

# Fill your YOGA Workshops & Events



A Step-by-Step Marketing  
Guide with Canva Templates

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# ABOUT

## I'm so glad you're here.

I know exactly what it feels like to have all these beautiful ideas for yoga workshops and wellness events, but to be completely overwhelmed when it comes to turning those ideas into a reality.

The thought of marketing your event can feel daunting, especially if you don't have graphic design skills or experience with social media.

You may be wondering:

How do I get the word out?  
How do I attract the right people?

That's exactly why I created this guide—for yoga teachers and wellness practitioners like you who are passionate about sharing your work but may not know where to start when it comes to marketing your events.

This step-by-step guide, paired with customisable Canva templates, will take the guesswork out of the process and help you market your workshop with confidence.

With a clear roadmap and practical tools, you'll learn how to reach the people who are seeking the services, guidance, and inspiration you offer.

You don't need to be a graphic designer or social media expert to successfully fill your workshops. I'm here to help you every step of the way!

*Rachel Tyne*  
**Rachel Tyne**

# **PART 1:** Design & Planning



**A full workshop isn't just about marketing—it's about connection. When you align your message with your purpose, the right people will show up.**





## Clarify Your Purpose & Target Audience

The foundation of any successful workshop starts with a clear understanding of your purpose and the ideal participants. Before diving into the logistics, take time to define the outcome you want your attendees to experience.

Ask yourself:

- ❖ What transformation or learning do you want to facilitate?
- ❖ How can your expertise guide participants to a meaningful result?
- ❖ Who benefits most from this workshop (e.g., beginners, advanced practitioners, a specific demographic)?

Understanding your audience will guide your content, style, and tone. Craft a message that speaks directly to them, answering their most pressing questions, desires, and challenges. The clearer you are on who you're speaking to, the more effective your marketing will be.

**Your workshop isn't just an event—it's an opportunity for transformation. Let people know why they need to be there.**



## Create a Compelling Offer

A compelling offer is what will make attendees feel they can't miss out. To create one, make sure your value proposition is clear:

- ❖ What benefits will participants receive by attending? Think about both tangible (skills learned, personal growth) and intangible (feeling of community, relaxation) outcomes.
- ❖ What makes your workshop stand out from others? Highlight your unique qualifications, experience, or teaching methods that make your approach distinctive.
- ❖ Showcase the results attendees can expect, using testimonials or success stories from previous workshops to illustrate your impact. It's important that your offer is irresistible and connects deeply with your audience's needs.

**When you believe in the value of your offering, sharing it becomes an extension of your teaching, not a task.**

## Logistics & Setup

This step involves the nuts and bolts of turning your idea into reality. Think through these key logistical elements:

- ❖ **Platform:** Will your workshop be in-person, online, or a hybrid? Choose the platform that suits your content and audience preferences. For online workshops, consider tools like Zoom, or platforms like Teachable for self-paced options.
- ❖ **Date & Time:** Choose a date and time that aligns with your audience's availability. If in-person, consider local calendars (holidays, school breaks). For online, take into account different time zones.
- ❖ **Location:** If in-person, find a venue that aligns with the workshop's vibe and size. Ensure it has all the necessary facilities (e.g., yoga mats, sound equipment). For online, check the setup of your chosen platform, ensuring you have good internet connectivity, proper lighting, and sound quality.
- ❖ **Pricing:** Set a price that reflects the value of your workshop while considering your audience's willingness to pay. Offer early bird discounts, group rates, or tiered pricing for added flexibility. Make sure you also factor in any costs related to venue rental, equipment, or platform fees.



## Contemplate and Create Your Compelling Offer

Define Your Workshop Purpose	Write a clear mission or goal statement for your workshop.
Choose a Theme or Focus	What is the central theme or message?
Decide on a Format - in person, online or hybrid	Choose your preferred format and note any tools needed (e.g., Zoom, venue booking)
Set a Date, Time, and Location	Date: Time: Venue/Online platform:
Define the Transformation	List the specific benefits (e.g., stress relief, new skills, connection).



## Create Your Compelling Offer - continued

Plan Your Content	Outline your workshop content and the schedule for each activity.
Identify Your Unique Value	My unique selling points are (e.g., live music, expert instruction)....
Craft an Irresistible Offer	What bonuses might you include? (e.g., downloadable materials, post-workshop resources)



## Key Elements for Crafting your Event

Title	Clear, compelling, and aligned with the theme
Engaging Copy	Briefly describe the experience, focusing on benefits and transformation.
Visuals	List any high-quality images or videos from previous events, or find free stock images to capture the essence.
Details	Add important event info such as date, time, location, schedule if applicable, what to bring.
Instructor Information	Brief bio highlighting your experience and qualifications.
Testimonials	Do you have previous feedback or attendee experiences, or can you obtain some to build trust.
Call-to-Action (CTA)	Write your CTA button e.g "Register Now" or "Book Your Spot". Once you create the online ticket, you can link the button to the URL.

# PART 2:

# Online Ticketing



# Online Ticketing Setup

Now that you've created a compelling workshop that will resonate with your audience, it's time to set up online ticketing.

**If your own website has the capability for online bookings then set up your event page on your website.**

For those that do not have an online booking system follow these steps:

## Platform:

In my experience, I've used platforms like Eventbrite, Humantix, and Trybooking. These platforms generally allow you to set up your events for free as they take a percent of the ticket PLUS a booking fee once the event is over. This is deducted from your final payout. While Eventbrite offers great features, it tends to be more expensive compared to other options.

Before you set up your ticketing, make sure you have your image ready for the event posting. Refer to the 'Ticket Event Banner' in the Canva templates to create your image.

## Event creation:

Log into your online ticketing system, click on Create new event. Use the information from the previous section (Key elements for Crafting your event) and simply add the title and description to match your workshop details, and upload your event image.

## Ticket Options:

-  Early bird pricing or discounts to encourage early sign-ups.
-  Decide if you want participants to pay the ticket fee cost or if you will absorb the fee
-  Set the event capacity
-  Optional add-ons like yoga mats, sound journey recordings, or refreshments.

## Payment Options:

Ensure the platform supports major secure payment methods like credit/debit cards and PayPal and ensure users receive a confirmation email upon registration.

## Confirmation & Reminders:

After ticket purchase, online ticketing systems such as Eventbrite and Trybooking send confirmation emails with the tickets attached. They allow you to customise your email to provide further information with all event details (venue, what to bring).

Prior to holding your event, pull a report from your online ticketing platform (e.g. an Attendee report) to obtain all the email addresses and send out a reminder as the event date approaches.

## Publish the event

After previewing and checking the details of the event, press publish. Copy the URL link, some online platforms also provide you with the QR you can download for your marketing materials.

# PART 3:

# Marketing Strategy



# Marketing Strategy

With your ticketing system set up, you're now ready to promote your event through social media, your website, and newsletters.

Crafting a solid marketing strategy is key to getting your workshop in front of the right people. By effectively using the right channels and creating engaging content, you'll build excitement and ensure your event is well-attended. This section will guide you through the essential steps to plan, promote, and execute your marketing strategy with confidence.

## Create Engaging Social Media

**Content:** Design posts that highlight the workshop benefits, your expertise, and what attendees can expect. Use a mix of posts, stories, and even reels to engage your audience.

## Write a Compelling E-Newsletter:

Send out email invitations to your list. Focus on why they should attend, include testimonials, and link directly to your registration page.

**Social Media Ads (Optional):** If your budget allows, run targeted ads to reach a wider audience with clear, compelling calls to action.

## Design Promotional Posters/Flyers:

Print flyers or posters to place in local businesses or wellness centres. Make sure they're visually appealing and include all the key details.

## Leverage Local Partnerships:

Consider collaborating with local businesses or wellness centres to

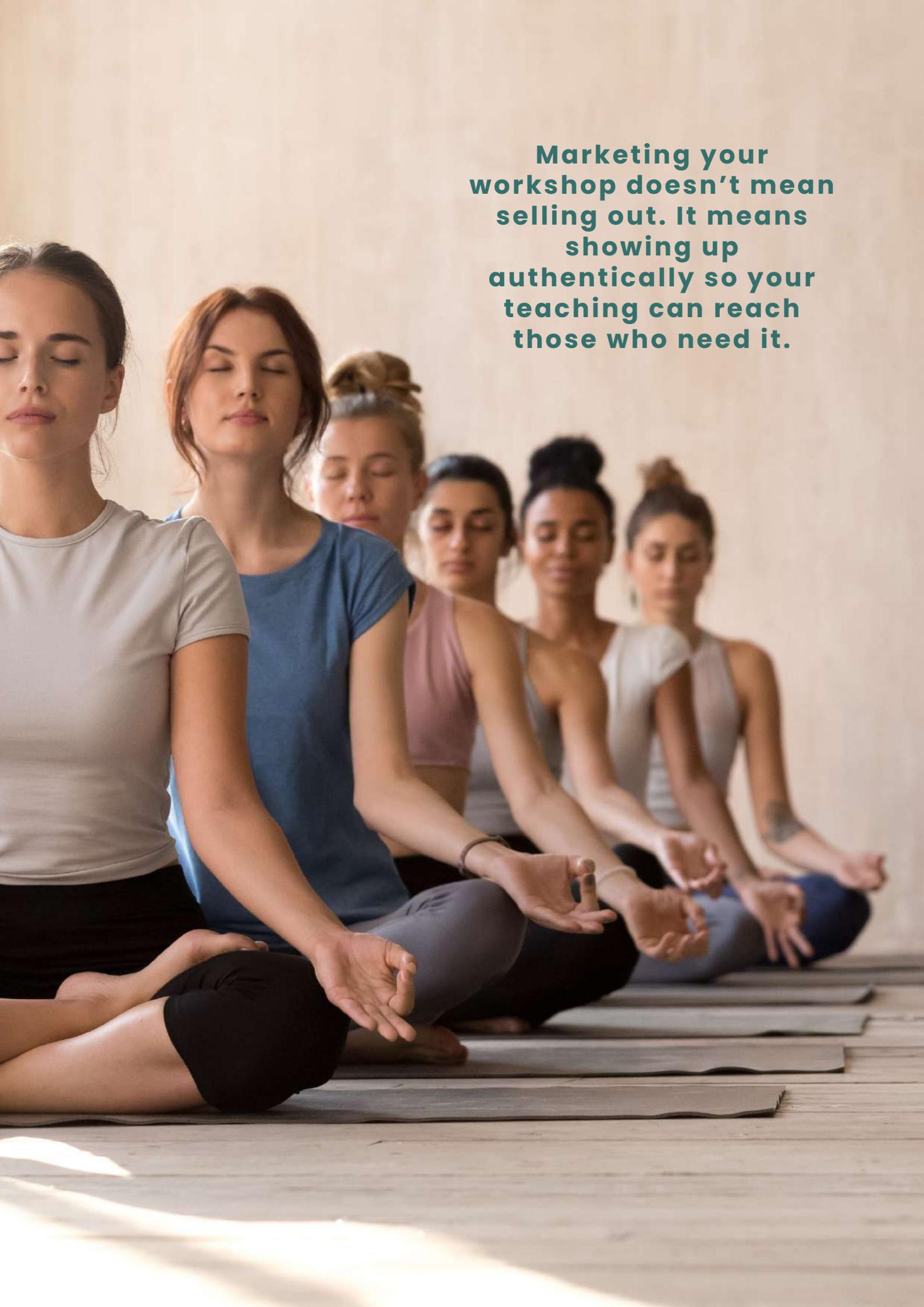
distribute your materials and promote the event.

## Why Use META Ads for Your Workshop?

META ads (Facebook & Instagram) are highly effective for targeting your ideal audience based on location, interests, and behaviours. This ensures your workshop reaches the right people to fill your workshop.

## Step-by-step guide:

1. Set Up a Business Account: Create or log into your Facebook Business Manager account.
2. Choose Your Objective: Select goals like event awareness or registrations in Ads Manager.
3. Define Your Audience: Use demographics, interests, and behaviours to target the right people.
4. Create Your Ad: Write compelling text, include a strong call-to-action (e.g., "Book Now"), and use eye-catching visuals or videos. Use the URL from your online ticketing for the Book Now button.
5. Set Budget & Schedule: Decide your daily or total spend and campaign duration.
6. Launch & Monitor: Review performance metrics and tweak targeting, budget, or creatives to improve results.

A photograph of six women of diverse ethnicities and ages, all with their eyes closed, sitting in a row on light-colored mats on a wooden floor. They are in a meditative pose with their hands resting on their knees. The woman in the foreground is wearing a grey t-shirt and black pants. The woman next to her is wearing a blue t-shirt and grey pants. The other four women are wearing tank tops in pink, white, and two shades of grey. The background is a plain, light-colored wall.

Marketing your  
workshop doesn't mean  
selling out. It means  
showing up  
authentically so your  
teaching can reach  
those who need it.



## Choose your Marketing Channels

<b>Social Media</b> Which platforms will you use to reach your audience?	<ol style="list-style-type: none"><li>1. Set up or update your profiles on chosen platforms (Instagram, Facebook, etc.)</li><li>2. Set up a Facebook event and include the ticket URL link.</li><li>3. Plan your social media – refer to Create a Social Media Calendar (next page).</li></ol>
<b>Email Newsletters</b> Do you have a mailing list?	<ol style="list-style-type: none"><li>1. Set up an account with Mailchimp.</li><li>2. Draft your first promotional email – refer to the Email header CANVA template</li></ol>
<b>Website</b> How will you feature your event on your website?	<ol style="list-style-type: none"><li>1. Create an event page or banner to prominently showcase your workshop, include Call to action buttons like Book Now with the URL Ticket link. You can use the CANVA template Event banner image</li></ol>
<b>Offline Promotion</b>	<ol style="list-style-type: none"><li>1. Write a list of places you can distribute flyers e.g. local businesses, cafes, yoga studios.</li><li>2. Create your flyer (Flyer CANVA Template)</li><li>3. Print and distribute</li></ol>
<b>Partnerships/Influencers</b>	<ol style="list-style-type: none"><li>1. Write a list of local businesses or influencers for potential collaborations or shout-outs and send out emails.</li></ol>
<b>Social Media Advertising</b>	<ol style="list-style-type: none"><li>1. Consider adding a budget for greater reach for Facebook paid advertising.</li><li>2. Use the content developed in the Social Media Calendar and adapt for your ad.</li></ol>



## Create a Social Media Calendar

<b>Announcement Phase</b> (4–6 weeks out)	Write and schedule the first social media post and email to announce the workshop. Refer to Social Media Post CANVA Template to create/adapt
<b>Engagement Phase</b> (3 weeks out)	Plan posts with testimonials, sneak peeks, or behind-the-scenes footage.
<b>Paid Advertising</b>	If uptake is slow, consider paid advertising on META. Refer to META ad creation and CANVA templates.
<b>Urgency Phase</b> (1 week out)	How will you create urgency and remind people to register? E.g. send countdown reminders, limited-time offers, and last-chance emails or posts.
<b>Pre-Event Reminders</b>	When will you remind participants of the event? Schedule final reminders via email and social media, including any last-minute details.

# **PART 4:** Pre Workshop Prep





# Pre-Workshop Preparation Checklist

To ensure your workshop runs smoothly and your attendees have the best experience, use this checklist as a guide. It covers all the essential tasks you'll need to complete before your event, from confirming details and gathering materials to preparing your mindset. Work through each step to feel confident and ready for a successful workshop!

## ***Event Details***

- Confirm event date, time, and location
- Verify ticketing system is set up and working correctly
- Confirm venue bookings (if applicable)
- Ensure schedule is prepared and ready to share with attendees

## ***Workshop Materials***

- Gather all printed materials (e.g., attendee lists, worksheets, handouts)
- Check any props, equipment, or yoga mats needed for the event
- Set up any digital presentations or slides
- Test any technology you'll use (audio, visual, etc.)

## ***Attendee Registrations***

- Monitor ticket sales and track attendee numbers
- Send a reminder email 1–2 days before the event with details and what to bring
- Prepare a sign-in sheet or registration list (if needed)

## ***Marketing Collateral***

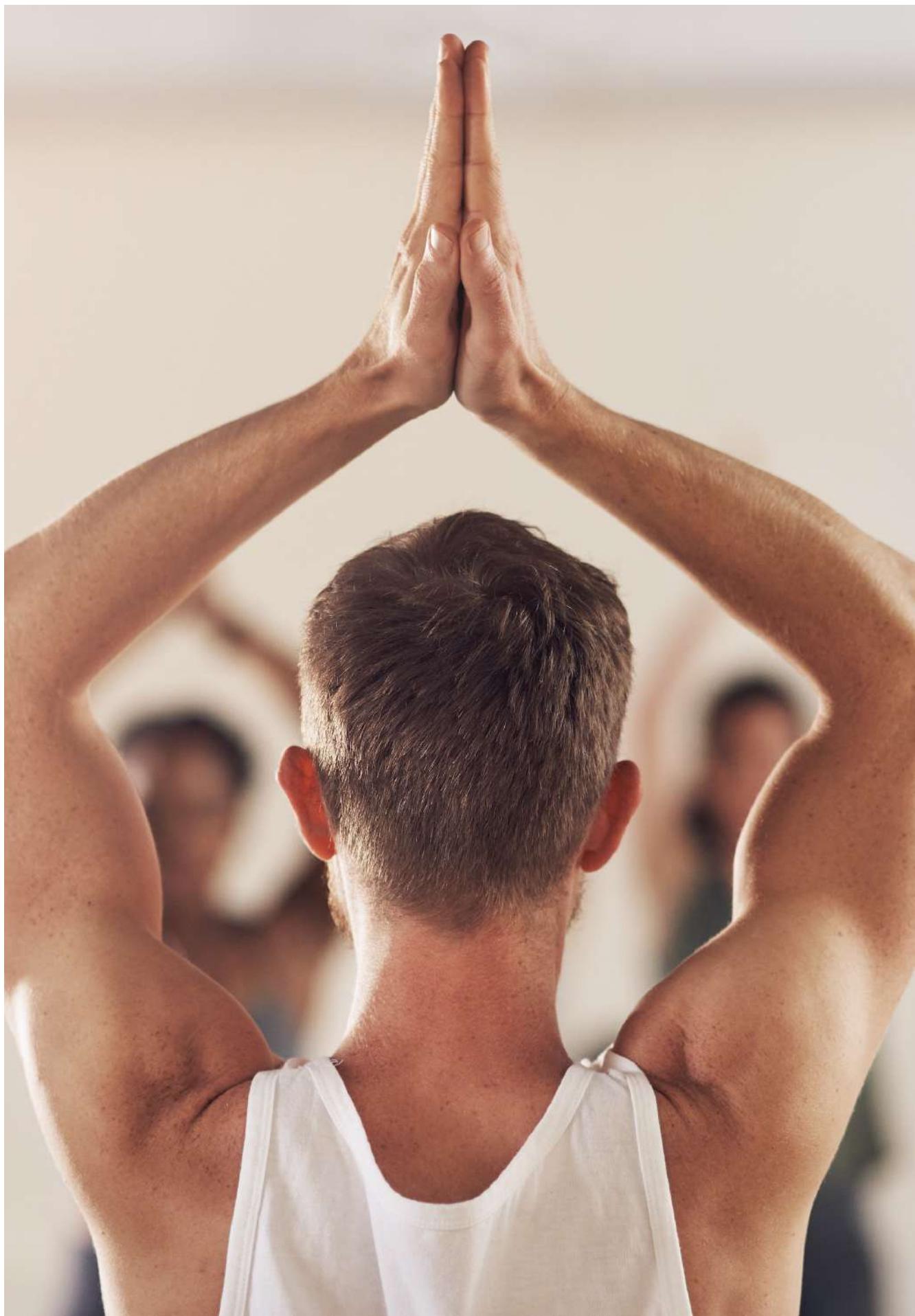
- Schedule last-minute social media posts or email campaigns
- Double-check event landing page for accuracy
- Review all promotional materials to ensure they reflect up-to-date event info

## ***Logistics for the Day***

- Prepare a checklist for the day-of (e.g., setup, timing, transitions)
- Coordinate with event staff or volunteers on their responsibilities
- Plan your event space layout and make sure it's welcoming and organized
- Check that all signage (e.g., directions, schedules) is in place

## ***Event Details***

- Take time for personal mindfulness to ensure you're centred for the event
- Review your goals (e.g., what you want attendees to experience)



# **PART 5:**

## Hold your workshop





## Hold Your Successful Workshop

Remember to enjoy the process and congratulate yourself for putting your work out into the world! After the event, take time to reflect on what went well, what you'd repeat, and what you might change for next time. Don't forget to gather feedback from your participants and encourage them to share testimonials to help improve your future workshops.

### *Post Workshop Reflection*

What went well during your workshop?

*Take note of any parts of the workshop that were particularly successful or moments that felt great.*

What would you repeat next time?

*Identify key elements or activities you would definitely include again.*

What would you change for next time?

*Reflect on any areas that could be improved or things you would do differently.*



## Post Workshop Reflection continued

What feedback did you receive from attendees?

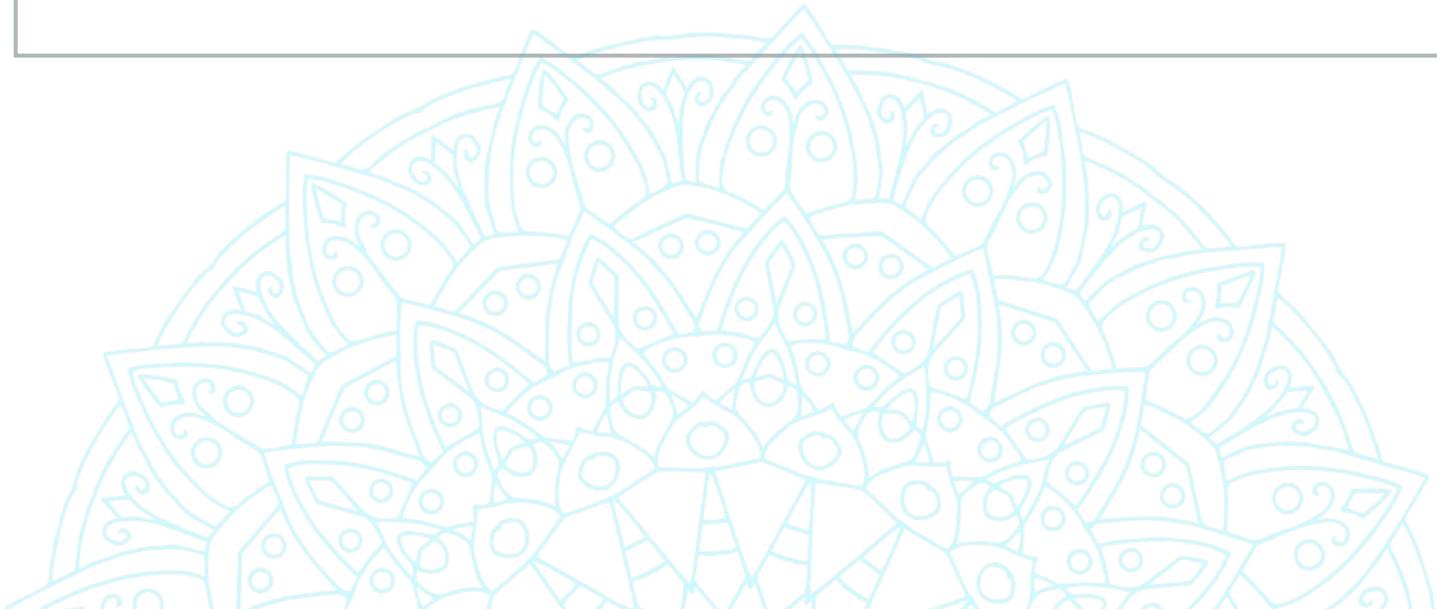
*Write down any specific comments or suggestions from participants, including what they liked or what they feel could be better.*

### Gathering Testimonials

*If any participants gave you positive feedback, note down a few lines you could use as testimonials. Also, think about how you'll follow up with attendees to ask for a written testimonial.*

How do you feel after the workshop?

*Reflect on your personal experience—what did you learn? How are you feeling about your work and the impact you made?*



# **BONUS**

## *CANVA Templates*



## Examples of CANVA Templates

There are five templates for every size. Everything can be customised including the colours, the images, fonts, the details. Swap out with your own brand colours if you have them.



FB/Instagram Story



FB/Instagram Square Post



FB Landscape Post



A4 Poster



FB Event Cover



Eventbrite Ticket Banner

Template	Size	Link
Facebook/ Instagram Square Post	1080x1080px	<a href="https://www.canva.com/design/DAGcJfi04co/OqYjOZyGy3GqNuZ5tFBWxQ/view?utm_content=DAGcJfi04co&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview">https://www.canva.com/design/DAGcJfi04co/OqYjOZyGy3GqNuZ5tFBWxQ/view?utm_content=DAGcJfi04co&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview</a>
Facebook/ Instagram Story/Reel	1920x1080px	<a href="https://www.canva.com/design/DAGeTXDV-DE/if87SXNrOPOkCeOvKmuwwA/view?utm_content=DAGeTXDV-DE&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview">https://www.canva.com/design/DAGeTXDV-DE/if87SXNrOPOkCeOvKmuwwA/view?utm_content=DAGeTXDV-DE&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview</a>
Facebook Landscape Post	1200x628px	<a href="https://www.canva.com/design/DAGeTjsPnos/gJNnO8ot6zkqbxKh7S-qRw/view?utm_content=DAGeTjsPnos&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview">https://www.canva.com/design/DAGeTjsPnos/gJNnO8ot6zkqbxKh7S-qRw/view?utm_content=DAGeTjsPnos&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview</a>
Facebook Event Cover	1200x628px	<a href="https://www.canva.com/design/DAGeThreEyY/ZR2o5OW04sozFzXKOkOnpA/view?utm_content=DAGeThreEyY&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview">https://www.canva.com/design/DAGeThreEyY/ZR2o5OW04sozFzXKOkOnpA/view?utm_content=DAGeThreEyY&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview</a>
Eventbrite(ticketing platform) Banner	2160x1080px	<a href="https://www.canva.com/design/DAGeTgPorsU/nAC47ki4WOxSh8XVKVdDag/view?utm_content=DAGeTgPorsU&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview">https://www.canva.com/design/DAGeTgPorsU/nAC47ki4WOxSh8XVKVdDag/view?utm_content=DAGeTgPorsU&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview</a>
A4Poster (PDF)	A4	<a href="https://www.canva.com/design/DAGeTguKyJQ/YK6SY8NIRSLPFueOP2m3BA/view?utm_content=DAGeTguKyJQ&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview">https://www.canva.com/design/DAGeTguKyJQ/YK6SY8NIRSLPFueOP2m3BA/view?utm_content=DAGeTguKyJQ&amp;utm_campaign=designshare&amp;utm_medium=link&amp;utm_source=publishsharelink&amp;mode=preview</a>

### Tips for Using Canva Templates

- Access the Template:** Click on the provided link to open the template in Canva.
- Edit Your Design:** Customise the text, colours, images, and branding as needed.
- Download Your Image:** Once finished, download the design:  
For online (eg. social media and ticketing banner) Select JPG format.  
Choose the smallest file size to ensure fast loading online.  
For the A4 Poster select PDF Print.
- Organise Your Files:**  
Create a folder on your desktop (e.g., "Workshop Promotions").  
Save all your images in this folder for easy access. You can rename the file eg. FB Square Workshop
- Use as Needed:**  
Upload your designs to social media, Eventbrite, or wherever you're promoting your workshop. Send the Poster PDF to a printer – or save money and print in colour at your local library.