



Thriving Yoga Teacher



Module 4

Attract **Abundance** with Goddess Lakshmi



Come from a place of generosity in all aspects of your business
~ and watch your contribution and success soar!

Transform your outreach and marketing into a form of Yogic service you LOVE to give.

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RADIATE YOUR LOVE

Who is Lakshmi?

Lakshmi is the Goddess of peace and prosperity. Born of the struggle between our higher and lower natures, Lakshmi freely gives of her beauty and radiant presence.



Mantra of Goddess Lakshmi

*"Om Shrim Lakshmi Bhya
Namaha"*

Lakshmi is shown standing on a lotus, and often holds a lotus in her upraised hand. Gold coins or lotus petals flow down from a lower hand while another bestows a blessing of peace. A pair of elephants or swans often accompanies her.

- In what ways are you currently living with generosity and abundance in your life and business?

- Where do you hold back from giving and receiving freely? How might you open more fully to the flow of beauty and grace in your work?

- What are the qualities you most deeply long to experience in your business and life?

- What can you do to start experiencing these qualities TODAY?



PRINCIPLES OF GODDESS LAKSHMI

- Soulful living and soulful work
- Orderly record keeping and finances
- Clear, loving boundaries in all your affairs
- Cleanliness and beauty in your home



- Respect for money ~ for the flow of giving and receiving
- Honor yourself as a Goddess; take time for daily self-care, ritual blessings, grooming and beautiful dress
- Nourish and protect the soulful projects you most deeply cherish ~ raising children, growing a business, seeding a garden, nurturing love
- Practice financial generosity (dana/tithing)
- Step into the qualities you most deeply desire (peace, love, prosperity, etc.) even BEFORE they have appeared to manifest in your life

Loving Self-Assessment

Which of the principles of Goddess Lakshmi do I currently embody? How am I living as my beautiful, radiant, Lakshmi self?

Where would I like to express Goddess Lakshmi more fully?



REVIEW: 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



CREATE YOUR EMPOWERED BUSINESS FLOW

Plan ahead for the flow of income into and through your business.

Remember to include:

- Generosity coming from your heart
- Service you truly love to offer
- Powerful depth of content
- Responsiveness to the genuine needs of your students
- Free gifts that invite students into your mid-level offerings that then invite them to flow into your ocean.
- Awareness of where your greatest income will come from, and planning ahead to have healthy growth in this area.

Tip: Think of your gifts as an offering of beautiful flowers, strongly planted in the earth. The flowers do not give all year, but only in certain seasons when they are ready to attract the bees. Their brilliant flowering leads to pollination and the deeper creativity of fruits, seeds, and new plants. The flowers are rich and luscious, and effortlessly give of themselves to attract the bees that lead to fertilization.

And the bees are so excited by the flowers! They rush around and tell their friends, dancing out beautiful patterns in the air!

In the same way, you do not need to give all year, or all the time. But at times you do need to give, and give abundantly! When you give, put your entire soul into the process of giving.



This attention and focus on giving generates an energy that is naturally attractive and magnetic to your ideal clients and partners.

In a similar way, in your giving, plan for the deeper creativity and learning that will come to those who choose to step into your work. This means that at each turn in your giving, you will be inviting those receiving your gifts to go deeper with you, to join you on the path towards the deeper learning available.



STEPS TO TAKE WHEN GIVING FOR FREE

1. Design your paid offering (either Entry Level or Highly Committed, Deeper Level).

2. Choose a related free gift that will attract, inspire, and serve the same audience as your paid offering.

3. Create a magnetic invitation to your free gift. (See following pages.)

4. Spread your invitation widely.

- Print fliers or postcards
- Social media
- Email



- Partners
- To your students
- To your friends

5. Engage and remind before the event.

- Email
- In person
- Social media

6. Welcome your guests. Connect personally and make them feel comfortable.



7. In your introduction, let them know that you will give those who want to go further with you an opportunity to do so.

8. Give great free content. This is your opportunity to teach (if a class), listen (if a free session), or inspire (if a talk). It's all service!

9. Remind them of the value that has been provided.

10. Explain your process of going forward. If a class, tell them how the ongoing class works, fees, etc.

11. Provide registration/payment information in print, where appropriate.

12. Invite participants to take the next step. Give a thank you gift if taking inspired, immediate action.

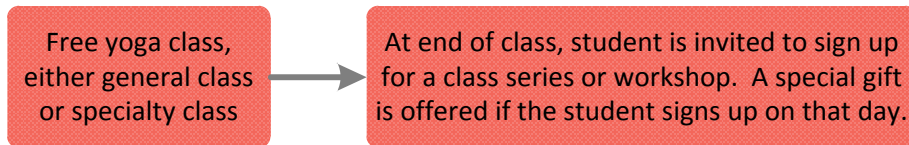
13. Bless those who sign up for your paid offering, and bless those who don't!

Tip: As you offer your gift, you will invite interested prospects to take the next step with you and to become committed students and/or clients. Giving for free enables prospective clients to get to know you. They come to see you as a trusted expert who can help solve their problem, moving them towards a state of health and well-being they are longing for. Be genuine, be vulnerable, and DON'T feel you need to be perfect. However, DO share the positive results you have had in their area of pain. This is inspiring!

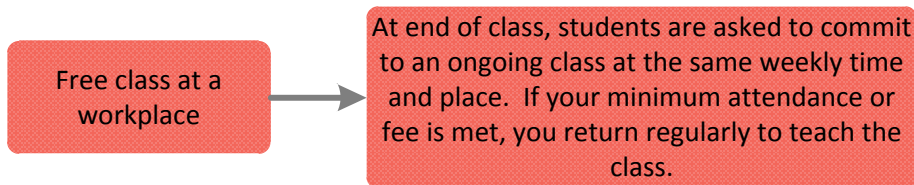


SAMPLE FLOWS FROM FREE TO PAID WORK

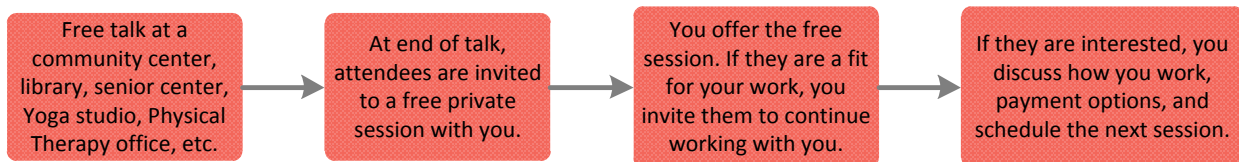
Example 1: Sample Class in a Yoga Studio



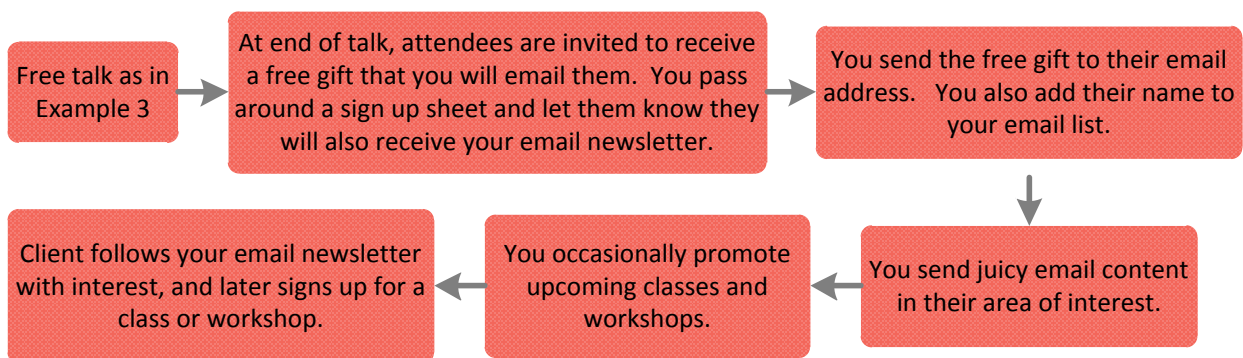
Example 2: Sample Class in a Workplace



Example 3: Talk to Free Consultation to Committed Private Client

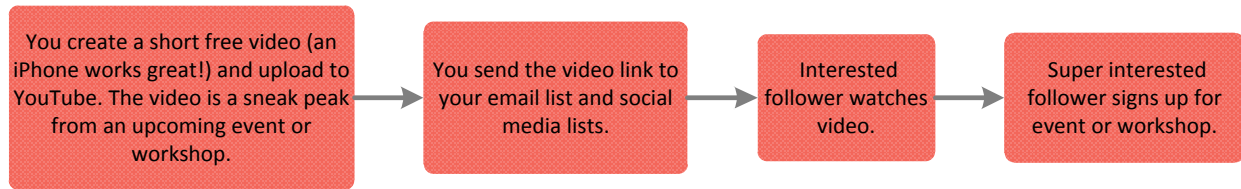


Example 4: Talk to Email List to Workshop Participant

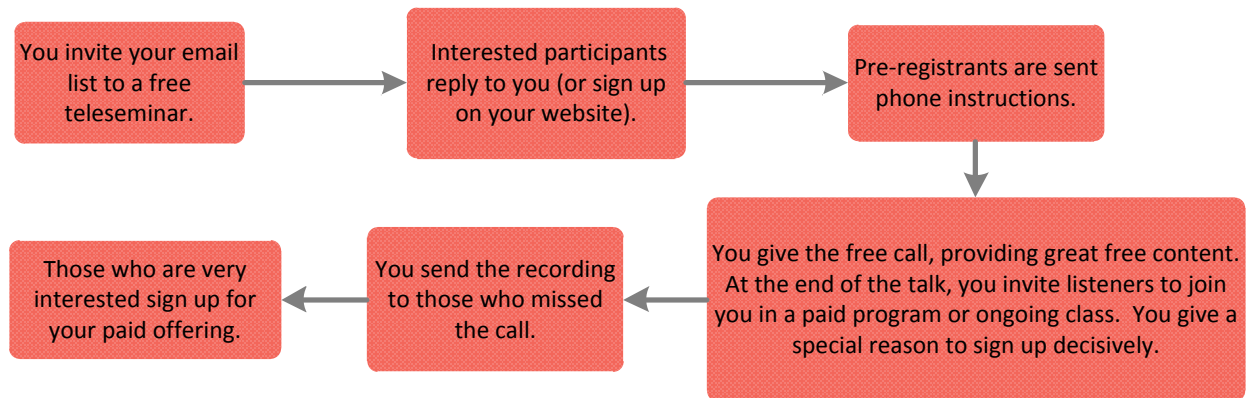




Example 5: Free Video to Workshop Participant



Example 6: Free Teleseminar to Highly-Committed Student



Tip: Whether or not someone signs up for your paid class, program, or training, remember that every step of the way, you have been offering tremendous Yogic service. Every step of the way, in giving a talk, a free class, a video, a free consultation, etc. you are performing seva! Treat each person as if they were already your student. Bless those who decide to sign up with you, and bless those who don't! It's all Yoga.

Quotes on Action from the Bhagavad Gita:

"You have the right to work, but never to the fruit of work. You should never engage in action for the sake of rewards, nor should you long for inaction." 2.47

"Perform work in this world, Arjuna, as a man established in himself ~ without selfish attachments, and alike in success and defeat. For yoga is perfect evenness of mind." 2.48

"Whatever you do, make it an offering to Me ~ the food you eat, the sacrifices to you, the help you give, even your suffering." 9.27



BRAINSTORM WHAT TO GIVE FOR FREE

Which of the 13 top things to give for free am I currently giving?

Which would I like to add to my business?

Further brainstorming: Allow your imagination to run free. Pretend you could wave a magic wand and create anything you wish. What would be a total pleasure to give? What seems out of reach today, but would still be wonderful and inspirational? Ask yourself, what can I imagine giving that would inspire my complete joy, and perhaps even challenge and extend my learning? What would take me to the next level in my growth to develop and share?

If I think of my potential clients, what might really delight them to receive? What can I offer to inspire hundreds (or even thousands!) of the people I'm most interested in serving?

If I think of my current clients and colleagues, what can I give that would excite this community? What would enliven those around me to spread the good news of what I have to offer?

Tip: Notice if any self-judgment or fear comes up as you do the above brainstorming, such as "I could never do that because _____." Tap on these fears, or get support to move through them!



MY CONSCIOUS MONEY FLOW SUMMARY

What I will give for free

Currently offered	To develop

My entry-level courses and products

Currently offered	To develop

My deeper-level trainings, intensives, and committed private or group programs

Currently offered	To develop

Tip: You do not need to do it all! Begin by choosing one thing to give for free that you can get VERY GOOD AT. Spread this widely and create powerful good vibes for your business. Similarly, begin with either one entry-level course or one deeper-level training. This means that a new teacher might have just two elements on this page. Plan for excellence and inspiration, even as a beginner.

As you grow, gradually add more elements to the flow of your business. Be sure to balance a healthy dose of inspirational, free elements, and include at least one deeper offering, (beyond entry-level) as you grow.



USING WORDS THAT AUTHENTICALLY ATTRACT YOUR IDEAL CLIENTS

To get started, review the Durga Module page 7, and pages 10-12. Also review the Saraswati Module pp. 9-16. Use these words and phrases liberally when talking about your work and in creating your fliers, postcards, and web pages.

Outline of a Promotional Flier or Postcard ~ To Use for Paid or Free Offerings

- Optional: Call out to the specific audience invited
 - **Juicy headline. Can be program or event title. Include key benefit/pleasure words your ideal clients (and you!) resonate with.**
 - Optional: A bulleted list of 3-5 pain, curiosity, or longing points in short phrases, so your ideal clients resonate emotionally and know this is for them.
 - **A list of what they will learn, with each feature or learning step immediately connected to a juicy benefit.**
- 
- **A connection to your passion, your “why” for offering the program (or your bio at the bottom that includes this).**
 - Optional: Testimonials, if available, ideally with both first and last names. Include other identifying features if relevant, such as professional title, website, city and state, etc.
 - **How the program will be delivered (no more than 10% of the content on the page). Includes number of classes, dates, times, # of sessions with you, bonuses.**
 - Optional: Money-back guarantee, if any.
 - **Call to action: “Register now by. . .” “Save your spot now. . .”**
 - **Your contact information. Can be on pull tabs.**

Image: Ambro / FreeDigitalPhotos.net

Tip: To create your pain, curiosity, or longing points, use the phrases on page 11 of the Saraswati Module. Turn each into a simple question or phrase.

Examples of pain phrases and bullet lists:

1. Pain phrase of an ideal client for someone who teaches senior Yoga: “My balance is getting so bad I’m worried I could fall and break something. I don’t want to get old and frail like my parents did.” This could become the following list:
 - Is your balance getting worse and worse every year?
 - Are you afraid you might fall and break something?
 - Do you want to stay healthy as you age?
2. See the sample fliers on the next several pages for more examples!



INVITATION TO A COMPLIMENTARY SESSION FLIER: BEFORE

Wellness Coaching for Caregivers - with Lee Mosseau

Give yourself permission to access your most healthy & vibrant self. As a caregiver, we often take care of our own needs last. Now is the time to develop and honor your own wellness plan. Allow yourself to be nourished by a supportive Wellness Coach for Caregivers and experience more energy, a sense of balance and heartfelt grace with which to meet challenges and thrive.

WHO I COACH - I work with clients that provide extensive ongoing care to a child with special needs.

WHY I COACH - I believe support is one the most beautiful gifts I can give. By being fully present with someone, shifts from a state of confusion and overwhelm can lessen and ease. I have lived the life of a caregiver and know that it is a journey you should not make alone. Connection to self and others is Key.

WHEN TO GET A COACH - As a caregiver, we often give our energy to another and, over time, neglect to recharge our batteries on a daily basis. The constant state of being needed and the responsibility for all the pieces that support a child with special needs can quickly result in absolute Burnout! You know when you are not at your best. Before you feel predominately: out of sorts, unbalanced, listless and at your wits end, call Lee, your Wellness Coach for Caregivers.

WHAT ARE THE BENEFITS OF WORKING WITH A WELLNESS COACH FOR CARGIVERS?

- Master the ability to access clam & clarity in the face of uncertainty.
- Identify and develop inner strengths.
- Gain new perspectives to change the way you experience and move though unwanted moments.
- Develop skills that promote a balanced life design, which equals a fully flourishing Self.
- Techniques to experience a full breath and relax the body.
- Focus on increased Self-nourishment and Self-care which promotes, Self-love.

HOW DO YOU GET STARTED? - Working with a coach requires commitment to your own process. Instead of thinking, "this is one more thing that I have to do!" remember that by caring for your self, you are more fully able to care for others. Sessions can be arranged to accommodate your needs. Meetings can be held in-person or via Skype. Email support can also be provided. The world of caregiving is an intricate and challenging one, support yourself by calling your local Wellness Coach for Caregivers today. Contact: Lee Mosseau MS/CAS @ 622-5133 or lmousseau@verizon.net. You are worth it!



INVITATION TO A COMPLIMENTARY SESSION FLIER: AFTER

For caregivers of a child with special needs:

Creating Wellness for Caregivers!

- ~ Do you feel frazzled, always giving to your beloved child, and never having time to take care of your own needs?
- ~ Do you ride a roller coaster between good days and bad days?
- ~ Do you feel exhausted with the physical and emotional impact of providing assistance to your special needs child on a daily basis?

I'm Lee Mosseau, and I've been where you are. I raised two children, including my multiply-disabled daughter of 19 years. Along the way I learned how to move from a life of struggle to one of ease. I understand what it takes to survive and even thrive in this journey! And now I'm passionate about helping other caregivers find the peace and balance I achieved, even under difficult circumstances.

I now provide Wellness Coaching for Caregivers, combining everything I learned in the school of hard knocks with my background as an Educational Counselor and training as a Yoga teacher.

And for a limited time, I'm offering Complimentary

Wellness Breakthrough Sessions for Caregivers.

It's my gift to you ~ completely free!

In this transformative hour, you will:

- ~ Create a sense of clarity about the wellness you desire.
- ~ Learn the essential building blocks for connecting with your inner resources to promote health and happiness.
- ~ Discover the #1 thing stopping you from managing your life with balance and peace.
- ~ Identify the most powerful actions to move you towards strength, calm, and joy.
- ~ Complete the consultation with the excitement of knowing EXACTLY what to do next to create the well-being you truly want.

To apply: Simply send an email to Lee Mosseau, MS, Wellness Coach for Caregivers, at LMosseau@verizon.net. In your email, please reply to the following three questions: 1) Your greatest joys and challenges in working with your disabled child; 2) On a scale from 1 to 10, how committed are you to breaking through to a place of balance and peace, and why? 3) Your name, best phone number, and best email. After your application is received you will receive a confirmation via email within 24 hours.

More information: Lee Mosseau, MA, Wellness Coach for Caregivers, 315-622-5133.



WORKSHOP FLIER SAMPLE: BEFORE

SEASONAL SELF CARE for Vibrant Living

Once you re-discover how to live and move with the rhythms of nature, your health improves, your mind becomes more peaceful--- your entire life becomes easier.

Each Season you will:

- Discover **natural home remedies** to address seasonal health issues (allergies, colds, rashes, flu)
- Thrive** vs survive or move from life draining to life sustaining
- Find your **kitchen pharmacy**. Spices, seasonal foods and recipes to support immunity and vitality.
- learn **daily self care and beauty rituals** that will strengthen the body and calm the mind.
- Find **intelligence** in the deeper tissues of our body by cleaning the energetic pathways through asana, pranayama, aromatherapy, massage and more.

Every season is an opportunity for you to care for your body as a sacred manifestation of life itself

**SPRING (March 24)
CLEANSE, RE-ENERGIZE
SUMMER (June 23)
FIND YOUR JOY, OPEN AND CELEBRATE
FALL (September 29)
HARVEST, SIMPLIFY AND REVITALIZE
WINTER (January 5)
GO WITHIN, REST AND REFLECT**

**Classes meet Saturday 9am-12pm.
All 4 seasons for total health and transformation-\$190 (\$50 discount)
One season-\$60**

Bring yourself back into harmony with the great cycles of the universe.



WORKSHOP FLIER SAMPLE 1: AFTER

Seasonal Self Care for Vibrant Living

Improve your Health, Quiet Your Mind, and Make Your Entire Life Easier through Balancing with the Rhythms of Nature.

- ~ Are you too busy, always taking care of everyone else, and never yourself?
- ~ Do you suffer from allergies, weight gain, frequent colds, indigestion, bloating, or general low energy?
- ~ Would you like to hit the “pause button,” and invite simplicity and deep wellness back into your life?

Join me for a special series of seasonal workshops where I will show you the secrets to bring yourself back into harmony with the great cycles of the universe.

Each season, you will:

- ~ Draw on the power of your kitchen pharmacy, local foods, and natural home remedies to support immunity and vitality.
- ~ Gain tools to use at home, including aromatherapy, massage, asana, pranayama, and more.
- ~ Learn daily self-care and beauty rituals to nourish and rejuvenate your being.

March 24 ~ SPRING ~ Cleanse, re-energize
June 23 ~ SUMMER~ Find your joy, open and celebrate
September 29 ~ FALL ~ Harvest, simplify, and revitalize
January 5 ~ WINTER ~ Go within, rest, and reflect

Classes meet one Saturday morning per season, 9am - noon. Please join me for the entire series and commit this year to nourishing your sacred healing energy!

All 4 seasons for total health \$180 (\$60 discount)
Each workshop individually: \$60



WORKSHOP FLIER SAMPLE 2: BEFORE

From the Myth 2 the Mat

A yoga workshop designed to unleash your inner warrior by diving deep into the rich history of yoga poses; gain understanding of their meaning both yesterday and today. Take an unforgettable journey to depth-charge your practice and your life.

Enjoy an afternoon filled with asana practice and terrific storytelling that makes yoga meaningful, turns myth into metaphor, and allows you to:

- ✦ *navigate the deep dimensions of yoga with greater understanding*
- ✦ *cultivate respect for your body, mind and spirit*
- ✦ *connect with feeling and imagination to the realm of the mythological deities of the wisdom tales*
- ✦ *use it on the mat and bring it into your life*

Learn about wild and wooly superheroes, saints and sages, the magic wish-fulfilling cow, the monkey who can fly, an infant who lived for 12 years in the belly of a fish & other stories filled with courage, love & the depths of passion.



Presented by Katie Campione, RN, RYT, who teaches that yoga has a profound effect on our state of mind and on our heart. Join with her as she weaves together the symphony of breath, asana, and myth to develop inner and outer strength through understanding and self-confidence in a place of respect, integrity, and intention, while helping you unfold your divine nature.



Saturday, April 28, 2012

1:30pm to 4:30pm

The Wellness-Spa

340 NW 1st Avenue

High Springs, Florida

Phone: 386-454-4540 or e-mail:
hathaexperience@yahoo.com

This event is limited to 12 people. Fee \$35. E-mail or call to pre-register before mailing workshop fee to: Katie Campione, P.O. Box 2999, High Springs, Florida 32655.

Surprise Bonus Gift: Your pre-paid registration enters you in the drawing to win a private yoga lesson with Katie.



WORKSHOP FLIER SAMPLE 2: AFTER

From the Myth to the Mat: A joyful yoga workshop

Do you want to unleash your inner warrior by diving deep into the rich history of yoga?

Are you looking for an unforgettable understanding of the practice you've come to love?

Would you like to get acquainted with the mythological deities of the wisdom tales?

Enjoy an afternoon of asana practice & terrific storytelling that makes yoga meaningful and turns myth into metaphor.



- ❖ *Learn about wild and woolly superheroes, saints & sages, the very first yoga student, the magic wish-fulfilling cow and the monkey who can fly.*
- ❖ *Transform your practice by weaving together myth and asana.*
- ❖ *Use ancient stories filled with courage, love and passion to super-charge your practice & your life.*



Presented by Katie Campione, RN, Certified Yoga Teacher of 8 years & practicing yogini for 27 years. Katie has fallen in love with the yoga myths, finding that they enable her to practice with greater presence, strength, clarity and joy!

Saturday, April 28, 2012

2:00 pm – 4:30 pm

The Wellness-Spa

340 NW 1st Ave

High Springs, FL 32655

To register, call 386-454-4540

or e-mail:

hathaexperience@yahoo.com

This event is limited to 12 people. Pre-paid registration fee is \$30. Pay at the door for \$40, if space is still available. E-mail or call to register. Reserve your space today.

Surprise Bonus Gift! *Your pre-paid registration enters you in a drawing to win a private yoga session with Katie.*



INVITATION TO A FREE SAMPLE WORKSHOP



CONSCIOUS LIVING ARTS *presents. . .*

The Sacred Art of Mothering

4-week Intensive: From Exhausted Care-giving to Joyful, Soulful Nurturing!

Aren't these every mother's (caregiver's) dreams?

- Feeling less fatigued, more healthy and strong
- Learning how to relax and go with the flow
- Balancing the ups and downs of everyday life

Whether you're mothering small or grown children, teens, aging or ill parents, animals, or your own life-change, the same principles apply. **In this program learn to:**

- **Protect your space** for self-care, so you can slow down and enjoy life more
- **Release fears and doubts** in order to make a more effective difference
- **Fill your own love tank**, so you can shower loved ones with your devotion
- **Embrace the beauty** of the journey (even when it's messy) and feel Joy!

FREE Preview/Sample Class

Thursday, April 12 from 5:30 – 7:30 p.m. OR Friday, April 13th from 8:30 – 10:30 a.m.

PLUS: Register the day of the Sample Class and receive a take-home bonus gift!

*Meet Your **Sacred Art of Mothering Doula**: Cindi Buenzli Gertz, a passionate mother of two, organic homemaker, certified yoga teacher, artist, and lover of earth, has long been an advocate for women – listening, guiding and supporting, encouraging and empowering them. She specializes in using all of her strengths to support mid-life women in creating a space for self-care, discovery, growth, and balance.*

**"Thank you for helping me to reclaim my inner Warrior.
In your classes I find space and breath to grow." – Jen**

Please reserve your space, as room is limited:

consciouslivingarts@hotmail.com or call 715-268-2860

CONSCIOUS LIVING ARTS Studio 516 Keller Ave. South, Amery, WI

spreading peace. creating mindfulness.



BASIC WEBSITE TEMPLATE THAT CONVERTS VISITORS INTO STUDENTS

Page 1: Home Page

- Pain, curiosity, or longing points of your ideal clients
- Your story or passion (brief)
- Invitation to take the next step ~ sign up for your free gift or a free session
- Free gift opt-in box. On the side at the top, and repeated at the bottom. Interested prospects receive a free gift in exchange for giving their email address.

Page 2: Invitation to a Complimentary Free Session or Free Class

- Pain points
- Why you care enough to offer this free
- Name of free session or class
- Results of session or class
- Testimonials
- Call to action: visit a class, schedule a session

Page 3: About

- Long version of your bio

Page 4: Contact

- Your contact information

Optional: Classes or programs

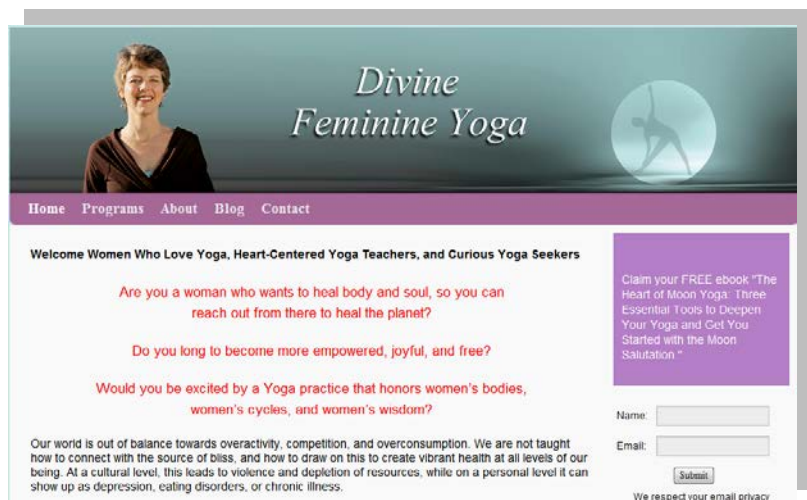
- Sales page(s) with juicy language

Optional: Blog

- Collection of articles you have written, links to your videos on YouTube

Optional:

- The possibilities for extensions and variations are endless.



Tip: Plan for the flow of new visitors through your website. When your website is complete, sit down with someone in your target population who doesn't know you well, and watch them visit your website for the first time. Listen to what they say, what they are interested in, skim over, miss, etc. You will be surprised! Learn, then go back and tweak the site to more fully engage potential clients.



CELEBRATING MYSELF AS I COMPLETE THIS COURSE

I want to celebrate



Things I still need to implement in my business

My commitment to myself as I move forward

What I see now that I didn't see before
