

Who is this actually for?

*There are a hundred teachers like you within ten miles.
The way out isn't teaching differently. It's who you're
teaching it to.*

YOGA PROS

*Handout 10 · goes with the Learning Hub article of the same
name*



◆ HANDOUT 10

Inside this handout

A page for finding one group yoga genuinely helps that would never think of yoga, and writing the offer in their words.

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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

- When your area feels saturated
- If you're competing on price, or thinking about it
- Before launching a course or workshop
- If you've been told to find your niche and had no idea what that meant

◆ THE PRACTICE

Finding the group

01 Who does yoga help that never considers it

Golfers wreck their backs and almost none have thought about yoga. Runners, cyclists, nurses, hairdressers, choirs, new dads.

02 Do they already gather

A club, a team, a workplace, a society. Ten conversations beats a thousand impressions.

03 Can you speak their language honestly

If you've never held a club, golfers know inside a minute. Pick a group you have a real thread to.

04 Same teaching, different presentation

You're not inventing a specialism. You're pointing an existing one at people who need it and don't know.

◆ YOUR PAGE

Write it *down*

Three groups yoga would help who'd never consider it:

2.

The one I have a real connection to:

Where that group already gathers:

1.

3.

What THEY want, in their words, no yoga vocabulary:

One person there I could speak to:

◆ BEFORE YOU FINISH

☐

Listed three groups, not one

☐

Chosen the one I have a genuine thread to

☐

Offer written with no yoga vocabulary in it

☐

Found where they already gather

☐

Spoken to one person

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- The words people actually search for
- Where students actually come from

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