

For Immediate Release –

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Author, Life Coach and Equestrian Laura King Speaks At Sho Clothes “Shop Talk”

Wellington, FL (September 15, 2009) – Life coach, equestrian and hypnosis specialist Laura King, author of the equestrian book *The Power to Win*, shared her strategies for competitive riding success during a recent “Shop Talk” at the Sho Clothes dressage boutique in Wellington. King spoke about hypnosis for equestrian competitors and how to overcome show ring anxiety.

“Laura has a lot of experience with professional athletes, from dressage riders and show jumpers to ice skaters and golfers, and it was great to see how equestrians could use her information,” said Michele Hundt, who co-owns Sho Clothes with Betsy Rebar Sell.

King, who grew up riding horses on her father’s farm and has helped many well-known equestrians mentally prepare for the show ring, encouraged riders to cancel negative thoughts and minimize negativity. “Think and be positive and you will do well,” King said. “Through hypnosis and positive thinking you can be in control of your thoughts. Avoid using the words ‘don’t’ or ‘can’t’.”

King shared several interesting points about riding a dressage test, including the fact that many dressage riders forget their test when they enter the show ring due to the silence. “Riders are used to having outside dialog from their trainers. I encourage riders to visualize and talk through a perfect test before going into the ring,” King said. “A rider should create an image of how they want to ride and become your own role model mentally.”

King’s book, *The Power to Win*, is designed to help replace a “losing” mentality with the winning edge. The book is filled with valuable advice and illustrated with examples of equestrians who have found success. The

book is also a great tool for recreational riders, instructors and parents. King's book is available to purchase at ShoClothes boutique.

Hundt was pleased with King's talk and the turnout for "Shop Talk," which is sponsored in part each month by the Gold Coast Dressage Association (GCDA). "Shop Talk" has become a mainstay in the community, giving equestrians a chance to gather and learn from top professionals in the industry. "It's a wonderful way to enjoy an evening and also learn more about the equestrian community around us," Hundt said.

The Sho Clothes Wellington boutique is a shopping destination for dressage riders from all over the world and has been serving the dressage community since 2001. "Shop Talk" is free and everyone is welcome to attend. "Shop Talk" is held on the second Tuesday of each month at Sho Clothes, 3220 Fairlane Farms Road in Wellington.

For more information on Sho Clothes or "Shop Talk," visit their website at www.shoclothes.com or call them at 561-319-2121.



Photo: Michele Hundt, co-owner of Sho Clothes dressage boutique, is joined by author and "Shop Talk" speaker Laura King (center) and Noreen O'Sullivan from Gold Coast Dressage. Sho Clothes and Gold Coast co-sponsor "Shop Talk" each month at the well-known dressage boutique.