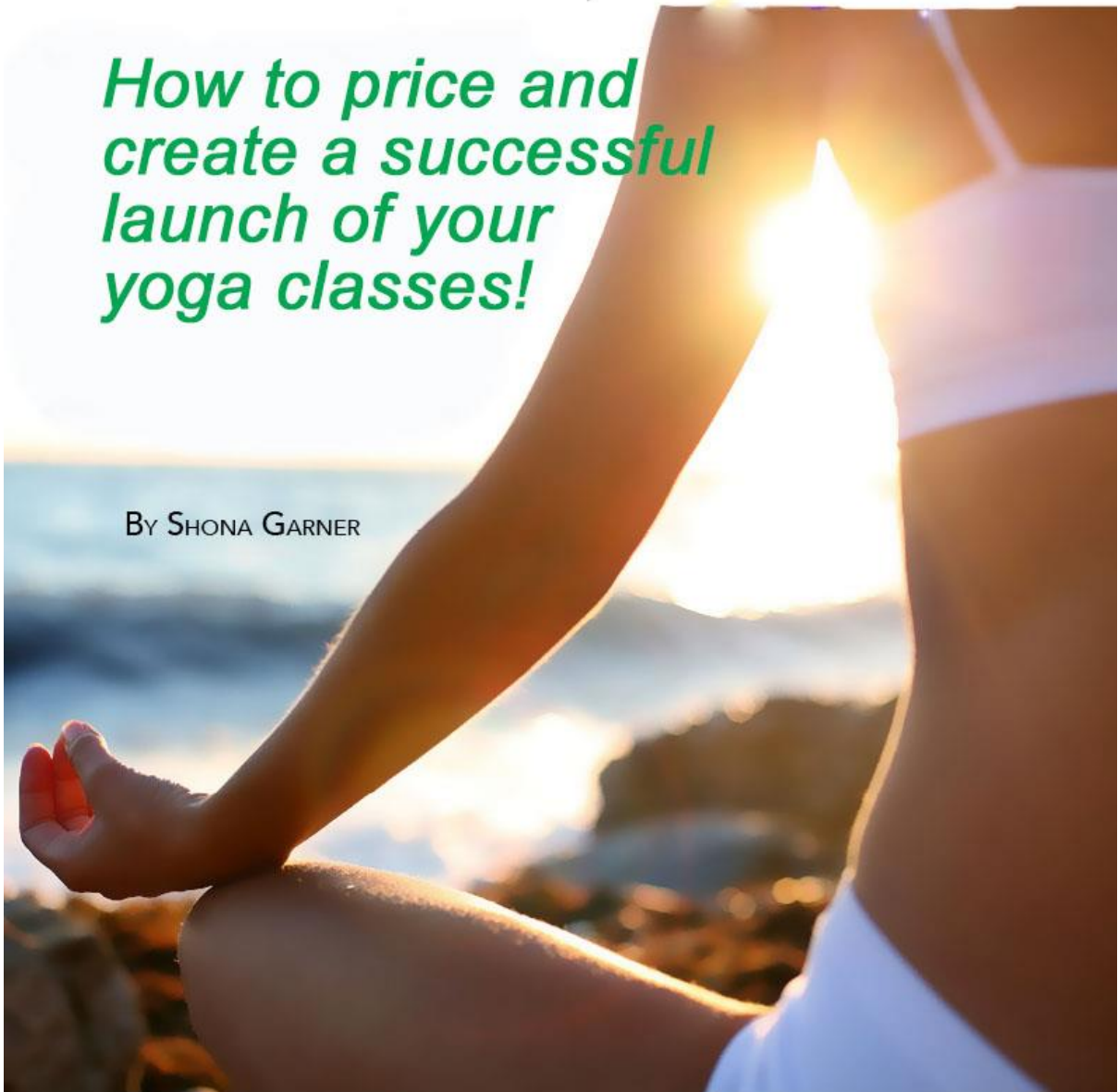


# 30 DAYS TO £30K AS A YOGA TEACHER

## Module 3:

*How to price and  
create a successful  
launch of your  
yoga classes!*

BY SHONA GARNER



## 30 days to £30K as a yoga teacher

### Webinar 3 Workbook Materials

**A look at pricing....and why, for some yoga teachers, this is an absolute minefield!!**

First of all, know that there are money taboos which many of us have – which are designed to keep us poor!!!

Before you even begin to decide on what you will charge the students who come to you – you HAVE to be aware of your own mindset around money – and how that might hinder your serving people to the best of your ability.

*You could be subconsciously sabotaging your chances of making the impact you want to make, teaching the students who need your help and leading a fulfilling, balanced yoga teacher career which respects and honours the fact that you have to pay bills.*

**Unhelpful beliefs around money: An exercise for you...**

**Look at the slide from the course which outlines some examples of unhelpful beliefs.**

**a) Write down any of those beliefs which you realise you might hold.**

**b) Take some time to reflect. What do you notice about yourself and the whole issue of money – and asking for money for yoga? What do you find yourself thinking or saying?**

**How might these thoughts or actions be affecting your ability to successfully earn an income from your teaching?**

**5 common mistakes around pricing for yoga classes.**

- 1. Offering f..... or t..... sessions.**
- 2. Offering d..... led classes.**
- 3. Allowing too many d..... i.....**
- 4. I..... in terms of what you offer.**
- 5. No a..... v.....**

**Exercise:**

**Which of these mistakes do you or have you made?**

**What might you do in terms of pricing to ensure you attract students? What things will you now change in terms of how you think or establish your pricing for your classes?**

## Creating a successful launch of any yoga classes:

### 5 key ingredients for a successful launch.

#### 1. T.....

You learned this in webinar 1. Let's refresh your memory!

a) Who is your ideal student?

b) What is the main problem you are helping them solve?

c) What can you promise them if they come to you?

d) What places do you/can you promote – online and offline which are good for your target market?

**2. Timing**

With your target market in mind, what might you need to consider about this key component?

**3. I..... and sc**

How might you apply this tactic to any promotion you do?

**4. Advertising**

a) One of the tips you learned was to sell the results your students can expect instead of the style of yoga you teach. In the space below, write down the results your ideal student could expect from working with you.

b) Make a list of questions you could ask potential enquirers to find out what they really need/are looking for when they contact you to ask about your classes.

c) What should you remember when you're writing ads for magazines, newspapers or posters?

d) Why is measuring your advertising SO important??

#### 5. **Testimonials and referrals**

How could you plan to get testimonials if you don't have any already?