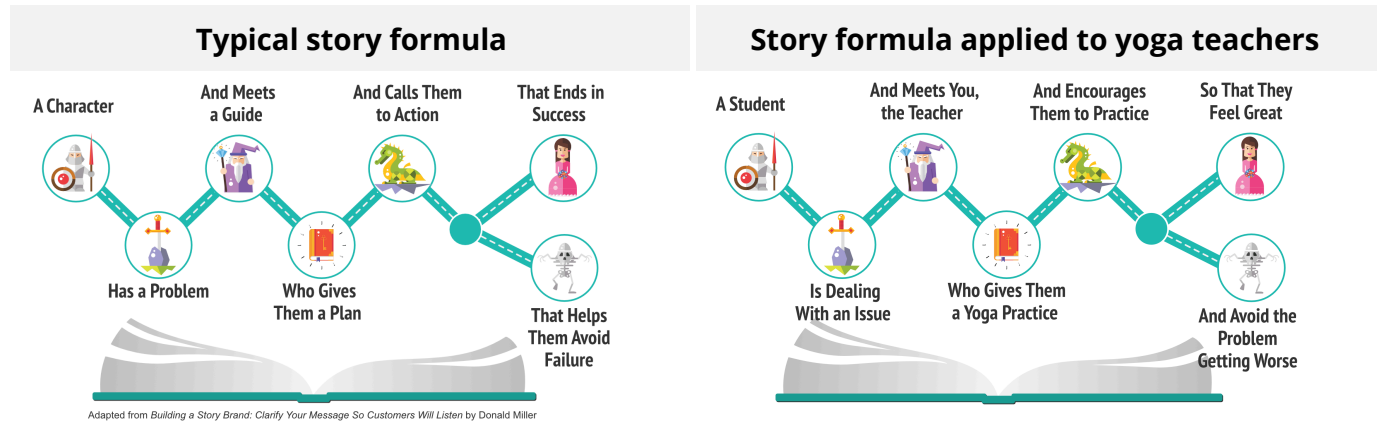


REFINE YOUR STORY: WHO ARE YOUR STUDENTS AND WHAT PROBLEMS DO THEY FACE?

To help our potential yoga students grasp the main idea of what we do and how it would benefit them, we need to present it as a story of a hero's journey, where our customer is the hero. There are particular story formulas that are embedded in our brains and show up again and again in books and movies. We need to apply those formulas to our messaging for our potential students to hear and understand us.



We start with identifying A CHARACTER (your potential student) who HAS A PROBLEM (is dealing with some sort of an issue).

Your potential students are checking out your website (and scan through newsletters and other communication methods) with one question in mind "Can this help me get what I want?" By identifying a problem that they are dealing with and want to find resolution to, you arouse their curiosity. Once they feel curious about your solutions to their problems, they are much more likely to give your services a try.

As yoga teachers, we also know that we usually deal with different layers of human experience. On the surface the problem might appear obvious, but what we are actually dealing with is how it makes us feel. When we encounter any kind of an obstacle, we usually feel frustrated, incompetent or confused. And it is often linked to some deeper issue that explains why we feel so frustrated.

Here is an example:

Potential student: A senior with preexisting health conditions who lives alone at the time of pandemic

Obvious problem: Her neck feels really tight

Underlying frustrations: She is struggling with lack of human contact and chronic sympathetic activation

Deeper issue: She is dealing with existential fears

If you are able to identify those underlying frustrations that your potential clients experience and offer solutions to them, your clients will respond much more readily and will enthusiastically engage your services. The trick here is to narrow your focus. You cannot be everything to everybody. Pick a specific type of client that you want to serve. Do an extensive exploration of what they are dealing with on the surface and the frustrations that they experience under the surface. Then frame your message in a way that offers solutions to their frustrations.

Use a worksheet on the other side to brainstorm what kind of students you would like to work with and what kind of obvious problems, underlying frustrations and deeper issues they experience.

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Potential student

Obvious problem

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