

MEDITATION METHOD

Teacher Training

MODULE SIX:

MARKETING, SALES, + BECOMING THE TEACHER

- + Social Media Marketing
- + Hosting Events
- + You are the Teacher!

**“Innovation distinguishes between
a leader and a follower.”**

-Steve Jobs



Social Media Platforms

Using technology for HUMAN connection is what will continue to bring us together and help you spread your message and mission.

It's important that you establish value through content and also making sure they know you are an actual person that they could meet or pick up the phone and talk to one day.

Think about the accounts/pages you follow that you love. What is it about them that creates connection? Is it through their writing, their presence, or how they communicate? What's the realness that keeps you engaged and wanting more?

Use the apps that you are already on and enjoying.

You may think that you have to be on every social media tool in order to be successful, however that is not the case! Forcing yourself into places you don't feel aligned with only slows down your momentum and ability to shine.

Narrow down one or two platforms that you could see yourself on regularly.

It must be consistent and more importantly, FUN! These are your spaces to practice your meditations, share your unique perspective, and learn more about your audience and customers.

When considering how often to post, make sure to pick a number that is manageable and reasonable. 3 to 5 times a week is a good gauge to start and you can adjust from there.

Don't fear being redundant, it is okay to post the same message to different platforms. Cross-over helps keep your marketing fresh and on people's radar. Only your super fans will notice and that's a GOOD thing!



GO WITHIN:

- ◆ What are your favorite social media apps? Which ones could you see yourself engaging on regularly?

- ◆ How could you share about meditation through social media?

- ◆ How many times a week would you like to post per app?

- ◆ What would you hold you back from doing this? How could you follow through?



Growing a Following

It takes time to build a base following. It's important to celebrate every new follower or like as a success and not micro manage the numbers or hunt for validation.

You can draw in new followers just like you would at a networking or community event. Reflect on what makes you want to interact with someone online, how can you exude that as a teacher?

Facebook - Join FB groups where your ideal customers hang out. Instead of pitching or promoting yourself, get to know everyone there. When people post questions, answer! Share from your heart. Be there to help them and provide support. It's not about offering sales or a product however they will naturally come to you if you suggest something that resonates.

Consider if you want to use your personal page or create a business one. Personal pages generate leads with your current base of friends/connections however doesn't give you the option to boost posts or create ads. Business pages give you more flexibility to stay in the sole purpose of what you're offering and you can share your posts from there to your personal page if you'd like.

Instagram - Look up the leading teachers and mentors in your area. Use their profile as a hub to connect to others, use their comments as a hub for potential leads. There are so many people that need help but won't have access to the leaders at the top. Go to their profiles. Like a few of their posts and provide real insight and comment to their posts it makes them curious and they'll come over to look at your page and likely follow if it resonates.

Use location tags and hashtags to be put into feeds and searches for new connections to find you.



Social Media Helpers

Create your own quotes, memes, and promotions:

- Word Swag
- Spark Post

Schedule posts ahead of time:

- Buffer
- Hootsuite
- Plann

Links:

Most social media platforms don't want you to direct people away from their site/app however there are a few ways around it.

Facebook - unless it's a paid ad, it will drop your post lower on the news feed. One way around this is to post the link in the comment box. You can also ask people to drop an emoji or respond in the comments to be sent the link directly.

Instagram - Your profile gets one link on the home page and you cannot add links to your post content. The site <http://linktr.ee> has created a way around this! You will receive a unique URL for your profile. IG stories allows authorized users of 10K or more take advantage of a swipe up feature however if you don't have it you can direct people to your bio.

Snapchat - lets you add a link to any post via the paper clip icon

Twitter - You may add a link if under 140 characters.

YouTube - You can add in the description or through the video annotations feature



Videos + Going Live

Utilizing video is an amazing way to highlight your ability to show up as a teacher and meditation guide!

Here are the top platforms to consider:

- ☀Facebook Live
- ☀Instagram Live
- ☀You Tube
- ☀Vimeo
- ☀Periscope (hosted via twitter)
- ☀Your phone! You can record and upload to any of these platforms.

Videos should be simple, have a clear intention, and focused direction.

You don't not have to over-engage and respond to the comments if it feels overwhelming! That comes in due time and regular practice.

Before going LIVE or recording your video, outline your concept.

Ask yourself:

What am I sharing?

Are there tips or tools I'll be teaching?

What is one benefit or takeaway I'd like to provide?

Is there a call to action?

What service or offering could I share?



Videos con't

- Try to keep it 5 to 10 minutes. It's not about over-giving yet providing a clear and concise message.
- Take a few breaths before you start to ground your energy. Make sure to do the same when you finish as well!
- Introduce yourself by name and with the title that is relevant to the video.
- Do not worry about who is there watching yet delivering a message and an experience that can help people.
- Double check copyrighting if using music as part of your video. Some platforms will mute or take down your video.
 - Utilize paid audio sites such as audio jungle or fellow student, Marisa Imon's meditation music album, "Holographic Universe"
- Provide a scheduled time every week where you'll upload your videos or go live. The more consistent you are, the more you will grow your audience!
- Close with gratitude and encourage people to share or tag someone if they feel called.



◆ What are 2 topics I could share on video right now?

1

2

◆ What meditation is easiest for me to teach so as to translate to video?

◆ What are 3 ways I could close out my video?

1

2

3

Affirm:

IT IS NOT MY ROLE TO HAVE MY CLIENTS VALIDATE ME, I VALIDATE MY
CLIENTS WITH THE SERVICES I PROVIDE!



Hosting Events & Collaborations

Hosting your own events, classes and workshops is one of the most exciting parts of being a Meditation teacher!

The amazing part about meditation is that can be held in many environments as long as the space is quiet and non-distracting. It should be accessible to the public and in a safe location. Do your research before reaching out to spaces and look at their schedules for time slots that appear to be available.

☀ WHAT - is the type of class or event you hosting? How long will it be?

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☀ WHERE - Think about a few locations you can host it, choose at least one traditional and unconventional space to hold it.

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☀ WHEN - what are some ideal dates and times to host this? Keep your ideal client's schedule in mind.

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Secure the Space

Once you've established the WHAT // WHERE // WHEN it's time to lock it in!

When looking up yoga studios and event spaces, check the site first to see if they have information available about rentals. If it is not mentioned, still take the initiative to find out if it's a possibility.

Make it personal and avoid sending out cookie cutter replicas of your requests.

Sample inquiry:

Hi Zen Yoga!

I'm a practitioner at your studio and I absolutely love the ambiance and the care you put into the space.

I am a meditation teacher and am looking for a place to start hosting monthly meditations geared toward individuals new to the technique as well as mindfulness practices.

I would love to learn more about your rental fees or if you are open to collaborations.

I can be reached at _____. Looking forward to connecting further!

Best,

Sample Inquiry 2:

Hi OM Space!

I am reaching out about to inquire about your rental fees and availability to host a meditation workshop.

Ideally, I would love to see if the morning of Sunday, May 26th is open. An alternative date would be Tuesday, May 28th at 7:00PM.

Could you also advise if you offer yoga mats and cushions?

I can be reached at _____. Looking forward to learning more!

Best,



Keep in Mind...

When renting a studio or event space:

- If paying a flat rate, accept only if it's a cost that is manageable for your budget
- Should you decide to split the sales from the class, confirm that their involvement with marketing and promotion is satisfactory for you before saying YES.
- Confirm if they have the props you need or will you have to provide
- Ask for any logistics about parking, directions, and when you are allowed to arrive at the space before class.
- Confirm the cost of the space and preferred payment method in writing or email.

If teaming up with another teacher:

- Make sure this is someone you've actually seen teach and understand their style
- Have practiced with more than once to feel out your flow together
- Delegate each others part in the planning and the event
- Set clear guidelines on promotion and sharing
- Confirm payment splits and who will receive the money and payout at the end
- Realize it's okay to charge more money since the cost is going to two or more people
- Structure enough time for you both to have space to teach

Always charge something in exchange for your class, even if you get the space for free! You are offering your time, your expertise, and a service. Realize that every class you teach is a "practice" in a sense and you are allowed to be compensated for it.

Knowing what to charge:

- A \$10 contribution is a good baseline when starting out
- If additional materials are necessary, factor that into the price
- Have a cancellation and refund policy
- If a space holds 10 people, offering 11 or 12 spots is a good idea as there are typically last minute cancellations
- Consider a waitlist if the class starts to fill up



Event Pages + Invitations

Your class is only as good as the people that know about it!

Create an Event Page:

- ☀ Facebook Events
- ☀ Eventbrite
- ☀ Via Your Website or the space you're renting
- ☀ Printed Flyer

Your Event Invitation should be clear, informative, and exciting!

Use photos of yourself or scenic shots that help enhance the feeling and mood of the class.

Utilize one of the payment portals as a way for people to sign up for the class ahead of time and establish how they will pay if doing so on-site.

If individuals are paying at the class, find out if the studio can assist with this or you will need to factor in time to do this on your own. Should you have a large group coming, it may also be beneficial to enlist a friend or someone you trust to volunteer to help out.

Remember: Ticket sales usually don't sell out within the first days of the announcement. The majority of your sign ups will come through in the last 12 to 36 hours.

If ticket sales seem low, the solution is not to cancel however creatively find ways to let people know about the event and stay consistent with your promotions.

It takes time to build a steady class and momentum. Don't dwell on who isn't there yet be grateful for the people that did show up!



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Sample Event Write Up:

-Lead up with who you are and the experience that will happen:

Danielle Mercurio will lead an empowering Kundalini yoga class to move through your blocks, release stuckness, and rejuvenate your energy! The class will end with a meditation to free your mind, relax your body, and enhance your intuition.

-Share more details about the practice:

Kundalini Yoga is a gorgeous practice that blends your mind, body and spirit together as one. Through incorporating guided visualization meditations, synchronistic music, and cosmic energy, Danielle has created her own unique blend that anyone can participate in!

-Offer a nod of encouragement to join as well as share a key takeaway they will walk away with:

Come with an open heart and readiness to expand into your future! Each individual will work with the breath and move their bodies at their own pace. You'll leave with a clear vision of where you're headed next, peace of mind, and an elevated sense of confidence!

-Share what they will need to wear and bring:

No fancy yoga gear necessary! Come in loose comfortable clothing and bring a water bottle. Mats and cushions provided on site.

-Date/Time/Location/Cost (be super specific)

Doors Open at 4:15PM, Class Begins: 4:30PM

Location: The Yoga Zone, 123 OM Lane, Philly

Cost: \$22 in advance or \$25 at the door (cash only)

Tickets are non-refundable

Include a bio or mini-description of you:

- Share your name and title
- Offer a mission statement or what you're here to do
- Add a piece about your personality or teaching style
- Close with where you are based and something you like to do for fun

Sample:

Danielle Mercurio is paving the way for self-help and spirituality to be a sustainable force within a modern, selfie crazed society. As a confidence coach, speaker, and meditation teacher, she encourages people to be successful and live life on purpose.

Danielle is known for being real, captivating storytelling and dropping deep truths with a side of hilarity. She has spoken across the country and spent two years as a referral coach for Gabby Bernstein. She also received her Kundalini Yoga 200 hour teacher training in NYC.

Danielle is based in Philadelphia and loves new adventures, reality tv, good conversation and being in the present moment.



Take note:

**“I AM A TEACHER. I TRUST IN THE BRIGHT
LIGHT THAT I CARRY AND THAT IT WILL
SHINE OUT TO THE STUDENTS THAT NEED IT
THE MOST.**

**I DON'T HAVE TO DOUBT MY ABILITIES OR
WONDER IF I AM READY OR NOT. I HAVE
EVERYTHING I NEED UP TO THIS POINT TO
GO FOR IT.**

IT'S MY TIME. I AM READY.



