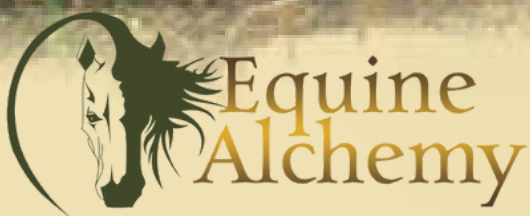


EQUINE ALCHEMY'S
ICF-APPROVED
Equine Assisted Coach
Certification

The Professional Path to
Coaching Credibility

2025/2026
Program Guide



Begins September 28, 2025

Welcome!

THIS COMPREHENSIVE GUIDE PROVIDES COMPLETE DETAILS ABOUT EQUINE ALCHEMY'S ICF-APPROVED EQUINE ASSISTED COACH CERTIFICATION PROGRAM STARTING SEPTEMBER 28, 2025.

INSIDE YOU'LL FIND...

- PROGRAM COMPONENTS AND TIMELINE
- INVESTMENT AND PAYMENT OPTIONS
- GRADUATE SUCCESS STORIES
- ENROLLMENT PROCESS AND DEADLINES
- EVERYTHING YOU NEED TO MAKE AN INFORMED DECISION

QUESTIONS? CALL LISA DIRECTLY
AT 845-430-0590



Lisa Murrell



GET ICF COACHING CERTIFICATION + COMPREHENSIVE
ONLINE TRAINING + LIFETIME BUSINESS MENTORSHIP
For \$1,500-\$3,500 Less Than Other ICF Programs

- ✓ 132 ICF-Accredited Hours (Same credential as \$10,000+ programs)
- ✓ Comprehensive Online Video Curriculum (Most programs don't offer this)
- ✓ Monthly Live Mentoring for Life (Others stop after 90 days)
- ✓ \$1,500 Business Training Included (Usually sold separately)
- ✓ 20+ Years of Proven Success (Not a startup program)
- ✓ No Prerequisite Required (Barrier eliminated)

Let's Compare...

EQUINE

ALCHEMY \$8,500

✓ ICF Accredited
(132 Hours)



Comprehensive
Online Training



Business
Training Included



Monthly
Support for Life



20+ Years
Experience



No Horse
Experience
Required

RESULT: Professional

ICF Credential +

Business Success for

\$1,500-\$3,500 Less

OTHER ICF

PROGRAMS

\$10,000-\$12,000

✓ ICF Accredited

✗ Limited Online
Content

✗ Business Training
Extra Cost

✗ Support Ends After
90 Days

✗ 5-10 Years
Experience

✗ Horse Experience
Required

NON-ICF PROGRAMS

\$3,000-\$5,000

✗ No ICF Credential

✗ Basic Training Only

✗ No Business Training

✗ Limited Support

✗ Newer Programs

✗ Varies

WHAT YOU'LL ACHIEVE

Business Outcomes:

- **Professional Credibility:** ICF credential opens doors to **corporate and healthcare work**
- **Unique Capabilities:** Ability to **facilitate breakthroughs others can't achieve**
- **Premium Client Access:** Opportunities to work with **executives, healthcare systems, therapy practices**
- **Partnership Opportunities:** Potential to **collaborate with professionals who trust your credentials**
- **Expanded Impact:** Opportunity to **serve populations that require credentialed facilitators**
- **Lifetime Business Support:** Access to **monthly mentoring calls forever**
- **Marketing Systems:** Detailed **templates, scripts, and proven strategies included**



WHAT YOU'LL ACHIEVE

Professional Outcomes:

- **ICF Professional Coaching Credential** (globally recognized)
- **Professional Credibility:** Opens doors to corporations, healthcare, therapy practices
- **Corporate Opportunities:** Qualification for **Fortune 500** leadership development work
- **Healthcare Partnerships:** Referral opportunities from therapy practices trust ICF credentials
- **Multiple Income Streams:** Pathways to individual sessions, group programs, corporate contracts



WHAT YOU'LL ACHIEVE cont.

PERSONAL TRANSFORMATION:

- Deep Personal Growth through horse wisdom
- Authentic Leadership Skills for all areas of life
- Expanded Self-Awareness and emotional intelligence





GRADUATE SUCCESS STORIES

"The ICF credential gave me the professional credibility to work with healthcare systems and corporate executives - populations that wouldn't take me seriously before. The horses create breakthroughs in 2 hours that traditional coaching takes months to achieve."

- Sarah M., Oregon (Former HR Manager → Corporate Leadership Programs)

"This program transformed me from a 'horse person who coaches' to a credentialed professional. I now facilitate leadership retreats for Fortune 500 companies and partner with organizational development consultants."

- Michael R., Texas (Corporate Executive → Leadership Development)

"The combination of ICF skills and horse wisdom allows me to help clients breakthrough patterns that traditional therapy couldn't touch. Therapists now refer their most challenging cases to me because they trust my professional training."

- Jennifer K., Colorado (Licensed Therapist → Trauma-Informed Coaching)



CORPORATE CLIENT TESTIMONIALS

"Lisa's experience taught me how to listen to my whole self rather than my conditioned self when making decisions that impact my team."

- Shannon Boswell, Sr. Director Global Payroll, GoDaddy™

"Working with the horses was one of the best experiences I've had in terms of gaining immediate and unbiased feedback. The horses are better feedback mechanisms than any manufactured management tool." -

Robert Wysocki, Program Manager, Amazon Web Services

"The exercise became a clear metaphor for how my team approaches tasks and what adjustments we need to achieve our objectives."

- Keeshia Muhammad, Corporate Senior Director, Altana Pharma

GoDaddy

amazon

Atlanta Pharma
Be In Charge of Your Health



ABOUT
LISA MURRELL,
PCC Program Leader &
ICF Professional
Certified Coach

- 20+ Years developing equine coaching programs
- ICF Professional Certified Coach (PCC level)
- Former Business Consultant (2+ decades)
- Advanced Epona Instructor
- Fortune 500 Leadership Facilitator (GoDaddy, Amazon, Altana Pharma)

"I've trained hundreds of coaches over two decades. The ones who succeed professionally all have one thing in common: proper credentialing combined with solid business skills."



INVESTMENT & PAYMENT OPTIONS

****Pay in Full and Save \$200-\$300 in Processing Fees****

Program Investment: \$8,500 (Compare to \$10,000-\$12,000 for similar ICF programs)

🎁 EARLY ACTION BONUS - Register by September 1

✓ Save \$500 - Pay only \$8,000

✓ Free Advanced Business Coaching Session (\$300 value)

PAYMENT OPTIONS:

Option 1: Pay in Full - \$8,500 (or \$8,000 with early action)

BEST VALUE - No processing fees

Option 2: Payment Plan - \$2,500 deposit + 8 payments of \$775

Total: \$8,700 **(includes processing fees)**

Option 3: Extended Plan - \$2,500 deposit + 12 payments of \$525

Total: \$8,800 **(includes processing fees)**



WHAT'S INCLUDED:

- ✓ All online ICF curriculum and video training
- ✓ Both 4-day intensives (morning refreshments, snacks, materials included)
- ✓ Monthly mentoring calls for life
- ✓ Business training program (\$1,500 value)
- ✓ Marketing templates and systems
- ✓ ICF certification support

ENROLLMENT PROCESS & DEADLINES

IMPORTANT DATES:

September 1, 2025: Early Action Bonus Deadline

September 20, 2025: Final Enrollment Deadline

September 28, 2025: Program Launch

HOW TO ENROLL:

Step 1: Contact us at 845-430-0590 or lisa@equinealchemy.com

Step 2: Schedule discovery call with Lisa

Step 3: Complete application and secure spot with deposit

Step 4: Begin online learning September 28

FREQUENTLY ASKED QUESTIONS

Q: Do I need horse experience?

A: No. We teach all necessary horse skills during the intensives.

Q: What if I don't have my own horses?

A: Most graduates partner with local facilities. We teach you how.

Q: How does this compare to \$10,000+ ICF programs?

A: Same 132 ICF hours for \$1,500-\$3,500 less, plus lifetime support.

Q: Will I be able to work with corporations?

A: The ICF credential opens those doors. Our graduates work with healthcare and corporate clients.

LIMITED ENROLLMENT: Maximum 15 Students for September 2025

CONTACT INFORMATION

Equine Alchemy

Phone: 845-430-0590

Email: lisa@equinealchemy.com

Website: equinealchemy.com/icf-certification

 **SEPTEMBER 28 LAUNCH - 5 WEEKS TO ENROLL**
Early Action Bonus Ends September 1 - Save \$500

Your ICF-credentialed equine coaching career starts here.