

Unleash Your Passion, Deepen Your Service to the World, and Finally Fulfill Your True Purpose



Thriving Yoga Teacher



Module I

Claim your **POWER** and **PASSION** with Goddess Durga



Through connecting with the spiritual energy of Durga, you will stand grounded in the power of what you have to offer.

It's time to contribute to healing the planet through being an EMPOWERED TEACHER.

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Contents

Ground Into Your Passion	1
Self-Assessment	2
Claim Your Gifts.....	3
An Empowered, Tiered Business Model	4
Identify your Swadharma, Your Unique Right Path.....	5
Keys to Find Your Swadharma (Unique Path as a Teacher, or Niche)	6
Brainstorming About Your Niche	7
Embrace Your Losses	8
Testing for HOT or NOT	9
The BIG IDEA of Your Business.....	9
Finding the Perfect Words to Describe What You Do	10
Quick and Easy Business Makeover for Your New Niche	13
Recording Fears and Blocks	14
Visualization	15
Final Blessing	16



Ground Into Your Passion

Who is Durga?

Durga is the goddess of power who fights for what is good. She came to slay the demon Mahishasura when the world was in danger of falling into the hands of evil forces.



Mantra of Goddess Durga

"Om Dum Durgayei Namaha"

Durga rides into battle astride a lion, her sacred vehicle.

- What are you most passionate about and why?

- Why are you passionate about helping more people through Yoga?

- What kind of difference do you want to make in the world?

- What virtues do you need to embody in order to make that difference?



Self-Assessment

AREA TO WORK ON for the program

My GROWING EDGE as a teacher

New or existing class, workshop, advanced training, or pathway to private clients I am MOST INTERESTED IN DEVELOPING through this program

GODDESS, DIVINE BEING, POWER ANIMAL, OR LOVING WISDOM PRESENCE who guides my path

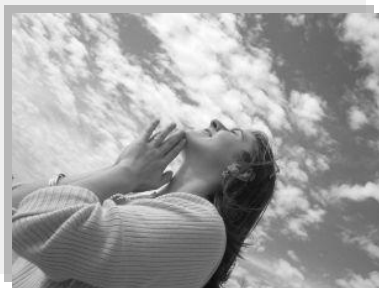


Claim Your Gifts



On a separate sheet, make a list of 100 successes in your life. . What patterns do you see?

What do you consider to be your greatest gifts? What do you love to do, and what have you consistently loved over your lifetime? How do these gifts contribute to your being a great Yoga teacher?



List the 5 most blissful and most fulfilled moments in your life and what you actually were doing at those moments.

1.

2.

3.

4.

5.



An Empowered, Tiered Business Model



First Aspect Free Offerings	
➤ A free class ➤ A free talk ➤ A gift on your website with required email opt-in ➤ A free ezine (email newsletter) with great content ➤ Free articles on your website (blog) ➤ A complimentary private session ➤ A free video on YouTube	➤ A free movie showing ➤ A free benefit Yoga class ➤ A free print newsletter ➤ A free community event, meal, or other celebration for your students ➤ A book launch talk, website launch party, or other celebration of a major completion or new offering in your work ➤ A new studio grand opening event
Second Aspect Entry Level Offerings	Third Aspect Highly Committed, Deeper Offerings
➤ Group Classes ➤ Books, ebooks, props, CDs, MP3s ➤ Private sessions by the hour ➤ Introductory Workshops	➤ Committed, themed classes ➤ Private lessons, coaching, or Yoga therapy, sold in packages ➤ Advanced training or intensives



Identify your Swadharma, Your Unique Right Path

What is a niche?

It is a combination of the people you help, the specific problem you help them solve, and your signature method of helping them.



Niche Mindset

My target populations are those people I am most uniquely prepared to serve.

I LOVE working with people in this niche!

My ideal clients are those people who I most love to serve and who most love what I have to offer!

I feel tremendously of service when I am working in my niche.

Each teacher will have a unique journey. As you grow, many options are open to you.

Current specialty areas offered in Yoga:

- Yoga for children
- Yoga for teens
- Pre- and post-natal Yoga
- Fertility Yoga
- Seniors Yoga
- Workplace Yoga
- Yoga for sleep
- Yoga for back pain
- Yoga for cancer
- Yoga and hiking
- Yoga for women (menstruation, menopause, body image)
- Yoga and Ayurveda (or other health modality)
- Yoga Therapy for specific conditions
- Yoga of relationship and communication
- Restorative Yoga
- Gentle Yoga
- Yoga at the beach
- Yoga and life coaching
- Yoga for athletes
- Yoga for specific sports
- Yoga and dance
- Yoga for depression
- Yoga vacations
- Yoga and money

Or, **CREATE YOUR OWN NICHE!** This could be a combination of Yoga with other modalities.

What are your initial hunches as to an ideal specialty for you?



Keys to Find Your Swadharma (Unique Path as a Teacher, or Niche)

- Who am I most interested in helping?

- Why do I care about these people?

- What is UNIQUE in me that differentiates me from other Yoga teachers?

- What training or professional experience do I have that I could combine with Yoga to create a unique offering?

- What specific problem am I most passionate about in helping people solve?

- What am I sick and tired of seeing people struggle with?

- What major life problems have I struggled with and overcame?

- What problems that other people face has my life experience prepared me to solve?



Brainstorming About Your Niche

Potential IDEAL CLIENT	
The PROBLEM they have	
The SOLUTION they seek	
Things they need to LEARN, KNOW & DO	
JUICY BENEFITS they will enjoy from the solution	
BENEFITS OF THE BENEFITS	



Embrace Your Losses



List the top 5 losses in your life. What is the take away from each?

1. Loss: _____
Takeaway: _____
2. Loss: _____
Takeaway: _____
3. Loss: _____
Takeaway: _____
4. Loss: _____
Takeaway: _____
5. Loss: _____
Takeaway: _____

How have your losses prepared you to serve your ideal clients?



How do your gifts prepare you to serve as a Yoga teacher?



Testing for HOT or NOT

Ideally at least **10,000 PEOPLE** in your target market.

You must **CARE** deeply.

You must be truly **PASSIONATE** about this group.

You must know **HOW TO FIND** the members of your niche.

- How strongly will the people in your niche want to solve this problem _____

- Are people in this niche willing and able to pay for your services? _____

The BIG IDEA of Your Business

- What message do you most want to convey to your students? To the world?

- What is your unique position within your niche that differentiates you from other practitioners?

- What are the unique results you provide?

My BIG IDEA Summary



Finding the Perfect Words to Describe What You Do

Your Own Journey through Yoga



Why are you passionate about Yoga?

What transformation have you gained through Yoga?



What secondary benefits have you gained from Yoga?

Where would your life be today if you had not started to practice Yoga?





The Journey of Your Students

Directions: Identify one ideal student, someone you love teaching who has gained great transformation from your work with them. Answer these questions about this student. Note: If you are starting in a new area, you may only have yourself. In that case turn to [page 14](#) for ideal client interviews.

Ideal Client Name: _____

- What was their situation when you began to work with them?

- What was the pain they were experiencing? (Physical, emotional, problems in their life)

- What specific reason did they say they wanted to work with you?

- What specific results did they say they wanted to achieve?

- Why did they choose you over all of the other available options?

- What is their situation now?

- What direct benefits have they gained from working with you?



- What secondary benefits have they gained from working with you?

- Where would they be today if they had not started working with you?

Repeat for another student if you choose.

Option 1: Do this journaling exercise yourself for an ideal student who received excellent results.

Option 2: Ask your student to share the results he or she received. Ask the questions given above.

Option 3: If you are a new teacher or if you are moving into a new specialty, you will not have past students to go back to learn about. You can simply use the words from your own transformation, or conduct ideal client interviews.

Ideal Client Interviews

- Pick someone who is a potential ideal client, and ask if they would be willing to give you a 30 minute interview.
- Tape the session using a voice recorder or phone recording system. Also take extensive notes by hand.
- Ask about the problems they face. What keeps them up at night? What worries them? What do they say to their loved ones about their problem?
- Ask about the results they are longing for. What results would they most want if they were to have your help. How would they love to feel? What would they love to be able to do again? Why? What difference would that make in their life?

Begin to keep a record of the words that describe the transformation you offer.

Keep all of your notes for this section, as you are gathering files that you will later use when you create your marketing pieces, including email, fliers, web copy, networking, etc.

Tip: Do NOT necessarily use YOUR favorite words, as these may sound esoteric, strange, or academic to potential clients. Instead, listen for the words your target audience uses, and speak in a way that will resonate with who they are.

Use juicy images, stories, and the words your NEW students are most likely to resonate with. Choose words that will resonate EMOTIONALLY with your ideal clients, and that will not require interpretation.



Quick and Easy Business Makeover for Your New Niche

Weave words from your niche into your:

- Email signature
- Business cards
- Personal bio
- Business name
- Website tagline
- Outgoing voice mail message
- Business website domain name (URL)
- Expert title (Consider *expert, specialist, mentor, teacher, trainer, coach, yogini, Goddess, Diva, queen, guide*)

Clarify Your Ideal Path as a Yoga Teacher

Income	
What income would you ideally like to have?	
How do your family members feel about your income?	
What was your yoga income last year?	
What is your income goal for this year?	
For the following year?	

Personal Choices	
What will I need to do/sacrifice in order to focus on growing my Yoga teaching?	
How can I secure the financial resources needed to build my Yoga business?	
What am I NOT willing to do/sacrifice? What are my boundaries of time, money, relationship, other?	

Values and Lifestyle Clarification	
What is your ideal teaching schedule?	
Do you want to work on weekends?	
Do you want to work on weeknights? How many?	
How many classes or private sessions would you like per week?	
How many workshops or intensive trainings would you like to teach per year?	

Vision of Your Ideal Teaching Space	
What does it look like?	
What does it feel like?	
Would you like to teach in a gym, studio, your own home, workplaces, schools, graduate schools?	



Visualization

Now that you have a clear picture of what you want, spend some time visualizing it.

- What is it that you most want to create through your Yoga teaching? Describe it in detail and spend some time allowing yourself to visualize it.

- Why do you want it? _____

- How will you feel when you have it? _____

- What could you change or do in your life to feel that way now? _____



Final Blessing

Connect with your Inner Guide. What does this Loving Presence want you to know about the next steps to unfold your vision?



Visualize yourself riding on the lion, powerful and strong, with Goddess Durga. What does Goddess Durga want for you as you close out this guidebook? Listen inside, and write what you hear here:

My blessing for myself
