

The course that doesn't fill

Course one filled from your own students. By course three that source is used, and you're filling from strangers. Find out where yours actually came from.

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Handout 21 • goes with the Learning Hub article of the same name



◆ HANDOUT 21

Inside this handout

*A page for auditing your intake and the evidence a stranger can check.
Where your last cohort came from, how long you take to verify, and what
to fix before you spend anything on advertising.*

01	When to use this The moments this practice is for	<i>page 2</i>
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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 opening applications for your third course
- If a course has just failed to fill and you're deciding whether to run another
- When you're building next year's dates
- Before spending money on advertising

◆ THE PRACTICE

The audit, before you advertise

01 Count the source

List every student on your last cohort and mark which were already yours. That proportion tells you how much of your pipeline is finite.

02 Doubt one - is this legitimate

Accreditation, qualification, insurance, a body standing behind the course. Fastest to answer and the most underinvested, because it's obvious to you.

03 Doubt two - experienced enough to train teachers

Years, hours and grade. Not whether you're a good teacher. Whether training others is a reasonable next step.

04 Doubt three - would I want to be taught by her

The only one about your teaching, and the last they reach. Most training websites are written as though it's the first.

05 Time the verification

Look at your own public record as a stranger. Time how long it takes to confirm doubts one and two without taking your word for it. Under a minute is the bar.

06 Reset the timeline

Course one filled in weeks because the decision was old. A course filling from strangers needs months, starting two terms before applications open.

◆ YOUR PAGE

Write it *down*

Last cohort size:

How many came from a graduate:

Time taken to verify my accreditation and grade as a stranger:

What I'm fixing first:

How many were already my students:

How many had never met me:

Which doubt is slowest to answer:

Date applications open, and when the visibility work starts:

◆ BEFORE YOU FINISH

☐ Every student on the last cohort traced to a source

☐ Own public record checked as a stranger, and timed

☐ Doubt one and doubt two answerable in under a minute

☐ Timeline reset — visibility work starts two terms early

☐ Decided against discounting to fill

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Running a Training Course · filling it · part one

RELATED READING ON THE LEARNING HUB

➤ Your graduates are the pipeline

➤ One course is not a training business

FIND THE ARTICLE AND THE WHOLE COLLECTION AT

theyogapropros.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.

