



CURVY YOGA CERTIFICATION PROGRAM



# PROVIDING MARKETING MATERIALS TO PLACES WHERE YOU TEACH

MODULE FIVE



## Providing Marketing Materials to Places Where You Teach

When you begin teaching at various locations, you want to be sure that they know how to talk about your class in a way that reflects your goals. You also want this process to be very simple for the location. If they have to reinvent the wheel, it will be more difficult for both of you.

In order to simplify the process for the place where you teach, make them feel happy with your efforts at marketing and get the word out in a way that you like, I suggest writing the descriptions for them. This typically involves writing various lengths of descriptions, including some variety so that they're not all exactly the same (this is especially true for social media).

Here are some descriptions you may need (this will vary based on how the studio, gym, etc. markets). See the "Sample Class/Workshop Descriptions" handout for more info on what to include:

- **Flyer Description:** This will likely include a few key phrases but nothing too long. Most flyers work better if they're not too text heavy.
- **Website Description:** Look at the location's current website and see how long their class descriptions are. Model yours on what they do already so that it will look streamlined on the site.
- **Newsletter:** Ask the location how long they'd like a newsletter blurb to be (if they have one). Sometimes they may like to do a whole email about it, in which case you'd send a longer description. Or sometimes they just need a sentence or two in the side column.
- **Facebook updates:** If the location has a Facebook page, write five (or more) updates they can choose from. I recommend writing some that would help them announce the start of the class as well as some they could use on an ongoing basis. If the location uses them, you may check in from time-to-time and send them new ones. Here's a typical format that works well.
  - 1-2 brief sentences about the class. URL to the class info page.
  - Sometimes starting with a question for the sentences above can be helpful. Here's an example: Thought yoga was only for pretzel-like folks? Think again. Check out Curvy Yoga on x day at x time. URL.



- **Tweets:** If the location has a Twitter account, you can do the same thing you did for FB. I recommend testing what you write before you send it. You want to make sure it's about 125 characters so that people have space to retweet if they'd like.
- **Phone:** If the location will be taking calls from the general public about your class, consider giving them a couple sentence description they could use to talk about it. You want to be sure your class is being described clearly. Another option is to just give them the info above for the various advertising outlets and mention that any of that wording would be appropriate if someone calls about the class. You can also offer for them to give out your Facebook page, email address, etc. if folks who call want to get in touch with you for more info.
- **Other:** Locations have various ways of getting the word out. Be sure to ask them how they typically market and provide whatever they need for those outlets.