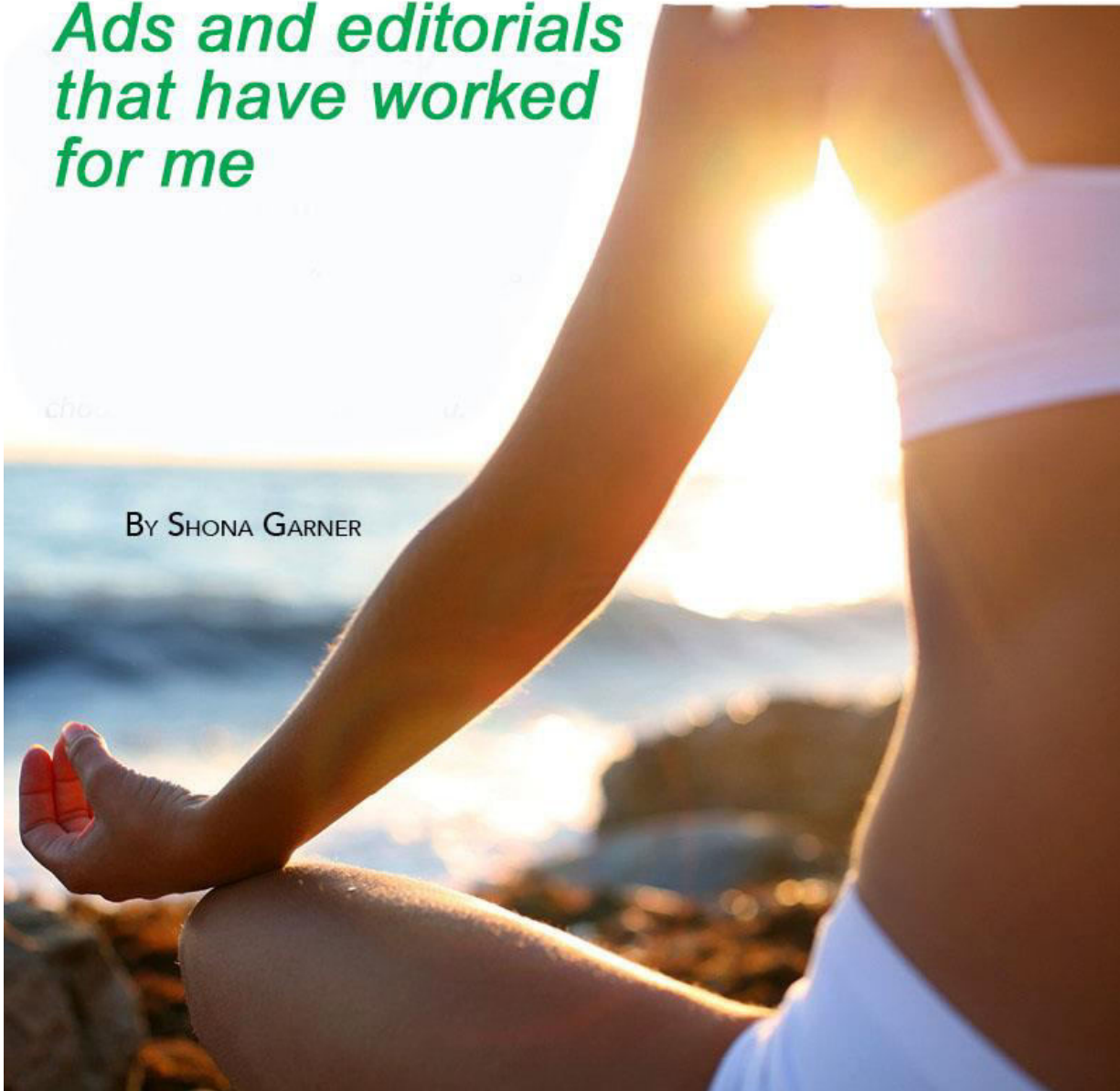


30 DAYS TO £30K AS A YOGA TEACHER

*Ads and editorials
that have worked
for me*

BY SHONA GARNER



30 days to 30k

A GUIDE TO WRITING YOUR ADS OR WRITING EDITORIALS

FIRST – A SIMPLE CHECKLIST TO CONSIDER WHEN WRITING ANY ADVERTISEMENTS, FLYERS OR EDITORIALS

| Checklist | Yes | No |
|--|-----|----|
| 1. You have your “avatar” clearly worked out. You know exactly who you are aiming this ad or piece of writing to. | | |
| 2. You have a list of the specific “needs” this specific audience has from their yoga sessions with you – EVERYTHING ranging from their motivation for coming to when and where they prefer their classes. | | |
| 3. If you have more than one “avatar” you are designing either different ads for each avatar OR ensuring each “avatar” feels they are being spoken to. | | |
| 4. You have designed a catchy title or header to your advert or editorial so the reader feels it is speaking to them. | | |
| 5. You have listed all the BENEFITS students will get from coming to you and will include at least 2 of the main ones in your ad/editorial. | | |
| 6. You do NOT include information on price within your ad or editorial. You want them to contact you! | | |
| 7. You do NOT use jargon or promote your style of yoga UNLESS the audience you are trying to attract knows exactly what you are talking about! | | |
| 8. You have included a call to action which encourages them to contact you via e-mail or by phone. | | |
| 9. You are clear where the best places are to show your ad – where your target audience are more likely to be. | | |

Now - use the worksheet below to work out your ad.

My advert or editorial: (Use this sheet each time you plan an ad or editorial – eventually you’ll do it without thinking or needing this template!).

1. Who exactly is this ad aimed at? Which avatar are you using?
2. What is the header for your advert or editorial?
3. Is there a “strap line” or simple message which you use right across your branding? What is it?
4. How will you show the benefits of yoga and of coming to you? Write them below – using simple language your target will connect with.

5. Write your call to action below.

6. Where will you place this ad or editorial?

Ads



New yoga programmes for 2017 at Cantley Methodist Church

Yoga over 45 is designed *specifically* to support anyone in mid-life;
later years OR looking for a gentler approach

START 2017 WITH A RESOLUTION TO MAKE YOUR HEALTH A PRIORITY

| | |
|---|--|
| <p>3 Regular classes Suitable for beginners and those with a little more experience. Run all year round. (Thursday evenings and Friday mornings)</p> | <p>New 6-week beginner programme of 2017 Starts Jan 12th (Thurs evenings) Good for you if you need a really gentle pace and/or want to learn the basics.</p> |
| <p>Yoga for deep relaxation: 6-week programme Starts Mon 9th Jan. (6.15pm) Reduce anxiety, stress, pain and aid sleep. (This class held at Cantley Community Centre)</p> | <p>Yoga for Wellness Day Retreat: January 21st Learn how yoga can help you achieve any health goals you may have set for 2017. A day of pampering, stretching & relaxation.</p> |

Want to know more? Call Shona on: 01302 865253 or 07904 262877

E-mail: shona@yogaover45.co.uk

Visit the website for lots more information: www.yogaover45.co.uk

Follow us on Facebook: www.facebook.com/yogaover45.co.uk



**Yoga over summer
at Tickhill or Cantley**
(Bawtry coming soon!)

4 regular classes held throughout summer

- **New time:** Weds 9.30 Tickhill Pavilion.
- Thurs pm and Friday am at Cantley.
- **New class coming to Bawtry:**
New beginner programme starts in September.
- Yoga for Wellness Workshop in Bawtry - Sat 23rd September.

Because getting older doesn't have to mean getting stiffer!

For more info: Call Shona on 07904 262877

E-mail: shona@yogaover45.co.uk

Visit: www.yogaover45.co.uk



Yoga classes Tickhill, Bawtry and Cantley

Designed for those in mid- life or later years OR if you're looking for a gentler approach.

- Regular daytime & evening classes.
- **Next 6-week beginner and healthy back courses start w/c 11th June.**
- Improve flexibility, strength and relax and unwind.

This is yoga for EVERY body – not the super fit!

Call Shona on **07904 262877**

E-mail: shona@yogaover45.co.uk

Visit: www.yogaover45.co.uk



YOGA CLASSES NEAR YOU FOR THE NEW YEAR

New 6-week courses and regular classes start from Monday 15th January in Bawtry, Tickhill and Cantley.

- **Yoga for beginners** –courses in Cantley, Tickhill and Bawtry.
- Ask about **Yoga for Stress and Yoga for healthy back courses**.
- **Regular classes** run Thursday evening and Wednesday and Friday mornings in Tickhill or Cantley.
- **Full day retreat:** Bawtry 20th January.

For anyone in mid-life or later years OR if you're looking for a gentler approach.

Call Shona on 07904 262877

E-mail: shona@yogaover45.co.uk

Visit: www.yogaover45.co.uk

Editorials

EDITORIAL FOR AD-MAGS – SEPTEMBER 2017

HOW YOGA CAN GIVE YOU MORE ENERGY AND PREVENT, REDUCE OR EVEN REVERSE SOME OF THE MOST COMMON SYMPTOMS OF AGEING

On a scale of 0-10 with 10 being “very good,” how would you describe your general fitness, your energy levels and your eating habits right now? Are your daily habits helping or hindering your sense of well-being?

Are you in mid-life or later years and becoming one of many who find yourself thinking (and indeed saying) that you have to expect aches and pains and health niggles the older you get?

Do you take medication for health issues?

At 65, I’m no spring chicken myself – but I know that practising yoga has meant I am fitter than some people half my age, and that it is possible to maintain our health for far longer applying some of the yoga principles and techniques to our lives.

It doesn’t have to be difficult. You don’t have to bend like a pretzel! It doesn’t matter what age, size, shape or level of fitness you’re at – in some cases, it doesn’t even matter if you’re recovering from an injury – (as I am myself right now!) Yoga can support a move towards better health *wherever* you are starting from – and the research into its benefits is growing all the time.

But the truth is, often yoga is portrayed as for the young and bendy; you might have tried a class and found it was just too fast for you to pick up the movements and ended up feeling yoga just isn’t for you.

Nothing could be further from the truth.

If your score to the question at the beginning of this article was a 7 or less, maybe there are some simple things you could do which could improve your score and your overall sense of well-being as you age – and I’d like to suggest yoga might well be part of the answer.

I don’t care whether you buy a video or book or go to other classes by other teachers...just give yoga a go because I promise you, on as little as 15 minutes a day you can start to feel better. The one thing you must NOT do is stop moving or allow the not so helpful habits you might be practising which are jeopardizing your fitness levels, to allow you to slip any further down that score card!

And if you’d like more information about classes and the September yoga day retreat coming up, which focuses on yoga, our diet and how we can slow down the ageing process, then do contact me on Shona@yogaover45.co.uk or Tel: 07904 262877, or visit: www.yogaover45.co.uk.

EDITORIAL FOR AD-MAGS – OCTOBER 2017

Yoga for healthy backs and looser, less painful joints.

I'm a yoga teacher who has a special interest in teaching students in mid-life or later years. Many of my students have issues with back pain, sciatica or arthritis which can be really troublesome and impact how they feel and what they can do. Often, I hear students say these aches and pains are just what they expect as part and parcel of getting older – but do we really have to accept this is an inevitable part of ageing – or do we have the power to do something about it and stave off some of those symptoms for longer?

It is true that back pain or stiffness associated with arthritis can hit most of us at some point. It can be caused by injury, poor posture, repetitive movement or just getting older. The soft discs between our vertebrae dry over time and less supple discs can be more susceptible to bulging or rupture. This puts pressure on nerves and can lead to anything from uncomfortable aches to real pain.

But, while getting older is inevitable, pain is not. Regular stretching can both prevent and relieve symptoms – and this is where yoga can be really helpful. Studies show that people who took yoga or stretching classes are twice as likely to cut back on pain medications than people who manage the symptoms on their own.

Yoga focuses on postures which can help lengthen your spine, stretch and strengthen your muscles and return your back to its proper alignment. Finding a class which can help teach you the basics can be helpful – and once you feel comfortable with the postures the beauty of yoga is you can do it easily at home – no special equipment needed. Even with 10 to 15 minutes a day you will feel a significant difference within weeks.

Shona Garner is a fully qualified, experienced teacher, running 6-week beginner programmes around 5 times a year in the Tickhill, Cantley and Bawtry areas. If you'd like information about these courses, then contact Shona on Shona@yogaover45.co.uk or Tel: 07904 262877, or visit: www.yogaover45.co.uk .

EDITORIAL FOR AD-MAGS – if any space May/June 2018

Why you're NEVER too old to take up yoga.

As a yoga teacher in my 66th year, (where on earth did that time go?!), I've become even more aware that if I want to keep being able to do all the things I want to do – I need to look after my health.

The reality is that for many of us as we age, we not only move less than perhaps we should, but years of poor posture, less than healthy eating habits and the onset of conditions such as arthritis, diabetes or blood pressure to name but a few start to take their toll.

I read somewhere recently – that we humans are living longer – but living sicker. But what is the point of adding another decade to our life span if that life is riddled with pain or health challenges which prevent us from actually living?

I know there are some things life throws at us we simply cannot control or predict. But, almost every doctor you speak to, or article you read, or TV programme you watch (and there are plenty these days on TV telling us how to stay younger!), all these sources seem to agree on one thing: ***our lifestyle has a dramatic impact on how we age.***

You don't need me to tell you how important exercise is. But finding the right kind of exercise which will support your health and yet be enjoyable enough for you to actually keep it up is not always easy.

If you've never tried yoga – or maybe dabbled a while ago but done nothing since – it's worth giving it a try.

You're NEVER too old, too inflexible or too weak to do yoga because...

- **Yoga is NOT a competitive sport!** You work to your own point of challenge – which will be different to everyone else's – but as you do, you will gradually improve without strain or injury.
- **Yoga encourages you to actually become more aware of your body** – and if you're in the right kind of class, which doesn't go too fast and gives you time to understand some basic safety principles, you can adjust either deeper into a stretch or pull back – so you get just the right level of challenge for your body.

For so many other types of exercise, we are still attached to our phones, watching TV screens or our mind is completely elsewhere - and we don't realise we've done too much till it's too late.

- **Yoga can help you learn to manage pain or other conditions through breathing and relaxation techniques.**

I can think of no other form of exercise which can help you understand how to manage stress or pain than yoga – and even the scientific research is showing this is more than just baseless claims.

**The truth is - saying you're too old/inflexible to take up yoga
is like saying you're too dirty to have a bath!!**

My oldest students are in their 80's. It is NEVER too late. So, search out a class you feel might be suitable for you – try more than one teacher or style – sometimes it takes time to find the teacher who is the right “fit” for you – but it's worth looking! And know that you could be on the way to forming a new habit which can massively change your health for the better!

Shona Garner is a fully qualified, experienced teacher, running regular classes, and 6-week programmes (for beginners, for healthy back and core, and for stress) in the Tickhill, Cantley and Bawtry areas. If you'd like information about any of these courses, then contact Shona on Shona@yogaover45.co.uk or Tel: 07904 262877, or visit: www.yogaover45.co.uk .