

Where students actually come from

Twenty minutes with your last ten students tells you more than a year of guessing where the effort should go.

YOGA PROS

Handout 06 • goes with the Learning Hub article of the same name



◆ HANDOUT 06

Inside this handout

An audit page. Write down how your last ten students actually arrived, compare it to where your effort goes, and move one hour a week to whatever is really working.

01	When to use this The moments this practice is for	<i>page 2</i>
02	The practice Step by step, small and specific	<i>page 2</i>
03	Your page Space to write — keep it, date it	<i>page 3</i>
04	Before you finish A short checklist to close the loop	<i>page 3</i>
05	Related reading Where to go next on the Learning Hub	<i>closing page</i>

◆ HOW TO USE IT

- Print it, or fill it in on a tablet. Paper works better than it should.
- Read the article first if you can. The handout is the practice; the article is the thinking behind it.
- There is no score and nothing to get right. It is a working page, not a test.

◆ WHEN TO USE THIS

- If you're posting a lot and it isn't filling classes
- Before a new term, deciding where the effort goes
- When you're starting a new class and want people in it
- Any time marketing has started to feel like a second job

◆ THE PRACTICE

The audit, and what to do with it

01 Somebody brought them

The strongest by a distance. They arrive half-committed, stay longer, and bring others later. Most classes are built this way.

02 They looked for you

They'd already decided to try yoga and searched locally. High intent, because they're past the hard part. Being findable and clear is what matters.

03 They saw you somewhere

Social, a poster, the venue list. Real but weaker. It rarely creates the decision. It confirms one someone else started.

04 List the last ten

Write down how each of your last ten students actually arrived. Ask the ones you don't know. It's a nice conversation.

05 Compare

Put that split next to where your hours currently go. For most teachers the two are close to opposite.

06 Say the invitation

Once, out loud, in a class: if you know someone who's been meaning to start, bring them. Most people would and have never been asked.

◆ YOUR PAGE

Write it *down*

Student 1–5, and how each arrived:

How they split:

The mismatch:

Student 6–10, and how each arrived:

Where my hours currently go:

One hour a week I'm moving, and where to:

◆ BEFORE YOU FINISH

☐ Ten students listed, honestly, asking where unsure

☐ Split counted rather than estimated

☐ Compared against where the effort actually goes

☐ Invitation said out loud in one class

☐ One hour a week moved

YOGAPROS

Business collection · handout 06

RELATED READING ON THE LEARNING HUB

↗ The words people actually search for

↗ The teachers who send you work

FIND THE ARTICLE AND THE WHOLE COLLECTION AT

theyogaprofessionals.com/learning-hub

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