

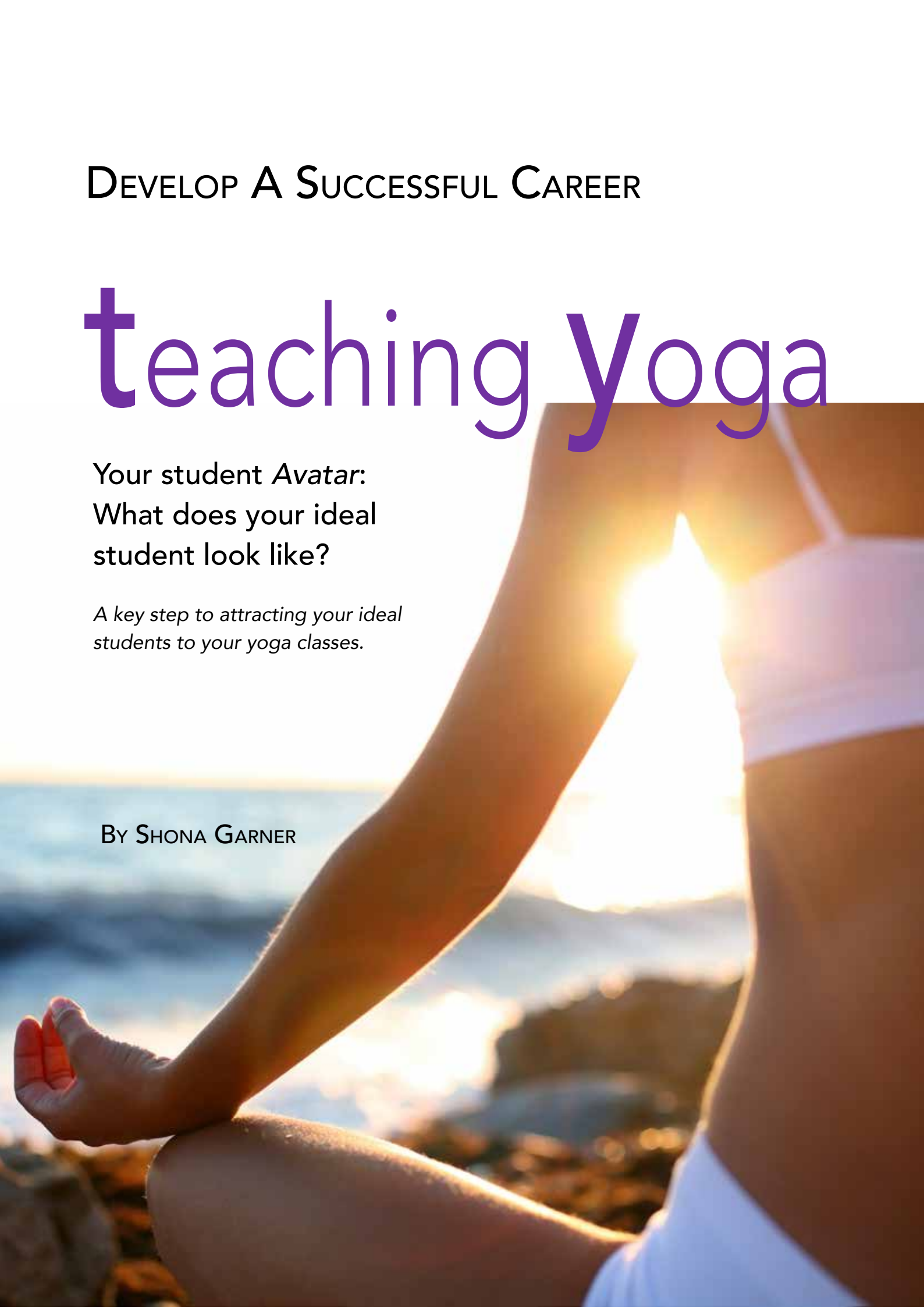
DEVELOP A SUCCESSFUL CAREER

# teaching yoga

Your student Avatar:  
What does your ideal  
student look like?

*A key step to attracting your ideal  
students to your yoga classes.*

BY SHONA GARNER



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## Finding Your Avatar

### ***What is a student “avatar?”***

Your student avatar is quite simply a detailed description of the type of students you most want to see in your classes.

If you've done the “Discover your niche” exercise you'll find in this resource bank, ***Niche exercise*** you'll have a better feel for your story, and what unique experiences you can bring to your yoga classes and your students. If you haven't done this exercise, I'd strongly recommend you do that before you tackle this exercise.

Go do the ***Determine my story exercise*** NOW!!

Now you can begin to paint a picture of your ideal student.

Why would we do this?

Because you want to attract those exact students to you - you want them to read any advertising, or look at your website and immediately think - “That's the teacher for me”.

In order to do that, you need to know as much about them as you can - and this exercise will help you work through that.

Once you have done this exercise, you will have a much better chance of designing and delivering your marketing messages to attract those very students.

NB If you imagine your ideal students to be both genders - try doing the exercise twice - once for men, and once for women. It is likely their backgrounds/drivers/fears/concerns or motivations may be different.

And if you don't know the answer to some of these - think about how you can find out.

So here goes. Fill in as much information in the grid below as you can:

NUMBER	QUALITY	DESCRIPTION
1	Gender	
2	Age	
3	Profession/income	
4	Background e.g. Upbringing/children/lifestyle	

5	<b>Physical description</b>	
6	<b>Life circumstances</b> (eg young family? Kids grown? High power/ stressful job? Keen sportsman? Hobbies? Specific challenges?)	
7	<b>Greatest desire</b>	
8	<b>Primary wound/biggest pain point?</b> (eg health issue; injury; back pain; lack of energy; stress?)	

9	<b>Buying patterns</b> (What do this group tend to spend their money on? Will they spend money on themselves? Are they interested in self-care? Do they have disposable income to afford your services?)	
10	<b>Primary objection they might have about buying your service?</b>  (What might stop them from coming to your classes/workshops?)	

**Additional thoughts/notes**

## NEXT STEPS

Now you know exactly who you want to attract to your classes the marketing will become SO much easier!

Your website copy and any advertising will be easier to write - and even when you're talking to people, they'll get a clear sense of your style as a teacher and where you can most help them.

Next steps:

- ➔ Check out the additional resources you see here.
  
- ➔ Schedule time in your calendar to work through any gaps in the 13 point checklist.
  
- ➔ Reach out for further support through the Facebook group.

### RESOURCES BOX

Need help or further support or encouragement to build momentum? I've put these free resources together to help you...

#### [\*\*Yoginiors Facebook group\*\*](#)

(Support from a like-minded community)

#### [\*\*Creating my yoga niche\*\*](#)

(Easy print pdf to help you work through this step)

#### [\*\*Automatic student calculator\*\*](#)

(Easily and quickly calculate how many students you need to generate your financial goal)

#### [\*\*13-Point Checklist\*\*](#)

(Things I would encourage you to have ticked off before you launch your first class)