



# **Guide to Becoming an Equine PEMF Practitioner**

# Introduction

## What is PEMF and why is it important?

PEMF, or Pulsed Electromagnetic Fields, is a natural, noninvasive therapy applied to horses and other animals to improve wellness at the cellular level. These pulsed fields provide energy to the cells allowing them to function optimally. Common benefits of PEMF are improved performance, reduced recovery time, increased energy, restful sleep, and an overall reduction of pain and inflammation.

This is why PEMF is important to all horses, but it is especially important to racehorses and other working horses. These horses are more susceptible to injuries, strain, or exhaustion. Oftentimes, these horses' conditions are treated with medication that have adverse side effects or invasive, surgical procedures. PEMF provides a noninvasive alternative with no known side effects.

## What is an Equine PEMF Practitioner?

An Equine PEMF Practitioner is a driven individual who is passionate about natural wellness and equine health who want to work for themselves. They use industry leading technology to apply PEMF to horses to optimize their well-being. They value principles over protocols meaning that they understand that every horse has

different needs and issues. They don't believe that preset protocols will work for every horse. Instead they value basic principles such as the belief that with enough energy, hydration, and nutrition living organisms have the ability to self heal and self regulate.

## What they will be receiving with this offer.

This guide will provide resources to assist you in the first stages of becoming an Equine PEMF Practitioner. If you're not quite there yet, we understand. Instead use this as an exercise to see if you are truly interested in becoming a practitioner. Some of the first things you will need to do to become an Equine PEMF Practitioner are choosing a manufacturer

and PEMF device, find a training program, and learn as much as you can about the industry and the technology. This guide will provide you insightful questions to ask yourself when choosing a manufacturer, important qualifications to look for in a PEMF training program, and a list of online educational resources.



## 7 Questions to Ask Yourself When Choosing a PEMF Manufacturer

### 1. How does the company present itself?

**Why is this important?:** We've heard too many stories of practitioners purchasing a system, but receiving no support from the manufacturer when the system experienced issues or needed maintenance. A company with a clear and regularly updated website, collateral, blogs, and social media accounts is more likely to pick up the phone, and provide the necessary support. That doesn't mean that all manufacturers who present themselves professionally are equal. Their values should align with your goals.

### 2. Do they have any testimonials?

**Why is this important?:** On your relationship-building journey, testimonials from loyal customers are a critical part of a business's presence. Testimonials can tell you what you will get out of a product. What are the users in the

testimonials saying? What features are they mentioning? Features that impress a like minded person, may impress you as well. If they don't have any testimonials? Just remember, if someone has a great experience, they will want to share it with other people. If their customers aren't excited, chances are you won't be either.

### 3. Have your colleagues heard of the brand before?

**Why is this important?:** If you have friends in the industry, ask them if they have heard of the brands you are considering. Just like testimonials, features that stick out to colleagues will likely also stuck out to you. You will get candid feedback. You will learn the good, bad, and ugly. Colleagues having knowledge of the brand also speaks to their reach. A well respected manufacturer with a far reach has likely produced a high quality product and put the time into customer service.

#### 4. Are their responses to your questions timely and clear?

*Why is this important?:* We can't stress this enough. Find a real company, not just a digital storefront. They should have clearly displayed contact information and respond quickly and honestly to your inquiries. Are they clear about when they will follow up with you? Knowing you will receive a phone call in 1-2 business days will keep your mind at ease because the expectation has been set. A message of "A response is coming soon" may as well read "We'll reach out when it is important to us".

#### 5. What kind of machines do they sell?

*Why is this important?:* There are many different types of the Equine PEMF devices available on the market today, but not all of them are created equal. Look for specs that are understandable for a layman. Find a system that adjustable, not preset with programs. Not every horse fits into the same box. Do they list the weight? Does it come with wheels? This is important since you will be transporting this system along from barn to barn.

#### 6. Do they sell multiple models?

*Why is this important?:* Different markets have different needs. One model may

work better for you because of the types of horses you are working with or the type of schedule you have. If you are starting off by working with horses during your downtime, a smaller system may be all you need for now. Find a manufacturer that can grow and scale with you. A good manufacturer will stay with you for the life of your business and keep you informed of every innovation.

#### 7. What type of accessories do they sell?

*Why is this important?:* In addition to choosing a manufacturer with multiple systems, choosing one with a varied accessory family is one of the most important decisions you can make. To get the best results, choose a company with both larger accessories that can be used on the entire body and smaller target accessories to affect common areas of issue like joints. While it may be tempting to just buy a smaller target accessory, think about the last time you had an injury or fatigue. Did it just affect one area or did it throw everything else off because you were overcompensating or trying to push through it? It is the same with horses. Quality materials can also be an important factor to consider. These accessories should survive multiple barn uses.

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## Choosing an Equine PEMF Training Program

After you purchase a PEMF device, we strongly recommend that you enter into a training program. The system you purchase will not yield the best results without the proper training. Look for a training program that gives you multiple levels of support. Check with the manufacturing companies you are considering to see if they offer a training program or resources. If not, they may be able to refer you to an outside trainer.

Use the worksheet below to compare the PEMF companies you are considering.

	Option #1	Option #2	Option #3
Online Training Classes			
One-On-One Online Trainings			
Live Hands-On Training			
Group Training Events			
Business and Marketing Resources			
Access to a Support Team			
Certification Track			

How many out of that list are checked? How does each program compare?  
The right training and support makes all the difference when starting a new endeavor.

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# Resources:

## PEMF

<https://www.PEMFInfo.com>  
<https://www.PubMed.gov>  
<https://pulseequine.com/benefits-of-pemf/>  
<https://garyryanpemf.com>  
<https://pulseequine.com/pemf-research/>

## Marketing

<https://blog.hubspot.com/>  
<https://blog.hubspot.com/marketing/content-marketing-getting-started>  
<https://blog.hubspot.com/blog/tabid/6307/bid/34238/the-marketer-s-guide-to-developing-a-strong-brand-identity.aspx>  
<https://blog.hubspot.com/blog/tabid/6307/bid/31739/7-components-that-comprise-a-comprehensive-brand-strategy.aspx>  
<https://blog.hubspot.com/agency/differentiate-agency-brand>  
<https://www.facebook.com/business/learn/set-up-facebook-page>  
<https://business.twitter.com/en/basics/create-a-twitter-business-profile.html>  
<https://www.canva.com/>  
<https://piktochart.com/>  
<https://www.fiverr.com/>  
<https://www.upwork.com/>  
<https://www.123rf.com/>  
<https://pixabay.com/en/>  
<https://www.moo.com/us/>

<https://www.vistaprint.com/>

## Business

<https://www.sba.gov/business-guide/10-steps-start-your-business/>

# Notes:

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