**Helping Your Students and Clients Find You!**

This assignment has several parts divided over two areas. They are (A) creating outreach materials, and (B) visioning and (in so doing) planning for success!

Please complete each item under both areas by following the prompts below. This assignment is due **August 24, 2019**.

1. **Create Outreach Materials**
2. Design your yoga therapist business card. You can go ahead and design on card through a company like Vista Print, or Moo, or just sketch your design (one or two-sided) on paper or on your computer.
3. Design your website or print brochure. You may choose to use Wix or Weebly or another website design with templates, update an existing site with your newly designed Yoga Therapy page, or turn in pages designed on paper.

If you do not expect to have a website, please submit a tri-fold print brochure. If neither of these formats is right for what you envision, speak with Jaime or Chris to get approval for your marketing tool idea before you go ahead and design it.

1. Your promotional piece for your therapeutically-oriented Course or Workshop. If this is a brochure, postcard, webpage, or some other item that is complete unto itself you need only to submit it or its design draft. If your course or workshop will be displayed within a course catalogue please provide a sample of this catalogue (a link or older version) and then submit your description, price, bio and other pertinent information.

This should display *your work with you as the lead presenter*, and not as a team presentation (unless you’re the star), or with you as an assistant to another key person.

If you would like to use the Spanda® Yoga Movement Therapy logo, a U.S. registered trademark, on your materials - *and we would love for you to do so* - please let me know. We’ll email you our licensing agreement.

1. **First Year Business Planning and Marketing Visioning**

Please answer the following to the best of your ability at this time. These answers do not need to be long. Many will be short. The work is in deciding what you want, are willing to do, and in forming a vision and strategic plan. These questions are designed to help you do so.

1. What are the features of my yoga therapy business? You may include more but please include these items:
2. Brief description of services
3. Pricing, noting any discounts, groupings, special offerings
4. Any Internet scheduling service – how appointments are scheduled
5. Policies on cancellation
6. In-person outreach potential location(s): name two
7. Outreach to/at relevant businesses in area: name two
8. Other?
9. What are my non-negotiables? (ex. not work on weekends, dinner time with family, lowest price point)
10. What are my top 3-5 Business Goals?

Describe them in specific, measurable, actionable, realistic, timed, terms as best you can

1. What makes me/my service(s) unique?
2. What do my potential clients need? What can I help them with? How can I help them solve their issues?
3. What are the features or characteristics of my ideal client?
4. Where do my clients “hang-out?” Visit? Where can they be found?
5. What is it that I offer in a nutshell? What’s my elevator pitch? (takes @ 30 seconds to say)
6. What are ways I’ve marketing my work and offerings in the past?
7. And what might I try now and in the future?
8. What new programs, offerings, services, marketing activities do I need to enact this year to reach my goal(s)?
9. What is my promotional plan for my therapeutically-based yoga course or workshop?

Please include price, description, your bio, actual location or visualized type of location, target population characteristics.