

*video*

**CONFIDENCE**

**for yoga teachers**



# WHO IS THIS FOR?

This video training is for yoga teachers who want to start teaching yoga through video, pre-recorded or live-streaming.

In this video, I'm sharing key take-aways and tips to teaching yoga classes on video.

# Today, our topics include:

CLARIFY your purpose

KEY words

CLASS plan

CAMERA options

CREATE your space

CUEING audio options

CLOTHING consideration

CALL to action

CONNECT with students

COLOR Scheme

CONSISTENT content

KEEP it simple

# CLARIFY YOUR PURPOSE

Why are you teaching yoga? Get specific.

Come back to your mission statement.

What is the purpose of this class?

Have a consistent introduction.

# CLASS PLAN

Create a class plan or outline.

Have your plan in front of you.

Easier to stick to it on video than in person.

Practice your class before filming.

# CREATE YOUR SPACE

Use as much natural light as you can.

Front lit, not backlit (avoid windows behind you).

Box light kits or flood lights work well.

Have a few feet between you and your background.

Yoga mat is usually horizontal.

Your entire body is visible and centered.



# CONSIDER YOUR CLOTHES

*When you look good (on your terms), you feel good!*

Avoid baggy clothing.

Avoid the color black on camera.

Avoid distracting accessories.



# CONNECT WITH STUDENTS

Eye contact for video.

Look at the camera often.

Talk to ONE person.

Smile.

# CONSISTENT CONTENT

Creating videos regularly builds trust.

Batch film - more than 1 at a time.

Upload videos on a regular schedule.

Use social media to tease and promote.

# KEY WORDS

Title & theme your videos appropriately.

Type of yoga + audience, or solution to a problem.

Search for popular titles and key words.

What is your audience searching for?

# CAMERA OPTIONS

iPhone or mobile device

DLSR or similar

Logitech Webcam

Laptop is fine for getting started

*Don't forget about a tripod.*

# CUEING: AUDIO OPTIONS

*\*For yoga classes, this is often the most important*

Blue Yeti Mic

Rode WirelessGo

Lavalier Microphone

Voice over

# CALL TO ACTION

What is your viewer's next step?

Lead them to your website, to download a free guide, membership, the next video, etc.

If posting on YouTube, tell people to subscribe and like.

# COLOR SCHEME (BRANDING)

Have a consistent look in for each video,  
both in set up and thumbnails

Take a screenshot then use an app like  
Wordswag for text over photo

# KEEP IT SIMPLE

Teach what you know.

Start with what you have.

Learn and upgrade as you go.