

“World-Class Training Program Delivers  
**Massive Results With Your Horse**  
in Just Eight Weeks”



**Jake Lundahl**

From My Desk at Noble Farm  
Newbury, OH.

Dear Horse Owner,

Do you crave an amazing partnership with a horse that's respectful, willing and confident? Do you want a horse you can trust – with yourself or your loved ones – in the arena and out on the trail?

If you're like me, that dream is probably the reason you got into horses in the first place. But as rewarding as horse ownership can be, it also brings many unforeseen challenges.

Horse training can be stressful. It's very time-consuming. It can even be dangerous, depending on your horse's problems or lack of education.

And the truth is, most people need professional help to achieve high-quality results. I learned this lesson the hard way early on, as a beginner myself!

As good as a training video or home-study kit might be, they're no substitute for direct, hands-on training for both human and horse. It's kind of like the difference between watching YouTube videos to learn how to re-paint your cabinets, versus hiring a contractor for a full kitchen remodel. With the latter option you're investing in a professional who'll get you far more transformative results, in far less time than you would've needed on your own.

Perhaps you have the best intentions in the world and you love your horse unconditionally, but lack the skills and experience to train your horse to a high level. Or even if you have the skills, you may lack the consistent time or energy – due to work, family, health issues or other obligations – that your horse requires to make meaningful progress.

If you're held back by any of these challenges, we can help.

## **But First, Read This Disclaimer:**

The results we get in our All-Around training program are **not** typical, and in fact, far exceed the standards of the average horse trainer. Our eight-week system is intensive, comprehensive, and transformative. It's like boot camp for horses.

However, just like boot camp for humans, it's not suitable for everyone. In fact, we **turn away** dozens of horse owners each year because they – or their horses – are not a good fit for this program.

But the ones that we **do** accept tend to see massive results in a relatively short period of time.

# Unlock Your Horse's True Potential

Our ultimate goal is to eliminate the stresses of horse training and help you unlock your horse's true potential. Whether you have a colt that needs started, a problem horse in need of retraining, or an experienced horse in need of a tune-up; we're here to help. We have the time, experience, world-class training regimen, and lifetime support system you need.



## What Your Horse Will Learn:

The focus of the All-Around program is to first establish a solid foundation, then rapidly build on that foundation; advancing and refining your horse's skills until the final day of the program.

During the first 4 weeks, groundwork and riding exercises designed to earn your horse's trust and respect – while correcting bad habits and behavioral issues – set the cornerstone for a safe and enjoyable partnership.

Once this foundation is established, the second half of the program aims to teach and refine more advanced maneuvers and concepts that are tailored to your horse's abilities and your personal horsemanship goals.

**Note:** To see the full list of exercises taught in this program, please refer to the training curriculum by clicking [this link](#).

## Who is this Program For?

The All-Around program is designed for re-training problem horses, tuning up older horses that may have holes in their training, or starting green horses in need of a solid foundation for their career. It's an intensive program, and we get positive results quickly. There's a reason why we call it a "boot camp for horses."



**For Problem Horses:** No matter what the source of your horse's problems, our program is the answer to earning his respect and trust. If you don't want to give up on your horse, then our boot camp-like training program is the solution.

**For Green Colts or Horses Needing a Tune Up:** We dedicate 2 ½ hours a day, 6 days a week to each horse in training; developing them into safe and respectful partners. Your horse will learn essential groundwork exercises, be ridden in the arena, on the trail, with other horses and worked extensively over obstacles. By the end of his training, your horse will have a great foundation in place for you to build on and excel in the future discipline of your choice.

## What Else Is Included?

### **Progress Updates Every 2 Weeks**

Jake or Amy will contact you at 2-week intervals to give you an in-depth recap of your horse's progress through the program. You won't have to worry about where your horse is at in the program, or if he's had any health or soundness issues during his stay, because you'll always be in the loop.

Even if everything is on track and your horse is 100% healthy, you'll still get an update call at minimum every 2 weeks. Each phone call will be followed up by an email summary of the conversation; making sure that everyone is on the same page and nothing is forgotten.

### **Free Full-Day Lesson Upon Completion**

Once your horse has completed the 8-Week training program, you'll be invited to spend an entire day with Jake or Amy as they walk you through all the groundwork and riding exercises your "new" horse knows.

This is our chance to show off what we've accomplished. It's also your chance to ask questions and let us help you refine your skills as a horseman. You'll work with your horse in the arena, on the obstacle course and on the trail to ensure you thoroughly understand how he's been trained and you are both in tune with each other. We'll walk you through every exercise to make sure you're getting along with your horse and that your new partnership will be a successful one.

### **Free Lifetime Help and Support**

Typically, when a trainer sends a horse home, he doesn't want to hear about any problems that develop. We're the complete opposite. If you run into trouble with your horse – or even if you just have a nagging question you'd like us to address – we want to hear about it immediately and help you through the situation.

We understand the significant investment of time and resources you've made by sending your horse to us, and we honor that commitment with a lifetime of support.

When you send your horse to Lundahl Performance, you're not just getting your horse trained; you're also getting privileged access to our help and expertise long afterward.

# How Does This Work?

## **Step 1 – The Interview**

Once you've expressed interest in sending your horse to Lundahl Performance, your horse's enrollment in the training program is dependent upon a telephone interview. This is to ensure the program is suitable for both you and the needs of your horse, and if so, to determine a firm start date for your horse's training.

## **Step 2 – Deposit and Training Fee**

Upon acceptance and enrollment into the program you'll receive an invoice for a \$500 deposit which will be applied to your horse's training fee. The complete program fee (\$4,000) plus board is due prior to the actual start of your horse's training session.

## **Step 3 – Confirm Arrival Date**

Next, you'll receive an email from us confirming the date and time that your horse will arrive at Lundahl Performance. Two weeks prior to the actual start of your horse's training session you'll receive a telephone call from the trainer assigned to your horse to ensure everything is still on track for your horse's arrival.

## **Step 4 – The Training Begins**

Then your horse arrives and his training session begins. Throughout the training program period you can expect to receive a telephone call every 2 weeks to update you and discuss your horse's progress.

### **Step 5 – Scheduling Your Lesson**

Your lesson and pick-up date for your horse will be scheduled 2 weeks in advance of the program completion date; to allow you to make the necessary arrangements.

### **Step 6 – Your Final Invoice**

Approximately 1 week prior to your lesson and pick-up date you'll receive a final invoice from us for any incidentals such as, but not limited to, farrier, medications, and additional board if applicable.

### **Step 7 – Your Lesson Day**

Last but not least, you'll experience one full day of lessons with your trainer, before taking your horse home to enjoy!



## An Investment In Your Horse's Future

You won't find another training program of this caliber out there. We're confident that you'll be amazed at the level of softness, control and confidence your horse will acquire. When your horse becomes a more respectful, educated, and motivated partner it will open new doors and pathways for both of you on your horsemanship journey.

Amy and I would consider it an honor and a privilege to work with you and your horse, and establish a complete foundation from which both of you can build. We'd love nothing more than to help you experience the joy that achieving your horsemanship dreams can bring.

To your horsemanship success!

A handwritten signature in black ink that reads "Jake Lundahl". The signature is fluid and cursive, with the first letters of "Jake" and "Lundahl" being capitalized and prominent.

Jake Lundahl  
Lundahl Performance Horses