

TrainingCall4

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I'm starting the recording and I'll come over and mute the line so we get a nice clean call and my cell phone is here in case Liz needs to let me know if anything's going on with the phone lines. Good morning everyone and welcome to our fourth module, our last training call in the Thriving Yoga Teacher Program.

And I'm just sending out a big warm heart hugs to all of you beautiful goddesses this beautiful day here at a lovely spring day in California. It's raining and the earth is so grateful for the rain. There's this beautiful dew drops on the sprouting rosebushes. I'm just noticing it to honor the beautiful goddess Lakshmi here as we come into this class on Lakshmi.

And what a powerful training. I've been working on the module and finishing it. It's there on the ning site under the class materials page. Let me check this page where it is. I don't want to mess any of you up. If you haven't gotten it yet you're gonna go to www.thrivingyogateacher.ning.

Go to the course materials yes and besides books and I have been completing the guidebook on Lakshmi and really praying about this class today. I kind of live with the material pretty intensively while I'm preparing each class. There's so much richness in this content on Lakshmi. Honestly it's very spiritually deep. There's a lot of complexity and a lot of sweetness and tenderness and [0:01:40] *[Phonetic]* in this material on Lakshmi so I look forward to sharing that with you today.

I'm so looking forward to those of you who are gonna be in the retreat in just a week and a half. There are 20 participants mostly from this class and I'm so looking forward to meeting you and giving you a big in person hug. I'm really holding that in my heart very dear.

We've been getting some really great results in this class, people talking about breakthroughs in their awareness of their niche, their awareness and they're releasing of their passion, clarity and signature program. Demi just had a great post this morning. Thank you so much for that share about the breakthrough that you had on that. It's really touching.

Other people talking about just breaking through old ideas about setting boundaries and feeling shoulds in their work, having new opportunities coming. I'm really really grateful to see that happening for you. I'm hearing a little bit of - I'm gonna mute you Liz. Thank you. Great. Just a minute.

So I'm feeling 100% better myself and I'm just so glad to be on this journey with each of you and I have a favor to ask of each one of you at the end of this module on Lakshmi there are four questions on the last page and I would love it if you would respond to those questions and post

it on the ning site if possible by Monday so that I would use that in kind of just assessing where we are and what we might need in the final call but also really the progress that has been made in this course by this group.

If you don't get to do that by Monday, that's fine. Go ahead and do it later it'll be good for each one of you to have a chance to do this. It's the page 19 and it says celebrating myself as I complete this course and I really want to encourage each one of you to take the time to celebrate what you have done, what we have learned, what you have accomplished, any shifts of awareness, any shifts of consciousness and to write it down.

There's something very powerful about writing down what you've learned and celebrating because what happens is our mind we have what's called the negativity bias. We generally tend to go towards what is not working well. And this is healthy in a way because then we can put our attention on problems that need to be solved and we can fix them right? We're not looking at them then it's need to be solved we can't make it better.

But this is one of the principles of Laksmi actually is to notice what is working and celebrate it. So just as for example in a marriage or in a work relationship when we're looking at the people around us it can be very easy to become critical.

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We want to everything possible to exaggerate and point out what really is working well to make up for this unconscious negativity bias so we can stand in the power when we're in a love relationship let's say in a primary relationship or in a friendship the power of what's working and celebrate our partner and thank them and celebrate our friend and thank them for what they are doing that's enriching our lives.

In the same way what I'm asking you to do is to celebrate yourself for what you have done. So on page 19 and I'll just read this in case you don't have it I want to celebrate. Go ahead and say what you want to celebrate about what you've learned or transformed in yourself as a result of this course.

Things I still need to implement in my business - that's the second one. It's a long journey to really growing a business. Anything we really care about takes time to grow and if you could grow it in six weeks it probably wouldn't be worth it. So what is it that's the next step for you? What is it that you need to implement in your business?

My commitment to myself as I move forward - what are you committing to? And what I see now that I didn't see before. So we've been on a powerful journey together and go ahead and look at new awarenesses. You might say wow I didn't see how to set up a website. But that's one of the things we're going to talk about in today's unit.

And now I realized that I need to do it my website in a different way or when I build my website I will build it differently than I thought. Or I didn't see how I actually have inside of me a signature workshop or I didn't see pass how to invite people into my work and now I see it or I didn't see the extent of my limiting beliefs around money or I didn't see the extent of my limiting beliefs around marketing. Whatever that is that you didn't know about yourself before or know about creating the business of your dreams go ahead and put that there.

So those are the four questions: 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 and go ahead and post those on the ning site.

Now if you feel shy feel free to e-mail it to me. I would prefer that you put it on the ning site is it's so great for your peers to get to see. It's wonderful for us to celebrate together and be celebrated as a group but if there are some reason that something feels private it's fine to e-mail it to me laura@divinefemineyoga.

Also I want to let you know if you're not able to come to the retreat and I know there are many of you who would love to come and are not gonna be able to make it so I want to make an invitation to you if you're not able to come to the retreat and you'd like to have a conversation with me about what the next steps are for you I'd be very happy to get on the phone with you or to get on Skype with you and to talk one-on-one with you about what is next for you in your business. So again just sent me an e-mail laura@divinefemineyoga and I'll go ahead and schedule you for that.

This is something that I do occasionally in my business. I'll open a whole kind of space of slots to talk with people. I did this in December and I had 90 requests to talk to me and I'm gonna be opening up slots in April to my list but I want to give anyone in this course priority because obviously when I got 90 requests that was a way more than I can handle and I was only able to speak to about half the people that had applied.

So if you would like to talk to me I would be very happy to go on the phone with you. I will give anyone who's been in this course and can't make it to the retreat priority. So I'm gonna be in Florida for about 10 days but the moment that I get back I'd be happy to talk with you. So just send me an e-mail now and you can get on my calendar.

So Lakshmi, beautiful, beautiful, beautiful Goddess Lakshmi. I want to tell you all I think I've mentioned this in the preview call that Lakshmi is one of the goddesses where I have needed to grow the most. Lakshmi did not come naturally to me and in some ways I'm still growing into this whole Lakshmi energy.

Lakshmi was also one of the areas of my most painful lessons. I think those of you on the preview call heard me talk about when I found that the Green Yoga Association -

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- and was very connected with my passion, very connected with the Saraswati energy of that inner meditation and the inner guidance and the vision which enabled something to unfold in the world in a very beautiful way and it was attractive. So that was very much the Lakshmi energy.

But I really was not clear about money. And this showed up in a number of ways in that I didn't know how to plan for the income of this really powerful nonprofit and I wasn't always attending to the books in a way that would have been really honoring Lakshmi. So orderliness and the cleanliness and the neatness and the correctness of financial figures really matters.

Honestly I didn't know how to value my own need for income and this is something we're gonna talk about today because there are times to give for free and there's a very big way in which we come to yoga as service. Yoga is service. It's seva.

And at the same time when we don't pay attention to the sacred forest of money which is really the earth element, it's our connection with the planet, it's how nature grows and is abundant and how projects are protected and guided and how they flow, the projects we really want and love and cherish the most cannot thrive.

So in the Green Yoga Association we had \$500,000 in three years of income. And it still wasn't enough to sustain the projects that were going on and the staff that we have. I had to step away and that was a very very painful thing for me and what happened was that I promised myself that I would learn about this energy of money and so I did everything I could to study about money and I looked up my own money beliefs and I took courses like crazy and I rested and I did a lot to kind of heal inwardly and reset everything.

Today Green Yoga's doing well. They have a number of projects. I don't want to get off too much on that tangent but what I want to say is that I'd have to learn a whole different way of getting number one an empowered business model and that's what's gonna be in this unit because if I would've had this empowered business model at that time we would have been able to sustain the work that we were doing at that time.

Keeping the books totally clean and orderly is something I'm very committed to now. Actually this afternoon my bookkeeper is coming and we're going to go through this and I do this on a biweekly basis keeping it very neat and orderly and really understand and value.

Just a minute what was that sound? I'm not sure what that was. I think that was Liz coming on. I'm gonna put you on mute again.

I'm gonna take a breath here.

Valuing what it takes for me to support the projects that I love so that now I'm able to really reach out and serve in a much much bigger way. So I just want to read you a story here about

the birth of Lakshmi and I'd go into this much more in depth in the Reliable Divine Guidance Course which is the course on the goddesses exclusively and I want to get to the business of Lakshmi and tie this into each of your businesses but I just want to read this one part so that very briefly the story of Lakshmi is that she swore in from the churning of the ocean of milk.

So what happens if the gods and the demons say that they want to become immortal and so they cooperate and they take the great snake and they wrap this great snake around the mountain Maru and they start to stir the mountain so they can stir the ocean of milk and into the ocean of milk or out of this ocean of milk waters stirring it comes so many beautiful things:

A wish fulfilling tree, a gorgeous white beautiful cow, dancing women, jewels, and finally Lakshmi. Here's what it says about Lakshmi. The gods and the demons felt Lakshmi's luminous presence long before they saw her for her luminous presence was coming.

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They felt full hearted and drunken with joy. Her beauty far greater even than that of the heavenly dancers knocked the air out of their lungs and made them gasp and wonder and from her presence shown a soft golden light before which the moon paled.

A great white lotus quivered under her soft feet as she stood radiant as if lit from within glowing in her own golden light. Her eyes were filled with laughter and love and in her presence every man and woman and child fell madly in love. Even the cattle moved with love longing and rolled their eyes.

She was wearing a gown of golden light and as she walked droplets of the cosmic ocean fell from her as sparkling diamonds. In her hand she held a golden chalice that streamed with light for it contains the nectar of immortality.

I'm going to invite you to stand up right now. Put your feet in the earth, your feet touching the mother, this beautiful planet holds and guide us, letting the crown of the head reach up and let your hands just come by your side with the palms forward.

Take a few breaths and allow yourself to feel the radiance of Lakshmi. This radiance that is Lakshmi is also in you. You can let yourself move a little bit if you want to and sway. Take a few more deep breath and I want you to take both of your hands up and imagine that you're holding a lotus flower in your hands.

See if you can smell the lotus as you breath. And then take your right hand and visualize gold coins or maybe lotus petals flowing off of this right-hand and then the left hand down holding a lamp. Light. And then taking one hand to the valley and one hand to your heart and feeling the radiance that you are, the love that you are, the presence that you are, the beauty that you are.

You are light. You are love. You are beauty.

Go ahead and take a seat. So I want to tell you some stories about Lakshmi in my life. When I was in India in 2006 I had a little transformation and my understanding of beauty when I was visiting India and watching the women in India I had read earlier, I never quite understood it until I went to India but I had read Alice Walker talking about American women dressing down and how American women dressing down, she never could quite understand it and she said especially wealthy women or especially middle-class women and she was when she went to college not wealthy or middle-class and it kind of surprised her to see these other women who were much wealthier than her trying to look poor.

When I was in India I saw the incredible beauty of the women and the way they wore color and the way they expressed themselves and dressed themselves and walk as though they were the Goddess. I stayed with a woman was, actually a Jain woman who was by our standards quite poor.

She was a professor at a Gandhian University and she lived in honestly what looked like the most rundown tenements with the worst plumbing and the most falling off paint. It's like I don't I think it's ever been painted that I'd ever seen, even worse than some I'd seen in Mexico.

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That was where she was living and I was with her and her husband for a week actually. But the way she dressed was so beautiful. She would get up every morning very early. I think around 4 AM, dress herself in the most beautiful colors and go to her altar and make her prayers and then go to the nearby temple and make more prayers.

I never spoke with her about it but I felt the sense of deep reverence for the divine in the way she dressed, that the way she dressed was her way of honoring and respecting divinity and the goddess that she was whether or not she would've put it in the words of I'm the Goddess. It was respecting the force of nature, Prakrati, which is the feminine force.

Similarly one day I was watching women laborers laying a house with cement and they were carrying bowls or baskets of cement. They would go to one side and the men would pour cement from a cement mixer into a bowl, huge heavy bowls upon their head and they'd walk in these thin wires across the house to the place where the cement needed to be poured and they would give it to this other man who would pour it into the mold for the house.

They were doing this all day. Beautiful saris on these women, beautiful anklets, bracelets and I thought if women laborers who are pouring cement can be beautiful I can be beautiful and that really transformed my sense of beauty as a way of honoring the Goddess and I've never seen dressing or clothes again and one of my clients actually was in this program is working on beautiful goddess dressing. We'll all be looking to see her work come forward as this develops.

So that's the principle of Lakshmi. The reason I bring this in is that in India and in the yoga tradition actually maintaining beauty is a way of honoring Lakshmi. So when you keep your health clean you're honoring Lakshmi. When you dress with respect and love for the divine you're honoring Lakshmi. When you maintain cleanliness and order in your financial records you're honoring Lakshmi. And all of these things are ways of stepping into abundance and stepping into that radiance that then becomes very - You step into it and it becomes a self-fulfilling prophecy.

You're already in a positive way. You're already living with beauty and abundance. No matter how big your bank account is you can have abundance in your life through the way you dress, through the way you walk, feeling like the Goddess, through knowing that you're the goddess, through knowing that you bring that divine light and love with you everywhere you go.

This is a story about the Goddess Taj walks and lotus flowers come up under every step and this is the energy that we want to bring to our lives. This is the energy we want to bring to our yoga teaching. This is the energy we want to bring to our marketing and our outreach which is one of the things that we're going to talk about today. It's living in that power and that beauty of Lakshmi.

Another principle of Lakshmi is to live with the qualities you're longing for even before they appear to have manifested. So this means if you are longing for peace and ease in your business how can you live in that way even before it's there. If you're longing for great service start giving it to today; start living in that today.

One of the ways that I really practice this was when I was going through my divorce about seven years ago and then stepping into a new relationship and when I was in that in between period I decided that I was not going to focus on well once I got through the grieving period which was real I stepped into the abundance.

I pretended that I was in a relationship even when I wasn't. So when I was in India and I was single at the time I took a lot of photos of other people and photos of myself and I would enjoy looking at the photos at night and I thought well if I had a sweetie he would probably like looking at my photos. So I'm just going to do that now. I'm just gonna step into that energy of enjoying them and I know that one day somebody else will enjoy these photos with me.

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And there was this fun of it. So I was stepping into that and that puts you in that energy which then allows it to manifest and attracts it actually.

Another principle of Lakshmi is generosity, giving and the words for this in Sanskrit is dana, giving. There's a parallel concept in the Judeo-Christian tradition which is tithing and a couple of things I want to say about this I'll just tell you that about one year ago the one you're going to run I decided to start a practice.

I've always practiced dana which is giving but I had never really known how much and in the tithing you give 1/10s of your income including gifts you'd received whatever feeds you spiritually, wherever you've received spiritual nurturance and I have to tell you extremely freeing and extremely transformative about just saying okay I'm gonna give 10%.

I am going to do this. And I did it first as a six-month experiment and what happened was it changed my relationship with money, it changed my relationship with receiving money. It gave me so much joy actually because then it was like wow I'm gonna get to give and I wouldn't have to think about it. I would plan and I would know and it remains something very empowering and a lasting and freeing and joyful about it. So I love doing that.

Wouldn't you know a lot more abundance started to show up for me last year? So after the six months my husband and I said we're sticking with this. This feels really good on the inside. Now the dana - this is a really really interesting point. This is the Sanskrit concept of giving and I want to talk about giving in the Indian context because I think there's a lot of misunderstanding in the yoga community and this has already come up a little bit on the forums about money for yoga teachers and whether or not yoga teachers should be paid and how much.

A couple things to say about this. One is when I was staying in India with a Jain family where they practice dana which is giving to the monks. So they give to their spiritual teachers which for them were the Jain monks but the Jain monks are very careful not to deplete the family by taking too much and what I mean is that there is a sense that yes you give but you always give from a place of abundance and you want to work and have income so that you can then give to the monks who have then decided to live a life of renunciation.

So the householders go about earning a very good income and this was a Jain family that I stayed with which I'm still very good friends with them. They actually made our wedding invitation as a gift for my husband and I. He earns a very good income as a graphic designer and a web designer and then he gives to the monks but the monks travel and they go to many many different places and the idea is not to put too much of a burden on any one family because the family needs what they need to raise their children and to be able to have time to do their spiritual practices, in other words not to overwork.

So what's happened in the United States is that sometimes I think we mistranslate the idea of renunciation to our context because most yoga teachers that I know are living as householders not renunciates. If you are living in an ashram and that ashram is a community of people that are providing for your needs and there is an outside community that is also providing for your needs through dana, through giving like the monks in India are being given for example these Jain monks are being given their food.

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They're being carefully provided for by the community and the community is making sure that they're going through the houses that can feed them. If you're living in an ashram in the United States that is providing for your income and where there's a community of support then it might make sense to give all of your work as seva.

But for many many yoga teachers we are doing this as householders and what happens is if you are living as a householders in the United States you are not getting the same dana from other people and if you do not plan ahead for the necessary income to support your business you won't be able to stay in business and then you would need to go get another job. This is a little bit hard to get our heads around but it's like the sense of this spiritual paradox of we're here from service and the more we serve the more we can give.

There are times when it's really really great to give for free and one of those is when you are a new teacher. Many times we will do a practice teaches for free. We will give seva for free. I do: volunteer service now and we need to choose those opportunities and at the same time if we're gonna be in business we need to plan for the flow of income through the business or it won't last. It would not be abundant. It will not be able to reach those people.

If it doesn't feel good - this was one of the questions and actually Katie posted a question on the forum about being asked to teach in a place where it felt like the teachers were being taken advantaged of. Now if you look at what is a living wage the number of hours you need to travel to prepare your class - I would think about what is a living wage for you and I've had some clients say I was offered \$30 including a commute and all this and it did not feel good. When you multiply that times the number of classes you can teach per week it doesn't add up to a viable income for most yoga teachers.

Now if you're retired and you have another income and you choose that that's great. I know I have friends who do that. That's totally legitimate but if for you you're in the stage of life where you need to be supporting children, supporting a family, saving for your own retirement that might not work and it's okay to say this does not work for me.

So sometimes when you're a new teacher you might choose to teach for a lower income while you are developing your skills to give a service but if it ever starts to feel like you're giving from a place of exhaustion that's not where you want to be coming from. We want to be coming from a full cup. We want to be coming from abundance. We want to be giving from abundance. We need to not be tired as givers. So those are some things to look at. If you feel like you're been taking advantage of it might be just that that's not the income that you need.

I'll just give a little story about teaching for free. I used to - actually now I have a wonderful - it's my Blissful Goddess Circle. I just renamed it and it used to be called the Women's Wisdom and Yoga Circle and many years ago I gave this circle for free and it was all on donation and I never knew how many women were gonna show off and I did it for two years and was really wonderful. The women loved it.

I really really enjoyed doing it but what I became aware of was that based on the rent and the number of women who were coming I wasn't actually making enough income. It was basically a service and as I was finishing my graduate school and getting more and more service in other areas I realized that this was an area I couldn't continue to give a service in for free and so after two years I discontinued the Circle.

Then about 8 years later I realized I wanted to start it again and this time I put it as a committed group and I asked for a 6 month commitment up front and what happened was in that case that I was able to get more women and the women were more committed to the group. There was the income to pay the rent and then what felt like a respectful income and the group has lasted longer and the group is going deeper because the group is committed.

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So what I found is that sometimes when something is for free people will not value it the same and I've seen this over and over. I've talked to people on yoga studies when they offer a free class it does not mean the attendance is higher in that class.

So something to think about. People value what they pay for. Okay let's look at this here. I'm looking at the guidebook. Let me look at that time too. So I'm on page one ***[Indian words being said]*** **[0:35:57]**.

So Lakshmi stands on the lotus which means that she's connected to her heart and beauty. Lakshmi is the goddess that protects the peace and prosperity of our projects. When we honor Lakshmi our projects will be prosperous and they will last. The fact that she's standing on the lotus means that we need to be connected to our soul when we're giving. Our work needs to come from the genuineness of our soul. Okay I'm just going through this now.

When we look at the principles of the Goddess Lakshmi there's one more thing I want to say - respect for money, for the flow of giving and receiving. I want to invite you to start to see the flow of money as like a river. Lakshmi is shown here in a river. There's a flow of giving and receiving.

So when you are receiving money can you receive it with gratitude and can you thank the person generously because they have participated in the sacred act whether or not they're paying you for a service or it's a donation it's a sacred act and when you give money can you enjoy the giving.

Let's say you go for a massage can you enjoy paying the massage therapist. Can you give the money with love? And what happens when you do that it starts to be this beautiful flow and I invite you to notice how your own patterns of spending relate to the patterns of income in your business. If it feels like things are stuck or not moving or you're not receiving income it could be that you are not giving. You're not spending in a generous way

So you can start practicing tithing or dana. Personally I highly recommend it. You could also start allowing yourself to live in that flow of abundance. Maybe go get a massage and give a generous tip with love and feel yourself just loving and blessing the flow of income. Enjoy the ways you give money out.

Go to the next page. Empower to your business model - I'm putting this in here again because this is so important everyone. This was in the unit on Durga and I wanted to show it again to show how income flows through a business. We give for free. We have entry-level offerings and then there's the highly committed deeper offerings.

And what I find is that many many yoga teachers gets stuck in the flat lands, the middle level , entry level offerings and this will make your income stagnant on many levels and the reason it'll make your income stagnant is there will not be enough new flow into your business. You want that constant new flow. It's like the snow's melting and the precious glaciers. We send love and blessings to the glaciers which are melting faster than we like right now. But we need those glaciers melting. You need a constant flow and when you're not doing enough that is new and creative and free and really attracting and inspiring to your audience. There's not enough flow into your business.

Similarly if you get stuck in the flatlands and you don't go deep enough with your best clients your income will also stagnate because very often it's where your deepest creativity, your deepest gifts, your deepest truth is that you will make your best gifts and have your best clients and for many people the greatest income.

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So if you turn the page 4 we put picture of a flower and a bee here. I love this. Just like Lakshmi is associated with the lotus I want you to think of the generosity and actually the entire way you represent your business, talk about your business whether it's in person, whether it's on the web, whether it's in a flyer you are being that flower.

You are being the beauty of the flower that attracts the bees and you want to live whether or not there's anyone around you. When you're thinking about your business in the morning, when you're preparing for your day, when you're getting dressed, when you are just stepping in to all of your business activities, when you're talking to someone about your work psych your self.

Be the flower. You're living it. You're breathing it. Before a word ever comes out of your mouth you are already in the presence of radiance of the gifts you have to offer and so you can think of this very specifically ask the flowers as your free offerings, your free gifts or you can think of more metaphorically as just your entire presence is the flower.

So the bees come and the bees fly around and guess what? They love the flower so much. They're so attracted. They go tell all their friends. They dance. Wow. There's this gorgeous

flower. Come check it out. That's what you want from your free gifts. You want your people, your ideal clients, the right species of bees for you to get excited and to tell other bees and that's what happens when your presence and your authentic offerings are resonant when they're the right color, the right type that is you and that resonates with your audience people will start talking about you, about your business because you're genuinely serving and you generally beautiful.

And then what happens is there's a pollination right? And that bee is getting mixed in with the gift and getting it's feet messy in your gifts, getting the pollen on its feet and walking around, a process happens in the plant that leads to deeper growth and the new plants, seeds, fruit.

And so you don't have to give all year long. You can give at periodic points. You can give seasonally but you do need to give sometimes and you need to give in a way that is very beautiful and very attractive. And then some people will go deeper and some of them will take the journey with you to go deeper because you have a lot more to give than just your initial free gift.

Page 5 is extremely helpful. I want you to really pay attention to this. This is gold here folks just like the empower to your business model. Let's imagine that you're gonna do a workshop and we have a flyer later in this module that is for a four-part workshop and the person who's giving this workshop is actually gonna give a sample workshop for free at which she's gonna invite people into the paid workshop.

Hold on. I'm getting a little hot water here.

So let's say that you're gonna do a four-part workshop and you want to invite people into a sample and the sample is free. So what you're giving is a free sample workshop. Another thing you can give for free and this is on page 3 - actually you know what folks? I want to back here. I want to talk about the things to give for free before we go into the steps. Yeah sorry about that. We'll get there. Let's go back to page 3.

So these are some of the top things to do for free. They're under the first aspect free offerings. This is not an exclusive list. There's many more but these are just some of the most common. The most common is a free class and this could be a free sample yoga class and you could have a policy in your studios that the first class is free.

I've also seen it where the second class is free. So you come. You pay for the first class and then your second is free. It gets you in the habit of going. It could be a free sample workshop, a free talk that could lead into your other work, a gift on your website. So this is where - we talked about this in the techie call.

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You have a gift on your website and it's with an opt in box where somebody puts their name and their e-mail and they click yes I'd love this gift and they get a gift. The one I have on my website is an ebook about the moon salutation but it could be a free audio, it could be an MP3 and we talked on the techie call about how to create that. It could be a PDF. It could be a series of e-mails they'll get over a series of weeks or days but some gift related to your target market related to your area of offering.

Another thing to give for free is an e-mail newsletter with great content. Underline those. I should've underlined that - with great content. One of the things that I see many yoga teachers doing is sending e-mails only to promote their work. You actually want to be sending it at other times so that your audience comes to see you as somebody who is an expert giving great content in the area that they are interested in.

So if you do yoga for depression send an e-mail about that. If you do yoga for the myth send the myth in an e-mail. If you do yoga for caregivers, prenatal yoga whatever your area is send content to your audience and then sometimes send promotional material about your workshop or your classes.

A blog, a free private session and this would be a free session that could invite people who are the right fit into your paperwork. A free video on YouTube, a movie showing some of my clients have done a big yoga women for their people and gotten a lot of people excited about it.

A free benefit yoga class which would be a benefit for a non-profit and you could partner with a non-profit where they promote your yoga and thank you for putting on this benefit and you do a benefit for them. A free print newsletter, a free community event, a meal or another celebration for your students. If you have anything that you're launching - a book, a website or you're completing some other piece of work in your business or in your area or service you can have a party to talk about that.

A new studio grand opening event. This could be free, some type of a really big party. Now if you are a new teacher please do not feel overwhelmed by this. Start with one thing that you do free. It might be that you do a free class. That's all you need to do.

Another one that I really recommend beginners can start with this a complimentary private session that will invite people into your work and this is something we're going to go over more in the retreat very specifically how to do this.

Let me just have a drink of water.

But those are actually two really good ones for beginners to start with a free class and a free private session. You don't need a website. You don't need any online presence to do these. They're really great for beginners. The free talk is also a really really good way to get out there and start meeting more people.

It can be a little more scary for people and you really need to be ready to prepare your talk but it's a great way to invite people into your work. You can also give it online in a tele-seminar. I'm gonna tell you in a minute how I've done that and the flow of that. But start with one or two of these and gradually expand, gradually grow, as your technical expertise gradually increases you can actually add more of the online ones but you can start with the off-line ones and be very successful.

Let's imagine that this is a free talk. So let's go to page 5 imagine that we're doing a talk. No wait a minute. We were gonna imagine we were doing a workshop. This is the workshop. Excuse me.

So the first thing to do is to be clear on what your paid offering is. So let's say that you're paid offering is a four-part workshop and we can even use this example here. That's page 17 since we're using this one. Sacred art of mothering - this is from Cindy Wensliger, one of my clients doing wonderful work. The Sacred Art of Mothering. Don't you just love that title? I came up with that title. I think it's great.

[0:50:00]

So she has here a three preview sample class and at this three preview sample class she's gonna invite people into a four-part workshop. So before you design your free offering you want to know what the paid offering is. So she designed first her workshop and then she backed it up and said I'll offer a free preview.

If you're going to do a free class in a yoga studio well first you want to design the ongoing class that you're inviting people into. If you're doing a free private session first you want to design what the ongoing sessions would look like. So you need to have an idea of where you're taking people, what the ocean is, what the ongoing journey is so that you know where the flow is going.

So once you have your paid offering in mind and your free gift you really want a gift that's gonna attract, inspire and serve for the same audience, not a different audience. So if you're working with mothering the free offering needs to inspire mothers as well. You create a magnetic invitation, very attractive, inspiring invitation.

There are a number of pages here which you can get sample flyers you're gonna look at. You spread your invitation widely. This is where you get to help the bees. Take your flowers and say look at this beautiful flower. Let the bees get excited.

So you can do a print flyer or a print postcard. You can use social media if you're on Facebook. You can create an event on Facebook and tell all of your list on Facebook, all of your friends, all of your followers in Facebook that you're doing a free event. Invite them to it. If you have an e-mail list send your invitation to your e-mail list. If you have partners, some of your partners might be willing to get excited about this with you.

When one of my clients just did a yoga women movie event and many many partners, actually this was a woman in Los Angeles that I'm thinking of right now, many many partners got excited. Other yoga teachers got excited, other studios and they told their clients and their students about the free event. Tell your own students. Announce it after class if you're doing a special workshop, a special free workshop tell your students, tell your friends. This is kind of like you being that bee, you being that flower. Just shine your radiance, believe in it, share it.

Once people let you know they're coming give them reminders. Send an e-mail, tell them in person if they're your students, use the social media. Don't feel like you need to do it just once. Give a reminder why people should come, why this is going to be exciting, why this is a great event, why they want to come. People need reminders.

And they need to know if you really believe in it because people are like testing out your level of enthusiasm and if they don't really know that you're enthusiastic then their own business and their own calendars could send it. They need to hear from you that this is gonna be great.

When the event starts welcome your guests, make them feel comfortable, create a personal connection. People want to feel connected to you. They want to know if they're comfortable with you and let them be.

When you introduce your talk or your free workshop let people know that not to worry. For those who would like to go further with you you promise you tell them how they can. The truth is when you give something for free in the backs of people's minds they're wondering if there is gonna be a paid offer and frankly it's relaxing them to know that yes you will let them know if they're interested in following up for those who want to go further they can. Then they know. They won't be worrying about it.

Very often if someone comes to your free offering or your free session or your free talk they're already hoping in the back of their mind that you are the one who can help them. If they're struggling with their mothering and they come to a free workshop on the sacred art of mothering. Like I had an awful week. Maybe this is going to help. Right? Or if you've been struggling with depression or body image or an illness maybe this person can help me. They're secretly hoping you're gonna be the one with the answers.

So they've already come hoping and if you tell them if this is right for you I promise I'm gonna tell you can go further. They would be grateful. Then you give them great free content to live on your promise, a promise that was in your flyer.

[0:55:00]

If you're teaching a class give a great class, if you're giving it a great session be a great listener and provide all the service you can. If you're giving a talk inspire them with your story of how you've grown and learned in the area that they need to grow and learn in. It's all service.

And then when you get to the end remind them of the service that you've provided and then let them know how they can go forward for those who would like to. Be very clear. And give yourself enough time. One of the things that happens is people rush the end. They feel self-conscious. So slow it down. The people who are interested truly want to know how to go forward with you. So explain it. Tell them how to go forward with you.

If it's a class of them how it works. If it's a workshop tell them how it works and give them an opportunity to sign up that night, that day. People are the most inspired when they're in your presence, when they're sitting there looking at the flower. The bee is like wow. It's a gorgeous flower. I'd like that.

And you know that the transformation you have to offer is so much deeper than one session, one workshop, one class. All of you in this class with me know that you've spent years studying yoga and your journey would be nowhere near as powerful if you'd only taken one class right?

So isn't it great that you did more than one? So in a similar way you want to invite your people when they're the most inspired to take action. Make it easy for them. Give them a piece of paper, give them a form.

Now if it's really simple like for example I'm still teaching a class for elementary school teachers after school at a school near here and I do offer one class free and at the end of the class I ask the student to decide if they want to step into the class because we do series. If they're stepping into the class I ask them to pay for the remainder of the series. I just tell them that. I just tell them how much it is. I give them the first class for free.

So they would have that off but then they would pay for the remainder of the series. And if they decide that they don't really want to come back which is totally fine the whole class is free. And I just tell them that orally they know that before they come, that when they come and I don't need to write down anything down. It's not very complex. But if there's anything to explain it would be helpful, if it's a little bit more complex than what I just said to have in writing and give them a way to sign up.

Sometimes you'll give a talk and they will ask you not to have any registration information or not offer a next step. If that's the case then you can give a free gift. You could say if you'd like to receive a gift related to this So sometimes I was on Yoga Hub last year speaking and what I did in my talk was I said that people could go to my website and receive my free gift on the Moon Salutation.

So while I was speaking many people went to my website and downloaded my free gift. So I wasn't giving them away to get a next step but they were going on my e-mail list and I could reach out to them going forward.

Sometimes it's appropriate to give a thank you gift if people signed up right and this could actually be something that inspires people and helps them get going. So Cindy has actually put in her flyer that if they register the day of the sample class they receive a take-home bonus gift. This is way of thanking people for taking inspired action, encouraging people to take inspired action and I think she's gonna be giving them an audio. I'm not sure but an audio to take home and get started.

People love getting started right away. You can have something as simple as five next steps for your home yoga practice. They love it. They will thank you for it and it's a way to really inspire people to take action.

And then release it. You release the results. Bless those who signed up for the paid offering. Bless those who don't. It's all fine and whether someone signs up or not it's probably not a reflection of you. It's probably a reflection of whether it's a fit for them and we don't want to serve people that we're not a fit for. It's really okay. We want to serve our ideal clients and they probably know if they're your ideal teacher and that's okay. We don't have to serve everybody. We can't serve everybody and you will serve at a higher level when you're working with the right people.

Another thing is don't feel you need to be perfect. You do not need to be perfect to serve at a high-level. You just need to be on the journey.

So on the next page there are some sample flows that show you how the flow can go from free to paid work. This will not be all right for all of you but I wanted to just give an example. So for a beginner you are a new teacher. Number one might work really well for you. So have a free class, it turns into a paid class, giving a class in the workplace.

[1:00:25]

Sample three is giving a talk and then going to a free consultation and somebody becoming a committed private client if they're fit right? If it's not a fit we will make an offer. You can refer them to someone else so you think might be more of a fit. But if you think you can help them and if it's clear that they are really looking for help in the area that you give a service it's a disservice not to help them step into it that day.

What happens is we all get scared about transformation and the sooner we take action the more likely we are to step into it because what happens is the longer we don't the more we start to say maybe I really couldn't do that. I can't really change in that area. We start to get stuck and think we're stuck.

Example four is from a talk to an email list. So again giving talks might not be that first thing for a beginner but as soon as you're ready they're a wonderful way to start growing your biz and to be of great service actually. If you give a free talk - let's say that you work with addictions and

yoga and helping people move to a place of more freedom and more joy in their lives through yoga and yoga therapy.

A great idea would be to give a talk about your experience and your journey and your healing. You do not need to be perfect. You do not to be all the way fixed. All of this is a process and your clients will know that but you need to be further along than you were and further along probably than the people you're helping.

But what happens is you can give a talk at an addiction center, you can give a talk in a yoga studio and invite people, create a really beautiful invitation and talk about your journey and what you've learned and the steps you took and then what the results that you have and enjoyed.

It can be an up and down results but the honest truth is you will have more freedom from your yoga and so then at the end of the talk you invite your attendees to receive a free gift that you will email them. You could invite them into a free session. That would be a different flow.

Actually that would be the sample three. Or you could invite them to receive a free gift and pass around a piece of paper, get their emails and let them know they'll also be added to your email list where you send out great articles, occasional articles and you can tell them. Say I email monthly or you can say I don't email very often or I Laura email on the new and the full moon.

Let people know and then when you get home you send the gift. If it's a PDF, if it's an audio, it could be another story and then you do send juicy email content occasionally. You don't have to send it very often but even monthly is fine and then occasionally you promote upcoming classes and workshops.

What happens is they will remember your talk, they will thank you for your gift, they will be on your list and if they're very interested one day they will come to a workshop.

Okay there's a couple more. Oh I said I wanted to tell you about the teleseminar.

I gave my first telemseminar a year and three months ago when my email list was 200 people. It's now 4,500 much larger but a year and two months ago it was much smaller and my blissful goddess I wanted to promote that and I send an email with really juicy content. This was just when I was first learning about how to write from my heart more than I had ever done before.

And I had 20 people sign up for the free call, sent me an e-mail and I sent them an e-mail saying here is a phone call. It's a very simple free phone bridge, free service, not the one I'm using now and I sent them phone instructions, I sent them reminders. I gave the talk. I had a friend interview me cuz I quite nervous, I forgot to hit the record button. There were 7 people on the line with me the first call.

[1:05:00]

I woke up next morning and said to my husband. I said you know what? I'm doing it again cuz I didn't want those other 14 to miss the call. So I sent out an email and said guess what? I forgot to hit record. I'm doing it again tonight. I didn't want to put my friend through that again so instead of being interviewed I just gave a talk again myself. I had another different six people or seven on the line that night and then I sent the recording of that call to the entire list. I think it was 22 women had asked to hear which was 10% of my list which was a very good opt in rate.

And of those four joined our circle. So that was 20 percent of the women who had received the recording or listened to the call joined the circle which was great for me as a beginner with teleseminars. I was ecstatic. That can work for you too and that was a local list, mostly from the Bay Area and I had four new students in my list for Goddess Circle. I was very happy about that.

And now when I do teleseminars my numbers are quite different. Oh and there are some beautiful quotes on action from the Bhagavad Gita. You have the right to work, this is page 7, but never to the fruit of work. You should never engage in action for the sake of rewards nor should you long for inaction.

So this is a very deep teaching.

I'm gonna pause here for a minute and breathe.

We do our service because we want to serve. We are out in the world because we want to serve and whether someone signs up or not is not the point. You are giving in every moment. That flower is shining, that flower is radiating whether any bees ever show up and that's the way we want to be in this business. We want to be even minded in success and failure.

Can you know that you're giving a beautiful service whether someone's signs up for you or doesn't? And can you be skillful because under the Bhagavad Gita it says yoga is a skill in action. Can you be skillful in the way you give your work? Can you give your best work, our best teaching and do it with integrity in a way that serves your business and serves your client at a high-level?

Yoga is evenness of mind. Whatever you do make it an offering to me. The food you eat, the sacrifices -

I think this is a misprint. The sacrifices you make - It looks like a misprint to me. Just a minute. I'm checking. Let's see this verse 9.27. I don't want to leave you all if this was a mistake. Yes the sacrifices you make. So page seven that should be the sacrifices that make -

The help you give, even your suffering is an offering. So when you're teaching, when you are giving for free it's an offering. It's all yoga. When you're teaching paid it's yoga, when you're teaching for free it's yoga, love it, give it. When you're writing an e-mail from your heart with

great content that is yoga. When you're writing a flyer from your heart with great - you're creating that flower that is yoga. You're creating that beautiful Lakshmi flyer.

Okay here's a place for you to brainstorm page 8 and I highly recommend you let yourself get very creative, think outside of the box. You don't have to go with the a list of free gifts that I've given you. If there's a gift that you would love to give that's a little bit different from this let yourself get wild.

That sometime's the funnest gifts and then page 9 my conscious money flow summary. What I will give for free, currently offered and developed if you're a new teacher you are currently offered free might be that you give a free class and then you might say in a year I'd like to develop a free gift for my website when my website is done or in six months or I'd like to develop an MP3 audio that I can give to my students on my website.

Whatever you develop you want it to be a way for people to spread the word about you, for the honey bees to run around and say oh this teacher has this audio. You want to come and get it. Whether you're entry-level courses again if you're a new teacher you might have one entry-level course or you might have one deeper level committed private program.

Let's say that you want to only offer private programs and it's a very valid possibility for a yoga teacher and if you're a beginner you say I'm going to do yoga for depression and I'm going to have a free session and then I'm gonna invite people in to ongoing committed work and those are the two things.

[1:10:19]

So you would have one thing under free and one thing under committed private and that would be all you offer as a beginner and gradually you can grow into more things. So start with at least two on this page. Those of you who've been teaching longer you want to really let this get quite rich and varied and make sure you're doing enough in the free and especially the longer you've been in business see to it that you're gonna get more and more creative in the free and the longer you've been in business you could just go deeper and deeper into the committed, the deeper level trainings and the committed private or group programs.

Okay now page 10. Using words that essentially attracts your ideal clients. These are the honey bee words. When you use the right words the bees knows they are at the right flower. So my mind is in the flow of depression so I'll use that one.

Let's say you work with clients who are suffering from depression and you know that's what's possible for them is relaxation and ease and peace and even glimmers of joy. Those are the words that you want to use and you want to walk like we did at the beginning, when we stood up and we were Lakshmi.

Let your self walk in the power of those words. It doesn't mean that you're gonna have sad days, down days but you know those words are possible and you're experiencing them more and more in your life. So you are radiating the power of those words.

When someone asks you what you do we don't say I'm a yoga teacher because what happens is when you give a label like that people put you in a box. They think do I have a yoga teacher? Do I want a yoga teacher? Oh I already have one, don't need one unless they're like on the verge of wanting to start yoga then they might ask you about it.

But if you say something like well what I do is I help people who are suffering from depression just start to feel how they might experience joy again people are going to go wow and get excited. And if they're an ideal client for you they might say wow. Could you tell me more about that? That's the bee flying closer and letting you know they're interested. Don't bombard people with a long story that they're not interested in. Just give a little bit of perfume. If they're interested they'll come closer and you'll know and you can tell the more.

The other thing that might happen is they might say wow I know somebody who needs to meet you or I want to introduce you to someone or I know somewhere you could teach. When you are really saying the true results you give people, the potential results, the place people want to go, that Pleasure Island, the right clients, the right possibilities, their ears will perk up, the right opportunities will fall into your lap.

So go back and review the Durga module page 10, page 7, and the Saraswati model pages 9 through 15 and use those words when you're creating your flyers, postcards and your webpages. Let me just check on the time. Okay. There's a lot in this. We're giving so much content today. Wow.

So here's an outline for a promotional flyer or a postcard and you can use this when you are giving a free gift or a paid workshop or a paid class. It's the same either way. You're gonna promote it in exactly the same way.

The bold is things that you do need to have. The non bold is optional. You must have a juicy headline. Juicy means you must put the pleasure words, benefit pleasure words into the headlines, into the titles. Tell them what they're gonna get. Connect with your passion, with your why.

It could be in your bio at the bottom or it could be in the middle of the flyer and then tell them how it's gonna be delivered. That's not the most important point right? The most important point is the juicy title and what they're gonna get related to their area of pain. A call to action. Let them know how to register and your contact information.

The other things optional call out to the specific audience invited. We'll get to an example of that. Actually I do want to give you an example of that. Let's go to page 11. This is a before.

[1:15:00]

This is one of my private clients Lima Sil who does wellness coaching for caregivers. So this is the before and if you look at page 12 this is the after. One of the things that's clear about the after is first of all the title is a little bigger Creating Wellness for Caregivers, the other thing is that we put a little phrase at the top that says for caregivers of a child with special needs.

That's what I'm referring to here. Optional, call out to the specific audience. It lets people know who this is for because if you look at the before when it says wellness coaching for caregivers it's not 100% clear what kind of caregivers she means. Is it caregivers like work in a hospital and give care cuz they're nurses.

Is it caregivers cuz they're caring for an aging parent? It's not totally clear. So when we say for caregivers of a child with special needs anybody who's in that position is gonna open their eyes and say oh that's me or they're gonna know who to give this flyer to.

The next thing that's optional that we've put here but is really good to include, I highly recommend it if you can, is a bulleted list of 3 to 5 pain, curiosity or longing points. These are things that your ideal clients are having pain with or things that they really want to experience or things that would be great pleasure for them or just fun for them. That would be a curiosity point.

And what happens is when you put these there your ideal clients goes oh! They resonate emotionally. This is emotional resonance. They're like that's me. They get it on a vibrational level that you're talking to them. So here's an example that we put on Liz's flyer. It was not on the before but it makes this after the second page which is page 12 more more resonant.

So 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 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?

So one thing that I want to say about this is anyone who is Liz's ideal client will be experiencing these pains because her ideal client is a parent that is really suffering, that loves their child but has a hard time with how exhausting it can be to care for a special needs child. If we're not Liz's ideal client we're not gonna resonate with that.

I don't personally, me Laura Cornell, have a special needs child. This doesn't get me excited personally. Now I can feel that it would resonate with someone who does. So I'm excited about that for Liz I but I'm not in that situation.

So one of the things to know about writing your pain questions or your longing questions is that they will make the most sense to your ideal client. So when you're evaluating if they are on

target ask someone who's in your ideal client market. Somebody who is an ideal client for you to read them and if they say wow yeah this really resonates with me. You're on target.

Someone else might go. That's over the top or I don't know. It can feel exaggerated to someone who's not experiencing that pain trully. If you think about menopause and the challenges that women going through menopause other women who are not going through that might say wow. That's a little extreme right?

But somebody who's in that it's not extreme, that what they're suffering, waking up too hot or not sleeping or you can't remember things, whatever it is if you're in that situation you will resonate with the challenges.

Now at the bottom of page 10 I help you learn about your pain phrases for those bulleted lists. What you're gonna do is - okay. It says tip to create your I'm on page 10 in the lower part -

Tip to create your pain, curiosity or longing points use the phrases on page 11 of the Saraswati module. So right there you already wrote down what your ideal clients are thinking, the things that bugs them, the things that worry them, the things that keep them up at night and the things they want where they want and then you turn those into your curiosity points, your longing points, your pain points. You just turned them around into questions. Keep it simple and short.

[1:20:00]

Okay testimonials are great. If you have them put the first and last name if you can, any other identifying speeches that are relevant. If it's relevant to have a money back guarantee you can do that. Okay I've got some other before and afters here so seasonal care for vibrant living, we made the title a little bigger and we turned that subphrase into benefits language. We added pain points for this workshop. We made the dates a little easier to read.

Okay let's go on to the miss to the match. This is Katie and if you look at the before and after one of the things that we did was we made the title clearer. So on the first one it says from the myth to the match. She is using a number. It's cute. It's a little distracting so we turned that into TO and then I wanted to make the title a little bigger so it stands and we've added a joyful yoga workshop.

So right away you see this is gonna be fun. The word joyful because when you talk to Katie she's just full of joy. We want to put that word joy right in there. She helps feel joy through the yoga mats and joy is a very juicy benefit word for people who love yoga. So we put that right in there. It's a yoga workshop from the myth to the mat and it stands out.

Before she had a yoga workshop kind of woven into a three line - it got lost. So now it's not getting lost. Then we've created curiosity points for her. Do you want to unleash your inner awareness by diving deep into the rich history of yoga. We gave her some really great curiosity

points there, speeding up a little bit and then we've already talked about Cindy's flyer. Great title. The Sacred Art of Mothering four week intensive.

So you know what it is from exhausted care giving. Exhausted is a pain word for mothers. Care giving - you know what it is to joyful soulful nurturing. That is a pleasure. This is what they want. Aren't these every mothers', caregivers' dreams and these are the longing points of her clients? Feeling less fatigued, more healthy and strong, learning how to relax and go with the flow, balancing the ups and downs of everyday life.

We are almost done here. I think we are going to be able to squeeze in all these incredible contents before we end our time. Taking a breath. Now online okay website last page, page 18.

Go ahead and use those flyers as examples when you're creating your own flyers. All of these have a number of the optional ones on them. They could be simpler but sometimes when you're doing a print flyer simpler is better. If you're handing it to people the complex is good and online the complex is good. You could really read things online. Sometimes in print the simpler is better so these could be actually simpler for print use but I think many of these will be handed to people and in that case the more detail is better.

Okay. The thing I want to say about websites is that the web is not the same as in person. You want to use the web in a little bit of a different way. There are so many different capabilities than you would use your in person marketing. What happens when people go to a website is they look at your website they just spent a few seconds, I mean seconds looking at your website and they make a snap decision if it is they're gonna stay or not. If there's too much print that they can't read through they're very likely to go on to another page.

So you need to make your website attractive. That could be a graphic at the top. It could be the title of your website catches their attention and they immediately resonate with the words that that's a word they want in their life. It could be that it's right at the top of your website. You have the longing points, the curiosity points. You call out your ideal clients. Call out to your ideal clients. Let them know they're in the right place because they're more likely to stick if they know you serve them. You serve them.

And then have a free gift on your home page, have a free gift because one of the main things you want to do with your website you want to build credibility. So some people will go home after they've met you and look at your website they will go to the about page and they will read your bio. Your bio in print is usually going to be shorter. The bio on your website is usually longer and they want to read your long version. So they'll go home and look at it.

[1:25:21]

So have the long person on your about page. But the other thing that happens with your website is that people who have never met you land on it. Their friend tells them. They find

about you through social media and you want to add them to your e-mail list and you want them to start getting to know you and you want to invite them into your work.

A couple of ways to invite them into your work. One have a free gift on your home page. This is the opt in gift that we've talked about in the techie call and another way to invite them into your work is to invite them to a free class or a free private session and I highly recommend if you do private sessions for free as a way to invite people to become ongoing clients is that you have an entire page of your website devoted to that.

And you use exactly the same outline that we've used for flyers here. You're gonna put the call out, who your gift is for, who your free session or your free class is for, the pain points or the longing points that they might be serving. This might be the pain points of your ideal clients.

So let's say I have a yoga class after school for teachers. I don't think I actually have a page on my website about this. We're not all perfect but not a lot of yoga people are finding my website in that way but I could if that were something I would really massively working to grow. I'm not actually working to grow that class right now.

But I could have a class that would say are you a teacher who gets tired at the end of the day? Do you get worn out from being on your feet up all day? Would you love to have a place where you can come and relax and just feel good before you go home at the end of your day and get your mind off of work and feel some joy and peace in your body? I invite you to come to a free class at Black Pine Circle School. To save your space send me an e-mail and I'll send you the time or something like that.

But you want to invite people why they should come visit your class or why they should sign up for your free sessions. Say in your first class you will give some personal attention from me to start very gently with stretches and be shown how to work in a way that meets your own needs and you'll start to feel better from class 1. You'll learn some breathing and some stretching that you'll go home energized and feeling better after just your first class.

I'm stretching. Can you hear that I'm stretching?

Invite them to take the next step and as you're creating your website think about your ideal clients and how you're going to go through it. You want to guide people through your website and once your website is built sit down with an ideal client who does not know you or maybe hasn't seen your website and watch them go through it.

See what they know notice, see what they don't notice, see what they ignore, see where they push, what they click on and watch what happens. You'll learn from that and then you can go back and tweak it. The best thing about a website is it's always tweakable.

So these are just the very basics for beginning website. Your homepage, something that you're inviting them to that's free and a long version of your bio content. Then you can add as you

grow and if you already have programs, have sales pages for your programs and have the juicy language on there, you could have a blog. Some of you have been writings articles. You can add short articles and have a blog and there are just an infinite number of possibilities.

So we are through the guidebook and we're back to the celebrating myself. Page 19. And again I want to invite you to fill out this page and even if you don't get through the whole Lakshmi module before Monday for those of you who would be willing to I would just love to have some of you do this page 19 and post it on the forums. Again if you're feeling totally shy you can go ahead and e-mail it to me laura@divinefeminineyoga.

But whether or not you get to this by Monday do go ahead and celebrate yourself, share with us what you want to implement, your commitment, and what you've learned, what you see now that you didn't see before. Also again just a reminder those of you who are not coming to the retreat if you would like to get on the phone with me, get on my calendar before it fills in April which it will to talk about next steps for you.

[1:30:13]

I'm standing up again looking at all of your beautiful names here on the phone. I'm just gonna to the Q&A. We still have Ivy. I'm gonna sit down and send a blessing before we end this call. We have our final group mentoring call on Monday and you can post questions for that on the ning site. You can come live and I'll give you a chance to raise your hand and ask questions.

You can ask a question on any of the units. It could be on the Lakshmi unit. It could be on the kali, releasing your fears and doubts, creating your signature program. If somebody is still working on a niche and what you really want to focus on which is module one the truth is this is an ongoing journey and you might think you want to focus on one thing. You might be dating a niche and then you might all of a sudden realize that's not the path you want to go down. It's fine to change. Once you commit you want to really stick with something for a while so you can grow it cuz it takes a lot of energy to grow this beautiful plan, this beautiful tree that is your business beauty.

So come to the call on Monday or put your questions on the site and I will respond to them on that call and I'm just breathing with all you as we close. I'm hearing gorgeous loving sounds on the window on this lovely rain drop day because we need the rain.

I'm seeing a beautiful garden with so many plants in it, some full-grown trees and some little baby buds and some rose bushes. I want to celebrate all of you and whatever stage of the journey you're at, whatever stage of plant, if it's a full blossoming tree of business it's at, if you have a full blossoming flowering tree about ready to fruit, if you have a little bud just poking, a little sprout coming out of the ground that's your business so many blessings to that sprout.

You're a beautiful rose bush. Let's see if you can feel where you are and what kind of plant you are. I'm sending blessing to yourself as this beautiful plant, this tree, tree which is Lakshmi, tree

is the seed mantra for Lakshmi and tree is the word that is within the Vedas for Lakshmi, before there was Lakshmi, tree, tree. Auspiciousness - that which is good, that which is true, that which is lovely.

I'm sending blessings to all your sisters on this call with us live right now and those who will listen later to the recording. So many blessings for all the plants and all the good that's being done on this planet by yoga teachers.

Blessing and healing this Earth, just bringing radiance.

[Indian words being spoken]

Namaste everyone. Have a good day. Bye bye.

[1:35:16] End of Audio