

TEACHING RIDERS THAT IT'S ALL IN YOUR HEAD

Laura Boynton King

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How long have you been part of the horse world?

From as early as I can remember, horses have always been a huge part of my life. My father was in the cavalry before I was born, so I started life with a father that loved horses and I caught the horse bug as an infant. He also had a cattle ranch in the Glades and I grew up around horses and cattle. I always enjoyed backyard riding as a kid and learned more at horse summer camp. Then I started taking lessons from Jen Stirling in West Palm Beach, and later at Country Club Stables in Boca Raton, Florida. Next came showing on the Florida circuit. Later, I got into to Quarter Horses and I still own horses and ride today. My daughter rode, too, and showed through high school.

What part do you play in the horse world?

Instead of being a horse trainer, I am a rider trainer. I work as a performance coach using hypnosis and neuro-linguistic programming (NLP) for riders and competitors. I like to joke that I wrote the book on winning! My book is "The Power to Win" for equestrians, and now it's also an online course by the same name. I love to teach how our brain works and help riders discover that the brain has so much to do with performance. Using 100% of the brain is the key. Part of reaching your personal best is knowing how you learn and how to manage all situations when you ride. It's my passion to teach people how to unlock their potential in their horse endeavors and all aspects of their lives.

What's your favorite thing about what you do?

My life passion is helping people achieve balance, get through life's challenges and master life's lessons. People say, "It's all in your head," and I couldn't agree more.

What's your biggest achievement?

My biggest achievement in and out of the horse world is being able to help people get through obstacles that might happen throughout their life. Whether it's overcoming a riding fear or reaching the podium at the Olympics, my passion for helping others comes from my own personal journey. A prominent equestrian gold medalist summed it up in three words saying, "Laura transforms lives."



Photos top to bottom:
Laura with her book "The Power to Win."

Laura caught the horse bug as an infant and still rides today.