

YOGAPROS · FOR PREMIUM PARTNERS

Partner Success Strategy

*A short playbook · sent the day you sign up. Three steps to
turn directory visibility into your own client database.*

★ YOU MADE THE RIGHT CALL

You joined a *vetted partner network* reaching ten thousand professional yoga teachers, in a hundred countries.

This document is the playbook. Every Premium Partner reads it on day one — before they send a single asset for the listing. It is short on theory and long on action. **Three steps.** One outcome.

You don't need to invent the strategy. We've designed the system. *Your job is to bring the offer.*

Read this once, in one sitting. Then return to one step at a time as you build.

★ THE PROMISE

A clear path. A clear outcome. Long-term compounding.

★ THE END GOAL

A YogaPros member,
on your client list.

*From there, you own the relationship. The lifetime is
yours to shape.*

★ HOW IT WORKS

YogaPros provides *visibili-ty*. You provide the *offer*.

★
YOGAPROS

Visibility.

Directory place-
ment · monthly
member email ·
member dash-
board link ·

Trending signal ·
re-feature when
offers change.

+

★ YOU

*An irre-
sistible
offer.*

Exciting.
Attractive.
Unique to
YogaPros mem-
bers. Ideally
something they
cannot get
direct from your
website.

*A YogaPros member opts in to your channel. **Your**
client list grows by one. The relationship is now
yours.*

Three *moves*.

i. *Provide content* for your Premium Partner page.

Two critical pieces — the irresistible offer · and the value ladder of three products.

ii. *Assess* & revise.

Continuously review results. You can change the content or offer up to three times per year.

iii. *Nurture* the opt-in into a customer.

After they join your list, the relationship is yours to compound.

V2.0 PLACEHOLDER · PENDING SOURCE
ARTICULATION

Provide the content for your Premium Partner page.

Two critical pieces. Both matter.

Your Premium Partner page is the listing every YogaPros member sees. Visit it from the directory, the monthly email, the member dashboard, the search index. It is the surface where the visibility we provide turns into the opt-in you receive.

The full content brief lives at: */premium-content-brief*

URL PENDING

i. The irresistible offer. *(Step 1a)*

ii. Three products on a value ladder. *(Step 1b)*

★ BEGIN HERE

*These two pieces of content do **most of the work** on your behalf. Get them right, the rest follows.*

The *irresistible offer*.

Exciting. Attractive. Unique to YogaPros members.

The single most important asset you provide. The offer determines everything: opt-in rate, perceived value of YogaPros membership, your conversion to a paying customer at the next rung.

Exciting — the kind of offer a member would mention to another teacher in passing.

Attractive — the kind of value where the answer is yes without hesitation.

Unique to YogaPros — ideally something a non-member *cannot* get direct from your website. This protects the value of being a YogaPros member.

Consider **value-adds** bundled with the headline offer — a free guide, a starter pack, a signed extra.

Or a **free resource** as the base level — the entry point that requires only an email opt-in.

★ THE TEST

*Would a member feel they got **something** they couldn't get anywhere else? If yes — ship it.*

★ STEP 01 · PART B

The *three products* on a value ladder.

iii. Top tier · *for those ready*

FEW CUSTOMERS · HIGHEST VALUE
· PROFIT CONCENTRATED HERE

ii. *Mid-tier* product

SOME CUSTOMERS · TRUST BUILDING · THE
SMALLEST YES

i. *Easy* entry point

MANY OPT-INS · ZERO OR NEAR-ZERO COST · ALL
START HERE

*Three rungs. *One progression.* Without the rungs above, the
highest-value customers never appear in your business.*

Why *three rungs*.

5%

of customers deliver **50%+ of profit**.
Without upper rungs, the 5% never
appears.

16×

your top 4% spend **sixteen times** the
average. They live at rung three.

53%

an existing customer is **53% more
likely** to buy than a new one.

1×

YogaPros acquires the customer.
Once. Your job is to climb.

Assess & revise.

*The first version is rarely the best version. The data tells you **which version** is working.*

Your Premium Partner page is not a one-shot artefact. It is a tunable instrument. YogaPros gives you the right to **change the content or offer up to three times per year** — three times to test, learn, and improve.

Watch the opt-in rate. Is the doorway converting browsers into list members? If not, the offer needs work.

Watch the conversion to first paid step. Are list members moving to rung two? If not, the mid-tier needs work or the welcome sequence does.

Watch the revenue per cohort. Are early-month opt-ins eventually reaching rung three? If not, the top tier needs

work or the climb is too slow.

Refresh the offer when it stales. Even a strong offer fatigues after twelve months. *Three revisions per year* is built for this.

★ THE DISCIPLINE

Set a quarterly review date. Ask one question: what would I change if I could change one thing?

★ STEP 03

V2.0 PLACEHOLDER

Nurture the opt-in into a customer.

Premium is the doorway. The work begins after a member walks through.

Once a YogaPros member is on your list, the directory has done its job. From here, the relationship is yours to compound — through your welcome sequence, your value-first content, your invitation up the rungs.

Within 60 seconds. Your welcome email fires. The doorway value is delivered. The next rung is named.

Genuine value first. Two pieces of useful content before any second commercial ask.

Months, not days. The first paid step lives in week 4–8 — not week one.

Re-feature in the YogaPros monthly email when the offer changes — uncapped slots.

★ BUILD BEFORE LAUNCH

*Your welcome sequence is built and tested **before** the Premium page goes live. The list is the asset.*

What this looks like at *year one*. Year two. Year five.

Year 1

Doorway live. List growing every month. First paid conversions on rung two. **Whale candidates emerging** at the top of the funnel.

Year 2

Pattern visible. Whales emerge. List compounds. **YogaPros becomes a measurable channel** in your reporting.

Year 5

List is several thousand strong. **Lifetime customer value compounds** independent of any single offer.

Tick *ten*.

If a box stays empty, the listing is not ready. The Premium page is a precision instrument.

01. ☐ I read the page as a **relationship engine**, not a sales advert.

02. ☐ My offer is **exciting, attractive, unique** to YogaPros members.

03. ☐ My offer cannot be obtained **direct from my website** on the same terms.

04. ☐ I have an **easy entry point** — opt-in only — at rung one.

05. ☐ I have a **mid-tier product** at rung two.

☐

I
have
a
**top
tier**
for
the
cus-
tomer
ready
for
the
deeper
rela-
tion-
ship.

07.

☐

My copy names the **outcome**, not the prod-
uct specification.

08.

☐

My welcome sequence **fires within 60
seconds**.

09.

☐

I have a **quarterly review** date in the
calendar.

10.

☐

I treat each opt-in as a **five-year relationship**.

★ ONE OUTCOME

You've made the right call.
Now *build the offer.*

Three steps. One outcome. We've built the visibility — the directory, the email, the dashboard, the Trending signal. Your job is the offer that makes saying yes the obvious move. Show up to the work. The system carries the rest.

YOGA PROS

Partner Success Strategy · v2.0

Sent to Premium Partners on signup

Editorial YogaPros · Partnerships

Contact partners@yogapro.org

Companion </premium-content-brief> · </premium-template-annotated>

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