



Increasing student numbers

A Conversation – Knoff Yoga Teacher and Master Teacher James Bryan

Question:

Hope you and Nicky are both well?

I have a couple of questions as below:

With the teacher's resources templates in the starter kit are we allowed to change them by adding our logo etc. at top & still include the Knoff Yoga logos as well?

I work fulltime & prior to this Covid virus I was running 2 classes a week most of the time I only had 1 or 2 students attending if any. I started about 6 months ago & feel that as I can only run 2 classes, they are not growing in numbers as bigger studios & other teachers can offer daily classes & at higher discounted rates. Is there anything you can recommend here? I physically cannot run any more than 2 at this stage without neglecting myself & my practice.

Any feedback and information will be greatly appreciated.

Answer:

With the teacher resources, you are most welcome to change whatever you need to suit your business. The idea is to save you having to start from scratch. For example, while the Health Questionnaire may look short and simple, it is the result of a good lawyer and our experience of what is helpful. Prior to this version, if we needed a group photo of a class, we had to go back to each student and ask permission to use the photo. Now we have this permission included. We do not abuse this and still ask, but it saves a lot of time.

We created a special logo for Knoff Yoga Teachers - Knoff Yoga Association - see attached. You can amend this if you wish, e.g. just use the circular part.

I hear you about the low student attendance in your classes and this may require you putting on your creative thinking cap. If you can't compete with local yoga schools, on price and timetable, then how about convenience? You could go to the student's home or place of work and offer a better student/teacher ratio, say a maximum of 4 students - so they receive awesome personal attention. Traditionally yoga was taught one-on-one. Group classes are a Western idea.

When Nicky and I first started we would use local halls and the more remote the location the more students we had. In cities, there are always lots of options. In smaller towns, this is not the case.

Since you only have time for 2 classes per week, make this a positive highlight of your offering. The effects of a yoga practice last for 3 - 4 days, so 2 sessions per week is just the right amount for the student to progress, without being a fanatic or needing to disrupt their other responsibilities.

Because of the proliferation of yoga schools, I think the business model is no longer working well. In Cairns, when there were only a few schools, we used to get up to 50 students in a class. Our success was stymied by other places opening - 6 within a 2-kilometre area. The gym next door (3 meters away) started teaching yoga and the physio next door branched into yoga classes as well. In Melbourne, where Nicky has been running workshop for over 10 years, there is now a yoga school on every corner. As each new yoga school opens, they simply offer a lower fee to initially attract students and this pricing model kills it for everyone else.

If we were starting out again, we would keep things small, simple and personal. We would promote our "product" as authentic and go upmarket, i.e. aim at the people who could afford us. The more overheads you have the more you have to earn and the more stress you will be under.

Have you heard of the 80/20 Rule (Pareto Principle)? The 80/20 Rule is one of the most helpful of all concepts of business time and life management. It is called the Pareto Principle after its founder, the Italian economist Vilfredo Pareto, who first wrote about it in 1895. Pareto noticed that people in his society seemed to divide naturally into what he called the "vital few," the top 20% in terms of money and influence, and the "trivial many," the bottom 80%. This rule says that 20% of your activities will account for 80% of your results. 20% of your customers will account for 80% of your profits. 20% of your products or services will account for 80% of your profits. 20% of your tasks will account for 80% of the value of what you do, and so on. This means that if you have a list of ten items to do, two of those items will turn out to be worth as much or more than the other eight items put together. Our understanding of this insight is that we need to focus our attention and effort on the 20% of students (who can afford us) and thus earn 80% of our income with them. Step away from students who are "price" conscious and turn to those who are happy to pay for personal service and quality. Focus on the 20% and avoid the time wasting 80%.

We wish you every success.