Karla Deacon Launches Horse Connection Blueprint to Build Stronger Horse-Human Bonds and Support Rescue Horses

In the past 30 years, Karla has learned something many horse owners struggle with: how to build a relationship with a horse based on communication and trust.

CLARENCE, NY, UNITED STATES, September 12, 2026 /EINPresswire.com/ -- Now, Karla is bringing those lessons together in the Horse Connection Blueprint, a resource designed to help horse owners understand how their horses communicate and develop a deeper connection with them.

What If Building a Better Bond With Your Horse Could Help Save Another?

But for Karla, the project has a purpose beyond education.

A portion of every Horse Connection Blueprint sale goes to Phoenix Rising Equine Rescue, helping support horses in need.

“I created the Horse Connection Blueprint to give horse owners practical tools that can help them look at that relationship differently. Being able to use this work to also support horses in need makes it even more meaningful to me.”

Helping Horse Owners See the Relationship Differently

Horse ownership often focuses heavily on training the horse. Karla’s approach asks owners to look at the other side of that relationship as well: What is the horse communicating, and is the human recognizing it?

Through the Horse Connection Blueprint, she teaches horse owners concepts and practices she has developed through decades of experience working with horses.

That distinction is especially important to her because horses communicate differently than people and even differently than the household animals many owners are accustomed to living

with.

“When we stop looking only at what we want the horse to do and start paying attention to what the horse is telling us, the relationship can begin to change,” Deacon said.

From Connection to a Bigger Mission

A portion of the proceeds from each Blueprint sold are donated to Phoenix Rising Equine Rescue.

For Karla, the connection between the two missions is natural.

The Blueprint allows her to help horse owners develop stronger relationships with the horses already in their lives while simultaneously contributing to the care of horses in need.

She said. “I want people to become more curious about their horses, to listen differently and to build relationships that feel good for both the horse and the human.

Every time someone joins us, they’re also helping us do something good for another horse.”

Three Decades of Lessons, Made Accessible to Horse Owners

Karla Deacon’s work is built on more than 30 years of experience with horses.

Today, through EquusLink, she shares her approach with horse owners who want more than simply riding or training success.

Her work focuses on helping people develop the kind of connection with their horses that comes from understanding how horses think, respond and communicate.

The Horse Connection Blueprint includes guidance designed to help owners begin changing the way they relate to their horses and develop a deeper connection over time.

Karla also offers a free resource, “How to Truly Understand Your Horse,” introducing horse owners to her approach to horse-human connection.

About Karla Deacon

Karla Deacon is a horsemanship coach with more than 30 years of experience working with both horses and their people.

She owns a 40-horse farm, has judged horse shows, taught riding clinics, and founded a horse rescue that was recognized by both the New York State and Erie County Legislatures for its’

commitment to the welfare of horses.

She is the creator of the Horse Connection Blueprint, a program designed to help horse owners transform the way they relate to their horses.

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