

Defining Your Ideal Yoga Student Worksheet

_____ name _____ is _____ age _____ years old.

He/She lives in _____ place of residence _____.

He/She completed a highschool/college/university/other education _____

and is currently working at _____ define work as much as possible _____,

and earning \$ _____ per year.

_____ ideal yoga student (name) _____ feels:

- happy when he/she is _____
- sad when _____
- frustrated with _____
- helpless when _____
- guilty about _____
- inspired by _____

List any other feelings he/she has along with the triggers:

Description of ideal yoga student's family, friends and coworkers:

Description of ideal yoga student's schedule (with work, loved ones, hobbies, etc.):

Describe where your ideal yoga student is when they are purchasing/using your services/products and what time of year/season/month or week is best for buying?

Why does your ideal yoga student love your product or service? What problems does it solve for them? How does it improve their life? Why do they choose you over other similar companies?

Other notes and observations about your ideal yoga student: