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YOGA CLASS DESCRIPTION FRAMEWORK

Works for every class you
teach.



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Let's rewrite your class descriptions together.

Step 1: Pick one class to start
Don't try to do them all at once.

Pick the class you teach most often, or the one that needs the most help.

Write here your yoga class

Step 2: Answer these questions



Who is this class for? (Be specific—job, stage of life, struggle, body type)

How do they feel BEFORE class? What's the ache they're carrying?

What do they secretly want to FEEL AFTER class? (Be specific)

What will we actually DO in class? (2-3 concrete elements)

What makes YOUR version of this class different? (Your training, style, vibe)

Step 3: Write your first draft



Use this template:

This class is for [WHO] who feels [BEFORE ACHE] .

We'll [WHAT YOU'LL DO] so you can leave [AFTER FEELING] .

[WHAT MAKES IT YOURS] .

Example:

This class is for anyone who sits at a desk all day who feels that nagging tightness between their shoulders that never quite goes away.

We'll move through gentle chest openers and shoulder stretches, holding them long enough to actually release the tension so you can leave standing taller, breathing easier, and finally comfortable in your body.

With 10 years of experience working with desk workers, I'll show you exactly how to undo the damage of sitting.

Step 4: Read it out loud

Does it sound like you? Would you say these words to a student who asked about the class? If it feels stiff or formal, loosen it up.

Step 5: Test it

Post it on your schedule. See what happens. Ask students: "Did the description match your experience?" Use their feedback to refine.

Bonus Templates:

Short Description (for schedule grids):

[WHO] who wants to [FEELING]. We'll [QUICK SUMMARY]. Leave [FEELING].

Example:

Desk workers who want to release tight shoulders. We'll move through gentle chest openers and stretches. Leave standing taller.



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