

ELEVATE YOUR YOGA CAREER TO GROW
A SUCCESSFUL YOGA BUSINESS

STARTER GUIDE

How To Refine Your Expertise,
Establish Your Brand &
Community And Market Your
Offerings Effectively



STARTER GUIDE - INTRODUCTION



Hi, my name is Gwen and I am the founder of Elevate Your Yoga Career, a community for yoga teachers.

After having grown from being an overwhelmed part time yoga teacher to a yoga teacher trainer leading retreats and training in Bali (Indonesia), I have now decided to share how you can also elevate your own yoga career. In this guide, I will share with you the method that my students and I use.

1- Refine Your Expertise - Define who you are and what you do, get clear on your direction and develop great teaching skills.

2- Establish Your Brand & Community - Create a purpose driven brand, find & connect with your students and create offerings to support them.

3- Market Your Offerings Effectively - Create content that speaks to your audience, launch an offering tree and learn our secrets to get more students.

THE ONE BIG MISTAKE & HOW TO AVOID IT

Trying to grow your business and only offering drop in yoga classes is **the BIG mistake**.

I am sure you have realised by now that numbers in drop in classes are not consistent and so is the income that comes from it. As a yoga teacher, you probably did not think of making a career of your passion to be a millionaire but, wouldn't it be nice to be able to comfortably live from it and create the freedom you want for your life?

Imagine for a second, feeling confident in your role as a yoga teacher, you have built a clear brand message, have your own yoga community and created offers that meet their needs. It is then easy to market your offerings and have the sustainable and successful business you deserve, right?

The **solution** to stand out from the crowd is to first be a skilled and confident yoga teacher so you can support your students through different offerings as they evolve in their life and in their practice. And your students will come back for more.

As your following of students is growing, you will get a better idea of their needs and will be able to market your offers very easily as they are tailored for them!

STEP 1/9: DEFINE WHO YOU ARE AND WHAT YOU DO

A big part of growing and maintaining a successful yoga business is about knowing yourself and your core values. By first looking at what are those core values for you, you will be able to stay authentic in your teaching and in your marketing strategy.

When you have to make a decision about your brand, your business or simply the email you want to send, you can always come back to your values and your vision.



Yoga teachers that have not yet defined their core values won't have a clear vision about who they teach, how they teach, where they teach, and what they teach. It is then more complicated to find students and so to grow a yoga business.

STEP 2/9: GET CLEAR ON YOUR DIRECTION

What do you want your career and yoga business to look like in **12 months**?

Will you be teaching **drop in classes**, workshops, on the other side of the planet to launch your first **yoga teacher training**?

Whatever it is, be clear with your **goals**. If your goal is to teach drop in classes 5 times a week in a studio or create your own retreat in Bali, the plan and **strategy** will be different.

Getting clear on your direction, will make the process to get there a thousand times **easier**.

It is important at this stage of your career to get clear on your intention, your message and your direction.

What is it that you want to convey to your students? **Who do you want to teach yoga to?** What practices do you want to share with your students?

Write down your mission statement: I teach WHO, WHAT, WHY

STEP 3/9: DEVELOP GREAT TEACHING SKILLS

Once you are able to **find your voice as a yoga teacher**, and are crystal clear about where you want to go and what are the core values of your business, it is time to refine your teaching skills.

You are already a certified yoga teacher and probably have experience teaching classes by now.

How do you feel when you teach?

Are you **confident** teaching and adapting your classes to all your students even when they are **injured**?

Do you easily find **inspiration** for your classes and are able to create unique and meaningful sequences for your classes?

Being a **great yoga teacher** often means to be of service to your students and to provide a safe and challenging space for them to grow and practice.

What are the areas that you need to work on in your teaching? Could you teach a full class without demonstrating? What will you say to a student that comes to your class and tells you they are recovering from an ACL injury?

STEP 4/9: CREATE A PURPOSE DRIVEN BRAND

Now that you are clear on your **vision** for your business and have refined your teaching skills, it is time to **create your own brand**.

As a yoga teacher, you are your own brand. Come back to your core values, what are they?

What colours and logo represent your core values best?

What **name** and **message** convey best your vision for your business?

What **words** are used by the students you are trying to reach?

For example: Power - Resist - Strong will attract different students than Nurture - Rest - Calm.

After creating the **visual** of your brand, it is time to share this with the world.

Create and set up your social media accounts showing your new visual and the name and message of your brand.

STEP 5/9: FIND AND CONNECT WITH YOUR STUDENTS

You have now created your own **brand**, with a clear message and design and your social media are ready. You are even maybe creating posts or sending emails but it seems like you are not getting more students.

How frustrating is it to create content and no one sees it?!

The first thing is to **find your students**. After completing step 2 you should be clear on who you are helping. Are you teaching new moms, senior, intermediate yogini?

Where are those people hanging out? Find where their attention is and show up there. Start to have **authentic conversations** in those places to create connections with your ideal students.

Guide the conversations to see if it could be relevant for you two to work together.

Start creating your community with those new connections and give them value. Create content that answers their needs.

After all, you want to help **THEM**, correct?

STEP 6/9: CREATE OFFERINGS TO HELP YOUR STUDENTS

Your students probably need **more support in their practice** than you can offer with a simple drop in class. And to be honest, you will need to teach A LOT of drop in classes to make the income you desire.

Because our main goal as yoga teachers is to help our students, start exploring ideas on what offerings could serve them best.

Do they **need** to learn more about inversions? Then create a workshop: Inversions For Beginners

Do they need to reconnect with themselves and step away from social media? Offer them a Weekend Yoga In Nature

Do they need more structure and accountability? Offer them an 8 weeks program from beginner to intermediate.

To find the **ideal theme** for your workshop, retreat or course ask your students! **Ask them directly**, what do they need, what are they struggling with?

There are hundreds of ideas for workshops, retreats and courses and they can be done **online or in person**.

STEP 7/9: CREATE CONTENT THAT SPEAK TO YOUR AUDIENCE

Do you suffer from **low engagement** on your social media posts or simply from a lack of inspiration?

One of the main **marketing strategies** out there is content based marketing. That means that you provide content (post, emails, blogs etc.) that serve your followers. And serving your audience looks a lot different than selling to your audience.



SERVE DON'T SELL

Creating content that speaks to your students is easy once you are clear on **who they are**.

Do not make it about you but **about them**. If all your posts or more than half of them are about your classes people will stop paying attention. Give **VALUE**.

Teach and empower your students with your content.

What are their fears? What are their passions? How can you solve their problems with your post?

STEP 8/9: LAUNCH AN OFFERING TREE

First of all, if you are at this step right now, **congratulations** as you have come so far!!

You created your **own brand** and **message** and are now able to build an authentic connection with your **audience**.

They **love** seeing your post and you are giving them **value**. They really appreciate this.

They now want to work with you but are not sure how.

Launching what I call an **offering tree** is like building an **ecosystem of offerings** where everything is clear in terms of content, attention, time and cost.

Rather than simply having one offer or two, you have different ways for students to learn from you and this is very clear for them **from the start**.

You want your audience to **easily** know how they can contact you, **how they can work with you** and how much it **costs**.

STEP 9/9: GET MORE STUDENTS

Your **brand** is now starting to be noticed and your circle is growing.

You may at this time feel like you are hitting a plateau and wonder how to **get more students** into your classes and offerings.

The first thing to do is to **gather testimonials**. Having testimonials in videos or written is a great way to build on our "**know-like-trust**" scale.

Another great strategy is to **launch a challenge**. That can be a 60 days daily yoga practice challenge for example with prizes. Keep in mind that the idea is for **new people** to discover your social media and offerings.

Last but not the least, **partner with other businesses!** As a yoga teacher, you might feel like there is a lot of competition out there but let me tell you that there are enough students for all teachers!

You can reach out to other yoga teachers to partner with them or different specialists or businesses. For example, if you teach prenatal yoga, try connecting with a lactation consultant or a baby supply shop.

CONGRATULATIONS ON FINISHING YOUR STARTER GUIDE!

I hope you have found some benefits and new inspiration to **elevate your yoga career**.



You've seen how to refine your expertise, establish your brand and build a strong community around it and market your offerings effectively.

But, you probably also realised while reading this guide that we've only just **scratched the surface** here. It would be impossible to answer all your questions in this short guide.

So if you feel that the method I am offering makes sense to you, but you're not confident that you can do it on your own, feel free to contact me. **My passion is to support yoga teachers** so I would love to help you.

We can have a **short 15min** discussion to gain some clarity on your situation and see what are your main obstacles and how to overcome them. And then, if we both feel that we're a good match, we can talk about working together after the call.

I hope to talk with you soon!

Book Your 15 Min Call Now