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Full Lotus: Building a Thriving Yoga Therapy Business

Bonus Resource from Kate Connell of You & The Yoga Mat

Building Your Private Yoga Clientele

YOU & THE YOGA MAT

Cultivating your customers' experience is a great way to retain private clients for the long-term. Start to create a channel for people to funnel through from interested to invested for life.

Starting with the pin drop (the moment of starting) to the closing – create checklists for some of the following things:

1. Enrolling a new client
2. Responding to emails
3. Creating a blog post
4. Creating a newsletter
5. Rounding up social media posts
6. Planning a special event



Use this template for #1: enrolling a new client

1. Pin drop: an email is sent to you inquiring about private sessions
2. You respond with a pre-drafted email answering FAQs you often get + personalizing the communication. Include:
 - a. FAQs
 - b. Policies they can review and complete as a contract
 - c. Waiver
 - d. Any additional info or bonuses (like a suggested blog post or e-book to excite them)
 - e. A way to schedule!
 - f. A way to give you the \$\$\$
3. Confirm that you've covered the above steps or give them the above info
4. Confirm session date and send them a reminder
5. Have session with signature elements catered to your dream client
6. Complete a post-session follow-up by answering any questions after your session via email and sending over any additional information (including homework if appropriate)
7. Include a sweet bonus to make your client feel like GOLD



Kate Connell is an expert in building your private yoga clientele and shares these tips with us, as well as the accompanying interview. You can learn more about her at www.youandtheyogamat.com