



Growing Your Yoga Biz

Module 7:

The yamas of Marketing:

Transmuting Selling into Seva





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Whether you knew about it when you embarked on your teaching journey or not, the reality is promotion and marketing is a really important, really big part of being a successful business owner.

Knowing what to do and how to do it well is critical to ensure that the right students can find you and sign up to work with you.

In this Module we are going to focus on:

Discovering how to incorporating social media into your business growth plan in a way that is about building relationships with real people, not selling

Mastering email marketing, growing your mailing list and creating newsletters that are inviting, authentic and compelling for your Sangha

Writing copy that actually sounds like you, conveys your message and is EASY to write while inspiring and motivating your students

Feeling so confident and in integrity in the services you offer that you LOVE talking about them with your community!

Let's get to it!



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Consistent content is important for maintaining a sense of connection with your students and clients. Just as important is that you are sharing valuable content with integrity. As a general rule, post 75% valuable content and 25% marketing material in social media.

Use this table to brainstorm content ideas for you social media (hint: you can replicate this table for each of your chosen platforms).

Ideas for sharing great content	Ideas for marketing



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Email is still the most direct way you can engage with your community online. Having a mailing list and sending interesting and colourful emails regularly to your community is an important step in keeping your business growing.

In email marketing there are two general types of emails: a solo mailer and a newsletter. We will discuss these in more detail here.

Newsletters

Newsletters are emails that are made up of a variety of different types of information. They can include a welcoming note from you, some information about your upcoming offers and also interesting information that your community would enjoy.

The primary role of newsletter is sharing information and engaging with your people. They have multiple hyperlinks redirecting people to other places online.

Solomailers

Solomailers are emails that are about just one thing, and generally something that you are offering. Announcing your new classes are open for enrolment, your retreat is coming up or that you are taking on new private clients are all topics that make for good solomailers.

The primary role of a solomailer is to direct your reader to one course of action: clicking one link that will take them to a page to opt in to something, register for something or buy something. Solomailers use just one hyperlink redirecting people to the action you want them to take.

If you are only sending small numbers of emails to your community I recommend focusing on solomailers.



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When it comes to writing compelling email copy, the best thing you can do is be yourself. Remember: the right students are attracted to you and your classes because they like YOU! Sounding like you is super important for writing compelling, business-growing emails.

In the box below, jot down phrases that you use often. Making sure these phrases appear in your emails will ensure people feel they are having a connection with you, and are not being 'sold to'.

Hint: if you're not sure what phrases you use regularly, ask your partner or friends. Record a couple of your opening discussions during your classes and notice what words and phrases you repeat.

The most important text you'll write for your emails is the subject line. Boring subject lines mean fewer opens and less business growth.

Importantly, interesting subject lines don't have to be gimmicky. In fact, your people probably won't like those sorts of subjects. Direct, clear, compelling subject lines are going to serve you better.

In the box below write 10 compelling and clear subject lines that sound like YOU.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10



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After reviewing hundreds of Yoga teacher newsletters and solomailers, here are some Dos and Don'ts:

DO

- Have a warm and welcoming header image with YOU smiling in to the camera. Make sure this image also has some text and maybe your logo on it so people know straight away that they are in the right place.
- Pose questions and engage with your reader. Your people want to feel you are connecting with them and being real. I like to imagine that I am writing my emails to one specific person (an ideal student). That way my tone is warm and welcoming and I can be 'chatty', which is an important part of my brand.
- Be consistent with your colours and fonts so people build brand awareness.
- Use photos of real people from your classes (with permission, of course!) This reminds people that they are part of your community and that other 'real people' are going to your classes as well!

DON'T

- Let any residual visibility issues limit how you are showing up visually for your audience. Great, well lit, warm and friendly pics of you are essential!
- Write lots of sentences starting with 'I'. People want to know what is 'in it for them', not what you are doing or what you think. Avoid staring paragraphs with 'I' or sharing personal stories that don't very quickly link back to a point you're making about the reader.
- Try to be someone else! Draw inspiration from the emails you receive from colleagues and Teachers, but don't mimic. People want YOU, not someone you're trying to sound like. If you're not sure of your tone, voice record what you want to share in an email and then write down the transcript (or better yet, have someone else do it for you!)
- Pad an email with Yoga trivia because you're nervous about writing a sales email! If it is time for you to promote your retreat, write an email promoting your retreat! Don't hide what it is you have to offer in a flurry of other Yoga noise. Your people are smart, discerning consumers.
- Freak out about your unsubscribe rate! The more email you send, the more people will unsubscribe. AND the larger your list, the more unsubscribes you'll have. This is a normal part of growing your business Remember, people unsubscribing is ALWAYS good. You weren't the right fit for them, and they weren't the right fit for you. Now you've got space for those that are!



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Depending on your business model and how you desire to grow, actively adding people to your mailing list may be important to you.

For example, if you offer online trainings, virtual retreats or services that can be delivered remotely (like mentoring or energy healing) you may have an interest in actively growing your list so you have more people to offer your services to.

The standard way to do this is by creating a 'lead magnet', a free gift that people receive from you in exchange for giving you their name and email and accepting ongoing marketing material and information from you.

Some examples of lead magnets include:

- A Yoga nidra audio
- A webinar on an element of Yoga
- A virtual retreat
- A report about an element of Yoga
- Some free time with you
- A self practice workbook
- A Yoga retreat checklist

Remember that your lead magnet has to appeal to your ideal students and relate directly to what it is that you're offering. For example, a 5 minute video about yoga you can do at your desk wouldn't be the right fit a Yoga teacher who specialises in offering family Yoga retreats. However, a kids Yoga Nidra audio or a pdf '5 poses you can do with your children' would make sense.

Also remember that lead magnets are designed to be small samples of what it is you do. If you are feeling any desire to give people 'lots of value' in your free offering, check any residual people pleasing energy that might be surfacing.

People want a taste of what it is you can do, not the whole show. A 'Big Value' lead magnet is more likely to overwhelm people, rather than entice them to seek out more.



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What sort of lead magnet do you desire to create?

What is the title, subtitle and format of your lead magnet?

For example, 'Starry Sky Play' a 5 minute nighttime guided relaxation for tired parents and kids

How does this CLEARLY link to what it is you offer in your business?

How are people going to sign up for this free offer? What do you need to learn or create to make this possible?