



Module Two: How to Find & Rock Your Niche

Mindset shifts to make:

- 1. Embrace the mindset that is the highest service, and that you are here to add value for everyone.**
- 2. Embrace what you're offering**
 - Get real about how valuable it is. Be dedicated to working at the highest level of transformation.
- 3. Embrace that you have something to offer**

Students want what you're brilliant at, which brings us to niche.

Niche

Niche is really an area of focus that is your passion, genius and deliverable.

You can certainly be a “generalist” kind of Yoga teacher but you magnetize students and opportunity by choosing a niche. This is sort of like your calling card and it tells people what they can expect AND it also helps you get clear on what you are DELIVERING.

It becomes your area of expertise, and your lightning rod.

There is so much to learn and teach in the realm of Yoga, that it can actually be distracting and lead us to not take any action, as we want to do it all! Becoming an “expert” in an area makes it easier for you to also stay on track in your own career path.



Examples of Niches for Yoga Teachers

- **A particular style** – the Vinyasa Expert, the Kundalini Guru
- **A particular subset of people** – Yoga for Seniors, Yoga for Kids, Yoga for Teens, Prenatal Yoga, Yoga for Women
- **A particular “pathology”** – Yoga for Anxiety, Yoga for Low Back Recovery
- **A particular group** – Yoga for Runners, Yoga for Equestrians, Yoga for Paddlers
- **A particular aspect of the practice** – Anatomy Expert, Meditation Master, Philosophy Guru
- **A particular technique** – Myofascial release, muscle activation, core activation
- **A particular “therapy”** – Yoga for Knees, Yoga for Sleep
- **Combos with Yoga** – Nutrition & Yoga, Ayurveda & Yoga, Detoxing & Yoga, Shamanism & Yoga, Reiki & Yoga
- **A particular message/focus** – Yoga for Happiness, Yoga for Self-Confidence, Yoga for Life Balance, Yoga for Success.



Hot Niches -Yoga in America Study & What It Means

I am sharing this study as it has real numbers on where interests, spending and potential lie for Yoga teachers.

The "Yoga in America" study was released in December 2012, and it shows that 20.4 million Americans practice yoga, compared to 15.8 million from the previous 2008 study*, **an increase of 29 percent.**

What This Means → *Simply, a LOT of people are practicing Yoga and it appears the trend is only INCREASING, and fairly substantially at nearly 30 percent.*

In addition, practitioners spend \$10.3 billion a year on yoga classes and products, including equipment, clothing, vacations, and media. The previous estimate from the 2008 study was \$5.7 billion.

What This Means → *Yoga consumer spending almost DOUBLED in 4-years. Yoga is one of the most successful “industries” in the world with no signs of stopping as more and more people commit to health and wellbeing.*

Growth Potentials

Of the current non-practitioners (people who do NOT identify as Yoga students or practice), 44.4 percent of Americans call themselves "aspirational yogis" — people who are interested in trying yoga.

What This Means → *Nearly half of the current population not practicing Yoga now plan to start practicing Yoga very soon. Imagine the potential of HALF of the population of your town or city suddenly coming to your classes!*

Motivation for Practice:

The top five reasons for starting yoga were: flexibility (78.3 percent), general conditioning (62.2 percent), stress relief (59.6 percent), improve overall health (58.5 percent) and physical fitness (55.1 percent)

What This Means → I would suggest that the focus on flexibility and general conditioning really means a desire for longevity and well-being, and with a huge number of our population belonging to the 50+ age group, this means big opportunity in this age group.

The Stress relief reason also suggests that people are seeking to combine mind-body practices that bring more balance, peace and happiness to their life so there is a huge opportunity for teachers who truly focus on balance, self-care, meditation and mindfulness in their Yoga classes.

Overall health and physical fitness may suggests that there is definitely an “athletic” opportunity, as well as an opportunity to serve current athletes including runners, triathletes, and body builders as there is definitely an understanding in these groups that Yoga is a great cross-training and injury prevention practice.



Hot Niches – Industry Trends

The clear trend is that Yoga is not stopping, and more people are coming to Yoga all the time. In fact Yoga sub groups or niches are quite under-explored and untapped in a lot of Yoga studios. This means a ton of opportunity for you as a Yoga teacher.

Hot Niches

- **Yoga for Beginners** – Teachers who can teach well to beginners and inspire them to keep going.
- **Yoga for Boomers** – Teacher who understand and appeal to the 55+ age group. This group is often active and highly invested in health and wellness.
- **Yoga for Pregnant Women & New Moms** – This is a massive niche and has huge opportunity.
- **Therapeutic Yoga** – Again, a huge opportunity. The number of students seeking well-trained and knowledgeable Yoga therapists to help with physical, emotional and mental struggle is huge. I turn away private students each week as I don't have the time, and I am one of the only Yoga Therapists in my region.
- **Yoga for Athletes** – Pick the subset – Runner, Paddlers, Triathletes – these are all hot niches right now. It's even better if you ARE one of these people and have this sport/activity too.

Hot Niches cont'd

- **Myofascial Release** – There's a huge demand for good, well trained teacher in meridian balancing, myofascial release technique and Yoga Tune UP.
- **Core Strength** – Core is a huge focus in the rehabilitative community and there is a big awareness on the importance of a strong and health core so Core Yoga classes are huge right now.
- **Meditation /Mindfulness** – The word is out that we need to S L O W down and go inside, and the well trained and practiced meditation teachers is in high demand.
- **Goddess/Spiritual Focus** – People want to connect with something greater so classes that bring in Goddess or Spiritual practice are big in many communities.

Power Tip: These are some of the hottest niches and areas where well-trained teachers are in high demand, but it doesn't mean that you can't have a passion or niche in another area and be successful.

Never choose a niche that might be hot, but that doesn't resonate with you! Ensure your niche is HOT for YOU. I made the mistake of teaching Prenatal Yoga early in my career. I have never been pregnant. Don't have kids, and am no ever around babies. This is NOT my niche. I found this out REALLY fast. I was not serving these women at all, and handed over the reigns to the true experts so it was win-win for all!

How to Choose Your Niche or Niches

There is something to be said about trying different things and seeing what resonates, but you can also by-pass some of the trial and error by completing the question below and TRUSTING what feels good for you, and what you feel called to do.

1. What You Love About Yoga - A great place to start is what are the things in Yoga that you LOVE.

I love _____ in Yoga practice.

For me I LOVE the philosophy and figuring out how to make this esoteric wisdom come to life for people. It's sort of my magic actually. One of my friends and colleagues, Krista has a passion for anatomy. She can make you so excited about your deltoids that you will fall in love with muscles.

2. Your Yoga Experiences – These are amazing “bread crumbs” that often tell you what you are drawn to, so consider:

How you got started practicing Yoga

What drew you to Yoga?

Where you in any physical, emotional or mental pain? And how did Yoga help?

What teacher do you admire and why? What skills/passions does she ignite in you?



3. Life Experiences – I often think life experiences – both the amazingly beautiful one and the tragic, sad and challenging one - are like signs on the road telling us what to pay attention to. Your life experience can help you truly step into becoming a transformational teacher, and help you define your niche.

For example, I use to suffer with anxiety and insomnia, which was the result of some traumatic life experiences so I am now really passionate about using Yoga to train the mind and harmonize the body. I am also truly passionate about creating a great life, no matter what. I would not be so passionate about this if I had not had certain life experiences. I am a great teacher in this area because I am totally authentic and I can relate to students suffering with this too. I also learned how to use Yoga to totally cure both!!

Consider:

What amazing experiences stand out for me and contributed to my life path?

What challenging, sad or traumatic life experiences contributed to my life path?

What am I generally just really passionate about in life?

What do I feel angry, annoyed or upset with in life?



Review and Decide (for now)

Take a look at all of the information, and your own insights and notice if there is a theme or an instant YES for you.

What feels right?

What is my passion?

What could be niche?

Who could I really serve?

**Share it in the Facebook group, and celebrate!
Trust that all is coming 😊**