

# Marketing & Your Online Presence

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YOGA FOR ALL TRAINING





# Marketing is not a dirty word.

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- Marketing isn't about sleazy sales or being a narcissist. Marketing is about building trust and relationships through education. The purpose of marketing is to let others know:
  - How you can be of service
  - What you offer
  - How they can participate
  - Why they should care (demonstrate your value)
- With time, your most effective marketing tool will be your reputation and word of mouth.





# You're always marketing, actually.

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- Your teaching (the content you create)
- Your classes / offerings (with clear descriptions)
- Your network (social media accounts, friends, current students, email newsletter)
- Your bio / website
- Visuals (pictures, flyers)
- Your reputation



**Visuals**



# Visibility: Getting photographed

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- Many teachers who don't look like "Yoga Barbie" hesitate to share photographs of themselves. Don't make this mistake. Yoga Barbies are a dime a dozen. Your difference is your superpower.
- Hire a photographer or have a friend take some photos of you. You'll definitely want at least one face shot and one full-body shot.
- Pick a location that says "you" and also has the vibe you want your classes to have: peaceful and minimalist? Gritty and raw? Colorful and fun? Wear something that makes you feel most yourself.
- Put on music. Warm-up before the shoot. Tell stories or jokes. Laugh a lot. Your energy comes across on camera.
- Need stock photos? Check the resources below.





# Get your mind right.

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Decide ahead of time the purpose of these photos and what you will practice thinking, both when you are being photographed and when you look at the photos.

- “Being in front of the lens in THIS body is revolutionary in a society that wants me to hide or not to exist at all.”
- “The point of these pictures isn’t to look ‘hot’ or for me to even like them. These photos exist to make other people feel less alone. Seeing a body like mine representing yoga is something we as a society are starved for. Representation matters. Stay focused.”



# Printed Materials

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- Business cards
  - Put an offer on the card itself
  - Moo.com, Vistaprint.com
  - Be creative: does it have to be a card?
- Flyers
  - Trade with a designer, Canva

- Take flyers to spots where your potential students hang out: coffee shops, community centers, health food stores, alternative healing centers, churches, bookstores can be a great place to start. Bring your own stapler, tape, and thumbtacks.
- Visit all the businesses in the area you will be teaching and ask if you can leave a stack of business cards (or printed cards with the offer of a free class).
- Don't just post things on free bulletin boards. Introduce yourself, talk with staff about why your class is new and different, and perhaps offer a free class to the person who may be the one to talk you up!



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# What to put on a flyer

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- Name of the offering
- Date(s) & Time(s)
- Location
- Large photo
- Description
- Cost
- About you (optional)
- Call to action
- Contact information
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OPEN HEART  
YOGA CENTER

## Body Positive Yoga

Tuesdays & Thursdays

7:30 - 8:45pm

with Amber Karnes, RYT-200

*Feeling stressed? Come unwind tension from your body and mind and leave feeling refreshed. You're encouraged to come as you are and honor the body you bring to the mat today. Big bodies, creaky joints, non-yogis and beginners are welcome. Modifications will be offered for all bodies and ranges of bendy-ness. This is low-pressure, judgment-free yoga taught by a big yogi with a big heart!*



1215 Monticello Rd.

Charlottesville, VA

[openheartyogacenter.com](http://openheartyogacenter.com)



Website

# Do you need a website?

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- If you plan to teach consistently, it's helpful to have a single destination where people can learn about you, find your events, and sign up for your email list.
- It's also a place where you can establish yourself as an expert if you want to post videos or writing about your teaching. Every piece of content helps improve your visibility (both with regards to your reputation, and to search engines).
- Offering Tree, Wix, Squarespace, and Weebly are four website builders that make it easy to create inexpensive, attractive websites without hiring someone to do it.
- Get a web-savvy friend to build your site in exchange for private instruction or a small private yoga party for their friends!
- Your website should include a list of classes or events, an about page where you share your story and bio, and a way for folks to opt in to hear from you (email list).



# Your e-mail list is your goldmine

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- I encourage every yoga teacher to create their own email list. Don't rely on Zuckerberg to show people your content.
- Mailchimp and Tynletter are excellent and inexpensive resources for creating an email list. There are tutorials on creating a list, creating a signup form, and putting the form on your website.
- Make sure you setup the "confirmation email" to link back to your website, about page, or social media accounts.
- Even if you don't have a website, I encourage you to create an email list and tell people about it through social media and your printed materials. Create a bit.ly link especially for your sign up form.
- Not sure what tool you want to use yet? Just get a Google form going and collect those emails
- Start with your friends and students: don't discount a personal invite
- Provide an incentive to sign up (lead magnet)

**Social Media**



# Social media tips

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- Where do your strengths lie?  
Let that determine the medium
- Show your personality
- Consistency is key
- Provide value
- 3:1 ratio
- Social listening
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# Creating content (AKA teaching)

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- Marketing = education that helps build trust & relationships
- Content and marketing are the same thing (when it's done well)
- People have a problem, you have a solution. Content marketing is simply education that lets folks get to know you, your teaching, and build trust that you can help them solve their problem
- We create free offerings (content) so that when it's time to ask for money, we've built trust and rapport
  - Think about creating a course / curriculum / learning journey as a template (zoom in and out)
  - Listen to your audience by asking questions (social listening)
    - What do they think their problem is?
    - How can you solve it?
  - What questions come up over and over?
  - What “objections” or “I can't” do you hear from your students?
  - Share from your lived experiences / struggles / dreams
  - How can I be of service in this moment?



# What to say? Copywriting tips

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- Talk to your students (or even better, the people you WANT to attend your class) and use their actual words in your copy
- Tell a story your prospective student can identify with, especially if you can share something personal
- Use before & after
- Describe benefits, not features
- Clear, concise call to action
- **Before:** Name feelings, frustrations, desires, or problems they face before they take your class
  - Empathize with their pain, frustration, or desire
  - Use language that sounds familiar to them
- **After:** State the results or outcomes they can expect.
  - Make them as tangible or “real” as possible.
  - Use language that sounds familiar

# Being intentional with language

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- Use the appropriate level of specificity.
- Not specific: using the word “man” to represent humanity
- Specific: folks, people, everyone, human beings
- Not specific: at risk children
- Specific: children at risk for early school dropout
- Use neutral pronouns. If gender doesn't need to be there, don't include it. Maintain simplistic language.
- Be sensitive to labels / avoid labeling people whenever possible
- If you must use a label, remember to call people what they prefer to be called, keeping in mind that these preferences can change over time. For example, rather than American Indian or Native American, many groups prefer to be referred to by their tribal name, for instance, “..., members of the Cherokee tribe.”
- Put the person first
  - e.g., “people with diabetes” vs. diabetics
  - “Mary, who uses a wheelchair” vs. wheelchair bound



# Not reaching the right people?

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- Facebook/Instagram & organic reach
- Only emailing the studio list
- Relying on digital marketing only
- Advertising in the wrong place
- Consider: who is my audience? Where do they live? Where do they work? How can I get in front of their eyeballs with my offer? How can I build a relationship with this audience to foster trust and interest?





# Relationship Marketing

# Relationships > Marketing

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- Talking to people is the best way to build community
- Build relationships with your students and build community in your classes so your students bring their friends
- Create a Facebook group, Marco Polo group, Discord, email list, or group text (opt-in)
- Host a yoga party (great time for a photoshoot!)
- Create incentives for referrals



# Stuff to keep in mind if you get stuck

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- Consistency is more important than quantity
- Qualified leads are more important than big follower counts (who is in your audience?)
- Experiment, learn something, iterate (if you wait til it's perfect to launch, you waited too long)
- Observe what others do; find the lessons for yourself and don't worry about the rest
- Try to learn something when you solicit feedback (not just "how did you like the class")
- Failure implies finality. If you aren't done, you haven't failed. Keep going.
- Need help with platforms or tech tools? Check out the resources below.



# FOCUS, y'all.

There's lots of noise online. Don't get too caught up in what other people are doing.  
It's not a referendum on what you should be doing.

## Experiment



## Iterate



## Learn something

