

YOGA TEACHER CHALLENGE

30 days to £30k as a yoga teacher

Module 3:

How to price and create a successful launch of
your classes

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

A glimpse into what you'll learn in this session:

- Why pricing starts with your mindset!
- The 5 biggest mistakes I see when it comes to pricing your yoga classes.
- Why offering free taster sessions or donation-led classes could actually harm your purse AND your credibility!
- How to price classes so you're not working for nothing.
- The 5 key ingredients to a successful launch – and the biggest mistake I see SO many would be teachers make!

If you're just joining us...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.

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.
(Teaching NO more than 9 classes a week!)

Missed the first 2 webinars?

Webinar 1: 7 key steps to take you from financially struggling as a yoga teacher to having a £30k income - teaching no more than 9 classes a week.

Webinar 2: How to attract the students you were meant to serve, fill your classes quickly, and have them coming back for more!

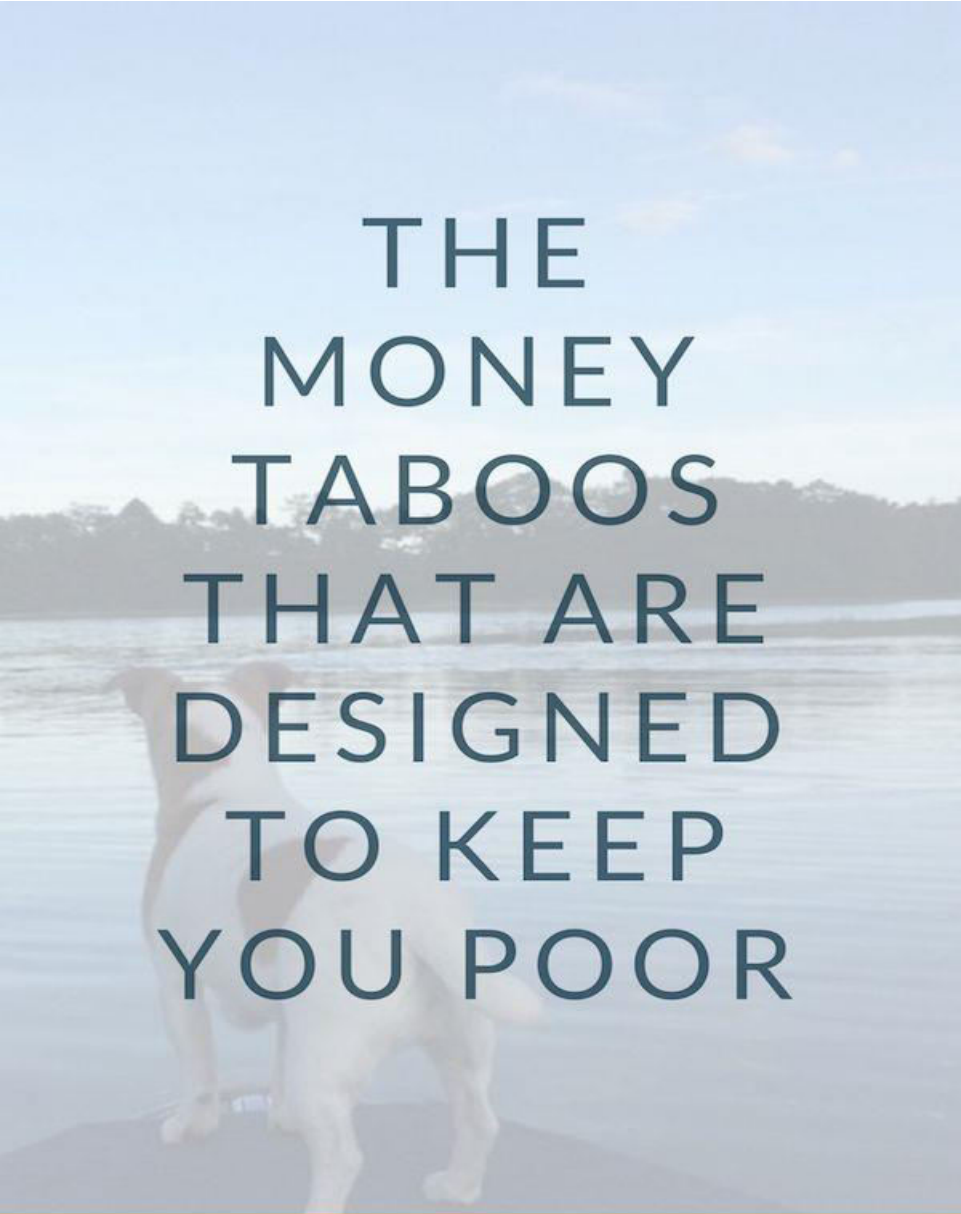
Why pricing starts with your mindset.....

You might want me to discuss how to price your classes; what's the going rate or how I structure my pricing as an example of what is working (and I will do this in the next webinar!)

BUT honestly – before we do that we need to start with something FAR more important!

Let me ask you.....

How does asking for money make you feel?

A light-colored dog is standing on the back of a boat, looking out over a calm body of water. In the distance, there are trees and a clear sky. The scene is peaceful and scenic.

THE MONEY TABOOS THAT ARE DESIGNED TO KEEP YOU POOR

ELSESOCIETY.COM

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

Let me ask you again....how do YOU feel about money
and asking for people to pay for your classes?

Your mindset REALLY matters when it comes to money.

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 career which respects and honours the fact that you too have to pay bills.

Unhelpful beliefs around money

- Money is the root of all evil.
- Talking money is not yogic!
- Money is not that important – it's only money.
- Money is there to be spent.
- The rich get richer and the poor get poorer.
- I'm just not good with money.
- My family has never been rich.
- Money is a limited resource.
- You have to work too hard to get wealthy.
- It's selfish to want a lot of money.

The yoga teacher's gremlins around money!



- Asking for money makes you feel “icky,” embarrassed, nervous.
- Low confidence – “not good enough” – “imposter syndrome.”
- You’re “supposed” to be a “caring” person. Money and profit are “dirty” words.
- You believe offering free sessions will draw more people in.

If you went to a masseur, hypnotherapist, nutritionist, acupuncturist, GP, hospital or indeed any other “caring” professional with issues around your health and well-being which you were trying to address – would you expect to pay?

If you had a health problem which was giving you real grief and someone actually made a tangible and positive difference – would you feel the investment in your time and money was worth every penny?

**Yoga has changed MY life...
I know it can change the lives of those I teach.**

The truth is if you don't value
yourself

Don't expect your students to.

The truth is you have invested...

- Time – in some cases many, many months or even years of practising, showing up at class yourself, and the time it took for you to do your YTT.
- Energy – physical and emotional.
- Money – thousands of pounds or dollars even to get the basic YTT.

And whilst you're maybe still on the initial learning curve in terms of teaching – you're still a few steps ahead of those you're teaching.

A fourth grader – is god to a 3rd grader.

STOP!

Feeling apologetic about asking for money!

**And respect the fact that you bring VALUE to those who come to you.
(We'll look at how you can do that a lot more in webinar 4)**

Respect that you, like your potential students, have basic living requirements, bills to pay, maybe children to support.

SELF-CARE IS NOT THE SAME AS SELF-ISH.

Understand that people are NOT just paying you for the information, the time you give them or the support you give...

They are paying for their problems to be solved.

True value is what it DOES for your student. The transformation you can help them achieve.

**YOU CAN'T HELP ANYONE – IF
YOU DON'T RESPECT YOURSELF.**

**When you understand the value you bring –
you'll feel more confident about honouring YOURSELF.**

Tangible benefits you could bring?

Testimonials I've had from students:

- I saw what yoga with Shona had given two of my friends – they became healthier looking and much calmer.
- I have not done yoga before and wanted a class where I would feel comfortable. I saw Yoga over 45 advertised and your website sold it to me! I thoroughly enjoy the class.
- I have been to a couple of yoga classes many years ago, but never enjoyed yoga as much as I do now. I love the classes, the flexibility of the memberships and the online support.
- This lady has changed my life...

These are students you COULD reach

Who ***could*** benefit from your expertise

But, if you hide in the shadows and don't put some foundations in place, the students you are meant to serve will never find you -

And you'll join the ranks of burned out, broke and/or disillusioned yoga teachers.

So, pricing is an INTERNAL as well as external process

Most yogis (or businesses of any type) ONLY consider external factors

Internal and external factors

EXTERNAL

- What the competition is charging.
- What you think your students can afford/will pay.

INTERNAL

- Discomfort around asking for money.
- A sense of “not good enough”/”imposter syndrome.”
- Unhelpful beliefs you realise you have.

Pricing tips....

- If you haven't done the reverse engineering process homework from webinar 3 – do it now!!
- Do research what your competitors are charging – but do **not feel tempted to undercut or even match them – simply use this as a guide.**
- Whatever figure you're coming up with right now – hold on to it a while longer – and treat it as an **average** cost. We'll look at how to get creative with pricing in Webinar 4!
- **Even at this stage – add 20% onto your figure** – putting up prices once you've started teaching can always feel another internally challenging process to navigate!
- Price is all about PERCEPTION OF VALUE

Price is all about perception of value

- YOU have to **believe** that what you have to offer is of value. If YOU don't believe in the value of what you offer – how can you expect your students to?
- People are NOT paying you for yoga!! They are paying you for their problem to be solved!
- YOU get to control other people's perceptions of you – this is what “branding” is all about. And we spent the whole of webinar 2 getting you to really clarify YOUR brand.
- Member story – of the competitor running £3 classes.....
In my view – demeans/devalues what we have to offer.
- Remember we talked about giving an “experience”? Little touches can mean a lot – what can you add which costs you little, but enhances that student experience? (Webinar 4 will cover this in more detail.)
- Follow the value equation I learned from my own mentor: “the price to the customer must be lower than the ***perceived*** value but higher than the cost for me to deliver.”

So get to work
on your mindset!!

Pricing

So, with your mindset in place...let's think about pricing your classes.

No guesswork!

Get business-like about this!

Did you reverse engineer your business?

In last weeks session you had homework to use the calculator tool or a DIY version to look at the viability of your initial vision.

Did you do that?

Remember, you can play around with the figures.

What do you NEED to charge in order to make it viable to cover costs?

Will this bring in the revenue you aspired to?

Do you have an idea of how many students you'll need at that price to generate your target income?

Are you CLEAR about your costs?

Will cover more in webinar 4

But don't play ostrich!

5 mistakes I see around pricing

1. Offering FREE taster sessions! (People don't value what they get for free. Can actually **harm** your credibility.).
2. Offering “donation” led classes. (Causes embarrassment).
3. Allowing too many drop-ins. No reward for commitment/loyalty. (Such an easy thing to offer – and your students will get better results too!).
4. Inflexibility in terms of what you offer (come on guys – fixed price, term times your only offering?!). Get creative!!
5. NO added value – (doesn't cost you much, but makes a big difference to your students.).

Pricing mistake number 1: Offering free classes/taster sessions

- People do NOT value what they get for nothing.
- Doesn't work as well as you might think attracting new students!
- Attracts the ***wrong sort*** of student!!!!
- Diminishes YOU and what you offer.
- Can actually harm your credibility.
- Can lead to resentment on your part.
- Can reduce commitment and loyalty from students – fewer good results.

Pricing mistake number 2: Offering donation led sessions

- Causes embarrassment and anxiety!! We've already talked about the money taboos – other people have the same issues! Feel awkward talking money – no idea what to pitch it at. Instead, give clear pricing – which clearly offers VALUE – no one will quibble with – and if they do – you don't want them in your tribe!
- Again – breeds no real sense of value, loyalty or commitment.

Pricing mistake number 3: Pricing based mostly on drop-ins

- Students don't reap the benefit. Let's face it – if you treat anything with the mindset of “I'll do it when I feel like it/when it's convenient,” chances are you won't get the results you hope for!
- NO loyalty/commitment.
- If they aren't willing to make a commitment to their health and well-being – do you want them in your class?

The truth is – when people pay good money – they tend to make more of an effort! And get better results!

Pricing mistake number 4: Inflexibility on what you offer

- You only offer 2 pricing structures – drop-ins (and too cheaply too!) or term-time/12 week programmes they pay for up front.
- Yes! Students have lives that get in the way of commitments – just like we all do!! BUT – can you offer some flexibility which enables them to still feel committed, yet allows some wiggle room?
(We'll talk a LOT more about this in Webinar 4!).
- Means being a little more creative – as well as setting up good systems for your admin – but it CAN be done – to work for them AND you!

Pricing mistake number 5: No added value

Will cover ALL this FAR more in webinar 4, but for now consider...

- The importance of building community – a more personal service – starts with knowing their names!!
- The flexibility we talked about.
- Courses which take students deeper to achieve a specific benefit – with handouts.
- Newsletter.
- Online support.

Want to teach privates as
part of your vision/strategy?

Tips for pricing for private classes

- Make sure you have reverse engineered your business carefully. Private work can seem lucrative on the surface – but if you don't plan/price carefully can become a drain on your time/energy.
- Ensure you have a clear policy regarding no shows/cancellations etc – make it clear up front, and stick to it. **Educate** your potential clients from the outset/manage expectations and “fire” privates who do not comply.
- Factor in ALL the time these sessions involve – from travelling, to preparation/follow up, any added value you give before you price your sessions. Whatever price you come up with – add 20% as you likely undersold.
- Be willing to say “no.”
- Finally – and most importantly, your time is your most precious resource. It is also the only thing which is **finite**. **NEVER undersell your time.**

Creating a successful launch

2 possible scenarios

The “spray and pray” method!

The attraction method!

5. SPRAY & PRAY MARKETING

Definition: “Spraying” large groups of potential customers with your message without targeting the right message to the right person at the right time.

Experimentation > discover effective new channels
Spray & pray > waste time, money and resources

7 DEADLY SINS OF MARKETING

@HANABAZA

überflip



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32693781
Dannyphoto80 | Dreamstime.com

5 key ingredients for a successful launch

- Targeting. (Webinars 1 and 2)
- Timing.
- Incentives and scarcity.
- Advertising – creating a buzz and measuring your responses.
- Testimonials/referrals.

Targeting (Webinar 1)

Who is your ideal student?

What is the main problem you're helping to solve?

What can you promise?

What places do you target (on and off line?)?

Timing

New year resolutions?

Term times?

Tone up in time for summer.

Day time or evening classes more suitable (for you AND them!)?

Incentives and scarcity

Personally, I do tend to limit these, but you could offer:

Bring a friend (for price of full drop-in).

Half price drop in/taster session.

If you offer other therapies/treatments package in with something else.

Limit spaces – ads which say just 2/3 spaces left!

Advertising – creating a successful launch

We'll cover advertising in more depth in webinar 4, but for now key tips are:

- Sell the **results** more than your style of yoga.
- Tease. The ads should encourage people to ring you. DON'T encourage drop-ins! Lower cost trial session – yes. Free – NO!
- When they ring – ask questions first! Listen – then meet their needs.
- If you pay for ANY advertising TARGET where you advertise to where your target market hang out – or don't do it/do it small scale only!!! (Don't pay for hundreds of flyers!!!).

How to write adverts that actually WORK!

Ads that work...

- Pay more attention to WHO you help and the BENEFITS they can expect.
- DON'T try to attract ANYBODY! Imagine your ideal student in front of you – what would you say to them?
- Keep it short – with MAIN action you want from them to ring you or e-mail you.
- Promote any courses you offer based on their specific benefit – separately.
- TEST different marketing pillars – and MEASURE RESULTS of any spend you make. Ditch what doesn't work!
- As time goes on, you can get a better handle on what each £1 you spend on advertising brings in in terms of new students.

Testimonials and referrals

When you first start you won't have these – but couple of months in – ASK for feedback! Add to your website.

We've covered so far...

- How to attract your tribe through niching.
- Created your student avatar.
- Got you thinking about finding suitable spaces for your classes.
- Foundations – systems and processes which will help you as you grow.
- Mindset around money – how to ditch the gremlins!
- How to price your classes.
- Advertising – how to write good copy to get the enquiries rolling in.

NOW you're ready to roll!!!

NOW you can start on your website, adverts, networking and getting yourself out there!

Moving forward:

Webinar 4:

Secrets to REALLY growing your tribe AND your business, increasing your influence, and avoiding the “feast-famine” cycle of income.

Expect to cover:

- How to get students coming back – over and over.
- How to build your credibility AND get people talking about you.
- The secret sauce to longevity and avoiding the “feast-famine” cycle of income.
- Added value offerings to make you really stand out.
- Building a professional business with systems and processes which will allow you to grow.
- Building your confidence – so you can expand what you offer.

Want more help? Missed some calls?

- Get copies of the recordings of all 4 webinars.
- 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.
- Access to the FB closed group:
 - Ask further questions – get help from me and your peers!
 - Facebook lives covering topics you raise.
 - Share your successes and get help and encouragement from each other.

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

\$197

- One time offer at this price to help me gain feedback and testimonials. Prices will go up ***significantly*** after this programme.
- 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.
- 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

\$197

**Less than the price of a Lululemon outfit – but FAR more
useful long term!!**