

Approaching a studio

Six sentences, one specific thing you noticed, and an easy yes. Then one follow-up, twelve days later.

YOGA PROS

Handout 11 • goes with the Learning Hub article of the same name



◆ HANDOUT 11

Inside this handout

A page for writing the approach — the homework, the four parts of the email, the taster offer, and the follow-up that isn't a nag.

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

- Before contacting a studio, gym or venue for the first time
- When you've been drafting the same message for a fortnight
- After a no, deciding whether to go back
- When you want work somewhere specific rather than anywhere

◆ THE PRACTICE

The approach, in four parts

01 Fifteen minutes of homework

Look at their timetable properly. What's thin, and what's missing entirely. Find one honest specific thing to mention.

02 Who you are, one line

Name, what you teach, and where you teach now. No journey.

03 The thing you noticed

I noticed there's no beginners' class at the moment. This sentence is what separates your email from the other eleven.

04 What you could do about it

One concrete offer, not a menu. A six-week beginners' course, or one class on an empty morning.

05 An easy yes

Something that costs them almost nothing, like a taster or the cover list. Then sign off and stop.

06 One follow-up, twelve days later

Three lines. Reference the original, add one new thing rather than repeating, same easy ask. Then leave it.

◆ YOUR PAGE

Write it *down*

Venue:

My one line, who I am:

The easy yes I'm asking for:

If it's a no — did I ask for the cover list?

The specific thing I noticed on their timetable:

What I could do about it:

Date sent / date to follow up:

◆ BEFORE YOU FINISH

☐

Fifteen minutes actually spent on their timetable

☐

Email is six sentences or fewer

☐

One specific observation, not a general compliment

☐

One concrete offer, not a menu

☐

Follow-up diarised before the first email was sent

☐

Cover list asked for if the answer was no

YOGA PROS

Business collection · handout 11

RELATED READING ON THE LEARNING HUB

- The record that works when you are not in the room
- Getting on the cover list, and what it leads to

FIND THE ARTICLE AND THE WHOLE COLLECTION AT

theyogaprofessionals.com/learning-hub

This guidance is for general awareness and professional orientation. It is not a substitute for professional legal, tax, or insurance advice, or for medical or mental-health care, specific to your individual situation.

