

Tips from a champion...an interview with Michelle Helstrip

“It’s all about networking, getting out there” says Peterborough based Dru yoga teacher Michelle Helstrip.

Michelle trained in the UK and Australia and began teaching in the local community hall.

Michelle quickly began networking with other yoga teachers and health professionals and has now run classes for staff in offices, hospitals, and the police force, as well as running workshops with professionals from other disciplines.

Her top tips for success are:

- ✓ Ask clients to register for classes, as this creates commitment
- ✓ Place a value on yourself so that others place a value on your teaching- you have invested time and money in your teacher training course and can add value to others’ lives
- ✓ Constantly promote yourself, use every opportunity to hand out business cards, get local press coverage and talk to people
- ✓ Add a human element to any features you write for the local paper, and always put your contact details in publicity or press material
- ✓ Find ways of addressing your potential audience that use language applicable to them
- ✓ Explore ways of working with like-minded professionals to get your message across – for example run workshops together