

2017 IAYT - SYTAR Marketing Round Table- Sarah Kaczor & Molly McManus

Our sessions were each introduced and framed around the following questions.

1. How to position the Yoga Therapist as an expert
2. How to have ethical marketing practices
3. What are key phrases to separate yoga therapist from teachers
4. What is the difference in Marketing/advertisement/promotion

Group One

Request for Collaboration and a request for IAYT to head up a comprehensive marketing tool for all yoga therapist to use.

- can iayt have a brochure that answers some of these questions –
- can we find volunteers today to help with resources to create – a task force to do the work with members of IAYT to help
- Pdf with flyer or 3 fold brochure - What is a yoga therapist and why you need a C-IAYT
- Or double sided postcard or rack card – with simple information to clarify the public understanding

Common threads and key points for material – Why a Yoga Therapist

Relationship – one on one attention of a trained professional looking at the individual for whole wellness

Experience and Knowledge – much more training and standards and competencies – minimum training for a therapist is 800 more hours than a teacher – 2+ years

Yoga Mate (Ann Marie) brought up her software as a global platform that generates interest through facebook and other connections – what is potential for iayt and yoga mate to collaborate – The idea of a digital flyer that could have each studio/practitioners logo pulled on through software

Schools and individuals

Marketing school to yoga teachers without insulting yoga teachers – yoga alliance helped us when they made these guidelines for taking out the therapy related words – they helped us separate ourselves.

Focus on people who want to deepen the knowledge when we market

Show where your graduates are working – hospitals etc to show how this is different the teacher training

Go to other existing 200 hour programs and teach and influence – do a workshop on therapeutic yoga for free. Adaptive/inclusive etc

How do we market graduates of our schools to the medical community? GO do talks in the system – get in front of them. IAYT is looking to see how we can to market the larger community.

Group Two

Know and understand your market –

- Putting an ad in paper for stroke classes vs using social media for younger niche (ad provided a full class)
- How do you learn your market? Join your local chamber of commerce, business funds, signs, print ads
- Find out how people hear of you and do more of that.

If you run an ad you often get an article in a magazine – look for local publications to work with on this

Hire an entrepreneur and business coach

Know your niche – and know where you will have the most impact

Consider other ways to market – One attendee said she did a sponsorship of an event - \$800.00 investment brought her lots of future business

Use language well – back pain vs using yoga therapy – use terms people understand

For training programs use terms in marketing about service oriented career – people are interested in that also in career transitions

Free workshop – yoga skills for therapists on facebook got many people interested

Promote each other – know how those systems work. Share others links and information – this helps us all.

Request to IAYT – marketing materials created that I could buy that defines what yoga therapy is – I would even buy them

Words –

Self care – self empower – learn how to live more effectively in your own body

Yoga Personal Training – rather than private session

I don't call it Yoga - People who don't want to do yoga don't want to do yoga – I call in Back Care etc. When they are in the room then I tell them I am a yoga therapist

Look at scope of practice when promoting

Partnership with more professional organizations like parkinsons, alziemers etc

Yoga international article on yoga teaching vs yoga therapist

Group Three

Key Phrases

Individual clients – assessment

Action plan – lifestyle shifts

Additional training

Higher level of expertise

Customized approach

Knowledge of Pathology

Group yoga therapy where people can not afford
Assessible and inclusive practices
Orientation to process vs outcome
Using tools to Affect a health change
What is the lens in which we approach – and how we use tools
Whole being wellbeing vs symptom management

Speaking to needs and their pain – the right message to the right people

-----Would like IAYT do some education articles on other publications – here is what yoga therapist – yoga therapy is – USA today, other publications

Social Proof – working with legitimate organizations, testimonials

Can there be a consistent language that IAYT determines and lets us know how to position ourselves – IAYT should have a statement (the YA did this)

____The current definition of Yoga Therapy on IAYT is broad and vague and does not feel usable

__ write and establish yourself as an expert
Be consistent and put it out there

As a final project one school uses the Prospective piece on IAYT as an option – write up...

Speaking to Yoga for People with Backpain rather than Yoga for Backpain

Use the tools that are there like Yoga Mate – use the IAYT tools –

Ann Marie from Yoga Mate and Michelle Bowles – mlbowlesyoga@gmail.com – (314)809-4724 are interested in being on a task force for an education or collateral piece – pdfs publications about what yoga therapy is