

YOGA TEACHER CHALLENGE

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!

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.

This is about setting yourself up for success!

- Master your mindset.
- Why you MUST niche.
- Get clear on your student avatar.
- Finding suitable spaces for your classes
- Website or not? Why a website is useful – but not an absolute necessity in the beginning.

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.

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.

So – your mindset!

Why do I want you to think about this?

Because 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 "hard" ...**

And you'll "settle."

Universe quote from Mike Dooley

Whatever you focus on – you will experience.

So, when you talk about “what is” or “what was,” even if you’re just explaining to a friendly ear,

You project more of the same into the future.

If you ask more than you give thanks, you’ll believe less in your own power.

And if you insist that it’s hard and you’re lonely

You’ll find that it is, and you are.

In any new career, there's a learning curve.

**If you're not ready for that right now – then just be honest with yourself.
It's OK to decide you'll stick to the day job and teach yoga for fun on the side.**

But, if there's something going on for you, some quiet voice inside which dares to imagine a life where you could follow your passion, make a difference and still pay your bills...then I ABSOLUTELY need you to get this bit sorted!

Last week I asked WHY do you want to teach yoga?

What will it GIVE you?

How might it transform your life?

And

What would it COST you – financially, emotionally, physically and spiritually if you don't make that change?

As this course progresses you'll
need to take more and more
action

**And if you don't know what you REALLY want and WHY you are
doing this – the minute the going gets tough – you'll falter –
(Some people stop and lick their wounds for months – some
people quit altogether.)**

So – did you do the homework from last week?

**Have you created a clear vision of just what it is you want to achieve?
(How do you want your yoga teacher career to look in 12-18 months time?)**

Are you CLEAR what it is that is making you want to do this and what achieving this would mean to you?

And are you equally clear what the consequence will be if you do nothing; if nothing changes – and if this time next year – you're still doing what you're doing now?

Because if you're not – you need to be!

Your vision doesn't have to be perfect.....

- **But start somewhere! Dare to dream.**
(We can look at your dream with a more careful/rational eye this week! Remember the balance between irrational and rational exuberance?!)
- **Use your time on the mat to reflect on what this dream conjures up for you** emotionally? OBSERVE your feelings – become aware.
- **If you notice feelings of anxiety – how might these hinder your journey?**
What qualities/emotions might you need to foster in order to help you stay on the journey and not quit? (Perhaps these can become your Sankalpa?)

Remember – the biggest mistake
yoga teachers make is
advertising too early

When advertising is 6th on the list of things you need to do!

First – if you really want to hit
the ground running...

You need to “niche.”

Niche = a well defined segment of a population

WHY do you need to “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!

Let's take a closer look at niching

Niche = a well defined segment of a population

Obvious niches in yoga

- Vigorous styles – such as Ashtanga or Bikram. (Beware niching a style!)
- Pre-natal and Pregnancy yoga.
- “Senior” yoga.
- Beginners yoga.
- Restorative/Yin yoga.
- Kid’s yoga.

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!

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

Not all yoga students are the same!!

THEY SEEK:

Different experiences

Different benefits

And some have deeply personal challenges they are facing which YOU might be able to help because you understand how they feel.

If you think you can teach
“everyone”

You will appeal to

NO-ONE.

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.

A deeper dive into niching



Your STORY is important

So let's have a look at that now.....

What did YOU want when
you started yoga?

Let's look at YOUR STORY.....

- What prompted YOU to come to yoga? Write down ANY reasons you started looking for a class.
- When you found a class – what did you think of your first teacher/class?
- Have you had some teachers you liked more than others? ***What EXACTLY is it about their teaching style and the type of class they run that makes you feel so good?***
- ***How has yoga actually helped YOU?*** Literally jot down anything you can think of.

YOUR STORY IS WHERE YOU NEED TO START BECAUSE.....

- Whatever your answers – it’s likely those things are the very same which attracted the other students who were coming too.

AND THOSE ANSWERS ARE GOLD DUST!

- THEY ARE AT THE ***VERY HEART*** OF WHAT YOU MIGHT BE OFFERING YOUR STUDENTS. (And it’s also likely that the language you have used to explain your story might “match” others who have had similar experiences.)

If I niche will I lose business?

NO!

You will increase revenue.

Let me repeat: If you think you can teach “everyone” – you will appeal to “no one.”

You EXPAND your reach and your attractiveness to potential students – because the minute they read your adverts or flyers, look at your website or listen to you speak, they think – “THAT’S the teacher for me!”

You have a “story” – a message, which is behind everything you do, which connects and resonates with them at a deeper level.

You can actually charge more!

Your “story” is important - and what’s more important
IT IS UNIQUE TO YOU.

No one else has that “story;” no one else can tell it like you do.

But there will be people for whom that story resonates. People who have had similar challenges or desires and who CONNECT with you because of your “story.”

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."

**Remember the fable of the 2 boys in the garden catching birds?
(Webinar 1)**

Be the boy with the bird seed!!

So how do I start to find my niche?

You get CLARITY on your story.

You get CLARITY on your strengths.

You get CLARITY on whom you'd most like to serve.

Finding your niche

- What brought you to yoga?
- What unique personal experiences have you had?
- What personal challenges have you overcome?
- What professional challenges have you overcome?
- What areas of yoga have you found interest you the most?
- What would you say are your personal, unshakeable strengths?
- Do you have special knowledge which could be linked to yoga?
- What could you teach people that you know would change their life for the better?
- How will people be affected or changed after you help them?
- What yoga message do you have for people?

So, now you're clearer on your "niche,"
let's think about your IDEAL student

Create what we call your "Avatar."

**Avatar: A detailed description of the type of students you
most want to see in your classes**

Create your student “avatar”

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

Research your “Avatar.” (Getting real!)

- Does this group ***actually need or want my services?***
- ***How reachable are they?***
Do they have something in common? Could I find them reasonably easily?
- ***Are they already looking for my service?***
- **Can my proposed niche afford my services?** (Seriously – if the answer is “no” you may need to look at how else you might get funded)
- Would they want classes at times when I’m willing to teach?!

You should know and understand
your target market

Like you know and understand yourself!

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

SPEAK FROM YOUR HEART – TO THEIRS.

**Business cards, website, directory listings, flyers, adverts –
EVERYTHING speaks to your ideal student.**

And another tip

Use the language your avatar would use (“Matching” in NLP)

DON'T use jargon, or words they are unlikely to understand.

Just imagine them in the room with you – how would you talk?

So...

- You have the right mindset, and you're clear WHY you want to teach yoga.
- You KNOW finding a space to teach and advertising your classes are NOT the first things to do!
- You know you MUST niche and you now know what your niche will be or what work you have to do to get that clearer. (Knowing you can always expand later!!).
- You have created your ideal student avatar – you know EXACTLY who you are speaking to and what would most likely resonate with them.

Can you now find some spaces
for your classes and advertise?

Not quite yet!!

Reverse engineer your yoga business

**Create a business which works around your life,
NOT the other way around.**

Remember “Rational exhuberance”?

Well this is where you test your dream.....

Your business strategy – and reality check!

- What would you actually like to be able to earn from teaching yoga over the next 12 months?
£30,000
- How many hours/classes a week can you make yourself available to teach with your current commitments exactly as they are?
9 classes
- How many weeks a year do you want to teach?
45 weeks x 9 = 405 classes I will teach
- What do you imagine the average price will be for a student per class?
£7 per student per class average

**£30,000 divided by 405 classes = £74 per class to generate
If each student is worth £7 per class £74 divided by £7 = 10 students**

So – you need to be able to attract an average of 10 students to each of those 9 classes

Calculator tool

Free resource for anyone who signed up for the recordings

Play around with the figures – see what is possible.

Let me demonstrate.....

NOW you have a plan!

Now you know:

- **Your niche and your target market.**
- **What is realistic for you in terms of how much time you can give to teaching right now.**
- **How many students you would need to attract to those classes in order to make your desired income.**

NOW you can go find some
space to teach in!!

Finding spaces to teach

Grunt work! But worth taking some time to do. And FAR less costly than paying the fixed costs of a yoga studio.

- Consider where your target audience hangs out/lives?
- Consider how far you are happy to travel.
- Community halls, church halls, schools, museums.
- Libraries, parks.

Tips for hiring spaces

- Start small. Smaller spaces tend to be cheaper.
- Ask about whether they allow free time for setting and clearing up or whether you'll have to pay for that too.
- Ask about part hour charges – so if you need 90 minutes they don't charge you for 2 hours.
- Negotiate! If you can promise a certain length of time for hire will they do a discount?
- Ask about invoicing – monthly? In advance?
- Pay promptly!

So NOW you're set for success!

- You have your niche. You're fired up to teach to your strengths.
- You have an ideal student avatar. A class full of these students would be bliss!
- You have a personal business strategy – which fits your lifestyle as it is right now, and you are clear about what you could realistically achieve over the next 12 months.
- You have a plan to find spaces for your classes and you've set a goal to find those spaces in the next 4 weeks! (Money loves speed!).

STILL NOT QUITE READY FOR ADVERTISING!!

**The next steps are more carefully considering your pricing – and planning a launch.
We'll cover all that in the next webinar!**

Webinar 3: How to price your classes and create a successful launch.

A glimpse into what you'll learn:

- The 5 key ingredients to a successful launch.
- Why pricing starts with your mindset!
- How to price classes so you're not working for nothing.
- Why offering free taster sessions or donation led classes could harm your purse AND your credibility!
- The 5 biggest mistakes I see when it comes to pricing your yoga classes.
- How to earn money – even when you're not teaching!
- The best kept secrets to stopping the “feast-famine” roller coaster, maximising your profits and creating a buzz around your teaching.