

Yogis Who Launch

Life & Business Coach | Website & Branding | Educator



The Purpose of this Workshop

1. To help you embrace and to convey your unique story, values and define how you want to be perceived.

2. Organise your branding and business based on the above.

3. Enable you to share your brand with soul and strategy not just on your website but on every touchpoint along the way.

This session will help you to write your brand biography and your vision and mission statement.

So that each person who visits your site will know who you are and the why and how behind your unique brand.



Why You Need a Brand Strategy..

You have an opportunity to guide more people, their families and communities into a greater experience of physical and mental health

You can have an impact aligned with your dharma powered by your yoga teaching mission

You can create the freedom to live your life the way you want to and share your unique offering that is authentic to your very being and flows easily through the content you produce and with the tribe you attract



Why Your Brand Needs Clear Values, and an Authentic Voice

Your brand is your unique voice with your unique personality - to stand out you need to let it shine though

To define the essence of your brand - what it is that makes you and your business unique and the key messages around that, needed to build trust, establish credibility and foster engagement with your tribe

It helps to clarify your niche - develop an intimate understanding of your tribe and those you can best serve

It also helps to create a clear vision

A deeper representation of your purpose in connecting with your audience on your website, blogs and social media etc



What is Your Why?

Your "why" is the purpose behind your brand - so
let's tap into it!



Your "Why" Is:.....

What motivates you to do the work each day to become your fullest, most loving, inspired self

That voice in your head that silences the inner critic

What connects you to your calling

A deeper representation of your purpose in connecting with your audience





Your "Why" Is Also..

Your WHY is the ONE THING that makes your heart so happy you arrange your life around it. And you pour all your will, effort, drive and passion into it.

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When you know your WHY everything else falls into place. You cannot be all things to all people. Niche gives you clarity on that one thing based around your why.

It is this that drives everything else and the one thing you can talk with zest about for for half an hour straight.



What is Your Brand Story?

Everyone has a story, a memorable one that relates to who you are and what your mission is. This doesn't have to be profound but it is uniquely yours and has contributed to where you are today.

Your success no longer depends on how experienced you are or how many degrees you have. A good story transcends boundaries, breaks barriers, and opens doors. It is a key to connecting in business but also to clarifying your own personal identity and choices.

If You Have Resisted Branding Before

If you have resisted yoga branding in the past, look at the issue from a new perspective. Branding helps your students and potential students to achieve their goals.





Who do you help?

Specific Demographics: Gender, Age

Style: Hot Yoga, Kundalini Yoga, Ashtanga Yoga, Bhakti Yoga, Yin Yoga

Yoga for Therapy: Yoga for children with special needs, Yoga for back pain, Yoga for Trauma, depression, Yoga for recovery from addictions, Yoga for Menopause

Yoga for work: Yoga for teachers, Yoga for busy working women, yoga for actors

Combinations: Yoga & Surfing, Yoga & Surfing, Mum & Baby Yoga

Yoga Interest: Meditation, Chanting, Pranayama

Specific Interest: Yoga for Athletes, Yoga for Runners, Yin Yoga for Body Builders

Location: Park Yoga, Beach Yoga, Yoga from Home

What is your students core problem and
how do you help them solve it?



How do You Resonate with Your Ideal Tribe?

What are your life experiences and how have you overcome challenges?

How has yoga helped with the above?

The hobbies and interests you have outside of yoga

What you do in your free time

Who and what inspires you - nature, books, culture, music, teachers?

What do people ask for your advice about?

Things that have influenced your life and shaped who you are

What comes easily to you?

Education and training you have that are unique

What do people say you're good at?



Age, gender, location, income

Yogi newbie or expert

Shop at Fancy Grocery or Farmers Market

Buy high priced yoga pants or make their own

Emphasis on physical or spiritual practice

MOST importantly: What is their core problem and you help them solve it? How do you this?

Who is your Key Tribe
Community?





What is Your Vision?

Your Vision statement addresses the questions “Why am I Here?” “How will I change the world?” “How will I serve the world?”



Vission Statement Example

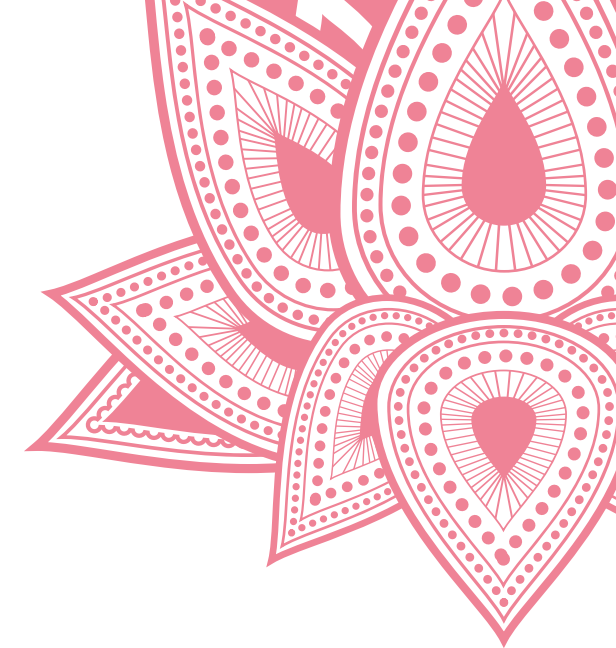
"For all women, regardless of age, race or class, to be able to realise their dreams, soul desires and life purpose and to feel empowered enough to make them a reality"





What is Your Mission?

Mission Statement Example



A combination of yoga, somatics, positive psychology, NLP and branding and website skills are used to help soul driven females find their true dharma and passion and to go on to create their purposeful brand and authentic online presence.

Through courses, workshops and female seed circles, we work together crafting a life and business that's in absolute alignment with their unique set of values.



Your Biography

Take into consideration your vision, your mission and brand story

What are your strengths:

What is your style in a room: formal or informal?

Do you like to make others laugh?

Do you hold energy well?

Are you good at keeping breath and pace?

Are you a good storyteller?

Are you an alignment lover?

What inspires you?

What are your hobbies?

How do you spend your free time?

What fascinates you?



Words to Describe Personality Example

Authentic

Self care

Feminine energy

Freedom

Soulpreneurs

Introverts &

Soulful

Creative

extroverts

Vibrant

Daring

Spirited

Purposeful

Dreamy

Sisterhood

Love

Empowering

Embodiment

Compassion

Rebellious

Healing

Fun

Play

Expansion

Community



Non judgemental

Feminine energy

Supportive

Vulnerable

Sisterhood

Creative

Daring

Dreamy

Empowered

Rebellious

How to Convey Your Why with Content...

1. What am I hoping to teach my audience with this post/blog etc?
2. What have I learned that might benefit others going through a similar situation and how do I share this?
3. What is my motivation behind sharing this message (ego vs. serving higher self)?
4. Is the content i'm creating in line with my dharma?

