

THE HOLY SHIFT



ONLINE MARKETING GUIDE

MELISSA CARROLL, ERYT500

WWW.THEYOGAWRITER.COM

Welcome!

Thank you for joining The Holy Shift Writing Series!

You realize that your words are powerful -- they possess the power to connect with others, to create meaningful conversations online, + inspire positive change.

This Online Marketing Guide is designed to help Yoga Teachers, Wellness Pros, & Coaches gain the clarity + confidence to share their great work online...

...which is truly the best way to ***grow your business, share your gifts with the world, + live life on your terms.***

3 tips to take the “shame” out of “shameless self-promotion”:

- 1** Don't think of this as self-promotion; it's sharing what you love. This sounds simple, but by swapping out the word ***promoting*** for ***sharing***, you can begin to reframe your perspective in how you show up online.
- 2** Online marketing is an amazing opportunity to connect with others and further your great work. These practices have helped you: by sharing them with others, you're helping others.
- 3** Follow the teachers who inspire you and have a strong online presence: study how they present themselves and take notes. Personally, I admire Susannah Harwood Rubin, Diana Rose, & Elizabeth Gilbert on Instagram. They are all very different (and only one is a yoga teacher), but they are all uniquely themselves, and I feel like I gain something as a viewer every time I read their posts.

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10 Magic Marketing Tips

1. Don't be everywhere all the time.

It's impossible, and you will drive yourself crazy in the process. Instead, choose the top 1 - 3 social platforms you yourself use and enjoy.

This is key, because **if you use these platforms you inherently know how they function (and they all function a little differently), so you can best communicate through them.** Plus, you'll enjoy the process a whole lot more!

2. Don't try to imitate others.

Stay true to your unique voice.

It might be tempting to copy the latest fads or mimic the Insta-yoga-celeb with 1 million followers, but the truth is that you'll gain more traction in your business by being yourself.

I know. It's cliché. And yet it's 100% true.

It's far worse when a yoga teacher attempts to put on the air of the sage guru (unless you are a sage guru, then by all means do you).



3. Likes don't matter.

Engagement matters.

A couple of years ago Jill Stanton, the owner of the online membership site Screw the 9-5 (which reportedly averaged more than \$30k/mo.), shut down her wildly popular Facebook group of 45,000 people.

Yes. She shut down 45,000 potential clients in this Facebook group to start again from scratch, because, as she put it, "I'd rather have a group with 4,500 people than 45,000...Numbers don't talk. Engagement does."

Why? "In one word, it's connection," Stanton adds. She believes "connection is the new currency" (Inc., 2017).

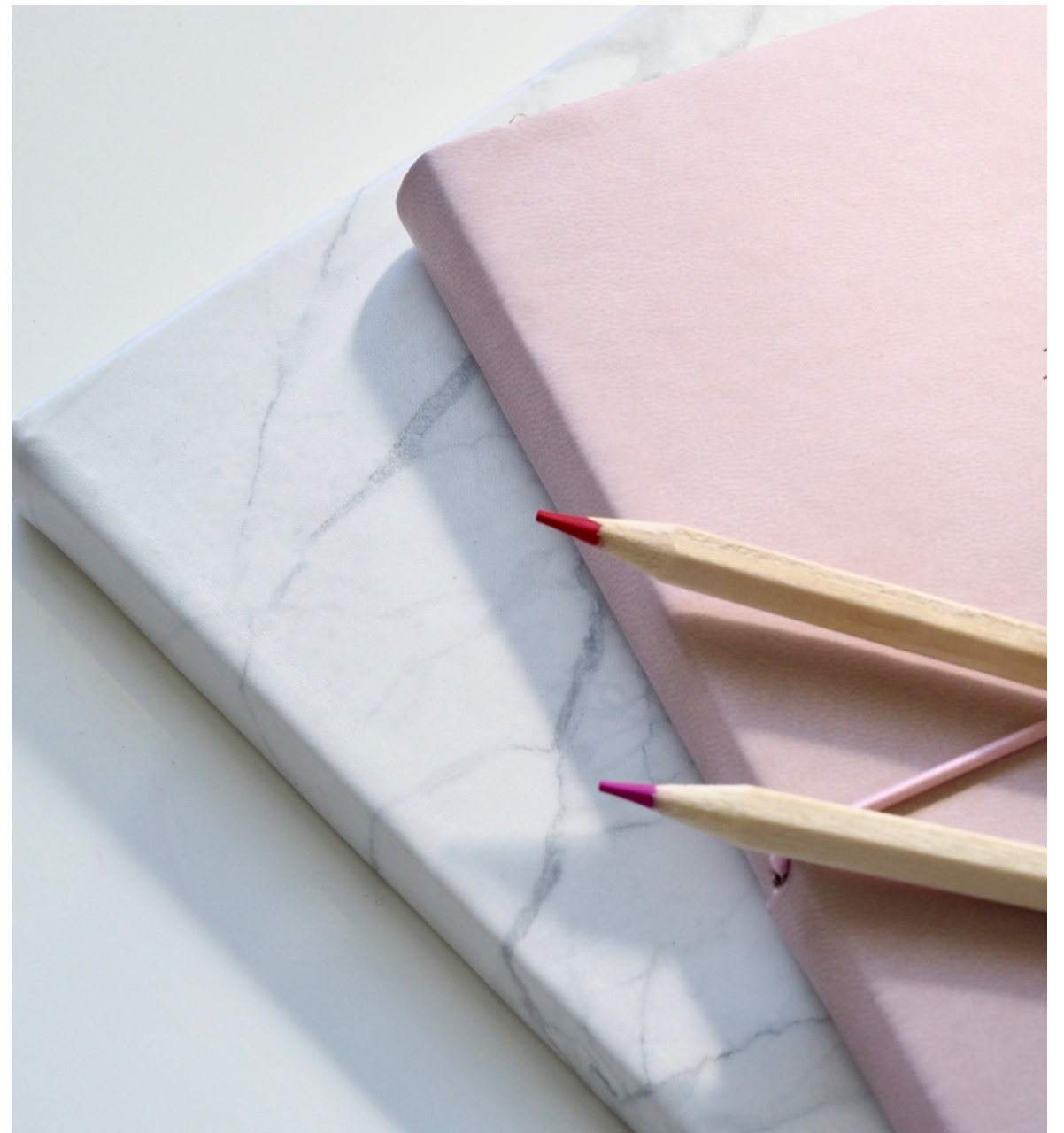
10 Magic Marketing Tips

4. Know Your Audience (Really, Really, Really Well.)

Every modern-day marketer recognizes the power of this concept – and **the clearer you are on your ideal audience, the more directed your marketing will be, the more tailored your language and images will be...**

and the greater response you'll receive.

That leads to filled classrooms, booked workshops, and connections with the kinds of people you want to serve most.



Marie Forleo famously says, **“If you’re talking to everybody, you’re talking to nobody.”**

The reality is you can’t possibly talk to everybody, and by that I mean appeal to everybody.

The first step is to know who you want to talk to: your ideal client.

And the key is to be specific: **you don’t just want to teach yoga students.**

“I most want to teach.....”

Now, ***dive deeper: how does this ideal student feel in this moment?***

Be specific.

What issues/problems does she face, and how can you help her?

Again, be specific. This is the necessary pre-work before you launch your online presence, so you can have clear messaging.

10 Magic Marketing Tips

5. Be (Relatively) Consistent

YouTubers post new videos consistently, and they tell their subscribers when they're coming out with new content – and they follow through.

I know when a new episode of Ghost of a Podcast, one my favorites, drops (every Sunday!).

To gain a loyal following, you need to deliver consistently. You need to show up for them.

First, that means you must **determine how much you're willing to publish on social media, your blog, your YouTube channel, etc** – and **stick to it.**



"Connection is the new currency."

- Jill Stanton

Your audience will respond more when you have a reliable online presence.

That doesn't need to be three times a day (don't overcommit and then drop off the face of the internet, **like I have done, cough cough**).

If your Facebook page is silent for two months and then – **WHAM** – you post three times in one day with promos for upcoming events, your audience won't (typically) respond to the cold sell.

10 Magic Marketing Tips

6. Grow your email list!

(You'll thank me later.)

Maybe you're like me 8 years ago: maybe you don't think you need an email list, because you have no interest in sending out newsletters, communicating via email, etc.

Don't be like 2012 Melissa.

When I first received this advice, from a very savvy friend and entrepreneur, I didn't listen.

Fast-forward 7 years, and I'm still getting my act together with my list. Every entrepreneur will tell you the same thing: emails are gold.

They are the best way for you to **communicate directly with people who actually want to hear from you!**

You're not just shouting about your next workshop from the proverbial mountaintop – you're sending the details to people who are actively interested in you (because they've opted into your list).

3 Super Easy, Non-Creepy Ways to Grow Your Email List:

1. Offer folks a great freebie in return for giving you their email: a guided meditation mp3, a 15-min yoga video, etc.

(You can set this up automatically through an email service provider such as ConvertKit, MailChimp, AWeber, etc.)

2. Offer a relevant freebie at every workshop/event you teach and have a notepad ready for folks to write down their emails.

3. Place a "Subscribe to My Email List" button on your website (Wix and Squarespace make this really easy):
Bonus points for offering your freebie to people when they opt in!

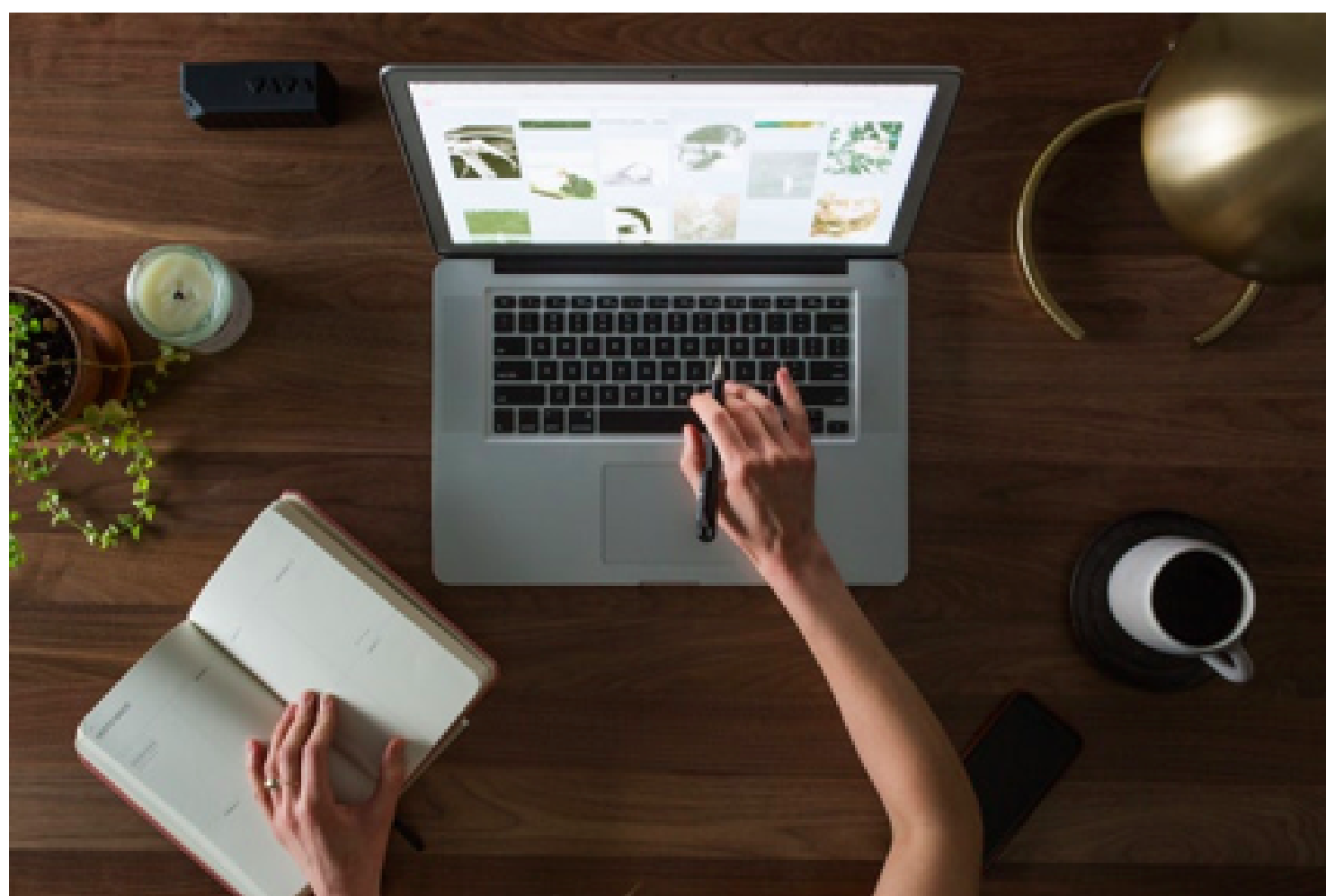
10 Magic Marketing Tips

7. Make Your Content Work for You

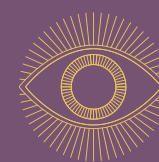
The 80/20 rule applies here: **spend 80% of your social media presence offering value-driven content for your ideal clients.**

20% is sharing your own services and products.

NOTE: This isn't always true for every business, but it can be a good ratio to keep in mind as you grow your online presence and get comfortable sharing more.



Content Tips:



Share what excites you and lights you up – it's a natural way to connect with those who share your passions.

For example, teaching yoga is extremely broad. The depth and breadth of this tradition offers a tremendous spectrum of interests, *from the Sutras to anatomy to alignment tips.*

What aspects of your field do you particularly love and are knowledgeable of?

How can that directly benefit your ideal customer?

You'll find the **magic connection when your interests meet your students' needs** (and your knowledge can help make their lives better).

10 Magic Marketing Tips

8. Add Value to Your Reader's Life

When creating content, remember it's about your reader, your potential student or client.

Every time.

Even when you're sharing a personal anecdote, you should make that anecdote relevant and valuable to your customer's life.

Always ask yourself these 3 questions.

You should be able to address at least one of them with your content:

Will this make my ideal client's life better?

Will it help her solve a problem she's facing?

Will it inspire her or move her emotionally?

Now, this doesn't mean every IG post has to be life-changing. Remember, making your reader laugh at a silly meme IS making their life better (humans pay a LOT for entertainment).

9. Measure Your Metrics

On your Instagram profile you can hit the "Insights" button and check your metrics.

You can see which of your posts have had the most engagement, including which ones people are sharing and saving most (this is key to growing a successful IG or FB profile, because it means you're on the right track creating valuable content people want to save and share).

Notice which posts garner you the most followers, which ones people are saving and sharing the most. Those are your guideposts! Share more content in line with them (again, **don't worry about likes**).

10 Magic Marketing Tips

10. Ask Questions. Poll Your People.

You've created your ideal customer template.

You have them clearly in mind.

You create a retreat to a dreamy destination – aaaand crickets.

No one signs up.

Not only do you make zero dollars, you owe the retreat company money.

This happened to me. Beware!

What went wrong? Well, many things in my case, but the first and most important piece was this:

I didn't ask my audience questions.

I didn't poll them about their budget, their yoga retreat wishes, the destinations that they not only dream of visiting but **can actually visit**.

In short, because I didn't know my audience well enough, I guessed wrong about what they desired (an expensive luxury week in Tuscany with writing classes).

You can't read their minds!

So ask them, either via your email newsletter, IG or on Facebook (IG & FB have a super easy polling tools to get feedback).



I hope this guide helps you get inspired + fired up, with some strategies to share your story with the world!

Thank You!

Let's stay in touch!

Instagram
@the.yoga.writer

Facebook Group for Holy Shifters & Uplifters

Facebook Page:
Melissa Carroll

www.TheYogaWriter.com

in gratitude, Melissa