physio:

"After regular treatments, you're back riding again, enjoying long evening rides together (your husband even agrees to walk alongside you!) There are talks of attending some low-level shows again, you're happy and excited because you never thought this recover would be possible!

Position the solution

Position your product or service as the key to achieving this transformation. Be clear about how your expertise delivers results

.

Example for an Equine Physio:

Through my targeted equine physio techniques, I identify the root cause of your horse's pain and create a care plan to rehabilitate the injury, supporting you every step of the way!

Step 3 - Write the content

What about product-based sellers?!

saddle pads

Before:

Every ride, your saddle pad slips and bunches, leaving your horse uncomfortable and you frustrated.”

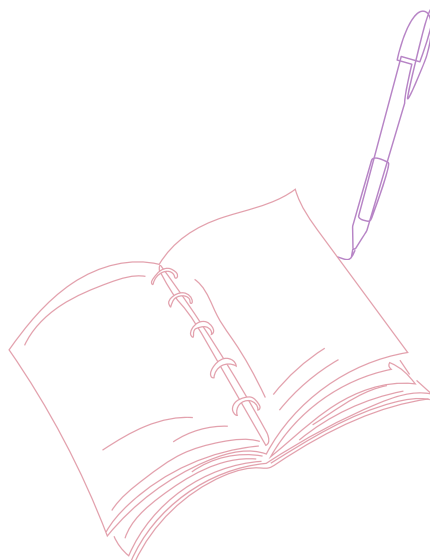
After:

You want a non-slip saddle pad to stay securely in place, ensuring your horse’s comfort and allowing you to ride confidently, but still look cute!

Solution

Designed with advanced grip technology, our saddle pads stay in place even during the most rigorous rides, giving your horse the comfort they deserve and you the security of knowing your saddle won't be slipping.

Use the next few pages to practise!



before

after

solution

before

after

solution

before

after

solution

About me

Hi, I'm Rhannon Amber

and I'm here to help equestrian entrepreneurs like you craft messaging that truly connects with your audience.



With years of experience working with equine service providers and product-based businesses, I understand the unique challenges of standing out in this industry. Whether you're an equine physio, saddle fitter, or you create amazing products for horse owners, one thing is clear: your messaging needs to reflect the value you bring to the table.

As a guest lecturer at leading equine colleges and someone working toward a Master's in Neuromarketing, I combine practical experience with cutting-edge insights into consumer behaviour. My approach focuses on creating clear, compelling messaging that attracts aligned clients and customers—those who see your worth and are excited to work with or buy from you.

This isn't about chasing trends or throwing spaghetti at the wall to see what sticks. It's about understanding your ideal audience, speaking their language, and showing them why you're the best choice.

Let's make your messaging work as hard as you do!

What's next?

Keep an eye out for my upcoming webinar, where I'll dive deeper into crafting messaging that converts by positioning yourself as the trusted expert

Want personalised help?
Let's refine your messaging together.

DM me “MESSAGING” on any social media platform by searching The Equestrian Business Specialist

or [Click here](#) to book a Power Hour
(Or copy this link into your browser
<https://rhiannonamber.setmore.com/services/e9654bf5-c986-4f2a-b72d-3300a62f8e98>)

