

30 DAYS TO £30K AS A YOGA TEACHER

Module 1:

*7 steps to building
your confidence
and a thriving
career*

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**30 days to £30K
as a yoga teacher**

Webinar 1 Workbook Materials

The three BIGGEST mistakes yoga teachers make when they start trying to promote their classes are:

- 1.
- 2.
- 3.

ADVERTISING YOUR CLASSES SHOULD BE NUMBER ON YOUR TO-DO LIST WHEN YOU WANT TO PROMOTE YOUR CLASSES.

The 7 key steps you need to take to fill your yoga classes are:
(IN THIS ORDER)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

STEP 1: Getting the mindset right.

1. On a scale of 0-10 with 10 being "I'll do whatever it takes to make this happen," what's your score?

2. WHY have you given this score?

3. Visualise your SANKALPA.

In the space below, note down what your ideal yoga teacher career would look like in the next 18 months:

a) How many hours would you teach?

b) Who would you be teaching? Are there any particular students you find yourself drawn to? Is there a particular style of yoga you love?

c) How would your day-to-day life change if that dream became a reality? What would you stand to gain? What would you be glad to get rid of?

STEP 2: Tune into your heart and create your “niche.”

LIST THE 5 REASONS WHY YOU MUST NICHE – AT LEAST TO GET STARTED.

1.

2.

3.

4.

5.

What are students NOT bothered about?

What do they seek instead?

Webinar 2 will have a simple exercise to help you work through and think about what your niche might be. In the meantime, write down below anything which pops into your head about the classes you would love to teach the most. If you’re already teaching – and have a lot of experience – who are the students you seem to resonate with most?

Jot down any ideas – then let them mull over for a while!

Step 3: Creating your ideal student avatar.

- 1. Who needs my help?**
- 2. Who would I MOST like to work with?**
- 3. Demographics? (Age? Gender? Income? Education? Location?).**
- 4. Psychographics? (Character? Philosophy? Hopes? Fears? What concerns them? What doesn't? What's important to them?).**
- 5. Does this group actually need or want my services? Are they already looking for my service?**
- 6. Can my proposed market AFFORD my services?**
- 7. Would they want classes at times when I am willing/able to teach?**

Step 4: Price your classes right and get smart with what you offer.

What you need to know about pricing:

- 1. Your m..... matters!**
- 2. Free or donation led classes could your**

Step 5: Plan a successful launch.

5 important things to consider when you launch:

- 1. T.....**
- 2. T.....**
- 3. In.....**
- 4. Creating a b.....**
- 5. T...../R.....**

Step 6: Advertising to attract maximum interest.

You need to consider:

1. How to write c..... that s.....
2. T..... your adverts.
3. No c..... or low c..... ways to advertise.
4. Having a sy..... for dealing with en.....

Step 7: Treat your business like a business.

Treat your yoga business like a business and it will pay you like a business.

Treat your yoga business like a hobby and it will COST you like a hobby.

1. Put what you can on auto-p..... and check what w..... and what d.....n work.
2. You need a plan to keep students coming b.....; to build your cr..... and to get people t..... about you.
3. You need s..... and pr..... to help automate and ease the admin.
4. You need a CRM (e-mail marketing) sy.....
Why?
5. You need to stay on top of your ac.....
Why?
6. Sometimes it pays to get h.....