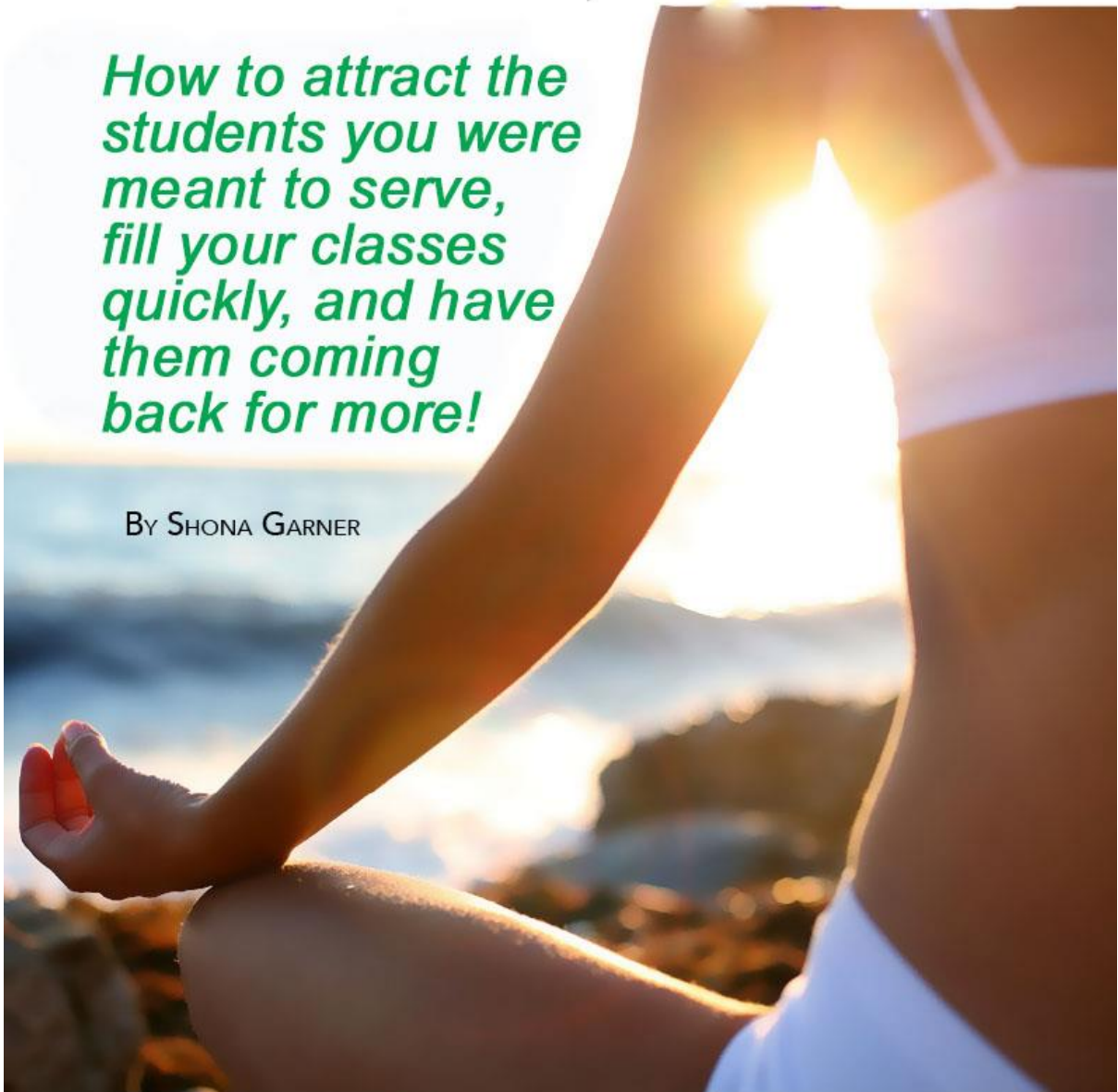


30 DAYS TO £30K AS A YOGA TEACHER

Module 2:

How to attract the students you were meant to serve, fill your classes quickly, and have them coming back for more!

BY SHONA GARNER



**30 days to £30K
as a yoga teacher**

Webinar 2 Workbook Materials:

How to attract the students you were meant to serve, fill your classes quickly, and have them coming back for more!

Master your mindset.

If you haven't REALLY connected in your heart with becoming a yoga teacher – you will fall at the first hurdle. You will allow yourself to believe that you're not good enough – that it's too "hard."

YOUR "WHY" SHOULD MAKE YOU CRY!

OK – maybe not quite so strong (although believe me, the more you feel it – the more likely you are to succeed!).

Why do you want to teach yoga?

My WHY is:

a) Write down in this space what teaching yoga would give you.

b) What might it free you from?

c) How would that make you feel? Write down all the emotions you would feel if your vision or dream became a reality.

d) Create a "vision board" (or a card) which you can see every day – MY FUTURE SELF with pictures/words which show the life your future self would be leading. The key here is the more you connect with how achieving those things makes you FEEL, the more motivated you are to take the actions you'll need to take to make it happen.

EXERCISES: WHY you need to niche.

1. So you s..... out from the c.....
 2. So people searching for you feel an i..... c..... to you and say “oh that sounds perfect for me.”
 3. You become known as the g... t... yoga teacher for your niche.
 4. People will r..... you to others.
 5. It’s SO much easier to do your m..... when you know your audience.
 6. You’ll make m..... money – NOT l.....
 7. Your average yoga student is NOT buying yoga! They don’t really care who you a.....
They’re not bothered who you t..... with.
They don’t know the difference between yoga st.....
 8. Your students seek
 - a) Different ex.....
 - b) Different b.....
 - c) Help with some deeply personal c..... which YOU might be able to help because you know how they are feeling.
- If you think you can teach “everyone” you will appeal to
9. Your st..... is important.
 10. This is less about “selling” yourself and more about p..... yourself.

EXERCISE: Finding your niche and creating your yoga student “avatar – see bonus materials. Print off the exercises and complete.

Then note down:

- 1. My niche will be.....**

(I understand I can branch out from this once I have tested/built this one!).

I help (who will you work with?)

To (what benefits will those students get from working with you?)

- 2. Do the avatar exercise – and then in the space below summarise what you already know about your target market. (Remember you need to know and understand your target market as well as you know yourself!).**

EXERCISE: Reverse engineer your yoga business.

Using the yoga calculator tool outlined in the course, work out and write down below:

- 1. I want to earn over the next 12 months.**

- 2. I will teach classes a week.**

- 3. I will take weeks holiday a year.**

- 4. I anticipate my average price per student will be**

- 5. I will need to have students at my classes on a regular basis in order to achieve this financial goal.**

EXERCISE: Finding suitable spaces to teach in.

If you have done the previous exercises on your niche and avatar, you are more likely to know which geographical areas might be the best ones for you to target initially. Remember – in the early days, some of this will be testing. I tried one area which was a complete flop for me – ditched that hall quickly and focused on the spaces which did work!

Your task:

- 1. Over the next week or two, really focus on finding a couple of halls/spaces at least which would be suitable for your classes and where they are in the right area for your target market. (Check the slides again for tips on how to hire spaces successfully).**

In the space below, note down the spaces which you are going to research – and visit them!

- 2. Note the spaces you have decided upon below – and the price you have managed to negotiate for the hire.**

- 3. Plan and agree on the dates you will start teaching in those halls – and write those dates below.**