

The words people actually search for

Beginners yoga near me, not transformational embodiment journey. Describing what you teach in the language people use to look for it.

YOGA PROS

Handout 07 · goes with the Learning Hub article of the same name



◆ HANDOUT 07

Inside this handout

A page for rewriting one listing so it can actually be found, then checking it from a stranger's side.

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◆ 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

- Before writing or rewriting a class listing
- If your description is beautiful and the class isn't filling
- When setting up a profile or directory entry
- Any time you name a style and stop there

◆ THE PRACTICE

Rewriting the listing

01 Nobody wants a drill

They want a hole. A style name describes the drill. Lead with the problem it solves.

02 Plain nouns first

Beginners. Gentle. Evening. Small. Near me. Over 50s. Back. Sleep. Unglamorous, and what people actually type.

03 Put the place in

The most-typed word in this category is a place name. Leave your town out and you're hard to find on purpose.

04 Then be distinctive

Once they've found you, tell them what's different about your room. That's where the writing you're proud of goes.

◆ YOUR PAGE

Write it *down*

The first five words of my listing now:

My town, as people would type it:

Where I rank when I search as a stranger:

Date I'll review it:

The problem my class actually solves:

The rewritten opening line:

What I'm keeping from the old version:

Who I asked to read it cold:

◆ BEFORE YOU FINISH

☐

Opening line leads with a problem, not a style

☐

Place name is in the listing

☐

Plain search nouns used at the front

☐

Description I love moved down, not deleted

☐

Searched for my own class as a stranger

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➤ Where students actually come from

➤ Who is this actually for?

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