

Transcript Training Class 1:

Claim Your Passion and Power with Goddess Durga

Hello everyone. I'm Laura Cornell from divinefeminineyoga.com and I am truly delighted to be starting our thriving yoga teacher program here today with you. This is the first day of our course and this is Module 1 on Durga claiming your passion and claiming your core mission with goddess Durga.

So Durga is really that energy that helps us identify our own right path in life and then our own life path as a yoga teacher and really own that second to the power and the grounding of that and when we really claim our power with goddess Durga it empowers our teaching and it clarifies our own unique path and that's really the foundation for everything else that we're going to do because when you are totally clear on your mission in life and how that relates to your journey as a yoga teacher it enables you to create your own unique offering to distinguish your self from other teachers but even more than that you will radiate the light of your birth.

You will radiate your own birth energy, the unique reason you came on to this planet because I'm assuming you wouldn't be a yoga teacher if you didn't have a deeply spiritual gift to share in this world and each one of us is going to share it in a different way and when we really own that and we really step into that then our teaching becomes even more vibrant, more alive and it empowers us to go out there and do what we need to do to really serve the people that we're meant to serve and serve this planet in the way that we're meant to serve.

So I want to congratulate you for joining this class. We actually have 45 registrants in this class and I want to acknowledge you for stepping up into this commitment because any time you step into a class and you register and you actually put your dollars down and you planned the time and you stand to really learn from this class, you commit.

You're committing to your self, you're committing to your path and you're committing to growing your teaching and being of even greater service. So I want to acknowledge each one of you who has registered.

So just a little review of where we want to go and what we're going to do today. In this class today we're going to look at how to really be in an online class and what's on the online form and how do we really succeed and get the most out of it. We're going to look at the schedule. We're going to talk about the retreat and then we're going to spend most of our day with this energy of Durga and all the pieces that come from that.

There's a wonderful guide book that goes along with today's class that is on the online forum and if you don't already have it I recommend you go and get it. You can go to your computer to the online forum and if you haven't registered yet you'll need to register.

You can go to the email that you've received this morning and there's a link there to that forum, then bookmark it in your computer and under the course materials page under module 1 goddess Durga is the guide book for today's class.

So go ahead and download that and just another little tip where it says here click here to download for me in my computer I have a Macintosh. If I click left click it opens a new window. If I click right click it enables me to download it and save it. So if you have a Macintosh right click it and you can download it and then save it as a file. If you need help with that you can email Liz, liz@divinefeminineyoga.

So where are we going? So we're going to start with really claiming our power and our passion with goddess Durga. We're going to look at identifying our own right path, articulating your unique message and having the courage and the strength and the clarity to really speak it with passion and connecting with your own unique niche because as you grow as a yoga teacher you want to really find the people that are most uniquely designed to serve.

So we're going to look at different specializations or how to differentiate your self from other yoga teachers and how to really deepen as a teacher so that you're not kind of flat lining but you're really continuing to go deeper and deeper with your creativity and your uniqueness and we're going to look at how your life story prepares you to serve this niche.

That's today and then next Monday we will have a live mentoring call.

And you can get on the phone and that's where you can ask questions. You can say this is what I did with the homework. This is what I looked at. This is where I'm struggling. This is what I got. This is my insights and you can ask for feedback. So we'll do some live mentoring.

So bring your questions, your struggles, your celebrations to that call. For that call I highly recommend if you can be on the call with Skype or phone and not on the webcast because I want to be able to talk to you. I will go on the webcast to look and I will respond to questions that you're typing in but it's more beneficial for you if I could hear your voice and respond to you in the moment.

Then next Thursday we have modules 2 and we'll be going into that time goddess calling. In fact I think I'm going to invite you all to look with me so you can see where I am as I'm going through this. I want to show you a little bit of how we're going to be using the online website because all these units that I'm going through that I'm just reviewing the dates are on the forums.

So if you come with me over to the forums. So it's thrivingyogateacher.ning.com and click on that page course materials and if you haven't registered yet you'll need to do that first. It takes about 10 minutes.

So module 1 is right there claim your power and passion with goddess Durga, that's today and then the mentoring session next week we're going to look at the fears and doubts and these are the fears and the doubts that can hold you back and we're going to talk about some very specific techniques to release them and this is the tantric path where we move through them, we embrace them rather than trying to ignore them and hope they'll go away.

This is that tantric path of everything in our lives is grist for the mill; everything in our lives becomes a vehicle for deepening our spirituality. So we will move into and through those blocks and what comes from this is gaining more and more confidence.

You will feel more and more confident and you will move into that space of bliss with Kali. You know how Kali is dancing. She's dancing the ecstatic dance of the universe and so we all have fears and doubts. There's this small self, the ego is totally part of our makeup and we learn to release that. We move into our greater self, our connection with cosmic consciousness, our connection with the bliss of Kali. This will free you up in a really powerful way to do the outreach that you want to do, to teach with all your heart and to really feel freedom in your teaching and in your expression and in growing your business.

Module 3 we're going to be talking about goddess Saraswati and this is your creative life. We need to constantly be feeding our teaching and our projects and our outreach with that real life creative juice and this comes from having time with Saraswati.

So we're going to go over very specific ways to nourish your creative life which feeds your classes so it feeds your deeper offerings and your free offerings and also we're going to talk very specifically about writing and how to find the perfect words, how to know how to package what you're doing and we'll look at how to create your unique signature program that beautifully expresses you and your unique gift.

In the last module, this is the Lakshmi module, how to attract abundance with your teaching and your business with goddess Lakshmi and that's abundance of beauty, abundance of joy, abundance of the right number of students that you would like to be serving, abundance of income, abundance of the support that is needed to help your business thrive and to help you thrive personally.

There's a lot to cover in this unit so we're going to be sprinkling pieces of the Lakshmi energy in every single class and one of the things we're going to talk about today is how to start finding the perfect words that your ideal clients will resonate with.

And this is Lakshmi because we would to just have that kind of magnetic energy that whatever comes out of our mouth somebody who were ideally meant to serve is going to go oh my goodness that's me. They're either going to light up. You would see the little light bulb go off and they'll go please I need that.

Somebody who's not your ideal client is going to be water off a duck's back. It's going to go slide right down and off him. No problem. They're not your ideal clients. Totally fine. We're not each meant to serve everybody. We don't need to be everybody's yoga teacher.

So we're going to start with that today when we're looking at the unit on Durga. So those are the units and they're laid out there if you would want to see them again and remember where we're going or if you ever want to schedule again it's all here on this page under online forum under course materials and also that's where you'll go to get the download links.

Okay so a little bit more about how to really get the most out of this class. Number one schedule a time to listen to the calls. If you can be on the calls live that's great. If you can't make the calls live put it in your calendar when you will listen. If you can't be there on Thursday for the training call put it in your calendar for Friday afternoon.

Download it, maybe go on a nice walk, download the handout and take it with you or be it home and look at it online but really schedule that in. It's important because you're going to want to feel that you are if possible not waiting to the end to listen to all of the calls. You want to stay up with where the class is.

So that's number one. Number two after you have created that dedicated time to each class participate in the online forums. This is like when you're in an in person classroom and the teacher says okay get in groups and talk. You get to talk. You get to share what you're learning. You get to share your ahas, your insights and then read what other people have posted.

Here are some good posting karma ladies, yoginis: whenever you post go and read two other people's posts and comment on two other people's post. This is good posting karma. So people are getting responses. So just say what you learned and then go and read what two other people said and say wow that sounds great or I feel the same way or here's a question that might help you clarify this or here's an idea or here's a tip or here's a place to look for a resource that would help you with this place your self.

So help two other people out or give them feedback. As we go through you can post things. We'll be working next week for example on your bio and how to write a really juicy bio, compose it and get feedback. But you also want to give feedback to at least two other people each time you post.

On the discussion form it's great to post your photo and when you go on to the thrivingyogateacher.ning.com and I do recommend you bookmark that because you're going to be using it a lot you can go to the tab that says my page and under my page it says your name over in the right and there's five little things and it says settings. Click on the button that says settings.

So for me I'm looking at my page. It says Laura Cornell signout, inbox, alert, friends, settings. You click on settings you can upload a photo and just use a little square thing. If you're having any trouble uploading your photo you can email Liz. It's liz@divinefeminineyoga.com or you can just email support@divinefeminineyoga.com. That also goes to Liz.

It's not required to upload a photo but it's nice because we could see your face. It makes it fun to be on the site. If you have technical questions about how to use the forum you can either email Liz or you can post it on the forums. She's got a discussion there and if there are questions that you know you would like us to cover on the bonus call on techie stuff post that there as well.

I want to explain how the discussion forum works. The tab that says forums, you can go to the thing that says forums and then there's a tab that says all discussions, my discussions, settings. My discussions means any discussions that you have ever participated in; if you started it or if you responded to it. If it's all discussions it shows everything and then you can sort it by latest activity, by once that were started most recently or by the most popular and you can add a discussion.

There's a little button with the plus sign. You can add any discussion you want. I'm going to be adding a discussion each week that goes with that module. So we're in module 1 so I'm going to post a discussion for you to post your learning what you're learning from module 1, what you got out of this call, what you got out of the guide books that goes with this call.

I'm also going to be posting one with any questions for people who cannot make it live to the mentoring call. So if you can't be at the mentoring call live that's where you go to post your question. It will say post your question here for mentoring call 1 and I will respond to it on that call.

Another thing you might want to do is find a homework buddy. You can post and say you're looking for a homework buddy. I've done that in some online classes. It's great. You could set up a time to talk on the phone and just share your homework. It's great.

So we're going to step into the content for today's class which is Durga and I want to just ground into our spiritual power here and invite you to really step into this energy of Durga because it informs everything we do in this class. If you want to stretch for a moment you can either just stand up and maybe I'm doing a side bend here, give your self a nice stretch with your long body and take some deep slow breaths, take the arms up, I'm going to interlace fingers and press my hands up.

I'm squatting a little bit so really ground into the earth and feel the energy of the earth coming up into your body. Long breaths, relax the neck, straightening the legs but I'm still feeling the power of the earth coming up into my body. This is the power of Durga.

So I want to tell you the story of Durga and then I'll read a little bit about Durga and then we'll connect it with your power and your passion. So the story of Durga is that there was a demon king Mahishasura. If you want to learn how to say that it's mahi-sha-su-ra and really it comes from two words Mahesh, which is another word for great and asura which would be the name of the demons at this particular time in history.

He was the king of the demons and he wanted to be immortal. So he practiced his yoga really really hard. He practiced all these austerities and then he went to Lord Brahma and said please make me an immortal and Brahma said okay I'll grant your wish. So he became immortal.

But guess how they did it? They made it that no man or no male deity could kill him. They kind of forgot that a woman would be able to go after him. He didn't even think about that and what happened was he got very egotistical after he became immortal and he started running around and making a mess of the world and was getting more and more chaotic and more and more problematic.

So all the people started pleading with the gods help us help us and the gods said we'd love to but there's nothing we can do. Mahishasura is immortal. He cannot be killed by any man or male deity and then they had the idea to create a female deity.

So they got together and Brahma, Vishnu and Shiva together created this beautiful goddess Durga who's shown riding on a lion and she has 10 arms and in each of her 10 arms she has some magical tool or magical weapon and it's kind of a combination of the best tool or the best magical weapon of all the other top gods you could say.

So she's extremely powerful. She goes into battle and she finally cuts the head off of Mahishasura disguised himself and pretends to be a buffalo. She goes into battle and she cuts his head off and then his real form shows that he's an asura and she drives a sphere right into his heart and kills him

So she has very good focus. She has many magical powers and she's riding on the sacred energy of the lion and her entire purpose is to restore good, to bring good into the world. So Durga is seen as that power of great goodness, great clarity, the ability to ward off the evil forces and give them death blow and say I'm here, I'm strong and I'm going to create what is right in this world. I'm going to reestablish order.

So I'd like to think of Durga as that energy of the feminine mother in us that says I want to protect this planet. I want to protect my children. I want to protect my community. I want to help my community heal. I want to bring more health to humanity.

So whatever passion you have in your yoga teaching, in your yoga practice, in your family, in your community, in your creative life why do you care? This is the energy of Durga and the idea is that we all contain within us that sacred power of Durga. This is not like some myth out there. This is within us. This is in each one of us in every moment. We are Durga.

I'm going to read from the *Devi Mahatmya* and this is a text that was written to Durga and I encourage you just to sit and get comfortable as you listen to this.

Salutations to the great feminine who is the abode of all blessings. Salutations to she who is the primordial energy of the cosmos and its sustaining principle. Salutations to she who can be terrible when she needs to be but who is gentle by nature and upholds the universe.

She is the fountain of all creativity. To her we bow again and again. I bow to the great feminine who abides in all beings in the form of intelligence. I bow to the great feminine who abides in all beings in the form of reflection. I bow to the great feminine who abides in all beings in the form of forgiveness.

I bow to the great feminine who abides in all beings in the form of peace. I bow again and again to the rules of all the elements and the senses. Salutations to the great feminine. The great feminine resides in all beings in the form of consciousness and pervades all parts of the universe.

Adorations to her again and again.

So just feel in your own body that this great feminine is all around you in the entire universe. It's inside of you in every cell of your body. It is what is guiding you. It's what has brought you to this moment. It is your very life.

And before we go on, I just want to encourage you just to take a moment to check in with yourself in this place of connection with Durga. And if you connect with this lion of energy that is in you, what are you most passionate about in your life and what do you care most deeply about and how do you want to help people in yoga?

And why does it matter? Just feel that alive and vibrating for you. What kind of a difference do you want to make in the world? And in order to make that difference that you want to make, virtue that you need to embody and live in your life. What virtues of Durga can you call on and live even more deeply?

And then coming back, letting your eyes open. So I'm going to invite you to spend sometime this week with Durga and with connecting with your own inner lion energy, that strong energy that cares passionately about this planet, that cares passionately about helping people and that ferocity.

You think about a mother bear and how fiercely she wants to protect her cubs. That's the energy of Durga and let yourself really live that, breathe it, internal on it. If you are in the guidebook you'll see that this is page 1 of the guidebook, okay?

So spend some time journaling on that as she goes to this next week. Okay, so we're going to start talking in a more practical level now. Moving this deep passion into the world, right?

So as we move into this call we have about 5 weeks together and my request for you is to let yourself work on one area of your business in relation to your yoga teaching through this class. Now I know some of you who has been teaching for a while may have a pretty complex life.

You might have a studio [Laughing] or you might be teaching a lot of classes and you're probably very busy and honestly the busier you are, the harder it's going to be to really do this. But my recommendation to you is to pick one area for growth.

It could be your growing edge as a teacher or it could be a specific goal or new project you want to implement. So an example would be, let me give some examples. I'm going to use the people who have posted on the Ning site as of yesterday because I have a lot of time yesterday to review it and I'm going to be regularly reviewing it and responding so do post there.

I'm assuming that if you post on the Ning you're comfortable with me using your name. If that's a problem let me know. We just check in here with myself. Yah, I am going to use names. Nuria is more of a new teacher, right? So what Nuria might want to focus on, based on what she had written, would be releasing the fears and doubts and getting clear, what does it mean for her to start teaching.

Stephanie. I think I asked her the question if you could go for your wildest dream, what would they be? Some of you made me feel like you're kind of just teaching on autopilot, like you're teaching the way you were taught and you're ready to go a little deeper into your own passion. If you are a studio owner and your income is flat and we're going to talk about this in a minute. Tune in with your intuition. And I'm going to give you some ideas but before I even give you out some ideas, what does your intuition tell you?

[00:35:00]

It's the one thing you could do that would skyrocket your income. What would Durga want you to do? What would be the empowered not the frantic I have to fix this, I have to fix this, no.

What would be the empowered action you could take that could help grow the income of your business. If you are wanted to combine in yoga with another modality then maybe what you would pick for this class is creating a signature program that combines them.

It could be a signature private program or signature group program. If you know you want to specialize in this or even teaching regular classes and you want to specialize in something then getting maybe one specialized class going or beginning to network with people in that specialty or beginning to find people for private lessons in that specialty might be what you focus on.

If you've just started teaching and you want to really feel good about it, proud of yourself and relaxed as you get going, that's a great goal. If you are wanting to create a flow from your regular group classes into private sessions in your niche and that might be yoga and ayurveda, that might be yoga and health coaching, that might be yoga and massage, yoga for addiction, yoga for special needs.

Then how to create that flow from your classes to your private lessons could be a goal for this class. If you have a solid base of students and you want to add workshops that could be your goal, okay?

So look at what your one goal is for this class or the one area you want to focus on because here's the thing, it takes a lot of work, really, to create something new and you want to be able to really flow all of your creative juices in this one direction which is why I recommend not spreading ourselves too thin.

If you're trying to do this and this and this and this, it's hard to grow. If you can kind of focus on one area of growth or even better, focus on all of your business on one scene, it'll be smoother and you'll grow more easily, honestly.

So let Durga guide you, let your passion, let your heart guide you. And we're going to talk about how to do that. Another thing you might want to focus on if you've been teaching for a while is moving into offering in advanced training and intensive or a teacher training.

If you've been teaching in person for a while and you want maybe to branch into something online. Someone on our forum wants to do an online forum. It could be an online training or mp3s or downloads.

But really focus on the one thing that you want to develop. I'll get my notes here. Now I want to move to talking about an empowered peered business model and what do I mean by this. If you are a new teacher I want you to kind of have an idea of as you grow how you can grow in a way that will allow you to have income that you would like, the income that you would choose.

Someone on the forum was saying she would like yoga to be her second career and to have a similar income or at least not a lot less in what she was in her previous career. And this is totally possible.

However, there's a lot of yoga teachers out there that are not making the income they need to thrive and so they either end up teaching too many classes or feeling discouraged they can get burned out from teaching too many classes or burned out from the demands of running a yoga studio.

And so what I want to show you, I call an empowered tiered business model, okay? Now I just want to back up little bit. I think that for some people, if you are a new teacher, it's a perfectly valid choice to say I'm going to be a part-time yoga teacher.

And when I hold down a job on the side or maybe in my main job and teach a few yoga classes. That can be a very empowered choice to grow into being a teacher. Some other people might make the choice to give themselves a year or two to really grow their business.

And it can take a year or two to grow the business in the way you want. There's a lot involved, okay? So be patient if that's what you're going to do. Be patient if you're working another job and teaching the yoga on a side.

You can grow into full time if you want. Okay so we're going to look at this empowered tiered business model. It's on page 4 of your guidebook and I want to say that if you're teaching for a while and you're finding or you own a studio and you're finding that your yoga income is flat or more painfully, going down which does happen sometimes.

There's getting to be more and more studios and more and more teachers. So some teachers find that it's harder and harder for studio owners to find that it's harder and harder to have a living wage as a yoga teacher or a studio owner.

I see this, a lot, some people that I talk to. And here's what I want to say, if your income is flat there could be many reasons but in my experience from the clients that I've worked with, the most likely reason is that you have a flat business model.

And that you are missing some potential income streams that could really help. You're very likely missing some income strains that can help you go deeper as a teacher, have deeper offerings for your students and improve your income situation.

So I want to explain what I mean by this. So if you look at page 4, it's the picture of a river flowing into an ocean. And so you start with the free offerings. This doesn't quite show up but the free offerings would be up in the Himalayas, up in the mountains.

This is like the head waters of the river. This is where people are finding you and you want a constant flow of new people into your business and you want a constant flow of new creative free offerings.

One problem is that some people are not giving enough for free or they're given the same thing they've been giving for ten or twenty years in which case you might need to shake it up a little bit.

You know I'm just might be hard to hear get out a little bit of a rut and find something new for a free offering that is going to wake up your passion. Get into your creative edge and wake up your community and jazz things up a little bit.

And really create that sparkle in the Himalayas so there's this whole new influx and flow because when you are really giving some very creative free offerings the word will spread like wildfire about your business and you will have just like rain on the Himalayas, just like snow in the Himalayas, just like the seven sisters of the Pleiades raining down on the Himalayas coming down that way.

That's the fourth. The head waters is up in the mountains with the free offerings and then you have your basic offerings.

And I give a lift here of free offerings and will be going into a lot more detail into the class on Lakshmi and my guess is that you probably, everyone is probably doing some of these already.

Free class, free talk, a gift on your website with required email often, free email newsletters, free articles on your website and complimentary private session or phone consultation, a free video on YouTube, free movie showing, benefit class, print newsletter, community event, meal or other celebrational party for your students.

Some kind of a launch like a book launch or website launch, celebration of a major completion or new offering in your work, a grand opening event. So will talk about how to do these in a way that really feeds into that river for your business.

But if you know, this is one place to look if you're not giving a constant inflow is how to do something new, lively, creative that gets you totally jazzed and gets other people in your community spreading the word.

In the second effete this is the main part of the river, the basic entry level offering and this is where most teachers spend a lot of their time, group classes, private sessions by the hour, introductory workshops, this could be short maybe 3 hour workshops or sometimes even weekend workshops or introductory level.

A lot of teachers or studios will sell add on products like a books and eBooks, props, CDs, mp3s, obviously this list is not exhaustive but I think you get the idea. This are not things anyone can walk up the street and spend a modern amount of money and participate in what you have to offer.

And then we get to the ocean folks and here's where you really take people deep. Here's where you really go deep with people. This is going beyond the regular classes. This can be committed themed classes. I have a women's wisdom in a yoga circle that I lead. It's monthly and it's a committed group. There's a higher investment and we're committed to each other and we go really deep there.

So some type of a one day a month for everyone comes or it's a weekly and an on-site class but there's perhaps a commitment where people are committing and you can set the number of students that you require in order to teach that class.

And then private lessons, coaching, yoga therapy or some other area of specialization that you can go into, fold in packages. So this is not I'm going to come once. No. it's I'm committed to this process and there might be a whole transformational piece that goes along with it. You might offer things with that package, bonuses.

If it is health coaching, then maybe you can invite people to the health coaching through you know they are your yoga student then you invite them into health coaching. They do a free session with you and then you invite them into a 6 month committed program where they're getting health coaching and then during that time they might get a free massage or a discounted massage.

They might get a book, a CD that goes along with the package. They might get discounted classes in your studio while they're in your private program but do you see how if someone commits for 6 months or 3 months or 4 months or whatever you decide. You can provide that transformation for them.

They will get a much deeper benefit. It's like diving deep into that ocean with you and another form of highly committed deeper offering is offering advanced training or intensive. So if you've been teaching for a long time you may be ready to offer an intensive in any area of specialization or passion that you have. This could be a 1 month intensive. It could be a teacher training. It could be a week long intensive. It could be something online coming from your specialized knowledge.

Now even beginners, everybody can do free offering, entry level offering and even beginners with not too much time can move into offering private lessons with bonuses and packages and particularly if you have another area of specialization you can combine it with another area of training. You can do this.

As far as offering advanced training or intensive that go along with yoga that might take a little bit more experience to moves into that easier for a highly experienced teacher to offer but it's not completely out of reach for beginners. Okay. Let's see I think we're doing good here.

So let's talk about how you find your area of specialization and you know really I list some common specializations here things you can specialize on the next page, page 5, yoga for children.

If you were a teacher before that's a natural, pre-menopause, prenatal yoga fertility, yoga seniors, workplace, yoga for sleep, back pain, yoga for cancer, outdoor yoga, yoga and hiking, restorative yoga, yoga for depression, yoga and dance, specific sports, yoga and coaching, yoga for women, yoga and ayurveda or any other health modality, yoga therapy for specific conditions. There's a yoga for relationship and communication or create your own niche.

It can be a combination of yoga with any other modality, yoga and Thai massage for example. So I'm going to give you some ideas on how you can - pointers of where to look to find your niche but sometimes it can feel a little bit like hide and seek. So really folks this is going to be unique for each one of you and no one from the outside can tell you.

We each have to find our own purpose. We each have to find that *swadharma*. This is a word from the Bhagavad Gita, swa meaning your own, dharma your right path, your cosmic path, the purpose you were born. That is the word dharma and *swadharma* is your own.

So there are darmic rules of kindness and nonviolence, and truthfulness, of the way of living and peace with our environment but even within that each person has their own way of expressing the reason they were born here and Bhagavad Gita says that it is much better to live your own *swadharma* imperfectly than to do a great job living someone else's.

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So letting go of needing to please anyone, letting go of needing to copy anyone else's path or following what we think we're supposed to be doing, looking inside what is Durga telling you? How are you being guided right now? That's your best guide.

Now, what are some of the ways to find this? Well, one of the best guides is what you like. **[Laughter]** This is what I call the bliss kneader. It's your north star, what you love is likely your life purpose and isn't that nice if the goddess set it that way? I just love that. **[Laughter]**

We're not meant to be miserable. We're meant to be joyful and we're doing our best work when we are happy. We're doing our best work when we're serving the people we love to serve. It's like if you don't like teenagers so it's probably not your mission in life and that's totally cool. It will be someone else's. Isn't that great?

If you love to be around people who are sick and just had surgery and you love going in when someone is very weak and can hardly move and their all drug up and you love that. That might be your *swadharma*. That's your calling.

So the number 1 thing is your bliss kneader. Okay? What you love is a great guide to your unique path. Another guide is what you've been studying, what you've been interested in, any background, any previous training you have. Now, it's the previous training that you hated and you really want to leave it behind that's fine.

I had a client once who was trained to be an occupational therapist and really didn't want to go back to working as an occupational therapist but she realized that it gave her credentials for working with doctors and she wanted to work with women with nervous exhaustion because she had had nervous exhaustion.

So I want to say folks this is another clue. If you have had a problem in your life and you have learned to solve it very likely you have learned a lot that could help other people and what happens so often is we have a problem in life and we kind of think that that is either our own personal failure or our own personal cross to bear or our personal problem and we don't see how that can be something that serves others.

If you have gone through something, if you had addictions in your life, and you've learned how to overcome that and you've come up the other end, you might want to be an addiction specialist especially specializing in yoga therapy for addiction. That's so needed.

So something a challenge that you've been through in your life and very often your most painful life lessons, this can be hard to get because our own painful life lessons we often hide from others. We don't know it was. We don't want people to learn how much we struggled, how much pain we felt.

But when we can forgive ourselves for those losses and for whatever we think caused the problem often there's not just a silver lining, there's gold there. There's a gold gift, that pot to give others. So these are some places to look and on page 6, I go through a whole list of journaling questions for you. That can help you. Let me just see if I... Yes.

These are some points in and once you have a hunch or a guess about what unique path as a teacher might be then it's time to brainstorm about this group and I want to just say that in my experience there's 2 things that can really help you have an empowered business model and one of them is having a tiered approach. It's like that river really creative headwaters of the free offering, good strong entry level offering and then the depth of the ocean.

This is a tiered business model that will help you financially because where the depth is often that will be a greater income for you for most teachers and plus you are doing a better serve. You're serving and you'll be creatively fulfilled when you're really offering that ocean to your top students who you love working with.

So the other ingredient to really thriving is specializing. Letting your unique light shine through and that's why we're looking at this. What is your *swadharma*? Now even if you're going to be primarily teaching non specialized classes but "regular level 1, level 2" classes. Still, I want you to do this work on your *swadharma* because once you get this it will allow your light as a teacher to shine and help you feel unique and actually be unique in a way that will differentiate you from other teachers and it will guide you towards what is your deeper offering, what is your deeper ocean. Okay?

So even if it doesn't look like you're really specializing. Specialize in who you are within that. I hope that makes sense. Okay. So, on page 7, you're going to write your potential ideal client. This is some who you think you would love to work with.

You could say I want to work with people who just got out of surgery. I want to work with women in their 40s and 50s who want to feel more beautiful. I want to work with caregivers of disabled children and I want to offer yoga therapy and coaching for them, mentoring for caregivers. I want to work with prenatal.

Now again, if you do prenatal and senior, that's great and for this class, just focus on the one you want to grow. So you would be doing this exercise on page 7 in relation to prenatal. So your potential ideal client would be a woman who's pregnant and let's get more specific maybe a woman who is pregnant who wants a spiritual approach. Who wants to stay physical who wants to stay healthy, who's interested in health and fitness.

And what is the problem that this person has? So name the problem that they say and be as specific and graphic as you can and how this problem is affecting them and the solution that they seek. How do they want to feel?

So if it's – I'm just going to go with this. If it's seniors who just had hip surgeries, you may be her nurse and you want to do rehab yoga, quick recovery yoga or speedy recovery or smooth recovery yoga for people who just had surgery.

The problem they have is they are in bed. They may be getting bed sores. They are getting a little lonely. They are getting a little depressed. They're nervous that this healing might not go as fast as they wish and they're in pain and the meds are making them woozy,

So, that's the problem. The solution they seek would be. I want to feel better really quick. I want the pain to be gone. I want to be back to my normal life again. I want to have full function on my body again and I want to feel happy. I don't want to be bedridden. That's the solution.

Now, what do they need to learn, know and do? This is what you think they would need to learn. This would be in a way their process. They need to learn how to move in bed and do some gentle stretches so their circulation can get going while in their bed and that will speed their recovery. They need to know how to do yoga breathing to calm their mental state and make them feel happier while they're healing.

They need to know how much and when to do these yoga exercises that I'm going to give them to speed their recovery and calm their minds as they're going into this difficult challenge and then the benefits, the juicy benefits they will enjoy from the solution.

So, what are the benefits in this case? Well, my patients will heal more quickly. My patients will maybe get fewer bed sores. They won't get as depressed. So they would feel like smiling every day.

And what are the benefits of the benefits? Okay, there's one more here. What is it? This is where I want you to get even more juicy and see what is the benefit of healing more quickly? They'll be able to play with their grandchildren when their grandchildren comes visit. They can get back to playing golf. They'll be able to go play bridge. **[Laughter]** They'll enjoy their social life again. They'll be able to go for walks. They'll be able to go back to their painting class.

Do you see how to juicy benefits are the direct benefits and then we *want to* go even deeper. How will that improve their life? So looking at the next page I'm now on page 8, "Embrace Your Losses", a lot of times when you start to think about a niche you might "Ooohh I can't do that because, well, I can't tell people. I have three healthy children because one of them is disabled" or "Well, I can't tell people I help others with yoga business because we lost money on the Green Yoga Conference." Personal, raise my hand.

So, what I want you to do is I want you to think about something that you have lost in your life that maybe you don't feel so great about and what have you learned from that? How did you turn it around? What did you get from it? So, everything that has been difficult for you has made you stronger.

So in my case, I went out and I studied absolutely everything that was out there. I became so much more passionate about what it takes to succeed in business than I ever was before. What does it take to really have the attendance and the income from a conference and learned so many things that I didn't even know at that time which was 5 years ago actually.

So what do passions and your losses if you had a family member die? What did you learn from facing that death? You might never tell your students about this loss. You might never tell anyone in your yoga career about this loss but for you to understand how every loss in your life has strengthen you and has made you more wise and more intelligent and clear this is Durga, folks.

This is stepping onto that line. This is owning your power and saying "I can do it. Even the hardest things in my life have made me stronger." So, for some of you telling people about your losses will inspire others, "Wow, that happened to her and she was able to turn it around maybe I can do that to."

So, I'm not saying to go out and bare your soul in every circumstance in every regular yoga class. That could be way too much but under the right circumstances telling your story is important so you need to make peace with your past. You need to forgive all those difficult situation.

Now page 9, there's a couple things to think about. This one might feel funny. Ideally, at least there are 10,000 people in your target market so if you want to work with pregnant woman in New York City, either about 10,000 of them.

This really gets back to your desired income and honestly this is a choice there are some people who are retired and yoga is a retirement income. There's another family member who has a good income and it does not matter what their yoga income is. Okay? There are some people who choose teach yoga as a hobby while they have another job.

And if that's you, then the income is not as important and that's totally fine. But if you would like to have yoga be an empowered income for you do want to pay attention to this. So if there are about 10000 people, possibly 5000 depending that's good. If you want to teach women in a rural area in a certain age group, are there at least 5000 of them in that age group that would be willing to drive to your work or do it online?

You do need to care deeply about the group you want to work with and honestly if you've done this right, if you're following your *swadharma* you will and if you don't, you're not on the right track. To get on the track where you care passionately because you're going to put a lot of work in and your passion's what's going to feed everything.

You do know how to find the members of your niche or the people your most ideally meant to serve? So, where did they go and who else serves them? If its pregnant woman, how can you reach to other doctors, midwives, nurses, birthing centers to get referrals and build your network.

How strongly do the people on your niche want to solve this problem? Ideally, it's a problem they care about and want your help with. If you have to educate them and show them the problem that's going to be a little harder. And this one is really important. Are people in this niche willing and able to pay for your services?

Sometimes I have clients who say that they really, really want to work with inner city children or inner city youth and this is a non profit work and what would I say about that and I certainly started a non profit is that what you would want to do in that case is set up a business model with a non profit has its own stream of income.

I once have a client who wanted to work with teens who are Asian girls and they would not have the income to pay. She wanted to work with girls who had been trafficked actually. And so, she set up another business to support that work and then that business was going to provide the income for scholarships for these teens to take her workshop and some people would pay. It's a little more complex.

But what I'm saying is that you need to either set it up so that the people that you are going to be helping can pay you, they can afford to pay you or if it's a group that you want to work with that you know cannot afford to pay you.

You need to have a different planning mechanism in advance for how you're going to get the funding. If you're good at writing grants, you can set that up. That's something you want to plan for and think about in advance in order to empower your project. We're planning for success so that you can build this and get it out there, get your passion out there and reach the right people and not have to close your doors.

Then we get into the big idea of your business. What message do you want to convey? How are you different from other practitioners and what are the results you provide? I recommend as you write this or when you're done. I recommend getting up on the soapbox and practicing this as a speech.

I recommend standing in front of your mirror and giving a speech in the mirror what do you want to convey. I recommend going on walk and talking to the trees. I recommend standing by your window and talking out the window. When I was writing my dissertation many years ago, I would stand by the window and talk a chapter and just speak it to the trees and then I would sit down and write it. It's a great way to get really clear on the big idea.

We're going to go just a few more minutes here and then I want to open this up and see if there are any questions on the contents. So, if you have a question on the content you can go ahead and get it ready. So as you get clear on this and what you're focusing on and where you *want to* grow, we want to start gathering the words to talk about it.

This will make you feel grounded when you know how to describe it, so the words are going to go in everything else you do. They're going to go in your website, on your business cards, they're going to go in your business name, they're going to in the way you talk about what you do to other people.

So everything you've done so far is clarifying your passion. Why you're passionate? What is your message? Why are you picking this group? Why do you care? And now we want to go even clearer on the words. So, this is a journaling exercise here on page 10 for you to journal your own transformation about yoga.

Now, if you are getting started, you can do this in general if you want to develop a specific niche, like let's say yoga and ayurveda then do this journaling page on 10 in relation to that niche. Why are you passionate about yoga and ayurveda? What transformation have you gained through combining yoga and ayurvedic lifestyle and medicine in your own life?

Then we've got this secondary benefit. So we've got the direct transformation here and the secondary benefit, if yoga and ayurveda has helped you sleep better and feel happier and healthier and have better menstruation and you don't have so many cramps anymore I'm just giving an example. And your digestion is better, so it would be the transformation, the direct benefits.

And then the secondary benefits, well if those things happen, you can go bag packing, you can go enjoy your time with your family. You have more energy to make your house beautiful. You're happier, and your students are happier because you're happier. Do you see how that would be the secondary benefits?

Where would your life be today if you had not started to combine yoga and ayurveda? And do you see how you clearly say "Gosh, I might still be suffering with those awful cramps. I might still have that awful digestion and I might still have allergies."

Do that for yourself and then do it for an ideal student. If you have been teaching for awhile, pick an ideal student, one of your best students that you love the most who had the best results. Again, in relationship to an area you want to grow and answer these questions.

Now if you're a new teacher or you want to develop a new specialty you might not have a best student to do this with, right? In that case, you might choose to do what we call "ideal client interview".

Let's say you're wanting to work with yoga students who are suffering from depression. You *want to* do private lessons for depression. You could write out yourself, your own journey through yoga page 10 how had yoga helped you with your depression and write about that, journal in detail.

And then go out and find someone else, who could become a potential client, who has depression and who is at the right age, and perhaps the right gender, has the right characteristics of the person that you would be possibly wanting to work with. Ask them if they're willing to give you a 30 minute interview.

And the questions to ask them are right here on page 12. You're going to tape record it so you can listen later and get the words. Ask them the problems they face. What keeps up them at night? What worries them? What do they tell their loved ones? Do you *want to* get the words of what's really bugging them?

Not your own words, cause as yoga teachers, when we write marketing pieces, what I see a lot and I know I used to do it. And still, working with this and learning this, is we write what we think people want, what we think people need, but I want you to get is what are the words that your ideal client to use cause those are the words they're going to resonate with.

Then you ask them not only the problems they face but the results they want. If they were going to be your students for maybe private yoga therapy lessons what would they want to get out of it? How do they hope their life would change? How do they *want to* feel? What are they *want to* be able to do again? And why? And what difference would that make in their life if they were less depressed or if this other thing were true? So keep all this things, as you do this, keep a file we're going to use it going forward.

And then if you turn the page once you have those words, you see benefit words. So, gosh, my client *want to* feel joy again, they *want to* feel bliss, they *want to* feel peace. Get the words that are most juicy and collect a word library.

Keep a word library for your people and you could already start to ground into the power of your emerging niche by weaving these words into things like your email signature, your business name, your cards, your bio, we're going to work specifically on your bio next week, website tagline, which I don't even have one.

You don't need one but that is something you can weave it into if need one or you want one, your voicemail message, your expert title. Okay rather than saying yoga teacher listen to these folks; don't let people put you in a box, if they say "What do you do?" And you say, "I'm a yoga teacher." their mind is going to go, " Oh yeah, I take yoga or I have a yoga teacher" or "I did that once but it was too hard though."

They'll put you in a box, they got label for you. Their mind relaxes. Come up with a title that's a little more juicy that will get them to go "Oh wow! I know somebody who could use that like health and wellness yoga teacher or ayurvedic yoga specialist or recovery specialist or joyful pregnancy specialist.

And I've given you some words here. Your business website domain name which is also called a URL, that's the domain for your business, simple short is better. Watch out for spelling errors. I can't tell you how many people cannot spell divine feminine and that's my URL.

People make spelling mistakes all the time. Your name is good. I also have lauracornell.com and it'll be direct to divine feminine, so choose a few keywords that are juicy benefit words, either words from your business name or words from the benefits that your people want or perhaps a problem like if you're working with yoga for cancer, you could put cancer and yoga in your URL. Yoga for cancer is probably already taken.

A lot of the best names are taken. So, when you go searching for a name you might need to add my, your, the, or something like that in the beginning of your name, its okay. But do not put dashes in your name and get dot com. Unless from your another country, then you can get the ending for your domain name that goes with your country but try to get dot com if you're in the United States.

And then I have here some values clarification. And this is Durga again. This is setting your boundaries and your goals. What do you want? What income do you want and how do people in your family feel about that? Let yourself be truthful. Let yourself be grounded and powerful in this. What are the choices about what you can do or sacrifice?

For many of us, it's a sacrifice to grow into building our own business. It might be a lot easier to go out and get a regular job with a regular paycheck, 9 to 5. It is less work. I'll tell you right now it is less work. What is your ideal teaching schedule? How much would you like to teach in tens as each year? And where do you want to teach? Do you want to be in gyms? Do you *want to* be in studios? Do you *want to* be in your home? So just let yourself get clear on this.

So each of these are choices for you to make and for you to consider what's going to really work for you based on your lifestyle, perhaps your stage of life, perhaps who else is living with you and your family whether or not you have children, whether you're single or with a partner, perhaps other decisions could really impact these kinds of decisions and they're all going to impact your path as you grow as a yoga teacher.

The next page I want to just point out this is a page, page 14, for you to record fears and blocks that come up as you're going through this guidebook. So what you might find as you're filling in the guidebook that you'll hear a little doubting voice or I couldn't do that because I'm not ready to offer a deeper offer because, I'm ready to do this because or people wouldn't think I'm good enough.

So you feel little fears, blocks, whatever they are just go ahead and record them here and those are things that we'll use next week in the unit on calling and then the next page guides you through visualizing really as you're putting together all of these pieces visualizing what it is that you want and allowing your self to feel that and I encourage you to feel the vibration of what it is that you're wanting to create.

So go through that page and then on the last page this is a blessing from your inner guide and there's actually a separate audio that I created that will guide you through that so what we're going to do is we're going to stop now and I encourage you to work on this guidebook and you can either go directly now to the guided visualization or you can pause and perhaps take a day or two and spend some time sleeping on this and seeing what comes up in your sleep and taking some time to go through this guidebook.

And when you're ready give your self at least 15 minutes to listen to the guided visualization. It is a 15 minute audio and then to journal on what comes up for you as you go through that.

So many blessings. Thank you for being here for this training class and I look forward to supporting you in your journey to really thriving, to claiming your passion, to walking with goddess Durga, walking with that lion and expanding all based in your passion for healing in the world.

What it is that you want to see? What it is that you want to bring? The beauty that you want to burst forth in the world.

Sending many blessings. I'm Laura Cornell.
Namaste.