

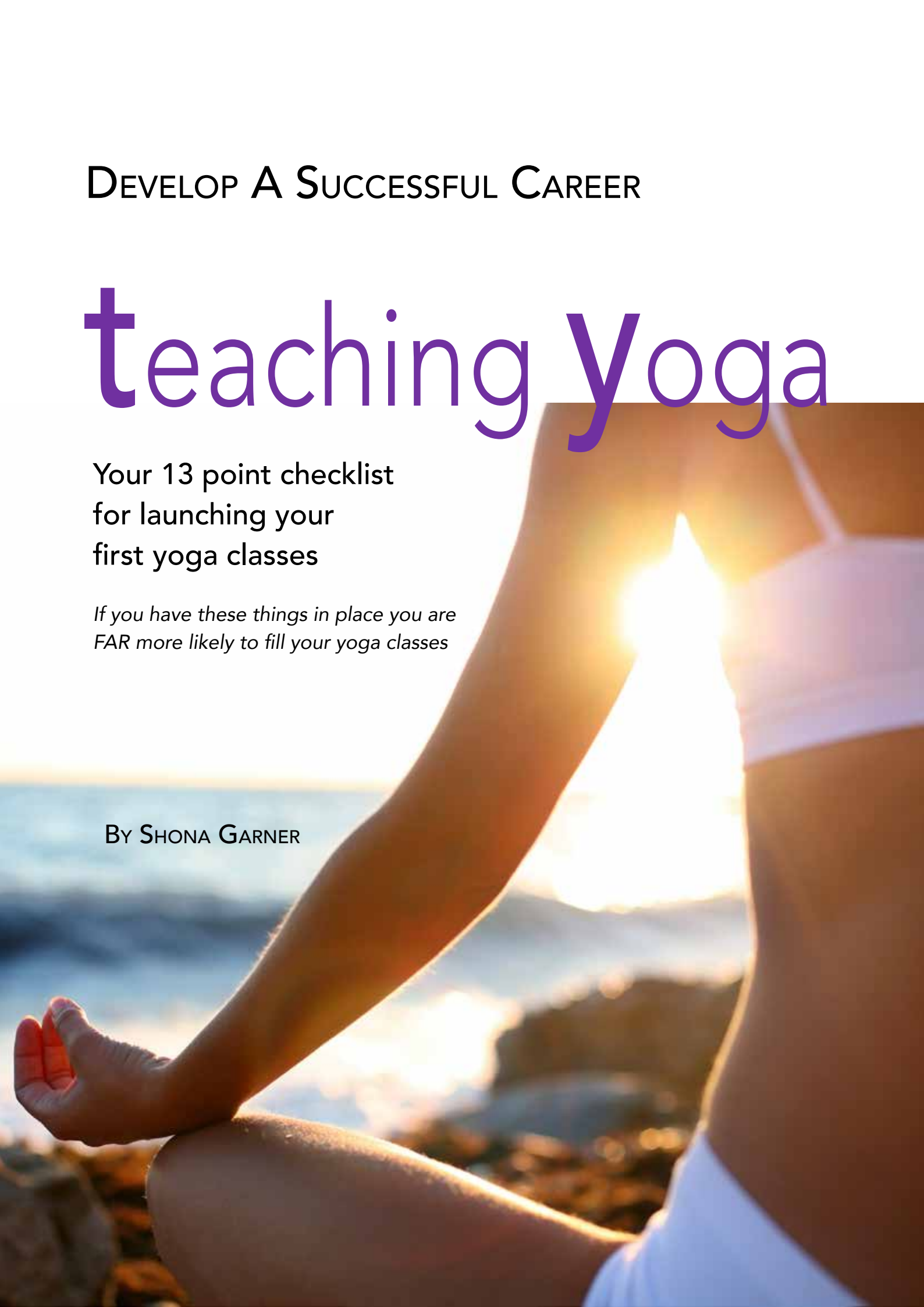
DEVELOP A SUCCESSFUL CAREER

teaching yoga

Your 13 point checklist
for launching your
first yoga classes

*If you have these things in place you are
FAR more likely to fill your yoga classes*

BY SHONA GARNER



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13 point checklist

Your 13 Point Checklist For Launching Your First Yoga Classes

If you've been thinking you'd like to run your own yoga classes chances are you have a ton of questions or things you're not sure about.

- Will people pay for this?
- How do I attract enough students?
- Will I make enough to cover the costs of the hall and other outgoings?
- Will I be confident enough to teach and will they come back?
- How do I structure the pricing for students?
- Do I run courses allow drop ins?

The other BIG question you may be asking yourself is: "Can I really do this?"

You want my opinion?

Honestly - I don't know if you have what it takes.

But I DO know that if you have the 13 things on this list figured out - you'll have a far better chance than 95% of other aspiring yoga teachers out there.

So take a look at the checklist on the next page - and honestly tick those you have in place and give yourself a score. 13 may be unlucky for some, but these are the things I would encourage you to have ticked off before you launch your first class if you really want it to go well and not fizzle and leave you feeling a failure.

YOUR 13 POINT CHECKLIST FOR LAUNCHING YOUR FIRST CLASS

I am TOTALLY clear who I'm trying to attract to my first classes and what the benefits are to them of working with me.	
I have decided how much I will charge for the classes/if I will offer a trial session price.	
I have devised an offer which gives a lower price for a commitment to a number of classes.	
I have found a space/hall suitable for the class and negotiated and booked for a month's trial.	
I have set a launch date which will maximise the chances of people coming. (For eg New Year usually a good time! Or avoid school holidays for a 6 week programme if your target market has children)	
I have decided on at least 2 low cost ways to advertise these classes	
I have written the copy for these adverts and know exactly when they will be sent out.	
The copy for my adverts clearly states the BENEFITS of coming to my classes - and speaks to them in simple language they would use. NO jargon!	
I have sorted any props or materials I will need for these classes	
I have decided on a simple system for capturing the contact details of all enquiries. (Unless you're really confident, you don't have to have an online system ready right now - but just know that if your test works and your classes attract students you WILL need this sooner rather than later - hence the check points below.)	
I have begun researching online e-mail management systems such as mail chimp or constant contact so I can keep in touch with my potential students.	
I have begun researching online booking platforms such as Mind Body or Team up, so my students can book online for classes and record keeping is easier.	
I have set up a simple method of book-keeping for my accounts. (See " The number one mistake yoga teachers make ")	

Reflection and action: What actions do you need to take in the next few weeks so you feel completely ready and confident to launch your first class?

If this exercise has highlighted some gaps for you - don't despair. You're starting out in a new career - and no-one walks in to a new role without there being a bit of a learning curve!

NEXT STEPS

- ➔ Set a goal date to launch your first class.
- ➔ Create a plan of action based on the things you now know you need to put in place in order to launch your first class or classes and attract enough students.
- ➔ Reach out for further support through the Facebook group

Good luck! The world needs your yoga.

Namaste,

Shona

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)

[**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)