



## **Module 6 -Marketing Made Easy – The Art of Relationship**

### **How to Invite & Ask People to Your Class**

Yup, you do need to take the lead on building your classes and being of value. Most Yoga Teachers have a huge resistance to what they see as “sales”, but the truth is if you have no students, you are NOT a teacher. Sales also just means value is being exchange for value.

**Do you see what you are offering as valuable?**

**Do you believe you are worthy?**

**Do you know that people value what they are asked to pay for way more than what is free?**

With these mindsets, you can easily go out and be of service and create value.

Being a great Yoga Teacher means you are willing to put yourself out there, connect with others and be a massive cheerleader about this practice.

This is a life changing and life affirming practice and we have to be willing to cut through the excuses, the noise, the busy-ness and the “I’m not worth it” stories in current and potential student’s minds and get them to the mat.

We have to be willing to cut through our own fears too.



## Shasta's Top 10 "Non-Sales" Ways to Build Your Class

**1. It's not about YOU!** – Your number one mindset, practice and intention is to remember that ultimately this is not about you – meaning your ego, your fears and the insecurity. I get that you are totally putting yourself out there, and that feels scary. But when my fears come up and I am resistance to reaching out to someone, I remember that that this is NOT ABOUT ME, and instead it's about offering deep service, connecting with another human being, and doing what I really love (and having fun)!

**2. Invite them to the "Party"** – If you had a dinner party, you would not be all weird about inviting people to come and eat with you so consider inviting people to your class as the same thing. You are having a "party" and you truly want them to be there so invite them!

**3. Make It Relevant to Them** – A big mistake we make in the Yoga biz is that we use Yoga jargon, Sanskrit and unrecognizable language in marketing and sales material and in conversation with students. Most students, especially beginners don't know (or care) about their Chakras, their Bakasana or moving their Kundalini. They do care about getting up in the morning in a pain-free body, or playing on the floor with their kids, or getting better results in their tri-Athlon. Speak in terms students understand.

**4. Talk About Outcomes** – This is similar to the above point, but I want to really make this clear. Most teachers talk about the tools or doo-dads of Yoga and not the outcomes. An outcome is "better sleep" and the tool is deeper breathing and a balanced body.

**5. Don't Speak "New Age"** – This is also a huge mistake that we make in the Yoga biz, we speak "New Age" and don't define that this really means. This is saying things like "mind-body connection," or "balanced chakras", or "life balance". The truth is most people don't really know WHY they should care about that. If you use New Age speak then explain why that is meaningful to have balanced chakras. For example: "When your Chakras, the energy centers in the body are more balanced we literally have a more balanced hormonal system which means less mood swings, feeling more at home in yourself and usually even better sleep, a better immune response and a general feeling of wellbeing."

**6. Allow Yourself to Be Seen** – This means talk about your experience having practiced Yoga in authentic and real terms. I tell people, "I started practicing Yoga because I had some significant anxiety issues that were not getting better even though I was on medication and using cognitive behavioral therapy. Yoga literally helped me change my mind and body, and saved my life. I feel like I am a different person as it gave me the tools to navigate any of life's challenges and learn to be truly happy." I am not afraid to share how challenging my life was before Yoga, how I used it to make myself better, and why I am so passionate about it now.

**7. See Them** – This means that you need to ask them what result they want, and then share why Yoga could help them. Yoga helps with pretty much every mental, physical and emotional suffering and is here as a technology to live a great life. TELL PEOPLE THIS! Most people think it's not for them as they are not uber-flexible, but we know what it's really about.

**8. Remind Them of the Cost of Staying Where They are At** – There is a cost in everything we do or don't do. Staying in suffering is a choice and it has HUGE costs. I remind people the cost of staying where they are at and ask them: "Do you really want another month or year to go by with this pain/struggle/feeling? You can't get that back. What would one more day feeling this way really cost you?"

You may think this is harsh but we need to help students get present to the level of suffering they are experiencing and choose more powerfully.



**9. Remind People They Need to Do Something to Get The Results They Want.** – Yoga is the path of self-responsibility so we need to encourage students to take action, and to value themselves. We live in a culture where people pop pills and hand over their health to someone in a white coat so we have to help them advocate for themselves which means reminding them that THEY have the power to change their lives and feel delicious. We can also remind them that there are no negative side effects to practicing Yoga, only positive ones.

**10. Remind People How GOOD They Feel Doing Yoga & That It's Their Birthright** – We often get so use to feeling bad, that we think feeling bad is normal. I did not know how good I could actually feel in mind and body until I started doing Yoga and I've been hooked on that feeling for almost two decades now. I am unwilling to feel bad again, and I know that everyone and every part of my life is easier, more fulfilling, more successful and just darn right more joyful when I feel good. We are all creating our reality so when we are in pain, suffering or grumpiness; we are often creating a reality that reflects this energy. Reminding people that they can feel good and overcome the cult of suffering is absolutely our job as Yoga teachers. We model that and we encourage that.

I am now a little feisty about it actually. I say things like, “You need to decide that you value you enough to take time to practice.” Or “You are the only one who has control of your schedule, so why are you over scheduling yourself with things that stress you out or make you feel like crap and not even making one hour for Yoga when you know how good you can feel?”



## **Where Your Tribe is Hanging Out**

So where do you find your people? Students are literally everywhere in your life. Your tribe is waiting for you so consider inviting these people to your class:

- **Friends, Family & Neighbors** – Yup, INVITE them to your class. Don't have a story about it. Just invite them.
- **Co-workers and Business Associates** – they need Yoga too, and they are already in relationship with you so they trust you.
- **Facebook and Social Media Friends**
- **Esthetician & Stylist** – Great people to invite and ask them to spread the word.
- **RMT, Chiropractor, Doctor, Naturopathic Doctor** – Again, INVITE these people. They are wellness focused and they know a ton of potential students for you too.
- **Teller, Accountant, Barista, Cashier** – I don't discriminate. I invited a bank teller who told me she had terrible anxiety. I have invited the barista at the Starbuck's Drive-thru and the cashier at Costco.
- **Hockey Dads & Soccer Moms** – If you are on a sports team or part of an athletic group then invite these people! If your kids are on a sports team, invite the parents. These are great opportunities!



## **Raving Fans - Testimonials & Success Stories**

Many Yoga teachers are hesitant about asking for testimonial or success stories and this is not serving anyone. Think of a testimonial as an opportunity to CELEBRATE a student and shine a light on what they have achieved. Remember, most adults are never celebrated so it feels extra juicy to have a little hazah thrown our way.

Testimonials also demonstrate what's possible to current and prospective students from a real life person perspective and social proof is THE best influencer you have.

### **Tips for Gathering Great Testimonial:**

**Have No Resistance** – Just ask, “John, I am so thrilled for you and all the amazing outcomes you have achieved. I would love to share this and celebrate you. If I wrote about a couple sentences on what you have shared as a testimonial for your review, could I share that and inspire future students?”

**Do It For them** – Don't ask them to send you a testimonial. Write it for them and ask for approval. Send it via email or even better get them to sign off on it in person. You also need to have their real name. Just first name is fine, but you need a name for sure.

**Take a picture** – Way more powerful if we have a real-live person to look at so take a headshot, smiling and radiant picture. YOU need to take the picture, don't ask them to send one.

**Celebrate Them NOT YOU** - This is their success story so ensure it is about their results and real life outcomes not: “Mary is such a great teacher.” This is not a useful testimonial and it feels self-serving.



## Real Life Examples of Great Testimonials

*These are great example because they are specific, talk about real outcomes and are precise.*

Balanced Life Yoga’s Inspiring Spirit Program and then Mentorship Program has not only been instrumental in helping me step confidently into my new role as a yoga teacher, but the time spent in guided discussion with Shasta exposed me to a new level of self inquiry which has facilitated a profound shift in my life. Although I knew how to APPEAR confident, self-doubt was a constant internal struggle for me. I would often find myself agonizing over what “the best answer” or “best decision” might be. Under Shasta’s mentorship, I witnessed an unfolding of confidence and clarity within myself that I didn’t realize was there. From this place of confidence and clarity, I thank Shasta and Balanced Life Yoga for giving me the opportunity to realize my own potential!” – Desta, Cobourg, ON.

I found Yoga during an especially stressful time. The changes I have seen are very meaningful to me. Learning how you to focus on myself and how my body feels, has allowed me to recognize the negative effects of stress in my every day life. I then reconnect with my breath no matter where I am and refocus and relax. Also, during class I am extremely grateful for the strength in my body. It has taught me to find a deeper appreciation for my body and all it does for me. – Chrissy

“Having been on previous retreats hosted by Shasta and Ian, I didn’t hesitate when I saw the opportunity to join them in Guatemala. I knew it would be a week filled with the perfect balance of learning, adventure and relaxation – and I was absolutely right! I was able to unplug from my regular busy life and spend a week truly nourishing my body, mind and soul with the support of Shasta and the amazing group of like-minded people who joined us. I returned home feeling deeply recharged and inspired to expand in new areas of my life and business!” -Sara B., Whitby, ON.