



# YAPTA TASTERS

A GUIDE FOR PRESENTERS



# TABLE OF CONTENTS

## 1

### ABOUT YAPTA TASTERS

What Are YAPTA Tasters?... Pg 4

The Importance .....Pg 5



## 2

### THE FORMAT

What Is The Format?.....Pg 7



## 3

### THE REQUIREMENTS

The Requirements.....Pg 9

## 4

### LEAD GENERATION

Receiving Your Leads..... Pg 11

Converting Leads..... Pg 12



## 5

### BRIAN COOPER'S TOP PICKS

Submit The Form..... Pg 13



# 01

## ABOUT YAPTA TASTERS



Extracts from events  
or courses



Display knowledge  
and experience



Growth and  
contribution



By Mentors, Trainers,  
EYT\* and SYT\*





ABOUT YAPTA TASTERS:

## WHAT ARE YAPTA TASTERS?

YAPTA Tasters are extracts from Development Workshops or Training Courses that allow potential students to experience the presenter's knowledge and teaching style.

They are an excellent opportunity for Teachers and Trainers to Gain Recognition, Raise Brand Awareness and Generate Leads for courses and workshops.

### WHO CAN APPLY?

- Trainer PRO's Members
- Approved Mentor Members
- Senior Yoga Teachers (requires ADW add-on)
- Experienced Yoga Teachers (requires ADW add-on)

# ABOUT YAPTA TASTERS: THE IMPORTANCE

There are six basic human needs. One is to **grow**, another is to **contribute**. You can fulfil both of these by presenting YAPTA tasters!

Learn more about this concept on our [career path >](#)

## GROWTH

You will receive the first name, last name, and email address of attendees. We'll also split this list up into two categories: Enrolled and Completed.

These leads will allow you to grow your yoga business! It's a list of people that you know are interested in your services.

## CONTRIBUTION

As you gain knowledge and experience it's your responsibility to continue this cycle and pass it on to others.

YAPTA Tasters allow you to provide valuable information to others for free so it's accessible to all!

## Leads of previous YAPTA Tasters

Course Name	Leads
Stress & Trauma	364
Meet The Diaphragm	335
Language of the body	328
Magic Bandhas	302
Yin vs Restorative	300
Shoulder joint	252
Vinyasa Krama	239
Moonology	201
Pregnancy Essentials	197
Teaching Safely	185
Asana Intelligence	183
Alignment & Cueing	155
Lower Back Pain	131
Practicality of Meditation	91
Reiki infused yoga	87
Kids Anatomy	85
Balance Pelvis	83
Working with Chronic Pain	83
The Vayus	78
Breath Retention	68
Postnatal Yoga	64
Special yoga	64



I was able to use the contacts you gave me to DOUBLE my mailing list and introduce a much wider audience to the work of StretchBodyMind





# 02

## THE FORMAT



MP4 File Format



20 Minutes Max



Clean Background



Clear Outline



## THE FORMAT:

# TECHNICAL SPECIFICS

- Video Type: MP4
- Maximum File Size: 2GB
- Video Orientation: Landscape Mode
- Maximum Duration: 20 Minutes
  - Recommended: 10-12 Minutes

### EXTRA TIPS

1. Make sure the speaker is on the centre screen.
2. The background should be uncluttered and one colour.
3. Segment the video, for example, with an intro, main body, and a review of the material at the end of the course.
4. Accompany the footage with a handout or links to further learning on the topic.
5. Type out a script or outline to help you.





# 03

## THE REQUIREMENTS



Single Topic



Exclusive



Concise



Promo Link





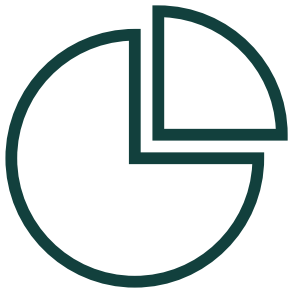
THE REQUIREMENTS:

# WHAT ARE THE REQUIREMENTS?

1. The topic must be an extract from an existing Development Workshop or Training Course.
2. Each video should cover a single topic, with a clear learning outcome stated at the beginning of the video.
3. The video should be exclusive to YAPTA.
4. The presentation should be concise and stay on topic.
5. A brief biographical intro is acceptable, 1-minute maximum.
6. The video can contain a promotional link to the main workshop or course but should not in itself be self-promotional.

# 04

## LEAD GENERATION



Segment Leads



Ask To Opt-In



Include Offer



Value Ladder







## LEAD GENERATION: **RECEIVING YOUR LEADS**

1. Each month, a promotional email is sent to all members promoting the YAPTA Tasters.
2. You will also receive access to your Google Documents spreadsheet containing the name, email address and date enrolled/date completed.
3. The list is segmented to highlight those who watched the entire video.
4. You will receive an email/text as new leads are added.

### CONTACTING COURSE PARTICIPANTS

- You must get permission via opt-in forms from lists of participants before putting them on your contact list.
- Once you have participants' permission, you agree not to spam the contacts list.
- Ensure email contacts are given the option to unsubscribe from your email list.
- Encourage feedback to assess if the outcome was successful.
- Make an irresistible offer for the main workshop/course.

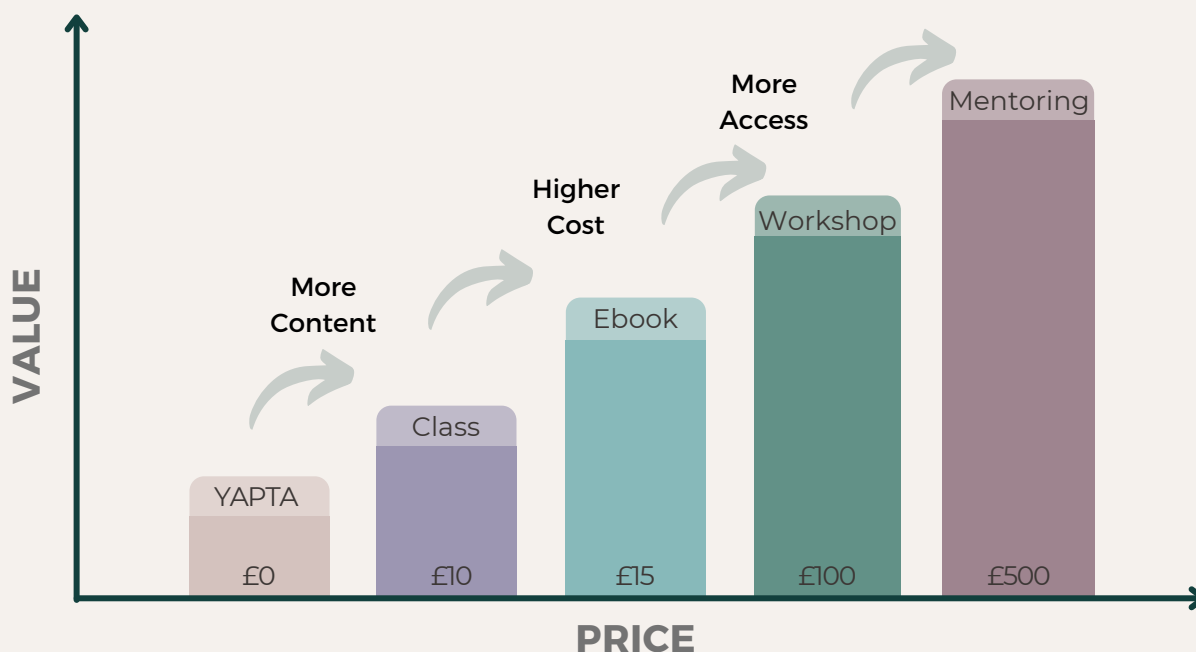
## LEAD GENERATION:

# TIP TO CONVERT LEADS

1. Discovering their preferred learning and communication styles will create a bond and show empathy!



2. Turn your customers into clients by moving them up the value ladder! If you constantly over-deliver they'll become fans.

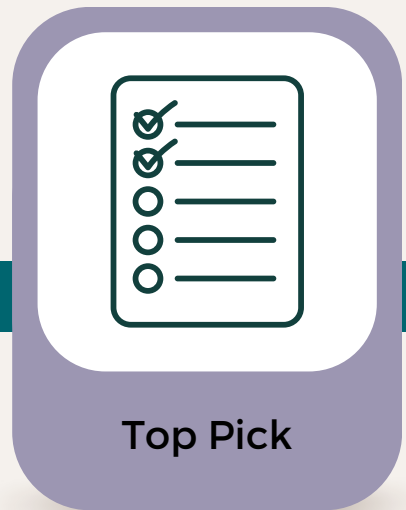
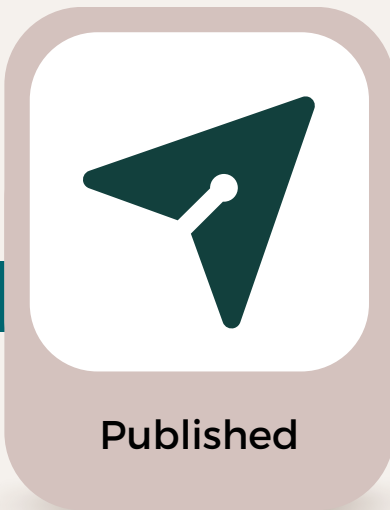
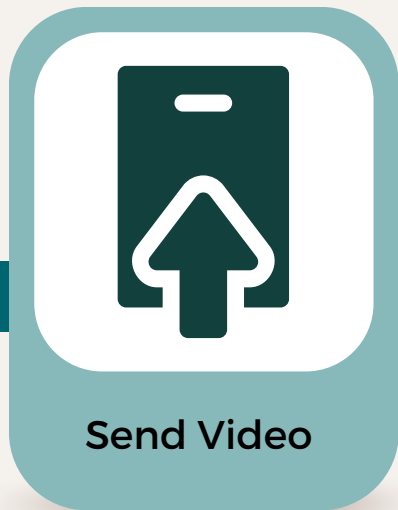


3. For more information on converting 'leads' to 'sales', [watch the following video with co-founder Bruce Mackay.](#)



# 05

## BRIAN COOPER'S TOP PICKS



Brian Cooper, co-founder of Yoga Alliance Professionals reviews the YAPTA Tasters frequently. If your taster is of outstanding quality, you'll be chosen for Brian Cooper's Top Picks!

You also have the option of having our team review your Taster before publishing. While this does not guarantee a slot in the Top Picks, it does give you some helpful guidance.

[Submit Form](#)