

## Module 2 Workbook

Exploring who you are and who you want to work with

What type of yoga classes bring me the most joy?

- Group classes
- Workshops
- Corporate
- Private
- Prenatal
- Thai Therapy
- Restorative
- Gentle
- Children
- Levels (beginner, intermediate, advanced)
- Other:

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### YOUR PATH

Looking at the last page, why am I drawn to the types of classes I checked off? Is it financial, is it because of a life experience of my own, or... ? What path have I been on for the last 5+ years that has led me to both yoga teaching and the type of yoga teacher I want to be?

What are the steps I've taken on my path that has led me to where I am now?

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What are the moments that really stand out for me in terms of when I was happiest and feeling most fulfilled as a human...what was I doing?

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Or what were the pivotal moments in my life that guided me to the path I'm on today?

Do I already have a mentor to help me learn more about the types of yoga I want to teach? If not, who can I reach out to?

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### YOUR VOICE

What are my core values? (ie Authenticity, Curiosity, Sustainability, Responsibility). List your Top 5 values. Some questions to consider: Who am I? What do I stand for? What is most important to me, in my daily life, in my yoga teaching and practice and how I show up in the world?

1.

2.

3.

4.

5.

Now write a sentence for each core value.

1.

2.

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3.

4.

5.

What are some common statements that I make, that truly express who I am?  
Either amongst friends or while teaching? (ie We only have this ONE beautiful  
life, choose to live it well)

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### YOUR IDEAL CLIENT / SERVICE

Looking at the list on what types of classes you like and want to teach, do you see a pattern forming of who might be your ideal client?

Sometimes, it stands out quickly – ie you want to work with pregnant women. Other times it might take a bit more digging.

It could be simply that you want to teach a traditional style of yoga and your ideal clients will be those who want that as well (over other styles like “hot” yoga or “yoga & wine” classes).

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What are the pain points my potential clients are experiencing?

Are they working a 9-5 desk job that is causing them to have neck and shoulder problems? Are they interested in learning more about spirituality and yoga philosophies? Are they suffering from anxiety or insomnia?

List all the pain points of your ideal potential clients and what makes you the appropriate teacher to help them.

In Module 3, we'll take what you've worked on in this workbook to create the content for your website