

Fill your Yoga Classes – Part 2

As a Yoga Instructor, you're not lacking in positive energy and a clear mindset! And setting clear intentions for your Yoga practice and classes is almost like 2nd nature to you.

But, are you using these same mindset skills when you're promoting and marketing your Yoga classes and Studio? Have you noticed that there are times when you spend time, energy and effort marketing and promoting, but you just don't seem to get the results you're after?

And then there are the times in your business when you make a "spur of the moment" marketing decision, and your class numbers appear to double overnight!

Marketing and promoting your Yoga classes without a clear mindset at the foundation is one of the reasons why the "business stuff" can feel so hard. So how's your "marketing mindset"?

Here's a quick checklist:

1. Do you believe you have to work hard, get more training and teach a lot of classes before you can truly shine as a Yoga Instructor?
2. Are you expecting to be in a constant state of financial struggle as a Yoga Instructor?
3. Does the idea of marketing and promoting your Yoga classes feel incongruent with what you really want to do?
4. Do you believe you have to teach everyone who walks into your Studio or accept all the teaching offers you get given?
5. Are you ignoring marketing and promoting your Yoga classes because you believe you need more Instructor training?

From working with my mentoring clients around the world, I've discovered that these 5-mindsets have the potential to undermine all their marketing and promoting efforts.

So here are some easy strategies to help you avoid falling into these traps:

Mindset Turnaround #1:

"I have to be authentic, to be myself if I'm going to shine – I need to follow my intuition and gut instinct. I need to explore my own way and follow MY dharma"

Mindset Turnaround #2:

"I love getting paid well for what I do. I help my Yoga students' way beyond the class room with what I'm teaching them. I deserve to be paid well and live comfortably"

Mindset Turnaround #3:

"Marketing isn't 'bad' – it's how people are connected and are shown the value of what I have to offer. Marketing my classes and Studio in a consistent and professional way allows my Yoga and my message to shine"

Mindset Turnaround #4:

"I only teach people who value and respect my teaching. I am paid well for what I do. I am not willing to jeopardize my health, wealth or contentment to get more classes. I choose to trust and follow my intuition without feeling pressure or obligation to teach"

Mindset Turnaround #5:

"I keep my professional Yoga training up to date but am also aware that I need to consistently and actively promote my Yoga classes and Studio. Regularly marketing and promoting classes is how my prospective clients will be able to connect with me. This is the way I can move forward and help more people in my community."

You've learned how to develop a clear, focused and strong mindset on your Yoga mat. Being gentle with yourself and allowing these mindsets to pervade your Yoga marketing allows your desired results to arrive without stress or having to strive!

More information can be found at <http://pilatesyogabiz.com>

Bio & Resource Box

For the last 15 years, Kylie Saunder has run several Fitness & Pilates business in Melbourne, Australia. She now works with Pilates & Yoga Studio owners who want to take their business from ordinary, to successful and thriving. She does this by taking them through a proven step-by-step process that teaches them how to fill their classes consistently, while creating the lifestyle they desire. Kylie works with Studio owners worldwide and is renowned for her ability to create clarity, focus and results for all her clients. She helps her community step out of struggle, overwhelm and confusion over how to market themselves.

You can find Kylie's best selling eProducts: "3 simple steps that will have clients beating down your door" at <http://pilatesyogabiz.com/products/fill-your-classes/> and "Studio Promotion Essentials" at <http://pilatesyogabiz.com/studio-promotion-essentials/>