

30 DAYS TO £30K AS A YOGA TEACHER

Module 4:

*Advertising your
yoga classes
for success -
and preparing
for growth.*

BY SHONA GARNER



30 days to £30K as a yoga teacher

Webinar 4 Workbook Materials

Advertising yoga classes for success and preparing to grow your business AND your confidence.

5 SECRETS TO SUCCESSFUL ADVERTISING:

1. Of the 7 steps to filling your classes, advertising is number 6! NOT BEFORE!

Seriously – NEVER, EVER, EVER find a hall and start to advertise!

The first 5 steps BEFORE you advertise are:

- 1) Sorting your m.....
- 2) Defining your n.....
- 3) Creating you're a.....
- 4) Pr..... your classes right and getting smart with what you offer.
- 5) Planning a successful l.....

2. Speak to a specific audience.

If you've been doing your homework, you should have this really clear by now.
In the space below, write down:

- a) My target audience is.....

3. **Advertise benefits NOT F.....**

Make a note below of all the benefits your potential students can expect – then use this in your advertising copy!!

4. **Use different marketing p....., not just one.**

We cover 6 no or low cost ways to advertise on the training. In the space below, write down which types of advertising you are going to try first. Aim for at least 3.

Measure what works and what doesn't.

I've seen people spend good money on advertising with no clue if it's actually working or not! Write down below how you will measure whether the types of advertising you chose above are going to work?

5 ways to build loyalty – to keep your students coming back over and over again.

1. Incentivise commitment.

People generally do not value what they get for f.....

But they appreciate what they PERCEIVE as v.....

V..... is a perception YOU can control.

The more you c..... the better r..... you get. It's no different with your students.

The more c..... students are more likely to refer you.

EXERCISE: In the space below jot down any ideas you have for incentivising students to come back and attend more classes.

2. Offer courses.

In the space below, jot down some ideas for short courses you could run.

3. Write a newsletter!

a) H..... c..... rather than e.....

b) Write on topics you know will i..... your audience.

c) Do them at least every

d) Use them to a..... what you're doing.

e) Seen as v.....

f) MASSIVELY increases your c.....

4. Offer retreat days.

a) Don't offer these too s.....

b) Its FAR easier to fill retreat days with e..... S.....

c) The 80/..... rule applies to retreats.

(Note down below what this means for your yoga business and why that is worth knowing!!!).

d) P..... well ahead.

e) Consider a c.....

f) T.....Give them a t.....

5. Offer flexibility and value.

In the training, I gave examples of how I have added value. In the space below, write down how you might add value for your students.

Now jot down some ideas of how you might offer flexibility with your offering?

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.

The final piece in building this as a SUSTAINABLE career and business is to be business-like and professional! If you were working for anyone else – that’s what they would expect – expect no less when you work for yourself!

Make a commitment by answering the questions below:

1. The accounting system I am going to use is:

2. How often will you check and update your accounts?

3. What e-mail system will you be using?

4. What booking system software are you going to use? If you don’t have one, when will you do your research/choose?

5. What process will you use to log enquiries?

6. How will you measure and track where your new leads came from?

7. What will you do to start collecting testimonials?

8. What possible help might you need to hire? Make a list of possible places where you can find these people.