

Ignite Your Light and Find your Calling

I think of Yoga Teachers as storytellers.

*We are teaching the body how to share an
experience of connection through movement.*

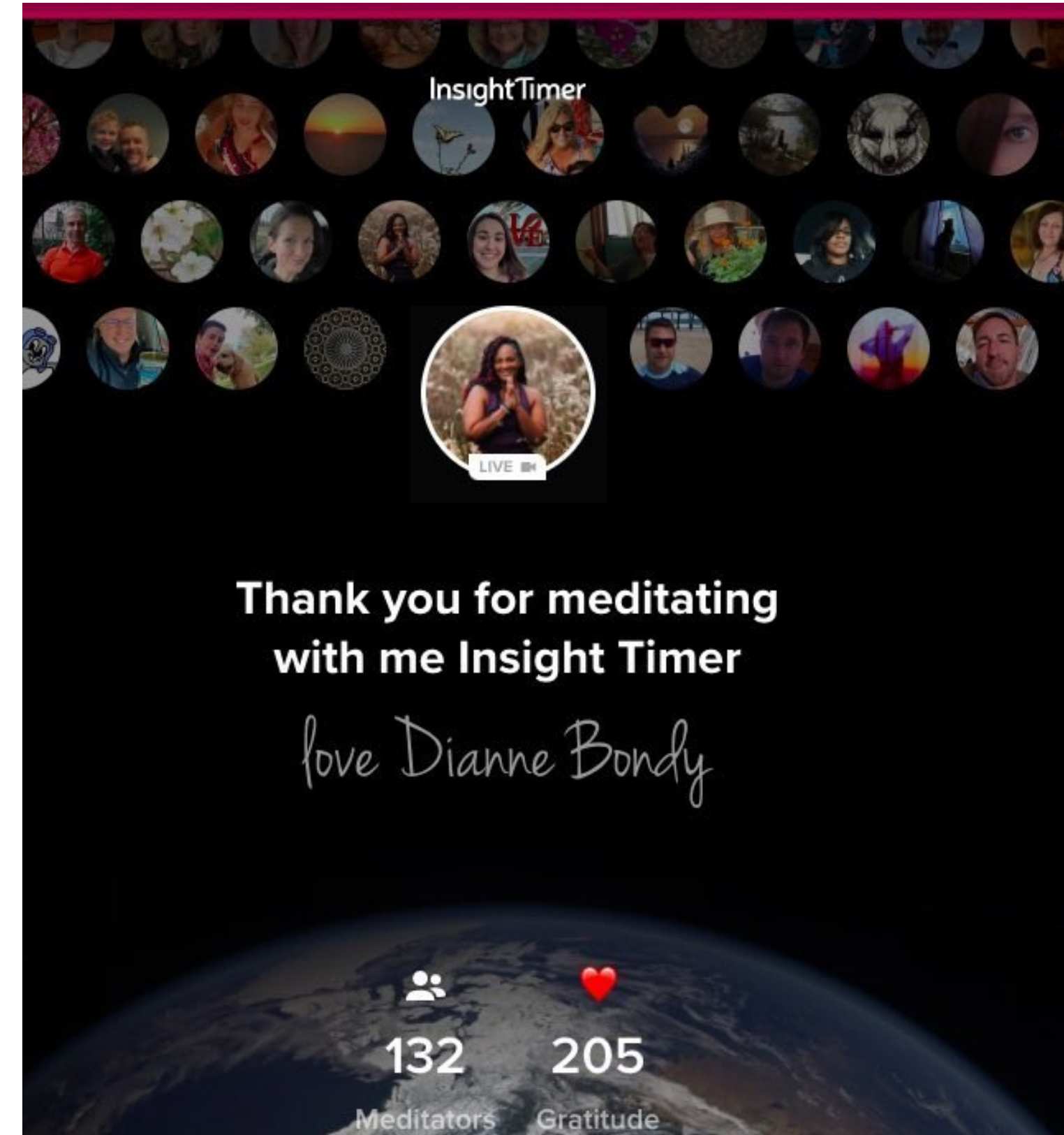
We are helping to shape and shift consciousness.

Sharing your story makes you relatable.



Build Your Classes and Create a Following

- Finding your student base
- Writing your bio and mission statement
- Developing your voice as a teacher
- Using equitable and powerful language
- Writing your class description
- Mastering social media
- Pitching your class to a yoga studio
 - Creating flyers, posters & marketing materials



Finding Your Student Base

Your Bio

Your Networks

Intro to Yoga Workshop/Series

Yoga For All Class

Teaching on online platforms

Creating your own online platforms

Share Your Experience and Find Your Family

- Put yourself out there
- Create a series
- Be authentic and truthful
- Share your story
- Enlist your friends



Create a Kick Asana Bio



1. Be honest and authentic
 2. Be creative and fun
 3. Be You
 4. Introduce yourself
 5. Tell us about your yoga journey
 6. Tell us why we want to practice with you?
 7. You +what=Yoga
 8. Be concise and do it in 200 words or less
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Your Bio is your Resume for Social Media/Interwebs

Create a tagline that encapsulates your values. You will need two bios - one short form for socials and a long-form for websites and workshop descriptions

Short Form example:

Self-Love is a Revolutionary Act

Dianne Bondy is a social justice activist, author, accessible yoga teacher, and leader in the Yoga For All movement.

Her inclusive approach to yoga empowers anyone to practice—regardless of their shape, size, ethnicity, or level of ability. Dianne is revolutionizing yoga by educating yoga instructors around the world on how to make their classes welcoming for all kinds of practitioners.

Change Agent in Modern Yoga

Dianne's commitment to increasing diversity in yoga has been recognized in her work with Pennington's, Gaiam, and the Yoga & Body Image Coalition, as well as in speaking engagements at Princeton, Duke, University of Buffalo and UC Berkeley on Yoga, Race, and Diversity. Her writing is published in Yoga and Body Image Volume 1, Yoga Renegades, and Yes Yoga Has Curves. You can also find Dianne online at yogaforalltraining.com and yogaforeveryone.tv.

Master Yoga Teacher

Dianne is the author of the international best-selling book, *Yoga for Everyone* (DK Publishing, Penguin Random House), co-author of *Yoga Where Yoga Are*, and a frequent contributor to *Yoga International*, *DoYou*, *Yoga Girl*, and *Omstars*. She has been featured in publications such as *The Guardian*, *Huffington Post*, *Cosmopolitan*, *Mashable*, and *People*.

Find Dianne online at diannebondyyoga.com, yogaforalltraining.com, and yogaforeveryone.tv.

Connect with Dianne on social media

- [Facebook.com/DianneBondyYoga](https://www.facebook.com/DianneBondyYoga)
 - [Instagram.com/DianneBondyYoga](https://www.instagram.com/DianneBondyYoga)
 - [Twitter.com/DianneBondyYoga](https://twitter.com/DianneBondyYoga)
 - [Pinterest.ca/diannebondy](https://www.pinterest.ca/diannebondy)
 - [Youtube](https://www.youtube.com/)
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Promote Yourself!

“If opportunity doesn't knock,
build a door.” “ ~Milton Berle

There is nothing wrong with
promoting yourself!

How are people going to find you
if you don't tell who you are and
what you are doing?





Hire a photographer or
take a great selfie
Wear some you love
Invite some friends
along



You need one
headshot and one
full body



Have fun with the
photos. Your
energy shows up
on camera

Creating Class Descriptions

Define Yoga in Your Terms (enjoy yoga for your body/everyone is welcome)

Set Expectations (what will you teach in your class; what can your students expect)

Know Your Audience (who do you want to teach to)

Be Concise (make sure you cover the what you are teaching, when you are teaching and why people want to practice with you.)

Use dynamic and uplifting language, make your class an event

Class Description Examples

Yoga for bigger bodies is about celebrating your practice as you are. Rated E for Everyone. All sizes are welcome; this class will centre and focus asana on larger bodies providing a customized postural experience. Come and connect with your breath and your practice. This yoga class is not about how flexible, or how strong you are, it is about making yoga available to all of us

Handsfree Vinyasa

Let's move and flow together while giving our shoulders and wrists some love. This flow focuses on using standing poses and breath to create a movement practise that builds balance and coordination without using our hands.

Next Up: Mastering Social Media