

# YOGA TEACHER CHALLENGE

30 days to £30k  
as a yoga teacher

# Who is this for?

- Newly qualified yoga teacher – passionate; keen; want to share the benefits of this amazing practice with others – so they benefit too.
- Existing yoga teachers – working part-time (maybe for a pittance!) at local gyms or yoga studios.
- Not even qualified yet? Well – this might help you make up your mind if this is the right road for you!

You KNOW you're a good teacher, but you're hustling for work and you can't put food on the table with what you earn! You certainly can't quit your current job or build a sustainable part-time income which gives you work-life balance.

Can yoga and making a living  
ACTUALLY co-exist peacefully?

# Over the next 90 minutes I hope to...

- Share why I believe your yoga knowledge and skills could play a significant part in helping reduce the ticking time bomb of ill-health western societies face today. We are growing older – but sicker – and you KNOW yoga could help.
- Teach you the 7 key steps you really need to take to help you go from newly-qualified or financially struggling yoga teacher to having a £30k income, teaching no more than 9 classes a week.
- Opportunity to ask questions and will try to answer as many as I can at the end of the presentation.

# So – who the heck am I?!



- Yoga fan and practitioner for over 40 years.
- Re-trained at 62 - started my yoga biz at 63.
- NOT young, super bendy or into power yoga – BUT passionate about growing old NOT infirm.
- No Om magazine front cover! But for 66 – can still inspire my tribe!
- Started small – transitioning from my coaching biz to yoga biz. Tested and grew my “tribe.”
- Yoga now only income – from just 9 classes a week.
- Given me confidence: writing book; helping other yoga teachers; retreat days; courses – with longer retreats and online offerings all possible avenues.

I am NOT some marketer  
who's read a few books.

I'm just a yogi who's had a dream - rolled up her sleeves, and put in the groundwork to build a career where I get to help hundreds of students, and still honour and respect my own needs to pay my bills and have a work-life balance.

# Why am I doing this?

- To see if I can! (Have you ever worked on a yoga pose which seems impossible for you just because you wanted to see if you could?!).
- Because I'm on a mission to bring yoga to FAR more people than I could ever teach on my own. If I help even just 100 yoga teachers who then teach 100 students – I've reached ten thousand people! How cool is that?!
- Because I'm getting just a bit fed up of seeing so many (expensive) yoga training courses churning out would be teachers with VERY little in the way of helping those new graduates with how to build their career with their new skills.

# 3 biggest mistakes I see yoga teachers make when they're getting started

- Promote yoga!
- Think website important – and “faff” about – wasting time on a bland generic site – or even worse, spend too much money asking a web designer to do it!
- They find a hall and advertise first! Put up a few flyers and posters advertising their yoga class and cross their fingers hoping people will come.

Then they're disappointed because hardly anyone turns up!

Weeks later, their class is disbanded – too few students.



# They do the advertising first...

**When your advertising should be the 6<sup>th</sup> step in the 7 steps you need to take before you launch a yoga class!**

**No wonder it goes belly up!**

It doesn't have to be that  
way

**As the song says...**

**It's not what you do – it's the WAY that you do it!**

**This course is designed to ensure you do the RIGHT things, IN THE RIGHT ORDER, so you give yourself the best chance of success AND help more students!**

**This course: 4 weeks – 4 webinars  
Everything you need to launch  
with a bang not a whimper.**

**By the end of 30 days you will have a blueprint which, if you follow it,  
could help you become a thriving yoga teacher within 12 months.**

**How might £30K a year for just 9 classes a  
week change your life?**

**Let's look at how you might make that happen for YOU.**

# Webinar 1: 7 steps you need to take

To go from newly-qualified or financially struggling yoga teacher to having a £30k income teaching no more than 9 classes a week.

# 7 key steps to filling your yoga classes

1. Consider your mindset.
2. Tune in to your heart and work out WHO you want to serve most.
3. Make sure **every** single thing you write or say “speaks” to those people you want to serve most. ***Speak from your heart to theirs.***
4. Price your classes right and get smart with what you offer.
5. Plan a successful launch.
6. Advertise your classes to attract maximum interest. (For most yoga teachers this is what they usually do first! BIG MISTAKE!).
7. Treat your business like a business – **not** an expensive hobby! (You **can** still be a heart-centred yogi when you do this!).

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.

Is the word “BUSINESS” already  
freaking you out?

As a yogi, does the whole idea of marketing YOU, “selling” your classes and workshops, or making money from teaching yoga make you feel uncomfortable, nervous, frighten the heck out of you?

# I'm here to tell you, you CAN build something which...

- Actually means you get to use some of the skills you invested so much money to learn!
- Gives you a *real* sense of purpose and fulfilment.
- Makes a significant and positive difference to the students you serve.
- Helps you grow and develop your confidence and skills as a yoga teacher.
- Respects and honours the fact that you too have bills to pay, loved ones to spend time with and a life outside your yoga teaching!

But, as with ANY new career, it doesn't happen by chance.

It happens through a little thoughtful planning and consistent action.



Use what you learn on the mat – off the mat



Step 1:

Consider your mindset

It starts with a vision...

It starts with knowing your WHY.

(And some of you I know from the strategy calls have a pretty big one!)

# So – WHY do you want to teach yoga?

- To quit the “rat race?”
- To get out of a job you hate and do something you love?
- To do something with more purpose and meaning?
- To help people get the benefits you’ve found from yoga?
- To travel, change the way you live and work, create work-life balance?

# Take a moment right now

**To dare to imagine how you earn a living, paying your bills and more if you wanted following your passion for yoga.**

On a scale of 0-10, with 10 being  
I'll do whatever it takes to make  
this happen...

**How much do you want this?**

# Anything less than 10

## Is a “meh!”

(it’s a “well it would be nice” not, “it’s a MUST!”)

**I want you to feel MOTIVATED to want to make this happen  
– so even when the going gets tough – you keep going.**

And if it is less than 10

**Ask yourself this question:**

**What will it cost me: financially; emotionally;  
physically and spiritually if I don't make this  
change?**



Step 1 of mindset:  
For the next week, use your time  
on the mat to visualise your  
dream – your SANKALPA.

How would your day-to-day life change if that dream  
became reality?

How many hours would you work?

Who are you teaching?

What does your ideal working week look like?

# Step 2 of mindset: Beware irrational exuberance!

**(The over-excitement you feel when you first sign up for a yoga teacher training course, thinking it's the first step to changing your life...for the better naturally!)**

# Of course you'll need:

Energy, enthusiasm, passion and exuberance to build your yoga business and career, BUT You also need your feet firmly planted on the floor – and your mindset in gear!

**Think Warrior! Think Mountain pose.**

**Heck! Just stop and think!!**

**Don't rush out advertising!**

# You need a mindset of “Rational exuberance”

- To do your research.
- To know your strengths.
- To understand your own unique blend of yoga skills and other talents which could make you stand out in the crowd.
- A sharp eye on the business maths. You need to pay the bills!
- A balance between your dream and reality....
- Help! Doing this on your own is much harder – if not impossible.

# Step 2: Tune in to your heart

**And work out WHO you want to serve most.**

**Webinar 2 goes into this in more detail.**

Create your “niche.”

# WHY “niche?”

- So you stand out from the competition.
- So people searching for a yoga teacher see you and feel an instant connection/interest.
- You become “known” as the “go to” yoga teacher for “x.” Referrals will follow!
- It’s ***much*** easier to do your marketing!
- You’ll make ***more*** money not less!

# Your average prospective yoga students are NOT buying yoga!

**They don't really CARE who you are!**

**They are not particularly bothered who you trained with or even if you're qualified/registered!!**

**And most have NO clue what the difference is between styles!**



Not all yoga students are the  
same!!

**THEY SEEK:**

**Different experiences**

**Different benefits**

Students don't want yoga.  
They want what they think yoga  
will DO for them.

**And, as a sub-plot to that, they want to FEEL a certain way  
when they come to your classes.**

**They want an “experience” – which makes them feel good.**

# You should know and understand your target market

**Like you know and understand yourself!**

**(Learn more and have time to work through this in more depth in  
webinar 2)**

An example:  
My niche: yoga over 45

# What drives me? What's MY why?

- A desire to grow old – but not infirm.
- FEAR – of growing old. I want to live longer – not sicker.
- To make my second half century count.
- To inspire others.
- To make a real difference. To leave a legacy.

**I want my “tribe” to consist of people who share the same fears and aspirations – and I KNOW they exist!**

# What do I know about my target market?

- They suffer from aches and pains.
- They talk about feeling like they're "seizing up!"
- Their children are grown or flown and there's a sense of sadness/what next?
- They're facing divorce after many years of marriage.
- They have lost parents, or are looking after ailing ones.
- They or their nearest are struggling with health conditions.
- Their GP or other health professional has suggested yoga.
- They say "I don't want to end up like my mother – it frightens me."
- They say "I want to feel more calm/less stressed."

**For whatever reasons, they have become motivated to want to do something to prevent illness and delay onset of or ameliorate getting old.**

# I also know...

## They want:

- To have those feelings of getting old understood. To feel they're in the "right place."
- A class where they can hear the teacher. (Some of my tribe have hearing problems!).
- A class where they're not made to feel out of place.
- To be challenged, but to be able to do most of the class.
- Choice of day time classes – because they're retired.
- A sense of community and to have fun.

**I KNOW HOW MY STUDENTS FEEL.**

# When you touch others through their emotions they:

**Connect with you more deeply.**

**Become more open/receptive to you.**

**Come back! They become loyal students.**

**They refer others to you – over, and over and over.**



This isn't "selling"

**This is "attraction."**

# The fable of the boy catching birds



# This isn't "selling" This is "POSITIONING."

This is how you stand out from every other yoga teacher.

This is how you attract students like a magnet.

And over 90% of other yoga teachers out there have NO clue how or why they should do this – and aren't doing it.

Which puts YOU at an advantage.

This isn't "icky" or you feeling  
"salesy"

**This is you – being truly, authentically YOU.**

**This IS about connection and heart.**

Step 3: Make sure everything  
you say SPEAKS to those people  
you want to serve most.

**SPEAK FROM YOUR HEART – TO THEIRS.**

# Create your student “avatar”

- Gender
- Age
- Income
- Education
- Location
- Character?
- Philosophy?
- Hopes/fears?
- What’s important/not important to them?

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

**Webinar 3 covers this in much more detail.**

# What we'll cover on pricing week 3

- Your mindset around money. Why it matters. (And the gremlins of yoga teachers!).
- How to price your classes so you're not working for nothing!
- Why offering free or donation classes could harm your credibility.
- The 5 biggest mistakes I see people make with pricing.
- Why you MUST note ALL expenses.
- Why offering flexibility is a good thing.
- How to earn money even when you're not teaching!
- Why setting up courses is a good thing.
- How to stop the "Feast/famine" roller coaster.



# Step 5: Plan a successful launch

**Webinar 3 covers this in more detail.**

# What you'll learn about launching

- Targeting
- Timing
- Incentives
- Creating a “buzz”
- Testimonials/referrals

# Step 6: How to advertise to attract maximum interest

**Webinar 3 covers this in more detail.**

# What you'll learn about advertising

- How to write “copy” that “sells.”
- Targeting your adverts.
- No cost or low cost ways to advertise which actually work!
- Setting up a system for dealing with enquiries.

# Step 7: Treat your yoga business like a business

**Webinar 4 covers this in more detail.**

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.

# What you'll learn about running a business

- How to put your advertising on autopilot – and checking what works/doesn't.
- How to keep 'em coming back, build your credibility and get people talking about you.
- Setting up systems and processes to help automate and ease the admin.
- Why you need a CRM (e-mail marketing) system.
- Your accounts – and the importance of keeping on top of it.
- Getting help...why sometimes it pays to pay someone else!

# Moving forward:

- Webinar 2 – Setting yourself up for success.  
Date: Tuesday 13th November at 2pm
- Webinar 3 –The secrets to pricing and launching your classes successfully.  
Date: Tuesday 20th November at 2pm
- Webinar 4: Advertising for maximum success and handling the admin as you grow.  
Date: Tuesday 27th November at 2pm



All webinars FREE – if you attend live.

If you take notes and action – you could be on your way to setting up classes which fill up and a £30k or more income in 2019.

# Want more help? Might miss a session?

- Get copies of the recording of all 4 webinars. Listen whenever you choose – lifetime access.
- Worksheets related to each webinar to help you really work through the exercises so you feel fully prepared.
- Cheat sheets, useful templates and checklists including:
  - Examples of ads and e-mails I have used that worked.
  - Checklist for launch.
  - Example of my newsletter.
  - Example and template for setting up your own courses.
  - Resources list – useful places to go for booking software, mailing software and virtual assistants.

# Lifetime access to the full course recordings, worksheets and all bonuses

**Extending the special offer of \$97 till 2pm 7<sup>th</sup> November**

**After that – price goes up to \$197.**

**[Sign up for the recordings here](#)**

- One time offer at this price to help me gain feedback and testimonials. Prices will go up to \$197 from 2pm on 7<sup>th</sup> November and to significantly more once the course has finished.
- Your yoga training so far has probably cost you somewhere in the region of \$2500 and \$4000 (and that's just for your 200 hours). If you're NOT recouping that investment in yourself – that's a serious amount of money with no financial return. ***Especially*** if you had hoped you might be able to earn an income with this newfound skill.

***This course is less than 5% of the investment of your average YTT but it could:***

- Help you pay off what you paid out for your YTT AND this course in a few short months. (AND pay for future training)
- Generate \$30,000 or more in revenue for you in the next 12 months.
- Help you gain confidence as a yoga teacher and pave the way for expanding your career even further.
- Transform the way you currently work and live.

Lifetime access to the full course  
recordings, worksheets and all  
bonuses

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