

Yasodhara Ashram

Tips for Marketing Workshops and Classes

Three Questions to Start With

So you want to create and promote a Yasodhara Yoga class or workshop? Awesome! Start by asking:

- 1. Who am I trying to reach?**
The age, background, interests etc. of your target audience(s) is likely to impact your approach.
- 2. What issues are they facing that Yasodhara Yoga can support them with?**
This can help you choose class themes and words that you use in the marketing.
- 3. How can I reach them?**
Consider the ways you can share information about your offering with your audience(s).

Writing Tips

Speak to People's Needs

We can speak to people's needs in our marketing through our choice of words. What do people need that Yasodhara Yoga can offer? Here are some ideas:

Relaxation Healing Slowing down Finding Centre Transition Finding Purpose	Grounding Stillness Love Compassion Connection Inner Freedom	Community Making space Self-Awareness Power of choice Awe & Wonder Joy
--	---	---

Speak to Issues of the Day

Class titles that speak to issues of the day can grab attention, because they are relatable. Here are some key words you may wish to include that relate to current world challenges.

Non-violence Climate Environment	Social justice Gender equality Affordability/living with less	Social isolation Technology / Social media overwhelm
--	---	--

General Writing Tips for Promotional Materials

- Adapt the content to your target audience. For example younger generations may respond better to language that addresses their challenges directly (e.g. climate, technology overwhelm, family stressors, schooling stressors, identity/connecting to self).
- Keep it simple and as succinct as possible. Consider if any of the details could be communicated after the registration/sign-up phase.
- Where possible, highlight what is distinctive about Yasodhara Yoga (e.g. reflective approach, female-led lineage).
- Avoid long paragraphs. Instead opt for bullets or impactful sentences.
- Ensure it includes 1 or 2 key action steps (1 is often best). Ensure action steps stand out by using bold, text boxes or other graphic elements. Examples of action steps might be 'contact us', 'register now'
- Use high-quality images to enhance the material (one or two usually suffice).
- Make the Marketing an offering! You may include a quote, video or simple practice with the promotion.

Some Workshop Titles from the Ashram

- Moving Into Stillness: Deep Healing & Relaxation
- Sacred Space: Yoga & Nature
- Living from Love: Tuning Into Your Heart's Message
- Who Am I Now? Finding Purpose in a Changed World
- Finding Centre: Navigating Transition with Courage and Clarity

Some Workshop Descriptions from the Ashram

Moving Into Stillness: Deep Healing & Relaxation

Relaxation offers the possibility of becoming still, softening and opening. The healing benefits – physically, emotionally and mentally – can be profound. Awareness expands, bringing the Light of wisdom and understanding. The focus for this retreat includes guided relaxation, meditation and asana as well as Body Maps.

Who Am I Now: Finding Purpose in a Changed World

So much in our world has been turned upside down, and change can be unsettling, challenging our sense of self. What felt like a solid foundation can lose some of its stability. What gives my life meaning now? How do I uncover purpose in the midst of so much change? Take this opportunity to step back, reassess through inquiry and practice, and move forward on solid ground, trusting an inner knowing.

Some Marketing Approaches

Ask: Where does my target audience get their information? How might I reach them?

Approach	Considerations
Consider your personal network. Where are the opportunities to offer?	<ul style="list-style-type: none"> • The people and organizations you know are often your best audiences.
E-mail marketing	<ul style="list-style-type: none"> • Most everyone uses e-mail and you can build your mailing list over time as you make new connections. • Include an offering such as a practice, wisdom quote etc. This can keep people engaged. • Need to consider anti-spam rules (e.g. explicit and implied consent, unsubscribe option).
Social media marketing	<ul style="list-style-type: none"> • Can create affordable ads with relatively broad reach. • Video reels can reach beyond your own followers. • Best platform varies by age of audience. For example, Facebook tends to be good for 30+, Instagram good for a younger audience (20-40).
Post to local Yoga related Facebook groups.	<ul style="list-style-type: none"> • Many people in your target audience may be part of these groups.
Offer in partnership with a local yoga studio, spiritual centre, other organization or person.	<ul style="list-style-type: none"> • The other party may support marketing efforts. • Opens up new audiences.
Post offerings to event websites such as meetup.com	<ul style="list-style-type: none"> • Opens up new audiences.
Post posters in select businesses such as yoga studios, coffee shops, book stores.	<ul style="list-style-type: none"> • Canva is a free graphic design software and we can offer training.
Hold a free offering (and promote by all the means above!)	<ul style="list-style-type: none"> • Can help you grow your mailing list and attract new people.