

merchandising
Tried 'n True
 new products put to the test

PRODUCT: The Confident Rider Series of Self-Hypnosis Audio CDs.

MANUFACTURER: Here to Listen.

www.confidentrider.co.uk.

WHAT IT IS: A series of CDs designed to teach riders to control their fears, doubts and anxieties.

WHO WOULD BUY THIS PRODUCT: Trainers and instructors who deal with fearful riders on a regular basis; also, riders who are searching for their own solution to conquering their fear of riding.

COMMENTS FROM OUR TESTER: After 25 years as a trainer, instructor and horsemanship clinician specializing in dealing with fearful riders, Julie Goodnight knows a good deal about riders that are fear challenged.

The Confident Rider Series includes three audio CDs: "Jumping with Confidence," "Dressage with Confidence" and "Hacking with Confidence." Goodnight says the author coaches the listener through relaxation techniques, full body awareness and techniques for self-hypnosis. Listening to the soothing, relaxing voice as she brings you through a full-body awareness and helps you to create awareness of any tension anywhere in your body would relax even the most high-wired person.



As the audios progress, you are taught some tricks of self-hypnosis such as remembering a keyword, like "drift," that will bring you back to this ultra-relaxed state at any time. Tension when riding is not only a problem for people that are fear challenged but is a common problem that most riders deal with as they work to improve their riding.



Julie Goodnight

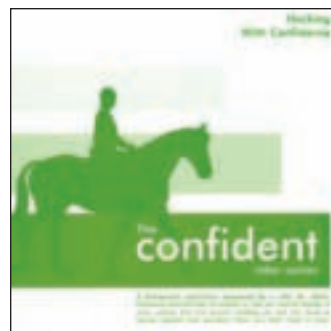
"By learning to find and resolve the source of tension in your body, your riding will undoubtedly improve, and this is the trump card for managing a fear of horses," Goodnight said.

She put the audio series to a true test by having one of her most fear-challenged clients give it a try. Shannon has been struggling with a fear of horses and riding for many years. She felt that the audios were extremely relaxing and gave her a means to return to that relaxed state when she needed it.

After listening to the audio, Shannon said, "The audio really made me think about some things regarding horses that have been giving me horrible anxiety lately, and I must admit that when I thought of it, I didn't have nearly the level of anxiety that I had before. I am going to listen to it again, and I think it is a good tool. I would definitely buy it and recommend it to my friends."

"The series offers a valuable tool for people dealing with a fear of horses to learn greater awareness and

coach themselves into greater relaxation and confidence," Goodnight concluded. "Without a doubt, this is an excellent tool to put in your bag of tricks if you are one of the thousands and thousands of people struggling with a fear of horses and riding." 🐾



For more information on this product, E-mail your requests to productinfo@tackntogs.com, or call us at (952)930-4390.

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