

## REFINE YOUR STORY: MAKE IT EASIER FOR STUDENTS TO SIGN UP FOR YOUR SERVICES

After browsing through your website and determining that you deserve trust and they are interested in your services, your potential students still have various doubts and fears swirling in their heads. Our job is to ease their fears. We do that by giving them a simple plan to follow. That plan will usually include a clear explanation of what they can expect from the service, an obvious way to sign up for it, assurance of limited commitment and an after-purchase service.

Here is what this plan would look like if you were trying to find more students for your private yoga sessions.

### 1. Offer a clear description of what they can expect

Most people still have no idea what private yoga sessions are and why they are valuable. The best way to educate them is to give them a clear picture of what those sessions look like and how they are different from yoga classes. It is most effective to do it in a visual form as a video or a diagram. It doesn't have to be elaborate; it can be just a video of you talking about it with some images interspersed throughout. Content like that will answer many of your potential student's questions and will set their minds at ease about what to expect.

### 2. Feature an obvious way to sign up

The sign-up process for your services should be clear both to you and your future students. What should they do if they are interested in your private yoga sessions? You need to have an obvious call to action: *Schedule an appointment*, *Buy now*, *Call for a free 30-minute consultation*, etc. The choice of the call to action will depend on your own preferences, but whichever option you choose, make sure that it's very easy to do: *Schedule your appointment* button should lead to an online scheduling system; *Buy now* button should lead to a secure page with several payment options; *Call for a free consultation link* should be accompanied by the phone number and best times to call, and so on.

### 3. Offer assurance of limited commitment

One of the hesitations many students experience when they consider purchasing private yoga sessions, is the fear of long-term commitment. They worry that if they invest once, they will have to continue paying for your services forever. You can put their minds at ease by explaining simply what they can expect from a single private session (an evaluation and a home yoga practice), from a package of four sessions (a developed program that is fine-tuned to their needs and more confidence in their own yoga-practicing skills), from a package of 10 sessions, and so on. That way your potential students won't expect too much or too little from your services. Some students will choose to work with you on an ongoing basis, but this is the choice they will make AFTER they try your services and determine their value for themselves.

### 4. Include reassurance for after-purchase service

Your students want to be sure that they won't be abandoned after they make the purchase. You need to demonstrate to them that they will be able to reach you if they need to, that you will be there to answer their questions and help them feel more comfortable with doing yoga on their own.

Use a worksheet on the other side to create your own plan to reassure your potential students, address their fears and make it easier for them to make that purchasing decision.

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WEBSITE

FEATURED SERVICE

How will you explain what they can expect?

Which call to action will you include? What will it lead to?

What kind of packages will you offer? What can students expect from them?

What kind of after-purchase reassurance will you include?