

# Get In The Door: 3 Tips For Selling School Leaders on Yoga

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## Tip #1: Be Flexible and Creative

Whether you approach the school wanting to teach during the day, after school, part-time, or full-time, you have to be flexible and creative! If you hear a ‘no’ from a principal, it’s probably not because they don’t want the program, but because it doesn’t fit into their program the way you’ve wanted or anticipated it to. So, when you hear no, get creative!

A key aspect to being creative is listening to what you’re hearing the principal say, and adapting your program to meet the schools needs instead of coming in with your own agenda.

When I was taking the steps to land my dream job, I interviewed a lot, and got rejected a lot.

But I took notes. I listened carefully to what school administrators had to say, what their concerns were, what questions they asked. Most of the time, those questions and concerns were exactly the same as ones I’d heard from other school administrators.

I learned to expect them. I prepared for them. I learned what principal’s valued in teachers, the needs they had, and I made sure to emphasize the strength of my offerings, and speak to those needs specifically.

After three or four interviews, I walked in prepared and feeling confident. There were no curveballs. I had clear and concise answers to their questions and concerns, because I’d anticipated them. Eventually, this preparation paid off, and I found a principal who believed in me and what I had to offer.

**Tip Takeaway: Before your first interview, brainstorm some questions you think school administrators might ask you, and prepare clear and concise answers to these questions. Additionally, bring an outline of 3 different ways your program could be implemented at the school.**

## Implementation Brainstorming Plan

Use the table below to identify 3 ways you could implement your program at a school.

	<b>Plan 1</b>	<b>Plan 2</b>	<b>Plan 3</b>
Who is your target group of students?			
Why do you want to teach this group / grade level?			
When will this take place *including time of day and/or class?			
What will you teach them / how does it align with the needs of the school?			

\*Note: With flexibility being a key factor for schools now, consider when / how you might offer your classes virtually to schools, whether through live or pre-recorded videos AND how you might pivot quickly if need be.

## Tip #2: Be Proactive

In the world of education, “no,” doesn’t always mean “no.”

I heard it a lot when I was interviewing with principals: “This is great, but we don’t have the funding, so no.”

“No” is not “never”. It is not a sign or an invitation to give up on your dream.

So many kids yoga teachers that I talk to give me the same explanation: that the school is interested BUT there isn’t any money in the budget.

I promise you that if a school wants a program enough, there IS money to be found, and they will make it happen.

So, if you hear ‘no we don’t have the money’, you need to be prepared! Be proactive.

The possibilities are endless, but you have to be proactive, and think about reasons why funding might be an issue. Giving this thought before you go into an interview will give you bargaining tools, and go even further towards convincing school administrators that you know your stuff and are willing to work WITH them to make it happen.

**Tip Takeaway: Make a clear list of the costs associated with your program, as well as the number of students your program is going to reach. When you interview with principals, bring this breakdown of the maximum total cost PLUS funding options with you.**

**Program Cost / Budgeting Checklist:**

Make a list of some of the items associated with your program, including your time, supplies, and any additional information you might need. Then, reflect on the amount each item will cost, and a few different funding options for each item. Don't forget to be creative!

Item	Cost	Funding Options
<i>Example: Time</i>	\$200/hr	- Grant - School budget

## **Tip #3: Be The Expert**

I can't tell you how many times I hear from people who want to teach yoga in the schools lament about the fact that a school administrator was unresponsive to requests.

Well, here's the thing: you're approaching them like you need them, when in reality, they need YOU!

Believe it or not, principals and recruiters view you as the expert. More often than not, they have little to no experience with yoga.

Your job is to sell yourself to them. By having a scope and sequence, testimonials, and other documents to support you, you'll be seen as an expert.

**Tip Takeaway: Go into each interview and conversation believing in yourself as the expert, and with documents to support you. Make a list of 3 reasons why their students will benefit from your guidance, and lead with that!!**



**Notes:**