

REFINE YOUR STORY: TWO QUALITIES YOU NEED TO DEMONSTRATE TO ATTRACT NEW STUDENTS

The qualities of empathy and expertise define a good teacher. It is essential to express those qualities in your initial communications with students who consider purchasing your services. When a potential new student meets you for the first time (in person or via your electronic communications), they are forming an impression of your brand by answering the following two questions for themselves: “Can I trust this person?” And “Can I respect this person?” Trust comes first and is much more important. There are several ways to establish trust with your potential students:

- Express your understanding of the challenges they are going through,
- Show them that you have something in common,
- Provide them with recommendations from people and organizations they already trust,
- Show them that you care.

Once the trust is established, you need to demonstrate your expertise, which basically means showing your competence. People simply need confirmation that you know what you are doing. There are some right and wrong ways to go about demonstrating your expertise.

Try to avoid the following things while demonstrating your competence to new potential students:

- Lecturing,
- Positioning yourself above your students as a “know-it-all”,
- Overwhelming your students with yoga-specific concepts and jargon,
- Listing every certification or training you ever received,
- Dumbing things down instead of explaining them simply.

The best way to demonstrate your authority and competence is to have others talk about it. This can take different forms, for example:

- Relevant testimonials from current and former students,
- Partnerships with respected organizations,
- Awards and certifications that acknowledge specific skills relevant to your target audience,
- Your own published content (blog posts, articles, books, etc.) that people can access to form their own impression of your expertise.

For example, you might choose to do the following on your website or in your electronic communications:

DEVELOP TRUST:

Empathy: Lead with “I understand how it feels to...” or “Nobody should have to experience...”

Commonality: Share experiences that you had in your own life that help your target audience relate to you

Recommendations: List recommendations from other teachers and healthcare practitioners

Care: Lead with “It is important to me that my students ...” or simply state “I care about ...”

SHOW YOUR EXPERTISE:

Testimonials: Include short quotes from your students describing their specific accomplishments achieved under your guidance and/or your empathy

Partnerships: Feature work you’ve done with other respectable organizations (guest posts, webinars, events)

Certifications: List any certifications that enable you to work with specific populations and/or conditions

Published content: Publish a regular blog, offer an e-book, post articles on topics of interest to your target audience.

Use a worksheet on the other side to analyze your website and your electronic communications and determine whether or not they contain elements that demonstrate empathy and expertise to your audience.

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WEBSITE (*How do you develop trust and show your expertise on your website?*)

TRUST ELEMENTS

Empathy _____

Commonality _____

Recommendations _____

Care _____

EXPERTISE ELEMENTS

Testimonials _____

Partnerships _____

Certifications _____

Published content _____

ELECTRONIC COMMUNICATIONS (Newsletters, emails, social media, etc.)

TRUST ELEMENTS

Empathy _____

Commonality _____

Recommendations _____

Care _____

EXPERTISE ELEMENTS

Testimonials _____

Partnerships _____

Certifications _____

Published content _____