

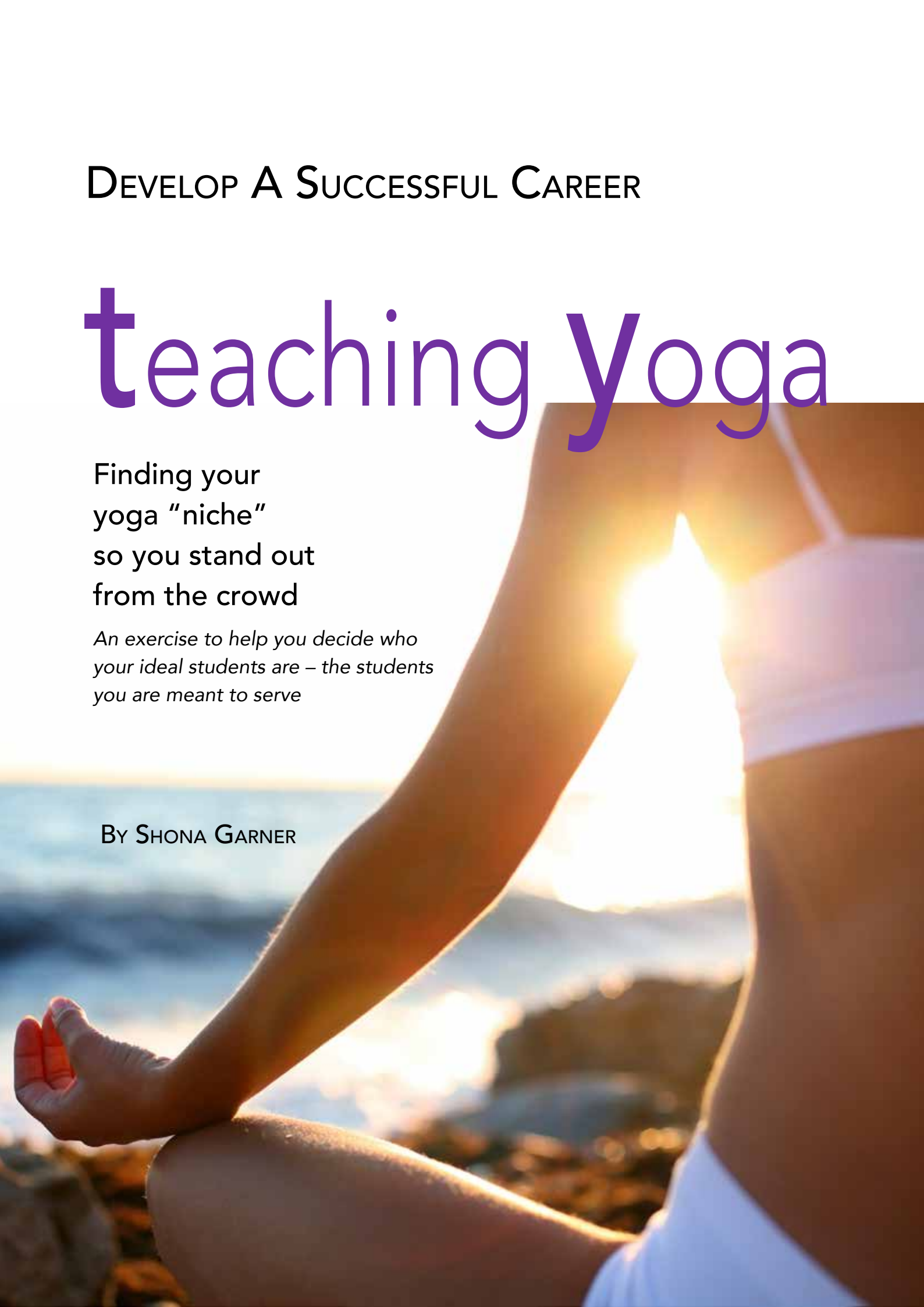
DEVELOP A SUCCESSFUL CAREER

teaching yoga

Finding your
yoga "niche"
so you stand out
from the crowd

*An exercise to help you decide who
your ideal students are – the students
you are meant to serve*

BY SHONA GARNER



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Finding your “niche”

Your dream students

The students you were meant to serve.

HOW DO I NICHE?

I believe there are students out there you are *meant* to teach. Students who will just love your style and personality and for whom there is a resonance because of your story.

You came to yoga for a reason - as most of us do. Maybe it was just to keep fit to begin with - but as you continued to learn you found the benefits were far more profound than you'd first imagined.

Maybe it was because you had a specific health challenge - and yoga helped.

If you've been on teacher training already, chances are at some point in that training you touched a really deep part of you that made you quite emotional. When you touch others through their emotions they connect with you more deeply and they become more receptive to you. Somehow, they feel you understand them - because you have had similar experiences. That is when they will feel more drawn to work with you than another yoga teacher.

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.

YOUR STORY IS YOUR NICHE.

So let's get you thinking about what your story is.

Below are some questions I want you to take time to answer. **DON'T SKIP THIS.** (**Most** yoga teachers will skip this step - because it does require some thinking. It may take time to gently tease your story out and think about how that relates to the students who might most connect with you. Be one of the minority - who *really* begins to understand what they bring to their teaching, and who they are most meant to serve.) And don't worry you're narrowing yourself down and can't teach other niches - that's possible - but start with the one which resonates most for you - and test how that works. You're building experience in how to really build relationships and connect with future students - which will serve you well if you do branch out to other niches.

Honestly, I can't tell you how important this step is. Schedule a time in your diary when you'll sit and answer these questions - and post your “story” on our Facebook group page. [**Yoginiors Facebook group**](#)

EXERCISE 1: DETERMINING MY STORY - AND MY NICHE.

1. What brought you to yoga?

2. What unique personal experiences have you had? (This can be related to any aspect of your life - maybe you've set up another business; maybe you've travelled to unusual places; maybe you have achieved things you're proud of; maybe you've overcome a personal struggle? Maybe, like me, you were adopted.) Write down anything at all which comes to mind. (You may not use some of the things you write - but it's useful to have them down to review anyhow. Some of these things will help others connect with you at a deeper level.)

3. What personal challenges have you overcome? (Again, write down anything which comes to mind. For example, it might be a health challenge; a challenge in a relationship or something which challenged you mentally or physically.) Just jot them down below.

4. What professional challenges have you overcome? (Whether that's passing a course or exam; getting a job/promotion; starting a business; being a woman in a man's world; anything at all)

5. What areas of yoga have you found interested you the most? What courses/teachers or reading/research have you done which you really enjoyed?

6. What would you say are your personal, unshakeable strengths? (Many of us are bad at this! If you are struggling - ask others who know you what they would describe as your strengths too!)

7. Do you have special knowledge which could be linked to yoga and which others would like to know or which might help them? (There is so much here to consider - maybe you have worked in the corporate sector and you really understand the stresses/corporate world; maybe you've studied complimentary therapies or coaching or nutrition; maybe you're a healer; maybe you have IT skills which would help other yoga teachers with their website.....there are so many related fields here - what else can you bring to your student following?)

8. What can you teach people that you know could change their life for the better?

9. How will people be affected or changed after you help them?

10. What yoga message do you have for people? (If you can't think of anything right now - if your mind is a blank - just keep the question in your mind and allow yourself to mull it over - perhaps use your meditation practice if you have one?)

Having considered the answers to the previous questions, what would an ideal yoga student look like for you?

(Think about age; background; hobbies; where they live; what jobs they do (or not); what they eat; how they spend their time; what disposable income they have; what they might be looking for from yoga)

We call this in business, describing your customer "avatar". That is, a detailed description of the kind of person who would most likely be your ideal student.

If you would like to work on this in a little more depth, check out : [**Deciding my ideal student avatar**](#) where there is more information and a further exercise for you.

Post your avatar on the Facebook page. [**Yoginiors Facebook group**](#)

(There is nothing like putting your work out there for others to see and solicit their feedback. If you are serious about building a thriving yoga career you need to get used to doing this! The discipline will help you move forward - and the feedback will help you tweak and improve your thinking.)

Your future biography.

Imagine yourself in 1 year; 2 years or longer. Finally, describe who you've become; what achievements you've made and how you helped others and contributed to the world. (Again, this is a powerful exercise if you really take the time to do it. You are creating a vision of the life you want to be leading - something which excites you and will help to motivate you to keep going, even when you face set-backs or challenges - which you will!)

NEXT STEPS

Now you know WHY you want to teach, and your unique story, you are in a better position to attract like-minded people to you.

Next step is to clearly define who your target students will be so....

- ➔ 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)

[13-Point Checklist](#)

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

[Deciding my ideal student avatar](#)

(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)