

YOGA TEACHER CHALLENGE

30 days to £30k as a yoga teacher

Module 4:

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

Webinar 4: what we'll cover

Filling your first classes:

- The secrets to successful advertising
- 6 no or low cost ways to advertise your classes

Building loyalty

- You've got them – now how do you keep them? 8 ways I've tried to build loyalty and raving fans.
- Why offering flexibility can help you build loyalty and avoid the “feast/famine roller coaster” to your income.
- Growing confidence – growing your offering through retreat days?

Growing – and acting like a pro!

- Treating your biz like a biz – what you should be putting in place from the start if you're serious.
- As you grow – maintaining work-life balance – and focusing on what you do best!

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.

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 3 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!

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

5 secrets to successful advertising

So you get enough students to your classes from the start.

Advertising secret 1: this comes 6th!

After:

1. Sorting your mind-set!
2. Defining your “niche.”
3. Creating your “avatar”/ideal student – so you know what to say.
4. Pricing your classes right and getting smart with what you offer.
5. Planning a successful launch.
- 6. Advertise!**
7. Treat your business like a business – become a pro!

Advertising secret 2:

Speak to a SPECIFIC AUDIENCE and advertise BENEFITS not features.

EXAMPLES OF SPECIFIC AUDIENCES

- YOGA OVER 45! Because you're never too stiff or too old to do yoga!
- Yoga for bikers or runners: to help increase endurance and strength and prevent injury.
- Yoga for Mum's to be: keeping Mum and baby relaxed, easier labour and healthier baby
- Yoga for stressed out Mum's! Your chance to have some "me-time" and get back your shape.
- Yoga for golfers: to help improve your golf swing and reduce shoulder and back twinges
- Yoga for deep relaxation: your chance to unwind completely from the hustle and bustle
- Yoga for healthy back and core: prevent back problems and ease pain.

And don't worry that niching
will limit you.....

**Webinar 2 covers in more detail – but for now just know that you will
INCREASE revenue and attract more students.**

**You can always expand as you grow to cover other niches – but build
your confidence with one first!!**

Advertising secret 3:

Advertise BENEFITS not features.

I've given you some examples – now either using the notes provided if you registered for the course materials, or making your own notes –

GO MAKE A NOTE OF ALL THE BENEFITS FOR YOUR POTENTIAL STUDENTS AND USE THIS IN YOUR ADVERTISING COPY!

Advertising secret 4:

Use different marketing pillars



6 low or no cost ways to advertise your classes

1. Get yourself on free yoga directories
2. Get yourself a free listing with students if you can!
Check your “insights” on [googlemybusiness.com](https://www.google.com/business/)
(Add some pics of you – and
3. Use Yoga in “x” (x = your geographical area)
4. Find any local Facebook community groups you can advertise in.
5. Printed flyers (NOT expensive printing/delivery – ***targeted*** to where your niche hang out.
6. Low cost advertising in free magazines or newspapers.

Check out this article on my blog for more detail

<https://www.yoginiors.co.uk/6-low-or-no-cost-ways-advertise-classes/>

Advertising secret 5:

Measure what works and what doesn't!!!!

Is a website a MUST?

No!!!

Yes – it can help – but DON'T let that be the thing which stops you from starting!

And NEVER, EVER, EVER pay for an expensive website, or take months to get one up yourself if you haven't done steps 1-5 we cover on this course!!

5 ways to build loyalty

And keep those students coming, over, and over again

AND

Tell their friends about you.

Loyalty tip 1: Incentivise commitment

The (sometimes surprising) psychology behind commitment and money and getting results.

- People generally do not value what they get for free.
- But they appreciate what they perceive as VALUE.
- VALUE is a perception YOU can control.
- The more you commit, the better results you tend to get. It's no different with your students.
- The more committed students are more likely to refer you.

Incentivise commitment by.....

- Make drop ins your most expensive offering.
- Offer blocks of sessions – with a little time grace.
- Offer monthly memberships if you are running at least 5 or more classes a week.

Benefits of incentives

- Loyalty!
- Referrals
- Students get good results – testimonials
- Evens out your income generation
- Boosts cash flow

Loyalty tip 2: Offer courses

- Great income boost – up front payment
- Students like the limited commitment
- Gives YOU more control/work-life balance!
- Offer handouts/go deeper
- Keep the benefits in the title! (eg: Yoga for beginners
6 weeks to a better golf swing;
10 weeks to prepare for your marathon/baby!)
- Maybe some limited flexibility?

Loyalty tip 3: Write a newsletter!!

- Hard copy rather than e-mail!! (I have some students who have literally kept every single one of the 33 so far!)
- Impresses new students!
- Write on topics you KNOW will interest your audience.
- At least monthly – yes I KNOW this means work – but it’s worth it!
- Advertise your upcoming classes/retreats in one small section.
- Students take extra for friends/share.
- Seen as added value
- Massively increases your credibility – AND in the process you’re learning more and more!!

Loyalty tip 4: Offer retreat days

Not going into this in any depth but:

- Don't offer these too soon. Build your tribe (and your confidence!) first!
- It's FAR easier to fill retreat days to existing loyal students.
- The 80/20 rule I learned from my mentor.
- Plan well ahead!
- Consider a collaboration.
- Theme them.

If this something which interests you – let me know in the Facebook Business Community Group – and what your biggest questions are!

Loyalty tip 5: Offer flexibility
and value

How I have added value

- Flexibility
- Reward for loyalty (one student couldn't believe she could come to so many classes for her monthly membership!)
- Handouts in the 6 week courses – feel they're "going deeper"
- Newsletter – physical product – don't underestimate the power of this!
- **On-line support. (My training vault) (Building ASSETTS)**

Did I have these things right from the start? No!

And you don't need to either! But once you get to know your tribe and cash flow starts coming in – you will see opportunities....take them!

Why offering flexibility is a good thing

- Research shows one of top 3 needs is convenience in terms of time/place.
- Allow attendance at any class as long as space.
- Different types of class – promising a specific result your niche would appreciate.
- Choices of payment options which reward more use/loyalty
- Setting up courses is good for your income – and sanity and offers your tribe more flexibility!
- Monthly memberships – a real blessing for your sanity!
Avoiding “feast/famine” cycle – earning money even when you’re not teaching!

What's worked for me

- Charge highest price for a drop in.
- Charge 50% of that drop in price for a trial – after that – student has to either pay full drop in, or choose a membership.
- Allow students to attend any class – any venue – as long as space.
- **Secret sauce? Monthly memberships.** 6 or 12 months.
Brings in consistent income every month. Allows you to breathe, and relax a little – and focus on providing great teaching!
- **6 week courses** – promising a specific benefit.
Brings an additional cash boost.

Think and act like a pro

As you grow.

I make NO apologies for repeating this yet again.....!!!

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.

First – money: why you **MUST** note ALL expenses!

- Business – or expensive hobby?
- Serious? Or “playing” at this?
- Kidding yourself? Or being totally honest with yourself?

Bonus: A checklist of expenses you SHOULD count!!

Be professional in your business

- Spills over into your classes too – your students will feel the difference.
- Invest in booking software and get it set up.
Eg: TeamUp; Mindbody;
(DON'T take too long deciding! Can cause creative avoidance!)
- Set up your CRM (Infusion soft FAR too expensive and overkill)
Mail chimp; Zoho; Nimble. This link a good one to explore
<https://www.ventureharbour.com/small-business-crm-system-best-infusionsoft-vs-zoho-vs-capsule/>
- Set up a proper book-keeping system (quick books or SAGE) ***and do your bookkeeping EVERY month at least!***

Use testimonials to help you grow

When you first start you won't have these – but 6 months in –
ASK for feedback. Add to your website.

Get help!!!

At first – you’ll probably try to do a lot on your own – but as you grow, consider re-investing some of what you generate to enlist the support of others. Sometimes it pays to pay someone else!

- Cover teachers?
- Accountant/book-keeper
- Virtual assistant (Fiverr; Student gems; Upwork) **(See bonus for resources I have used which have helped me.)**
- Technical/marketing help – especially if this not your area of wizardry!!

So there we are!

The keys to building a thriving yoga career – and generating a significant £30K+ income from teaching yoga is within your reach.

**YOU HAVE THE KNOW HOW – BUT DO YOU HAVE THE WILL
TO TAKE ACTION?**

In this course we've covered....

- How to attract your tribe through niching
- Creating your student avatar
- Finding suitable spaces for your classes
- Foundations – systems and processes which will help you as you grow.
- Pricing and mindset
- How to launch and advertise your classes so you fill them from the start
- How to build for growth and sustainability.

Want more help?

- Get copies of the recording 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.

From December 15th price goes up to \$397.

- 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 new found 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.

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\$197

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

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