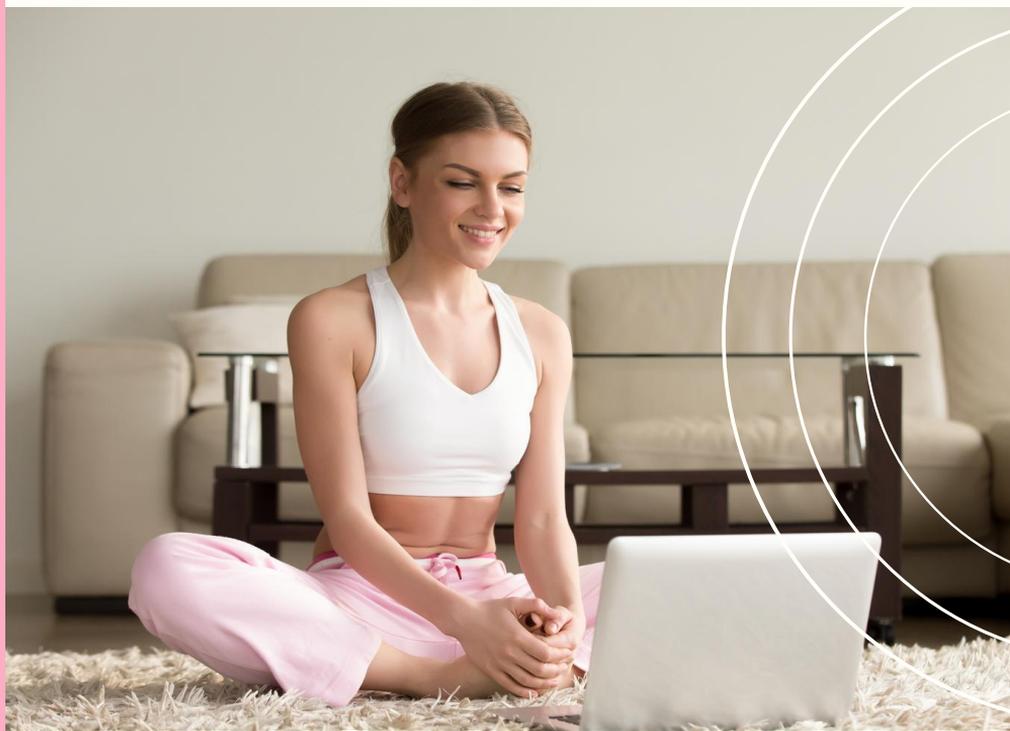




LAUNCH YOUR OWN

# PAID ONLINE YOGA COURSE

IN JUST 5 DAYS!



BEND IT LIKE BUDDHA YOGA / THE PEGASUS

# Module 1

## A Winning Mindset

Before you take the first steps toward launching your online yoga class, it is extremely important that you lay the necessary groundwork for it. By groundwork, I mean getting into the right frame of mind, setting yourself a worthy purpose, teaching yourself the art of perseverance, and consciously thinking about those intangible factors, such as the immense commitment needed that one typically tends to ignore while starting a new project. Success in your venture will not come by accident. It never does. One has to work towards it consciously, every step of the way on a daily basis. There are good days and there are bad days. However, no amount of challenges can deter someone who is determined to make their dream come true. In this module, let us explore what factors lead to success.

### The Power of Your Mind

If you modify moment by moment the way you look at things, the things you look at will change and essentially your reality mirrors what you emulate in your heart. Success is not just an outcome, it is a mindset. The human body is one of the most complex machines in the universe. And what controls this machine? It's the mind and the thoughts one has. If you can learn how to tame your mind and control your thoughts, success becomes a habit.

Being conscious of your thoughts, gives you control over your words, being in charge of your words lets you control your actions, your actions become your habits, your habits become your character, and eventually it is your heart's essence that becomes your reality. What thoughts will you choose to create your reality? Daily meditation, on and off the yoga mat will help tame the monkey mind.

## The 10 Principles of Success

1. You are the only person responsible for your success. ( Do not play the victim, heal your heart starting from within)
2. You don't have to re -invent the wheel.
3. There is no progress without massive action and conquering fears.
4. Persistence always wins.
5. Focus on that one big thing that could change it all (Do what makes your heart sing.)
6. Failure is just a stepping stone towards mastery
7. Positivity fuels productivity.
8. You must believe you can. ( And know your why)
9. Helping and compassion for others and being of service is a big part of being successful.
10. Success is a journey of countless baby steps, usually done in private without glory.

These generic principles apply equally well to all projects, including yours of setting up your own online yoga and healing sessions. You must start living and breathing them.

# How to Progress and Avoid Failure

Firstly, there is no such thing as failure when it comes to personal development, just feedback. Without growth there is no life. Giving it direction, a sense of purpose and continuous monitoring helps you take giant leaps and sprint towards your goal. See what did not work and adjust accordingly.

Failure is a great teacher. It is not to be feared at all. Drawing the lessons from every failure and not repeating the same mistakes again. While an average person learns from his own mistakes, super achievers are eager to learn from mistakes of others. Why wait to make the same mistakes others have made before? Staying connected within your community, learning from the experiences of others helps tremendously. While trying to avoid a failure, the golden rule is to not think about it too much. The more you worry about a negative outcome, the more you instruct your mind to prepare for it and sub-consciously act towards in that direction.

Inculcating success as a habit requires you to develop what is called the Growth Mindset, and shun the Fixed Mindset. Here is how the two differ from one another:

Fixed Mindset		Growth Mindset
<ul style="list-style-type: none"><li>• Something you're born with</li><li>• Fixed</li></ul>	<b>Skills</b>	<ul style="list-style-type: none"><li>• Come from hardwork</li><li>• Can always improve</li></ul>
<ul style="list-style-type: none"><li>• Something to avoid</li><li>• Could reveal lack of skill</li><li>• Tend to give up easily</li></ul>	<b>Challenges</b>	<ul style="list-style-type: none"><li>• Should be embraced</li><li>• An Opportunity to grow</li><li>• More persistent</li></ul>
<ul style="list-style-type: none"><li>• Unnecessary</li><li>• Something you do when you're not good enough</li></ul>	<b>Effort</b>	<ul style="list-style-type: none"><li>• Essential</li><li>• A path to mastery</li></ul>
<ul style="list-style-type: none"><li>• Get defensive</li><li>• Take it personal</li></ul>	<b>Feedback</b>	<ul style="list-style-type: none"><li>• Useful</li><li>• Something to learn from</li><li>• Identify areas to improve</li></ul>
<ul style="list-style-type: none"><li>• Blame others</li><li>• Get discouraged</li></ul>	<b>Setbacks</b>	<ul style="list-style-type: none"><li>• Use as a wakeup call to work harder next time</li></ul>

## Success Habits for a Yoga Teacher

If you want to succeed as a Yoga teacher, there are simple habits that you must consider to instill right from today. These are:

1. Set your goal very clearly. Define what success means to you. Remind yourself about it every morning. It helps you stay purposeful and energized.
2. Make self-discipline non-negotiable in your life.
3. Make self-development and self-improvement your mantra. There must be something new that you must learn from within your niche and field of favor every single day.
4. Manage your time well. Be productive and efficient with your time. Set time for stress management (massages/yoga/spa...), rest, fun, hobbies, your practice, family and friends .
5. Take risks, move out of your comfort zone. Rewards come only to those who take risks. Never forget that rule.
6. Never let failure or setback stop you from your pursuit of your dreams. Use it to learn better and faster ways to succeed.
7. Either do what you love, or love what you do. There simply isn't any other way.
8. Build your own community through the challenge framework, serving others and loving your tribe.
9. Work on building your personal brand, every single day. How fit you keep yourself being a yoga teacher, the way you present yourself during and after classes, the way you communicate with students and your peers, are all different elements of your personal brand. Be conscious of your own personal branding.

# Module 2

## Extraction and Discovering your Niche

What is a niche? Why should you look to find your own niche and your tribe? How can you go about finding your niche? We try and uncover answers to some of these questions in the course.

A niche market is defined as a focused subset of a broader market of consumers or businesses. What is interesting to note is that this subset has some unique needs that can be catered to by specific products and services. The reasons why one should find a niche are manifold. To begin with, the target segment in any niche can be defined in a much better way, and can be identified better. Two, the business can align all its resources towards catering to one segment than diluting them by targeting a wider set of customers. Three, it is very much likely that competition in a small niche is relatively less than while operating in a broader market, thereby increasing the business's return on investment and market position. Therefore, it makes a lot more sense to narrow down to a niche. This applies also to Yoga practitioners.

So how to go about finding your own niche? There are a few steps you should consider doing.

1. Analyze your broad target market

Who are your clients? What are their unique needs?

Is there a way you can classify them into different segments based on the difference in their needs? Such differences may arise from belonging to certain age brackets, working profiles, earning capacity, health profiles and such other parameters.

## 2. Reflect on your strengths, talents, your field of favor and passion

Once you have segregated the market into different segments based on their unique needs, it is time to reflect on your own strengths and identify those segments whose needs overlap with your super powers.

## 3. Study competition across your identified segments

Do a thorough research on your “competitors” in the identified segments to evaluate potential profitability of each. You can make use of some of these tools online to figure out which customer needs are being searched for more, and then see how many players are catering to those demands:

- a. Google Trends
- b. Google Keyword Planner
- c. ClickBank
- d. Amazon

## 4. Define your niche and its profitability

Zero in on your segment that is profitable and overlaps with your interest and passion as well. Decide which exact needs you can cater to and at what price point. Do not be the cheapest service out there and do not be the most expensive. Deliver the most service and continue to add value!

# Your expertise and ideal Student Avatar [your yogi tribe]

Whether your expertise is Vinyasa Yoga, Ashtanga Yoga, Power Yoga or any other form of Yoga, you need to find your ideal student avatar. You need to see what kind of a student you want to attract to your course, what her needs and requirements would be, where she would come from, and so on. This just brings clarity in your mind about what your strategy should be to find your tribe and have a course aligned to their unique needs.



## Module 3

### Becoming a Yoga Marketing Expert

Marketing your course is not all that difficult. You just need to be cognizant of some of the very basic concepts that form the fundamentals of the subject. Concepts like the 4Ps and the STP are powerful; we explore them here for your benefit.

## The 4P Marketing Mix Framework



*The marketing mix framework talks about the 4 most fundamental things of marketing. Product, Place, Promotion, and Price. All of these have to be taken care of for successfully promoting your course challenge.*

## The STP Framework

Here, STP stands for Segmentation, Targeting and Positioning. We have actually already made use of this in our earlier section without actually naming the framework. The framework is used to sharpen your marketing efforts and derive maximum bang for your buck. The framework suggests that while launching a product or a service, one needs to analyze the target market and segregate it into different segments based on parameters that differ from one segment to another. Once the segmentation is done, you need to evaluate all segments for their potential profitability and weigh them all against your strengths and weaknesses to ascertain which of those you can target successfully. That is how you define your target segment.

Lastly, the framework talks about positioning. This entails how your potential students view your services. To take an example, a disinfectant may have multiple characteristics such as medicinal qualities, appealing fragrance, skin friendly, a special propriety ingredient. However, it is always advisable that you focus on just one or a couple of selling points that differentiate you from competition.

## The Importance of Personal Branding

For a service like Yoga courses, the importance of personal branding cannot be over-emphasized. The training session is intended to bring results that if not present in the instructor herself, can be extremely difficult to draw students. Share your personal stories and how you overcame a challenge through the power of yoga. Vulnerability is a superpower and shows strength and transparency to your tribe.

Another dimension of personal branding is defined by the degree of command you have over your topic, and the respect you get from your own circle – clients, competitors and industry experts. You should try getting as many student testimonials, reviews and recommendations from expert practitioners to build your own credibility. Over time building mastery of your subject is where the passion in your service comes from. Your tribe will be drawn to your passion in your subject/niche.

# Module 4

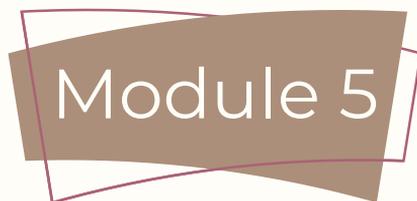
## How to find your tribe of like-minded students [yoga tribe of students]

While looking for your potential students, it is critical to define your student profile, or Student Avatar as we call it. Define what age she is, what income segment she belongs to, what is her physical and geographical location, what are her unique needs and what are her preferences and interests. The Pegasus VIP course has a powerful 30 question worksheet to help you pinpoint your tribe with precision. Once you know your student profile, it becomes easy for you to find like-minded students from across your target segments that are enthusiastic to sign up to your course- challenge.

The best advertising platforms such as Google Ads, Facebook Ads etc. all give you detailed options to filter down and zero in on your target segment. It's important to prepare a list of keywords and search terms you think your customers may be using to look for similar courses. Your keywords are aligned to your course and your student avatar and might be "Mindfulness classes", "Online Yoga Tutorial", "Yoga Nidra Classes" etc. You need to make a comprehensive list of all such niche keywords and phrases and check the traffic Google attracts for each one of them. The most searched terms are obviously bid the most, and will cost you more per click.

Start organically though before paying for a minimum of say, 5\$ a day. You need to strike the right balance between the number of clicks you want to see on your ads and how much you are willing to pay for it.

It is also important to note that advertising for your classes is an ongoing, incremental process of both organic traffic from list building through lead magnets, social media and also paid adds. Putting up an ad is not a one-time process. You have to constantly monitor your ads and amend them when required (the clicks do not have ROI). Each one of these platforms is unique in their way of letting advertisers set up and run their campaigns. However, once you get the hang out of it, it will not take you too much time to get into the groove and get your desired results.

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## Module 5

# The perfect online course or online retreat formula [online yoga course- challenge/ or Virtual Journey]

## Virtual Event Checklist before you go LIVE!

So before you go LIVE, make sure the following things are in order:

1. Go through the entire Pegasus VIP course on the Teachable portal
2. Create a FB private group and Zoom account, test mic and video recorder
3. Create a 5-7 day lesson plan and handbook
4. Answer the “ Find your who” 30 questions in the Pegasus VIP course portal in Resources
5. Build out your website page for your course-challenge ( write copy for it)
6. Market the event organically first to friends and family, your social media, then do paid FB/IG adds
7. Weave story-teach-tool framework throughout your videos and text copy. Explore this through your 5-7 Riffs, choose best Riff...post throughout your social media
8. Set up a system for intake of inquiries ( gmail or use an email from your website)
9. Pre event communication and promote on social media for at least 3 weeks prior
10. Practice and Show up & Over Deliver!

## Last Steps & Gratitude

It is time for me to thank you for taking this course and going through this handbook patiently. The framework used by this guide will get you desired results if you diligently follow the steps outlined. Setting up your Yoga classes and virtual challenges online is not really that difficult as you shall realize when you get started. I would be glad to see your feedback on how your experience was. Whether this course helped you in your endeavor and to what extent. Contact me: [benditlikebuddhayoga@gmail.com](mailto:benditlikebuddhayoga@gmail.com)

Set Up and Launch Your First Online Event and  
Completed!