

# **Yoga Business Marketing Materials**

## **Get Noticed and Remembered!**

### **Yoga Bio and Elevator Speech**

**Clayton Yoga Teacher Training**

**Marketing Webinar Training Materials**

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# Creating Your Own "Get Noticed" Elevator Speech

Boil it down to the essentials: WHAT you do, WHOM you serve, and the BENEFIT(S) your students/ clients reap. You'll notice that I didn't put "HOW you serve" in that formula. That's for a good reason. Explaining "how" is about process (and you); your yoga students want to know one thing, and that is what's in it for them. Use the simple form on this page to work out your own elevator speech.

## Elevator speech examples:

- I help women above 50 get fit and increase their flexibility.
- I help creative entrepreneurs to get more organized.
- I match beautiful Southern homes with delighted new owners.
- I help women look 10 years younger and 10 pounds thinner.
- I show go-getters how get noticed and get promoted.

## Formula for a Killer Elevator Speech

WHAT I do (helping word comes here – see below for helping words suggestions):

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WHOM I serve:

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What my students/clients NEED:

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What my students/clients really WANT (BENEFITS of working with me)

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**My "Get Noticed" Elevator Speech:**

Example: "I [help] [entrepreneurs] [profit] [from their winning ideas]."

I [ ] [ ] [ ]

"I [WHAT: helping verb] [WHO: target market/ideal customer]

[ ] [ ] [ ]

[HOW: deliver what the student/client wants] [BENEFIT: key benefit or wanted result]."

**"Helping" words suggestions:**

- Connect
- Create
- Find
- Get
- Guarantee
- Help
- Hook
- Make
- Match
- Work

# Yoga Bio

**Yoga bio** is a valuable tool! Its goal is to

- introduce you to your audience,
- establish your credibility and
- communicate who you are and what you do.

**You will need different versions for different purposes!**

**Use your yoga bio on:**

- Your own website – 400-500 words
- Online directories – 100-300 words
- Studio website (if you teach at a studio or gym) – 100-200 words
- Promotional materials (for events, workshops, retreats you organize or you participate in) – 50-100 words
- Business card – use your elevator speech

**Always emphasize what results your event, workshop, class, retreat, etc delivers to your client/student!**

**First or third person?**

- First person for your own website, for your own event, for business card, etc.
- 3<sup>rd</sup> person for directories, studio websites, for other events where you are not the organizer.

**There is no one perfect yoga bio! There is no universal template you can use – yoga bios are very personal and I don't advise copying somebody else's yoga bio.**

## **Your Action plan for creating an awesome yoga bio**

**Research:** Read at least 25 different yoga bios on different yoga studio or gym sites! Also check out online directory sites for examples.

**Select:** Use the yoga bios you found excellent from your research as an inspiration.

**Gather:** Answer the questions I gathered on the next page to help you gather the “raw materials” for your yoga bio.

**Create:** Now create your own bio with the raw materials and inspirational templates.

**One template you can use for your yoga resume:**

I/He/She leads ..... class that combines my/his/her ..... love/passion of..... with the practice of .....yoga.

In my/his/her classes students learn/experience.....

I/He/She believes in .....

## **Questions to help you gather "raw material" for your bio:**

### **Yoga and you**

Why did you take your first yoga class? When? What issues made you take this step?

What made you continue your yoga practice?

What is keeping you practicing over months/years/decades?

What benefits do you get from practicing yoga?

Why did you want to become a yoga teacher?

What is your mission?

What legacy would you like to leave behind as a yoga teacher?

What does yoga mean to you?

### **The special you – your brand**

What are you passionate about?

What makes you a great yoga teacher?

What special interests and experiences from your own life do you add to your classes?

How are your classes different from other yoga classes?

What is the special flavor you add to yoga?

Describe yourself a yoga teacher in 3 words. Now in just 1 word. What would that be?

How do your current clients or students buddies describe you and your yoga teaching style?

### **Your audience**

For whom would you recommend taking your classes? For what type of person/student?

Who is your ideal client?

What benefits does your student/client get working with you?

Why are you in the position to serve your audience the best?

What style of yoga do you teach?

How do your classes look like? What is special about them?

## **Your credibility**

**Why should students/clients listen to you?**

**What are your credentials?**

**Your teachers you studies with?**

**What special achievements are you proud of?**

**What relevant experience do you have?**

**How are you making a difference for your clients and for the world?**