



CLINICIAN ACADEMY

Do you dream of having a career associated with Downunder Horsemanship and helping others develop safe and trusting partnerships with their horses?

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SECTION ONE: WELCOME TO THE CLINICIAN ACADEMY

Innovation, inspiration and instruction are the core defining principles of Downunder Horsemanship. Clinton Anderson founded the Clinician Academy (the “Academy”) to provide highly motivated individuals the opportunity to learn, train, and teach the Clinton Anderson Method (the “Method”) as Method Ambassadors. Further, a select group of horsemen can become Professional Clinicians. Whether a Method Ambassador or Professional Clinician, passionate followers of Downunder Horsemanship can enjoy the prestige, profile and benefits of the marketing power that comes with the Clinton Anderson brand of horsemanship.

Train with the Best

Clinton has succeeded in inspiring millions of horse owners around the world and helping them realize their horsemanship dreams. A devoted horseman in every sense of the word, Clinton initially dedicated his life to learning everything he could about training horses and horsemanship. Along the way, he discovered he had a gift for teaching others to safely and effectively gain their horse’s respect. Clinton uses his no-nonsense approach, quick wit and humorous teaching style, to share his knowledge in such a way that others have the ability to use the Method for immediate, effective results.

Today, Clinton is the most respected and celebrated clinician in the industry. He educates thousands of horse owners at his tour stops, countless fans watch his training videos, and his clinics are in great demand the world over. Because of his ever-growing popularity, Clinton’s loyal followers are demanding more hands-on help with the Method, but he can’t satisfy this demand alone. That’s why he founded the Academy to teach, train, and help launch the careers of those who share his passion for horses and possess a desire to help others learn the Method.

The Journey to Success

The Academy’s hands-on, intense program provides a unique opportunity for dedicated horsemen who aspire to be among the finest instructors in the equine industry reach their professional goals. Understand that the investment of time, study and effort the Academy requires will be considerable. In addition to theoretical and philosophical study, there is an equally demanding applied practical side, and only the most committed and passionate individuals will be recognized as Method Ambassadors and Clinicians.

The Academy offers four levels of certification: Method Ambassador, Colt Starting Certified Method Ambassador, Certified Clinician and Professional Clinician. If you’ve got the determination and dedication to be among the best horsemen in the world, Downunder Horsemanship wants to hear from you. The individuals who meet the high standards required to be Method Ambassadors and Clinicians represent a committed group of horsemen whom Downunder Horsemanship entrusts to teach the Method and inspire horse enthusiasts everywhere.

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SECTION TWO: DOWNUNDER HORSEMANSHIP'S CORE VALUES

Only those who truly believe in Downunder Horsemanship and uphold its core values will be recognized as Method Ambassadors or Clinicians.

Inspire the Dreams of Horsemen

At Downunder Horsemanship, our core purpose is “inspiring the dreams of horsemen.” Whether you are a weekend trail rider or a serious competitor, Downunder Horsemanship has the method and quality products to help you achieve your goals.

Core Values of a Downunder Horsemanship Teammate

Downunder Horsemanship certifies only the very best horsemen. As such, you must demonstrate you are: (1) hard-working, (2) ambitious, (3) loyal and (4) personable to successfully complete the Academy and be recognized as a Method Ambassador or Clinician.

Hard-Working

As a self-described workaholic and dedicated professional himself, Clinton knows the importance of being focused and having the ability to stay on track to reach the ultimate in horsemanship. To be successful, you'll need to have the same focus, efficiency, and hustle. Your work ethic is the best predictor of your future success in the horse industry, which is highly competitive. Only those who are willing to work hard and dedicate their time to becoming the best will succeed. Many people dream of becoming a Downunder Horsemanship Method Ambassador or Clinician, but only a few have the tenacity to reach this goal.

Ambitious

Clinton doesn't settle for mediocrity in anything he does, and Downunder Horsemanship expects Method Ambassadors and Clinicians to exhibit this same attitude and appreciation for excellence. To be successful, you must have a drive to succeed, possess the knowledge, ability and enthusiasm to inspire and instruct others, and possess an intense desire to be among the very best. Only those who constantly strive to improve their ability and skills, seek and accept constructive criticism, have an overwhelming desire to learn and aim for excellence in all they do will succeed.

Loyal

Clinton surrounds himself with honest and respectful horsemen who are dedicated to Downunder Horsemanship and the Method and are true to themselves. At Downunder Horsemanship, we pride ourselves in being loyal to our customers, and expect all representatives and Participants to share this loyalty. Method Ambassadors and Clinicians must have the utmost integrity and represent Downunder Horsemanship's core values entirely.

Personable

Much of what makes an instructor successful is their personality and ability to not only communicate, but relate to those they're teaching. Clinton is renowned for his easy-to-understand instruction, sense of humor and charisma. His character is the bedrock of Downunder Horsemanship, and it's important that those who teach the Method share these same qualities. Whether you are a Method Ambassador or Clinician, you must be genuinely positive and approachable and have a sense of humor. A great teacher is able to help students learn in the easiest way possible and is always encouraging and friendly.

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SECTION THREE: HOW THE ACADEMY WORKS

When Clinton founded the Academy, his goal was to select the very best horsemen and hone them into clinicians who meet Downunder Horsemanship's high standard of excellence. Today, the Method Ambassadors and Clinicians trained by Downunder Horsemanship are shining examples of the goal Clinton had in mind.

Academy Training: The Initial Seven Weeks

Each year, Downunder Horsemanship accepts 10 individuals to participate in the Academy at the Downunder Horsemanship Ranch (the "Ranch"). Participants will be taught the exact steps Clinton takes to train the Academy Horses that come to the Ranch. Classes and instruction will be given five days a week. The course will be taught by Professional Clinician Jeff Davis. While Jeff will lead training sessions and work with the students one-on-one, Clinton will oversee the course, interact with students, and test students to ensure they meet his exacting standards. Training sessions will take place in the training room, in the arenas and roundpens, on the obstacle course, and on the trail.

Participation

Participation is limited to 10 individuals on a first-come, first-serve basis to ensure that each horseman receives the undivided attention and training the Academy is known for.

During the Academy, Participants must bring and work with two of their own horses. Because the training program is physically demanding, it is important that the horses not have any lameness issues and be no older than 10 years of age. The horses must also have no prior experience with the Method. Both horses must have had a least 60 rides before coming to the Academy. No stallions or colts or horses that have not been started under saddle are permitted. Gaited horses and Arabians are not allowed. Participants are required to supply their own common medicines and doctoring agents to be used on the horses, if necessary.

Participants are also required to bring their own tools and equipment to care for their horses, as well as their own tack and saddle that must be Downunder Horsemanship product, without exception. A complete list of the required equipment is contained in the Clinician Academy Agreement ("Academy Agreement").

Evaluation

Throughout the Academy, Participants will be evaluated on their knowledge of the theory behind the Method, including the techniques, methods, procedures, and exercises comprising the Fundamentals. Special attention is paid to each Participant's character and possession of the four core values. In an industry that's driven by people skills, the four core values are a must and are what built Downunder Horsemanship and ensure it remains an industry leader.

Participants who fail to successfully demonstrate the requisite knowledge, skill, and character will not be recognized by Downunder Horsemanship as Method Ambassadors; though they will always have the training and knowledge imparted to them by Clinton.

SECTION FOUR: HOW TO APPLY

To participate in the Academy, Participants must be at least 18-years-old and an active “No Worries Club Member.” Participants must also consent to a background check and be in good, legal standing to participate in the Academy.

Participation Costs

A reasonable estimate of the total cost to participate in the Academy is about \$26,000. The cost includes the following:

- Non-refundable Application Fee of \$250;
- Non-refundable Academy Fee of \$20,000 (due 60-days before start of the Academy);
- Tack and saddle that must be Downunder Horsemanship product (estimated cost of \$4,500);
- Premium No Worries Club Membership Fee of \$400 per year; or
- Basic No Worries Club Membership Fee of \$200 per year and the Fundamentals Kit, Training on the Trail Kit, and Hobbling and Leg Restraints video from Downunder Horsemanship (estimated cost \$700);
- \$550 (estimated) for spurs.

Participants must also supply two horses and supply their own tools and equipment to care for their horses, as well as common medicines and doctoring agents, as needed. Participants are also responsible for their own housing while at the Academy (see page 9 for more information).

Secure Participation

To secure participation in the Academy, you must:

1. Submit a completed Academy Application,
2. Pay the Non-refundable Application Fee;
3. Pay the Non-refundable Initial Payment (\$10,000) towards the Academy Fee and full payment of the Academy Fee at least 60 days prior to the start of the Academy; and
4. Submit a signed Academy Agreement with 14 days of receipt.

Once Downunder Horsemanship receives your completed Academy Application and Academy Agreement as well as payment for the non-refundable Application Fee and Initial Payment, Downunder Horsemanship will notify you in writing if you have a secured a participation slot in the Academy.

IF YOU ARE NOTIFIED IN WRITING THAT DOWNUNDER HORSEMANSHIP HAS RESERVED A SPOT FOR YOU TO PARTICIPATE IN THE ACADEMY, YOU WILL NOT BE REIMBURSED ANY PORTION OF THE ACADEMY FEES YOU HAVE PAID OR THE APPLICATION FEE, REGARDLESS OF THE CIRCUMSTANCES.

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SECTION FIVE: METHOD AMBASSADOR

Method Ambassadors bleed Downunder Horsemanship and are passionate about sharing the Method with others. While there's no requirement to teach the public after completing the Academy, most Method Ambassadors teach the Method on a local level by instructing small clinics and lessons and offering training for outside horses.

Services Method Ambassadors May Provide:

- Instruct private lessons
- Teach small clinics
- Train horses for the public

Benefits of Being a Method Ambassador

As a Method Ambassador, you will receive support and promotion from Downunder Horsemanship and Clinton to grow your career. Downunder Horsemanship encourages you to put your training to work and establish your own business as an ambassador and take advantage of Downunder Horsemanship's marketing prowess.

- Use of Clinton's name to promote yourself.
Clinton has spent years developing his credibility in the horse industry around the world, and today his name is very powerful. People associate Clinton with professionalism, outstanding results and integrity. Being able to tell people you were trained by Clinton at the Academy will be a huge benefit in establishing yourself as an instructor in your area.
- The Downunder Horsemanship website to promote your business
As a Method Ambassador, you will have the opportunity to connect with horsemen from around the world who visit Downunder Horsemanship's websites. Each Ambassador will be listed on the clinician website with a profile photo, contact info and location.
- The quarterly No Worries Journal to promote you.
The No Worries Club's quarterly journal offers an incredible opportunity to connect with Downunder Horsemanship's most loyal fans. Upon completing the Academy, you will be introduced to club members through a half-page profile announcing your availability and sharing a bit about your background.
- Downunder Horsemanship's proven marketing plan.
Receive the benefits of Downunder Horsemanship's marketing campaign. Promotional materials, such as business cards, posters, logoed shirts, etc., are available for purchase through Downunder Horsemanship.

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Maintaining Your Ambassadorship

Additional Training:

Method Ambassadors are required to assist Downunder Horsemanship at one of its horsemanship events annually. This provides Ambassadors the opportunity to increase their horsemanship knowledge as well as reconnect with the Downunder Horsemanship team.

No Worries Club Membership:

Method Ambassadors are required to be active members of the No Worries Club. Club membership is \$200 per year. Being a member ensures Method Ambassadors stay up-to-date on the latest happenings of Downunder Horsemanship and that they know the latest training information being shared with members through the club videos and journals. Method Ambassadors are strongly encouraged to be active on the No Worries Club website, where they can share clinic dates, post about lessons and training horse availability and interact with members to build longstanding relationships.

Licensing fee:

Method Ambassadors must sign an agreement and pay an annual licensing fee.

Liability Insurance:

Method Ambassadors are responsible for obtaining liability insurance before conducting any clinic or private lesson. Each year, you are required to provide a copy of your insurance to Downunder Horsemanship.

Advancing Your Certification:

Advancing your certification beyond Method Ambassador is an opportunity that is by invitation only. To be invited to continue your studies at the ranch, your horsemanship skills, people skills, business sense and willingness to learn must be exceptional. You will need to prove to Clinton why you would be an asset to Downunder Horsemanship.

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SECTION SIX: FREQUENTLY ASKED QUESTIONS

When does the Academy begin?

The start date for the Academy varies each year. Course date information can be found on our Events Calendar page at downunderhorsemanship.com/events/all-events/.

Where will the Academy be held?

The Academy will take place at the new Downunder Horsemanship Ranch in Farmington, Arkansas. The facility is built to Clinton's specifications and offers world-class amenities. Participants will work in roundpens and arenas, on the ranch's obstacle course and will have the opportunity to train on the trail.

What are my options when applying to the Academy?

All horsemen who apply to the Academy will begin the Method Ambassador program. If you complete the Academy, excelled in your training and horsemanship skills, and exhibit the four core values of Downunder Horsemanship, you may be invited to continue your training to become a Clinician.

Can I apply if I'm only 17 years old right now, but I'll be 18 before the Academy starts?

Unfortunately, Downunder Horsemanship cannot accept applications from anyone under the age of 18. You will need to wait until you are 18 years of age before applying.

If I don't make one of the participation spots for this year's Academy, can I sign up ahead of time for next year's program?

Yes. We encourage you to submit your completed Academy Application and pay the Application Fee and Initial Payment as soon as possible to secure your slot in the Academy.

THE APPLICATION FEE, INITIAL PAYMENT, AND ANY PAYMENT TOWARDS THE ACADEMY FEE ARE NON-REFUNDABLE REGARDLESS OF THE CIRCUMSTANCES.

At what point is my money non-refundable?

Once we receive your Academy Application, Application Fee, and Initial Payment, Downunder Horsemanship will send you an Academy Agreement to review and sign. Once Downunder Horsemanship receives your signed Academy Agreement, you will be sent written confirmation that you have secured participation in the Academy and your money will then be non-refundable. Applicants have 14 days from the date of receipt of the Academy Agreement to return the signed document or the slot will be released to the next applicant. Because Downunder Horsemanship can only accommodate a select number of participants a year, the Application Fee and any payments towards the Academy Fee are non-refundable to ensure only those committed to participating in the Academy are guaranteed the opportunity to participate. Downunder Horsemanship limits the number of Participants in the Academy to ensure that each Participant receives the individualized attention necessary to learn the Method.

How long is the Academy program?

The Method Ambassador program is seven weeks in length.

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What are the housing options available to me during the Academy?

Participants are required to secure their own housing. RV hookups and/or dry camping are not available at the Ranch. Farmington, Arkansas offers numerous housing options. Participants may stay in an RV park, lease an apartment or home, or reside in a short-term hotel.

What are the typical instructional hours during the Academy?

During the Method Ambassador program, all Participants receive four hours of instruction, five days a week. When not in class, Participants will train their second horse, study for the theory exam, and care for their horses. Don't be fooled into thinking the Academy is just a four-hour day, five days a week. You'll need to care for your horses seven days a week and will spend full days at the ranch between attending class and ensuring that both of your horses receive training, are making progress and are in good condition.

Will food be provided and will there be a place to prepare food?

Food will not be provided and there will not be a kitchen or other area to prepare your food. Your best option is to pack your lunch or plan to run into town or to the place you're staying to grab something to eat. The nearest fast food restaurants are approximately 8 minutes away from the Ranch.

Be sure to bring plenty of water to drink throughout the day so that you stay hydrated. Many Participants bring small coolers with them in order to always have a drink on hand.

If after the first week or so of the Academy I decide that the program isn't right for me, can I leave?

Yes, you may leave the Academy at any time; however, your payment of the Application Fee and Academy Fee are non-refundable. Absolutely no exceptions will be made, regardless of the circumstances.

Do I bring my own horse?

Yes, when training to be a Method Ambassador, you must bring two horses to train during the Academy. The horses:

- must be under 10 years of age;
- must be geldings or mares (no stallions);
- must have had at least 60 rides (no colts or horses that have not been started under saddle)
- must not have any previous training in the Method
- must be currently sound and have no history of lameness; and
- must not be a gaited horse or an Arabian.

Downunder Horsemanship VERY HIGHLY recommends that your horses come in shod on all four feet. This helps to prevent horses from going lame because of sore feet. We do a lot of riding outside on hard terrain, and most horses that start the program barefoot will get sore.

Downunder Horsemanship highly discourages Participants from bringing any type of gaited horse or an Arabian. Every horse has a job he is bred to do—work cows, slide to a stop, pull carts, etc. Gaited horses are bred to go fast in a straight line. A large part of the Method is teaching horses to become soft and supple throughout their whole bodies. Gaited horses are not designed to be supple throughout their bodies and are not designed to be athletic enough to do maneuvers such as rollbacks, circles or tight turns. As a general rule, Arabians are hot, reactive and bred to go long distances. In general, they do not have the natural disposition to be quiet, safe trail horses that a beginner could ride. Can you take a gaited horse or an Arabian through the Method? Absolutely, we've taken gaited horses and Arabians through the Method here at the Ranch; but, when you're first learning the Method, it would be wise to choose horses that will help you succeed in your training, rather than make your training more difficult.

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If one of my horses goes lame, can I swap him out for another horse?

No. The Method Ambassador program is dedicated to teaching you how to train a horse through the Fundamentals level of the Method. All the horses will progress through the training at the same rate. If a horse goes lame after three weeks of training, you will not have time to bring a new horse up to speed with the program. This is why we require all Participants to bring two horses. If one horse goes lame, you'll still have another horse to continue working with and test with.

May I use someone else's horses for the Academy?

Yes, but it is **STRONGLY DISCOURAGED** and should be avoided if possible. Participants must understand the **HUGE** risk they are assuming by bringing someone else's horse to the Academy. If the owner of the horse decides to back out at the last minute or pull the horse from training halfway through the Academy, you're out of luck. Downunder Horsemanship will not refund any payments made to participate in the Academy.

If you do make the unwise and risky decision to bring someone else's horse to the program, the owner of the horse is not permitted at the Ranch to watch the training classes. Further, we highly encourage you to partner with someone who has your best interests at heart. That means that you know each other personally, they are familiar with how you work with horses and care for them, they are familiar with Clinton and the Clinton Anderson Method, and perhaps most importantly, they want you to succeed in the program and have a successful future as a trainer.

Choosing to work with a person who has no interest in your success in the program or your future as a trainer and/or is looking for a free or discounted option to get their horse trained will get you into trouble **EVERY SINGLE TIME**. Do not do it. If an owner does not understand or is not happy with how you train or care for their horse—even if you do a great job—they can ruin your name and career before it even gets started.

The best option is to buy a couple of inexpensive horses to use for the program so that you're the sole owner and can avoid the inherent risks that come with working with someone else's horse.

What paperwork will my horses need?

All horses need a current Coggins (within the last year) and a Health Certificate (within the last 30 days).

Do I need to bring my own tack or will it be provided for me?

You must bring your own tack and it must all be Downunder Horsemanship product, no exceptions. The following is a list of required equipment that you must bring to the start of the Academy:

- Two rope halter and 14-foot lead rope sets;
- Two handy stick and string sets;
- Aussie saddle with horn;
- PRS pad;
- Breast collar;
- Bridle with Mecate rein set;
- Smooth snaffle, twisted snaffle, and square snaffle;
- Two sets of legacy boots (front);
- Two sets of legacy boots (hind); and
- Extra stick tips
- Plastic bags to attach to Handy Stick for desensitizing
- Stock whip (optional).

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It is also HIGHLY recommended that you bring three girths of different sizes. Horses will lose weight with the intense workload.

If you graduate the course, you'll be required to have a like new (meaning clean and presentable) halter and lead rope set, stick and string, and legacy boots to put on your horse for the promotional photo shoot.

Where will my horses be stabled?

Participants will be given two 10'x10' stalls for their horses.

Downunder Horsemanship will provide the following for Participants:

- Community-use wash racks
- Community-use hoses for watering and bathing horses
- Community-use wheelbarrows

You'll need the following items to care for your horse:

- Shavings for your stalls (There are no restrictions on the type of shavings you use.)
- Pitchfork to clean stalls
- At least 4, preferably 6, buckets to use to feed and water your horses. (Stalls will not have mangers or waterers.) One bucket should be used for feed and two buckets to provide water for each horse.
- Straps to hang the buckets in the stalls
- 2 hay bags
- Saddle rack to set up outside your stall
- Bridle hooks/rack to hang outside your stall
- 2 Aussie Tie Rings and chains to attach rings to stalls to tie your horses. There will be no Patience Poles.
- Lawn chair to use during classroom sessions
- Coolers or Snuggies for horses
- 10'x10' tarp to cover feed or tack and equipment

What else do I need to bring for my horses?

You must bring the following common medicines and doctoring agents to be used on your horses if necessary:

- Vetericyn
- Bottle of Penicillin
- Bottle of SMZ (Sulfamethoxazole) tablets
- Tube or bottle of Bute (Phenylbutazone)
- Tube of eye ointment
- Corona or other multi-purpose ointment
- Thermometer
- Vet Wrap
- Poultice bandages
- 60ml syringes
- 35ml syringes

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- 12ml syringes
- 16 gauge needles, 1" long
- 20 gauge needles, 1 ½" long
- Scissors
- Elasticon (medical adhesive tape)
- Nonstick medical pads/bandages
- Grooming and bathing supplies

Is there a fee for board or is that included?

Participants may board their horses on the Ranch for no additional fee, subject to the terms of the Academy Agreement and Equine Boarding Agreement. Participants will be responsible for providing shavings for bedding and feed for their horses. You are solely responsible for the care and welfare of your horses, including feeding and watering your horses as well as cleaning stalls, doctoring, and all necessary action to ensure the safety and welfare of your horses.

What should I expect to feed my horses throughout the program?

Because the Academy is a physically demanding program, it is likely that after the first week of class your horses will require a significant increase in calories to meet their needs. This may come in the form of switching from grass hay to alfalfa and/or increasing grain. The Downunder Horsemanship instructors will provide guidance.

How will I be expected to dress during the Academy training?

Dress is casual. During the summer months, we highly recommend wearing lightweight, long-sleeve shirts and a straw hat to keep the sun off of you. Don't forget the sunscreen! Wear comfortable boots that have a heel. We also recommend bringing a rain slicker and a pair of mud boots for when it rains.

Should I bring spurs?

Yes, you will need spurs with a rowel from Tom Balding purchased through Downunder Horsemanship. As soon as Downunder Horsemanship receives your application and deposit to attend the program, you'll be sent an order form to get your spurs. The spurs are about \$350, and are one of the most important investments you will make in your career. We are very picky about what kind of spurs you wear because they are one of the most important pieces of equipment you'll have as a trainer. Spurs can mean the difference between getting your job done well and not getting it done at all. Your spurs, as well as your final balance, must be paid in full in order for you to officially be accepted into the Academy. All participants in the Method Ambassador program must order a pair of spurs.

Are my family and friends allowed to come to the Ranch with me to watch me train and work my horses?

Your friends and family are welcome to visit you on the weekends (Saturday and Sunday only) if training sessions are not being held. They are not allowed on the Ranch during the week or anytime that training sessions are being held. Any visitors who disrupt training or behave in a manner Downunder Horsemanship deems inappropriate or unwelcome, are prohibited from being on Ranch property at any time.

What happens at the end of the Method Ambassador Program?

If you score at least a B+ on the theory test as well as the practical exam and consistently demonstrate the four core values, you will be recognized by Downunder Horsemanship as a Method Ambassador. This recognition is not, however, guaranteed. Not everyone who participates in the Academy successfully completes the Method Ambassador program.

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How will I be evaluated?

All Participants will be tested on their knowledge of Downunder Horsemanship's horsemanship philosophy. To demonstrate mastery of the philosophy, you must score at least a B+. All Participants will also take a practical exam during the last week of the Academy. You will be evaluated on every Fundamentals exercise with one of your horses and must earn at least a B+ to be recognized as a Method Ambassador.

What is the licensing fee?

Method Ambassadors and Clinicians pay an annual licensing fee each year in order to keep their certification.

Does the Academy Fee include the first year's licensing fee?

No. A licensing fee will be due each year.

Is additional training required after I complete the Method Ambassador or Clinician program?

Yes, both Method Ambassadors and Clinicians are required to assist Downunder Horsemanship at one event each year. These events provide you the opportunity to increase your horsemanship knowledge.

If I become a Method Ambassador, am I required to teach?

No, there's no requirement to teach the public after receiving the Ambassador training. Many individuals have participated in the Academy because they want one-on-one instruction from Clinton and his Professional Clinicians for an extended period of time.

What can I do once I'm a Method Ambassador?

You may instruct private lessons, teach small clinics, and train horses for the public.

What can I do once I'm a Professional Clinician?

You may instruct private lessons, teach clinics, train horses for the public, work with Clinton in the arena at events and clinics, and teach the whole Method, including Intermediate, Advanced, Foal Training, Colt Starting, and Trick Training.

Does Downunder Horsemanship help promote me?

Yes, Method Ambassadors may use Clinton's name to promote themselves, can purchase booth space to promote themselves at events, and purchase marketing materials, such as business cards, shirts, and posters, from Downunder Horsemanship. Downunder Horsemanship's website will also include your photo and contact information and Downunder Horsemanship will publish a half-page profile in the *No Worries Journal* introducing you to club members and advertising your availability.

Professional Clinicians may also use Clinton's name to promote themselves and purchase marketing materials from Downunder Horsemanship. Downunder Horsemanship will also include photo, biography, videos, and clinic schedule on its website, advertise you as a Professional Clinician in every edition of the *No Worries Journal* and provide you the opportunity to promote yourself and work with Clinton in the arena at events.

What is the best way I can prepare myself for the Academy so that I stand out from the crowd?

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There are two things that Downunder Horsemanship recommends doing to prepare yourself for the Academy. First, work with as many horses as possible through the Fundamentals. Every horse will teach you something different. Many people are really good at working with one particular horse that they've gotten to know inside and out, but when you give them a new horse to train, they struggle and fail. A good horseman knows how to adjust to working with a hot, reactive, sensitive type of a horse and also one that is lazy, dull, and disrespectful. The more feel, timing and experience you develop before arriving at the Academy, the more likely you will succeed as a Method Ambassador.

The second thing you can do is to study the Fundamentals kit—know it, memorize it, and understand every word of it. There is a direct correlation between how well someone knows the Fundamentals and how successful they are during the Academy. So use any time you have before arriving at the Ranch to study. A great tip is to download the Downunder Horsemanship app and listen to the lessons as you're going about your day—while you're working horses, driving, working around the barn, etc. The more you read it, hear it, and experience it, the more you'll understand it and remember it.



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