

# Marketing 101

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## Think it Through

- Define what your goal is
- Consider who you are as a yoga teacher and market what you offer

Use posters, flyers, word-of-mouth, advertise

Attend community events, meet new people

Have an active marketing campaign

- Create a business card and offer a free class
- Collect potential student contact info – an email list
- Create a website
- Specify what you offer and make those statements meaningful, avoiding Sanskrit and other technical terms

Keep it up consistently

Avoid mistakes

- Don't be shy – tell people about your classes, invite new people to attend
- Don't do nothing