

# The Three Reasons



## Why Your Yoga Business Isn't Growing and How to Fix It

## Why This Will Change Your Life When You Implement It

I'm going to get straight to the point with this, so there is no fluff.

In a world full of fluffy information, once you understand where you are going wrong with your current strategy, you will instantly be able to correct and alter your actions and thus create the yoga business you really deserve.

The problem is, a yoga business without clients and busy classes is not a business: it's more a hobby. Your ability to bring in students is the lifeblood of your business and your ticket to freedom. After reading this, and when you take the necessary actions to correct these mistakes, you will not have to worry about getting more students, but only if you are willing to implement the steps and do what it takes.

## Why Listen to Me?

My name is Jennifer, and I have been in the wellbeing industry for 30 years. I have successfully built and sold my yoga business, and now I want to teach you how you can, too.

I have been in business for even longer than that - 38 years in fact and have qualifications in wellness, coaching and therapy, building up a successful thriving practice with tons of clients and teachers who work for me. I've also taught yoga teachers, just like you, how to improve their service levels and how to maximise their businesses.

I currently lead business groups, teaching and coaching them business and marketing skills across the South East of England.

The main reason you're going to love this is because I'm straight to the point and obsessed with my clients' results. You will get very clear on the problems that have held you back when it comes to building a busy student list and, having personally spent many hours listening to the same problems over and over again from people just like you, there is a constant pattern as to why you are lacking students in your business right now.

In a world full of people promising you everything and underdelivering, my aim in this guide is to prove that I know what I'm talking about and if you follow the steps then you too can make a radical shift in your current situation and get crystal clear on your next steps.

That being said, let's get into the 3 reasons you do not have students flowing into your business.

# Reason No. 1



## Your Strategy Isn't Working

One of the biggest reasons people struggle to attract the right students is because they get too caught up in the day-to-day details and lose sight of the bigger picture. Instead of creating a clear, focused message, they end up offering too many classes, discounts or low-end subscriptions. It becomes a race to the bottom on price and you're trying to appeal to everyone. In today's crowded market, a vague approach gets lost in the noise. The key

is to define exactly who you want to help and tailor your message to them. When you match your offerings with both your expertise and your ideal student's needs, attracting the right people becomes much easier, especially when you're just starting out.

I know a yoga teacher who never set any goals, didn't focus on long-term plans and just tried to please everyone. The challenge she was facing was that she didn't want to niche down and market to the right students because she was worried that she would lose potential clients. As she found herself being compared to everyone else in the market, she realised it was going to be a couple of months until she was either going to have to give up or relook at her strategy. I suggested that she focus on writing down some clear goals, especially about the one class she was most passionate about and knew that people loved.

In just a short time, once she started setting clear goals and thinking ahead, everything changed. By focusing on one core yoga offering instead of trying to do it all, she began attracting the right students – those who truly resonated with her style. As a result, referrals increased naturally, her organic posts became more effective, and more clients joined her programs on autopilot. In just a short period, she saw a 50% increase in bookings and class sign-ups, all because she created a clear path forward.

When you don't have a clear message that speaks directly to your ideal student's struggles, attracting the right people becomes challenging. Many yoga teachers give up too soon, assuming the what they're doing is wrong. But the real issue isn't their skills: it's the lack of focus. With a simple, strategic approach and a short test run, they could unlock a steady stream of students who are truly aligned with their teaching, creating lasting growth in their business.

The fact of the matter is that when you focus on your mid and long-term goals and get clarity on those, you will be on a quicker road to get everything you ever wanted.

Too many people lose sight of their goals and give up too early, thinking they don't have what it takes. I recommend focusing on your goals until you reach a target of £50-£100k turnover. Only then can you start adding to your overall strategy, otherwise you will be too diluted and will lose your ability to carve out your own niche and become a recognised authority within that niche.

## Reason No.2



### You're not earning enough money and feeling undervalued

The difficulty is, that if you market to the masses, then you will fail because trying to target everyone, or people who can't afford to pay for value, will overwhelm you, and this is why many yoga teachers give up.

One of my clients, before she got really clear on what was the best way to market with yoga students who are prepared to pay for the high value services she offered, was on the edge of giving up

because she couldn't handle the amount of different and conflicting information in regards to getting more clients.

Once she was clear on the quickest and most effective way to market her classes, she was able to see an almost instant result, because instead of chasing low-paying clients, she was able to make more money from students who valued her services.

The process I recommend is really simple: refine your message and speak your student's language. That way, you can immediately get paid what you're worth with fewer clients.

Before jumping into paid ads, there are simple, free steps you can take to validate your offer and ensure that you're being paid what you're worth – without spending a penny. However, if you want to see faster results, investing in your marketing can give you instant feedback, allowing you to refine your approach based on what your students truly need.

Don't waste your energy on overcomplicated strategies that drain your time and leave you feeling undervalued. The key is getting real, honest feedback as quickly as possible. The sooner you understand what works, the easier it becomes to adjust your offerings and attract students who see, and are willing to pay for, the value you bring.

If you're spending endless hours without a clear strategy, you're likely spreading yourself too thin. This not only dilutes your focus but also affects your confidence in your worth. Mastering one thing with a clear focus allows you to see real results and will give you the motivation to keep going. Too many yoga teachers give up because they don't see progress, but the issue isn't their teaching; it's the way they position their value. It's time to shift that and claim what you truly deserve.

## Reason No. 3



### You're So Stressed, You're Not Practising What You Preach

You know as well as I do that the yoga and wellness space is crowded. There are countless teachers offering meditation, mindfulness, and relaxation techniques. But that's not actually a problem. The real challenge isn't the number of other teachers, it's being authentic in your approach and fully embodying the practices you teach. If you're feeling burnt out, overwhelmed, and stressed,

but still guiding others toward peace and balance without practicing it yourself, your energy won't align with your message.

Here's the exciting part: you don't have to create something entirely new to stand out. Your method, your story, and your personal journey make your teaching unique. It's not about reinventing yoga or meditation, it's about embodying what you teach in a way that feels real and relatable to your students.

One of my clients was struggling with burnout while teaching meditation, yet she wasn't making time for her own practice. Together, we developed a sustainable approach that allowed her to reconnect with her own well-being first. By prioritising her own inner peace, her teaching became more powerful, and her students felt the shift. Her engagement grew, referrals increased, and when she started marketing her programs, she naturally attracted students willing to invest in her offerings, because they could see she was living proof of the transformation she promised.

If you're feeling out of alignment with what you teach, you're not alone, but the first step to growing your business is making sure you embody the message you share with your students. When you lead by example, everything else falls into place.

My coaching programme helps yoga teachers create a sustainable business in less than 90 days. One that brings in students consistently without burnout, stress, or spending hours posting on every social media platform. Because let's be honest, how can you guide others to peace and balance when you're overwhelmed and stretched too thin yourself?

More people than ever are seeking calm, connection, and healing. They need yoga, mindfulness, and meditation, but they also need a teacher who truly embodies the practice. They also need the support of a real life human being. AI can't provide what you can. When your business is set up to flow with ease, and your brand reflects your authentic journey, you naturally stand out. By aligning your offerings with your own wellbeing, you not only attract

students who are willing to invest in your teaching but also create a business that supports you as much as it supports them.

It's time to step into your power, lead by example, and build a yoga business that is both financially sustainable and energetically aligned.

## **Most Are Following The Wrong Method And They Don't Even Know It.**

**If you are tired of being undervalued and overwhelmed then THIS IS FOR YOU**

I don't care how motivated you are if you want to go north and you are heading south. Motivation alone won't get you to where you want to be, you need a plan. Most teachers are running in the wrong direction.

After many years of watching so many yoga teachers fail because they were focusing on the wrong tasks to build a business.

This programme made me a successful yoga teacher with a thriving business, so if you want to, just copy my method so that you could get £10k a quarter, or a month, every month and beyond. If you want clarity in your yoga business, then this is for you.

## DO NOT MISS OUT ON THIS

I will work with you over the course of the programme, to inject my successful methods into your business. Plus, I will also give you one-to-one session with me personally, where I will help you do exactly that.

You will get a **FREE** Strategy Session with me, and I can show you exactly how to apply my strategies to your business. As a result of the session, I will help you fix the problems that are currently stopping you from hitting your current goals on a monthly basis.

If you knew what was stopping you from hitting £10k, £15k and more in your yoga business, then you would have already hit those targets. The truth is that you are most likely following the wrong method, yet you don't realise it.

Just a heads up, the Strategy Session has a true value of £250; that is what I charge for my time a consultancy level. However, because you have downloaded this guide, I am giving a limited amount for **FREE**. I don't know how long I will be doing them for, so if you do not book today, you may miss out.

Book today before I close them down so that you can copy my method and have it individually tailored to you and your business so that you can get consistent £10k a month and beyond, so you can make the difference you want to make, without being inauthentic and without posting all day on social media.

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