

Fill your Yoga classes – Part 1

You've invested hours of practice on your mat and spent endless amounts of time studying Yoga. And finally, you're a fully trained and qualified Yoga Instructor - you just want to teach Yoga!

Your passion for Yoga and all that it offers is almost magnetic. But in 2012 your passion and commitment to Yoga won't necessarily attract all the students you would like to your Yoga classes!

If the very idea of having to "get out there and search for Yoga students" leaves you with a bad taste in your mouth – you're not alone. In fact, many Yoga Instructors and Studio owners struggle with this!

This 3-part article series has been designed to help you move away from the idea that "getting Yoga students" has to be a hard and challenging process.

Up until about 10 years ago, Yoga Instructors and Studio owners didn't have to actively market and promote their Yoga classes. They studied a course, become qualified and opened up a Studio. And before they knew it, their classes were full.

Today's Yoga student is different to the Yoga student of 10 years ago. They have more Studios and Instructors to choose from and different methods to practice their Yoga, including on-line options.

So what happens to you, the fully committed and passionate Yoga Instructor when you don't get enough students to your classes? Here's what many Yoga Instructors experience:

- Cash flow stress: if you're not getting enough students into your classes, your income will fluctuate,
- Self-worth issues: if you're only teaching a handful of students each class, you may start to question if you're good enough, and

- Stress and anxiety: if you're not getting enough students to your classes, you experience an awful gnawing feeling that makes you question if you're qualified enough, experienced enough, business savvy enough...

But before you start promoting and marketing your Yoga classes, stop for a moment. Because your students are the foundation of your Yoga classes and Studio, you must invest time and energy in attracting students that are in alignment with your vision, values and passion.

You've taught students who are "hard work": they complain, don't like what you're teaching them, are late, don't pay on time and drain your energy. Working with these types of students won't allow you to do your best work.

Put simply, for you to be the best Yoga Instructor and Studio owner you can be, you must work with the your "ideal students". You may be thinking:

- "But I just want to teach Yoga to everyone!"
- "It's wrong to differentiate between people, Yoga is meant to unite..." or
- "I'm okay with teaching 'difficult people' if that's what I need to do..."

But if you want to fill your Yoga classes consistently, you must work out exactly who you'd like to teach and then "step inside their shoes"!

Your "ideal students" have the same values, qualities and motivations as you. They have similar interests and passions. They may or may not be the same age and sex. They are the types of people whom you feel totally comfortable around.

You've taught these people before! Think back to the student who was so grateful for your class because it relieved their stress and anxiety. Or to the student who was so aligned with what you were teaching that you felt like you were the most blessed person alive because you were working as a Yoga Instructor.

Use these 3 questions to get you started:

1. Who do you want to work with really and why?

2. What can you offer them?

3. What are you most passionate about as it relates to your work?

Answering these questions is going to help you “step inside your student’s shoes” and work out exactly how to market your Yoga classes to them. And by getting clear about your ideal student’s problems, challenges, hopes and dreams you can target your marketing so that it becomes effective and effortless.

Stay tuned for Part 2 of this series and discover the key mindsets you must have to fill your classes.

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 eProduct, “3 simple steps that will have clients beating down your door” at <http://pilatesyogabiz.com/products/fill-your-classes/>