



Thriving Yoga Teacher



Module 3

Nourish Your **Creative Life** with Goddess Saraswati



Deepen your teaching through inspiration and spiritual guidance.

Design your own unique workshop, training, or private program, and take your business to a new level of fulfillment, service, and income.

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CREATE A LIVING RELATIONSHIP WITH INNER GUIDANCE AND UNIVERSAL WISDOM

Who is Saraswati?

Saraswati is the creativity that flows through the cosmos like a river of inspiration and intuition. She represents the arts, music, literature, poetry, speech, science, and higher learning.



Her Sacred Mantra

*"Om Aim Saraswtyei
Namaha"*

Saraswati is depicted as sitting by a river, wearing a white sari and playing her sacred Veena. She is accompanied by a peacock or sometimes two swans.

- What is my creative edge as a Yoga teacher, and what is currently happening for me at this edge?

- How am I nourishing the flow of intuition in my life, my Yoga teaching, and all aspects of my business?

- When I listen inwardly, what does Goddess Saraswati tell me are the next steps for me to take to unfold my Yoga teaching and business?



NOURISH YOUR CONNECTION TO DEEP INSPIRATION

Places to go for insight:

- A river
- An ocean or bay
- A mountain
- Your meditation cushion
- Your asana mat
- Your favorite tree
- A walk in a forest
- A temple
- A sacred circle of women
- Your altar with a special candle

Where do you go to connect with the wisdom of the cosmos?

When to consult with the Goddess: On a daily, weekly, and yearly basis, to maintain a living connection with creative flow.

AND . . . on these special occasions:

- When you have an important decision to make.
- When you need to choose which class or program to offer next.
- When you need to set a price.
- When you need to plan your loving boundaries.
- When you need to respond to a client question you don't currently have an answer to.
- When you need wisdom regarding difficult or painful situation.

Steps for seeking guidance:

1. Choose a sacred spot, and spend some time settling in.
2. Feel your body, breathe, and connect with Divine Presence.
3. Allow a question to emerge. Hear the words of the question you would like guidance on.
4. Sit quietly, and allow a response to arise. Attend to the words, feelings, and images that come to you.
5. If you wish, take time to write in your journal what you have received.

Tip: On rare occasions you may hear an actual voice or words coming from "outside" you. Much more commonly the inspiration of Goddess Saraswati will come in milder forms, such as nudges, desires, unexpected ideas, or intuitions.



NURTURE SACRED SPEECH

Your voice is governed by Goddess Saraswati. As a Yoga teacher, you use your voice to communicate concepts such as alignment and posture details, themes, and ways to work with the mind, heart, and emotions. Even more importantly, your voice communicates feeling tones and your own spiritual experience.

While teaching, tap into your spiritual center, and listen for the words of wisdom that come from deep down in your soul.

Breathe into those words and discern if they are meant for this moment, this class, or if they are wisdom for another time and place.

Speak the words that come to you with love and gentleness. Trust the guidance you are given. Let yourself balance planning with spontaneity.



Allow yourself to **ENJOY** the sound of your voice. Breathe deeply with your students, and speak more slowly and clearly than you might otherwise. Realize that it is NOT YOU speaking! This is the power and presence of the Goddess coming through. Honor that, and luxuriate in the sound.

What is my experience of my voice in my Yoga classes? Do I enjoy my voice? Do I feel guided by Spirit as I teach? _____

How comfortable am I trusting the words of the Goddess as they flow through me? In what situations am I comfortable with this and where do I hold back and block the flow?

If speaking aloud in front of a class is difficult for you, here are some practices you can use to connect with your own Inner Goddess Voice:

- Use Tapping to release any dislike of your voice or your own creative thoughts.
- Practice reading favorite poetry aloud. Allow your voice to flow with the beauty of a river.
- Practice speaking in front of a mirror. Give an impassioned version of the class you plan to teach or the talk you will give!
- Try speaking in another language. Sometimes speaking another language frees you to be more expressive. Again, enjoy the sound, and step into the cosmic being that you are.



COMMON CREATIVE PROJECTS FOR YOGA TEACHERS

There are so many things to create as a Yoga teacher. The first time you do anything in your business, it is a new creation!

Examples:

New Teacher	Experienced Teacher
➤ Lesson plans ➤ Guided visualizations ➤ Class fliers ➤ Flier for private lessons ➤ Your bio ➤ A basic website	➤ Specialized workshop or training ➤ Signature talk ➤ Signature method for working with private clients ➤ Detailed program materials ➤ Free gift on your website ➤ Book

Things to write during creative time:

- Plans for your next class, workshop, private lesson, or public talk.
- Themes you would like to bring into a class, including lists of vocabulary, poses that go with a theme.
- Handouts or worksheets to go along with your classes or workshops.
- Promotional material such as fliers, articles, ezine, blog post, webpage.
- Reflections on your teaching, such as notes, summaries, or compilations of processes you use, thoughts about recent classes, private sessions. What went well and what to improve next time.
- Lists of themes, questions, values, keys related to a given topic you want to teach -- for future email, workshop, or other content.
- Visioning for the future, such as compiling ideas, goals, strategic plans, mind maps.

Ask yourself: What do I need to create in my Yoga business? When do I most need to be in the flow of inspiration and divine guidance?



HOW CREATIVITY WORKS

You must

- Prioritize it.
- Plan for it.
- Create sacred time and space for it.

And then,

Watch the Goddess surprise you!

**Your best ideas will pop in around the edges, when you least expect them!
In the shower, on a walk, etc.**

Qualities of a Great Artist

- | | |
|--------------------------------|--|
| ➤ Discipline | ➤ Place yourself in the company of greats |
| ➤ Practice, practice, practice | ➤ Have mentors, teachers, and colleagues! |
| ➤ Immersion in your passion | ➤ Learn by example ~ copy others! |
| ➤ Total commitment | ➤ Ultimately, branch out into your own unique style. |
| | ➤ Lots of sketches, overflowing journals and notebooks,
and finally . . . a masterpiece! |

Ask yourself: How have I learned by copying others? _____

How have I learned through discipline and practice? _____

What other qualities of a great artist do I currently embody? _____

Which would I like to embody more? _____



TIPS TO NOURISH YOUR CREATIVE PROJECTS

Plan for Sacred Time

- Plan a MINIMUM of two half-days per week for deep creative work developing your Yoga business.
- Pick a time of day when your mind is fresh and clear.
- Tell your loved ones you are entering sacred time, and ask for their cooperation to limit interruptions.
- Choose the time period you will focus for.
- Consider putting on a timer and working till the timer goes off.
- Help yourself get started with easy tasks first. . . Read what you wrote yesterday for example. Then ease into the harder stuff.



Plan for Sacred Space



- Close the door, turn off the phone, close your email.
- Surround yourself with beauty in your workspace, so you feel inspired and joyful.
- Have snacks or tea nearby so you won't need to get up.
- Consider locations outside of your home or Yoga studio: A nearby cafe, a community center.
- Or try writing while on a hike in nature! Walk for a bit, speak the words in your mind, and then sit to record what has come.

Use your Body

- Consider writing by hand rather than computer.
- Consider standing and speaking to an imagined audience out the window.
- Consider moving through the postures you will teach rather than writing them down.
- In between periods of focus, take breaks to breathe deeply, walk, and see the sun.



When you feed and nourish the river, it will flow!

- | | |
|--------------------------------------|---|
| ➤ Favorite pens | ➤ Favorite spot in nature |
| ➤ Favorite writing journal | ➤ Favorite window and view |
| ➤ Favorite music | ➤ Favorite couch, pillow, writing board |
| ➤ Favorite companion candle or plant | |



Be ready for sudden downloads. Once you turn on the spigot, unexpected downpours from the cosmos may come spontaneously!

- When you wake up
- On a walk in nature
- While driving
- During your asana practice
- After teaching a class
- With friends
- During meditation
- In the shower
- While making love

Don't be surprised when this happens, but honor the gifts of this process through giving yourself time to record what has come. When possible, write or draw what has come to you.

Share with others

Your best creative work is also nourished by having an audience. Share your work with someone who will appreciate it. This can be a mentor or spiritual companion, a friend, women's circle, your readership, your students, peers or colleagues. Ask for feedback and enjoy the dialogue.

What can you do in your home and workspace to promote pleasurable and productive creativity?

What can you do in your schedule to create healthy time blocks for deep creative work?

Who do you currently go to to share your deepest creativity? How satisfied are you with the support you are currently receiving for this?



WRITING AS AN ART FORM

(This applies to ALL your writing, including fliers, bios, web pages, articles, class plans, talk outlines, training curricula, etc.)

- Lots of experimentation.
- Lots of simmering.
- Lots of gathering ideas.
- Lots of freedom, rough drafts, false starts.
- Then there is always the hard work. The revision. The reading every word aloud. The sorting through multiple rough sketches to find the one you want.
- Finally, your work takes form in an article, workshop outline, circle, blog post, email, webpage, or video!
- And, for the truly courageous, you submit your piece to appreciation (and where appropriate real scrutiny), and learn and grow even more!

Tip 1: *When you have completed a writing project, read every word aloud to see how it sounds.*

Tip 2: *Always have an editor look over and revise your writing before you send it out!*

Everyone has her own unique writing style. What is yours? How well is it working for you, and what can you do to strengthen it?



DESIGN YOUR SIGNATURE WORKSHOP, ADVANCED TRAINING, OR COMMITTED PRIVATE PROGRAM

This will be your ocean, the deep waters you take your most committed clients into. It must come from your own authentic passion, and connect with the needs of those you wish to serve.

1. Transformation Offered

Here you will develop an initial idea of the **transformation** you would like to provide. Look back at the material from Module 1, and see what pops out at you. Give yourself some time with this initial stage, and allow the ideas to percolate and grow. One or more of the questions below may help to clarify the direction you would like to go.

- What is the deep change you want to bring to those you serve?

- What specialized knowledge do you have that you would love to share with others?

- What new area are you growing into that you would love to explore in your teaching?

- How have your pains and losses prepared you to support others in a given area?

- How have you been transformed in this area, and how do you envision yourself giving this to others?

SUMMARY OF THE TRANSFORMATION you want to offer

What do you want participants to know, feel, be able to do, experience, live, after they complete your work?



2. Content Delivery Overview

Here you will develop an initial idea of the **way you would like to deliver the content**. Some options for your in-depth, signature program:

- Private sessions packaged in a group, ideally with bonuses or other special add-ons.
- A committed class (possibly themed) such as at a workplace or school, or even a Yoga studio.
- A weekend workshop that you will teach over and over
- A Yoga intensive, perhaps offered over one month
- A Yoga teacher training, either 200 hour, 500 hour, or specialty
- A training for other professionals or committed participants that integrates Yogic principles

If you are new to developing and delivering this content, it may be ideal to work with students one-on-one first, so you can modify the material as you go along. Individual students are quite forgiving, and your intuition will guide you in knowing what each one needs. You will learn more about your subject as you help more and more people, and from there you will identify steps in your process that you use over and over. These later become part of a group workshop or training.

Also, if you are new and have only a small pool of students to draw on in this target area, starting one-on-one can bring in a larger income initially. As your list of potential students grows, it will be more possible to offer a group program that also brings in a good income.

On the other hand, if you are confident you know the material well, and if you have a good pool of students to draw on, it may be fine to start out with a group program. Group classes can also lead to inviting students into private programs. Ultimately you will need to make a decision as to how to start based on your **unique** situation.

SUMMARY

I will offer this program in the format of



3. People Served

Who is this program for, and what are they wanting? Again, look back at Module 1, and see what pops out. Imagine the ideal students for this transformation. Consider your current students, friends, colleagues, and the general population. See if you can bring to mind three specific people who would be ideal for this program. Answer these questions for each one:

Person 1

Name: _____ Problem she is experiencing: _____

Three worries that keep her up at night. (Imagine words she might say to her partner in the morning.)	Three results she would love to have. (Again, put on the magic thinking cap of this client, and imagine what they would say in private to a loved one.)
Example 1: "I couldn't sleep at all last night. I feel like it's driving me crazy!" Example 2: "My balance is getting so bad I'm worried I could fall and break something."	Example 1: "I just wish there were something I could do to sleep better." Example 2: "I'd love to have the balance back I had even ten years ago!"
1.	1.
2.	2.
3.	3.

Person 2

Name: _____ Problem she is experiencing: _____

Three worries that keep her up at night	Three results she would love to have
1.	1.
2.	2.
3.	3.

Person 3

Name: _____ Problem she is experiencing: _____

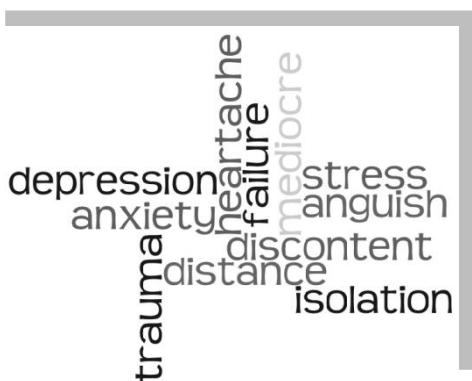
Three worries that keep her up at night	Three results she would love to have
1.	1.
2.	2.
3.	3.



SUMMARY

The ideal client for this program is someone who _____

The hottest **pain words** for these clients include:



The hottest **pleasure words** for these clients include:





4. Steps or Themes

Identify the steps your clients go through to receive the transformation. Does the material you would like to cover break down into recognizable steps or themes, and if so, how? How might you organize your material?

(Examples: a 5-step process, 4 seasons, 13 lunar months, 7 chakras, 5 yamas, Patanjali's 8-limbs, the pieces of a Yoga teacher training including asana, philosophy, teaching methods, ethics.)

If you are just starting, and have never worked with others before, your task is to identify the steps YOU went through in your learning. If you have been working with private clients for a while, and are familiar with the process, do the exercises below for what you have observed in your clients and your methods of working with them.

- First, brainstorm all of the processes and steps you went through in your transformation or observe in your students. Simply write them here, or use another sheet of paper.

- Next, look at the material, and see if it can be broken into steps or groups. Does one thing come before another? Or are there separate themes and areas that must be covered in order for the entire process to add up? Can you divide the material into recognizable groups or areas? Experiment with organizing your material in various ways, and see what makes the most sense.

Some possible ways I could organize my material: _____



Now SUMMARIZE your process or themes here. For each step, identify both the direct benefits and the far-reaching benefits.

Example for a Program on Yoga for Better Sleep:

Practice 1: Deep breathing practices.

Immediate benefit: The mind starts to soften and you can relax more easily.

Far-reaching benefit: Easy, more restful sleep.

Practice 2: Restorative Yoga poses

Immediate benefit: Opens the circulation and energy pathways without exertion.

Far-reaching benefit: Quiet the mind before bedtime, so you fall asleep faster!

Summary of Your Steps or Themes

Step 1	
Immediate benefit	
Far-reaching benefit	
Step 2	
Immediate benefit	
Far-reaching benefit	
Step 3	
Immediate benefit	
Far-reaching benefit	
Step 4	
Immediate benefit	
Far-reaching benefit	



5. Brainstorm Titles

At this point you have enough material to brainstorm possible titles. **The title will be the most important part of your marketing, so make it juicy!**

Elements to weave into your title include:

- The main results your ideal clients are longing for
- Top pain and pleasure words
- A description of how the program is delivered, such as “Workshop”, “Retreat”, “Private Program”, “Intensive” etc.

Examples:

The Thriving Yoga Teacher Program

The Radiant Yoga Teacher Retreat

Learn to Meditate in Forty Days

Yoga for Happy, Healthy Aging Workshop

Possible titles for my program:

Writing Tip: Avoid obscure, academic, or unclear words, or words with double meanings. Be conversational, clear and relevant to your ideal clients; avoid being cute!



6. Content Delivery Details

How many private sessions will they need to see strong initial results? Or how many hours will the group training be? What will the dates and times be? Where will the program be offered? How many committed classes will there be?

SUMMARY

Details of my program delivery:

7. Bonuses

What bonuses would meet a closely related need that your audience has, and add to the value of the program? Bonuses to consider:

- A closely related book, audio, or DVD
- Discounts on related services, or free related services
- A companion guidebook or workbook
- If it will be a group program, consider a group online forum or support network

SUMMARY

Bonuses I will offer:

8. Price

If this is a private program consider both single session and package discount pricing. You may also wish to have a sliding scale, scholarship options, or today-only bonuses. Consider the following:

- What is this transformation ultimately worth? What will my clients be saving through receiving this transformation? What will they gain and is there a monetary value to that?
- What are the top and bottom prices of my comfort zone?
- How many students am I likely to attract given my contact list size and the time I have available for marketing and service delivery, and how comfortable am I with the income that will provide?

SUMMARY

The price(s) I choose for this program:
