YOGAPROS
PARTNER

A GUIDE FOR PROSPECTIVE PARTNERS

Partner Success *Strategy*

Everything we've learned about what makes partnerships work here — distilled into a few pages you can actually use.

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A note *from us*

First of all, thank you for reading. Considering a partnership with YogaPros says something about your brand — that you care about who your products end up with, and that you want to build something lasting, not just chase a quick sale.

Our partners are a network of brands we genuinely believe in, serving a community of 20,000 yoga teachers, trainers, and trainees who take their craft seriously. These are people who pay attention to who shows up for them, and they'll pay attention to you.

This guide is short on purpose. It's everything we've learned about what makes partnerships work here, distilled into a few pages you can actually use.

BEFORE YOU DECIDE

We'd rather you knew what works before you sign up than found out after.

Your offer does *the heavy lifting*

The success of your page comes down to one thing: an irresistible offer. The more compelling the offer, the more likely our members are to click through to your website — and that's the aim. Once they're on your site, you can speak to them in a way that works for your brand.

> *Your offer must be unique to YogaPros members. That means it can't appear on your social media or be shared elsewhere. Members should get something they genuinely can't get by coming to you directly — whether that's a unique discount or meaningful added value.*

What *works?*

Start with the goal. Are you looking to build your database, drive sales, or run an affiliate programme with YogaPros members? Decide that first — it'll shape everything else. Once you're clear on the goal, the right offer almost picks itself.

If you want sales

A bold welcome offer — 40–50% off a first purchase or bundle — works brilliantly as a loss-leader. Modest discounts get modest results, and members can spot a token gesture a mile off.

- Buy one, get one free on a hero product
- Mystery gift with purchase — a curated extra adds delight without dropping your price
- Bundle deals — pair complementary products at a meaningful saving

If you want to build your database

Trade something valuable for an email address:

- Free downloadable guide — e.g. "5 Props Every Teacher Should Own"
- Free video or mini-course — a short masterclass from your founder
- Free sample posted to their door
- Quiz or diagnostic — e.g. "Find the right mat for your teaching style"
- Free template or checklist — something they'll actually use

If you're running an affiliate programme

- Members earn a commission on every referral they make to your brand
- Tiered rewards — better commission for higher-volume referrers
- Combine an affiliate code with a member discount — they save, you reward, everyone wins

If you want long-term loyalty

- Members-only loyalty programme with early access to launches
- First dibs on new products before public release
- Annual member gift for repeat customers
- An exclusive YogaPros edition of one of your products

The *Golden Rule*

KEEP IT SIMPLE

Whatever you choose: one offer, one code, one click to redeem. Friction is the enemy. If a member has to think for more than a few seconds, you've lost them.

Your page is a *shop window*

Members decide in seconds. Lead with the offer, not your founding story.

- Strong, on-brand imagery
- Short, warm copy focused on what this does for them
- One clear call to action — tell them exactly what to do next

Know who *you're talking to*

Our members are professional yoga teachers and trainers — predominantly women, building real careers from their practice. They care about movement, wellbeing, sustainability, ethical sourcing, and the business side of teaching.

> *Speak to them as professionals. They'll feel the difference.*

Think beyond *the first sale*

The real win isn't the first order — it's everything that follows. Once a member buys, they're in your world: your list, your community, your repeat-purchase flow.

Make that first order count. Thoughtful packaging, a handwritten note, a warm follow-up email — small things turn one-time buyers into long-term fans. A dedicated welcome sequence for YogaPros customers works wonders.

The *Value Ladder*

A value ladder is the journey a customer takes with you, from their very first low-cost (or free) interaction, all the way up to your premium offerings. Each step builds trust, deepens the relationship, and naturally invites them to the next one.

People rarely buy your most expensive product first. But once they've had a great experience at one level, they're far more open to climbing to the next.

A yoga brand example

STEP 1 · FREE	**A downloadable guide** "5 Props Every Teacher Should Own" — captures the email
STEP 2 · ENTRY	**A £15 cork yoga block** Low risk, easy yes
STEP 3 · CORE	**A £60 complete prop bundle** Mat, strap, two blocks
STEP 4 · PREMIUM	**A £180 studio-grade mat** In their choice of colour
STEP 5 · TOP TIER	**A £400 studio starter kit** Or an annual subscription with quarterly product drops

> *Why it matters here — your welcome offer is Step 1 or 2 of the ladder. Don't try to sell members your top-tier product on day one. Get them in with something brilliant at the bottom, deliver beautifully, and let the relationship do the rest.*

Be visible *with us*

Engage on social — tag us, share, comment. We actively amplify partners who show up.

Contribute content — a blog post or teacher tip. Important: these are not sales opportunities. Anything you contribute must be educational for our members. Partners who add real value to the community get remembered.

What we'll *do for you*

Your job is the offer. Ours is the visibility. Every Premium partner gets the same feature, for a year:

- Featured at the top of Partner Home
- Your own feature page, with a full-bleed hero image and serif headlines
- Your member offer, code and link always in view
- A founder profile with portrait and quote
- Members can recommend, subscribe and message you
- Introduced to all members in the monthly partner email
- Page views, click-throughs and recommends reported to you
- Listed under Teaching business or Life, your choice

Measure *what matters*

Track three things:

01

Click-throughs

Is the page doing its job?

02

Redemptions

Is the offer landing?

03

Repeat purchases

Is the relationship sticking?

Set a benchmark in month one and beat it with every refresh. Share the numbers with us — the more we know, the better we can understand what's working.

Updating *your offer*

Partners can refresh their page up to three times a year — use those moments well. Seasonal launches, new products, January, September. When momentum dips, a fresh offer wakes things up fast.

Your first *30 days*

A simple plan for once you've signed up:

- *Week 1* Choose your goal (sales, database, affiliate, loyalty) and design your offer.
- *Week 2* Submit page copy, imagery, and your offer code.
- *Week 3* Go live, share with us on social, tag us in.
- *Week 4* Review your first numbers and adjust if needed.

Build *the offer*

We've built the visibility — the directory, the emails, the dashboard, the trending signal. Your job is to build the offer that makes saying yes the obvious move.

When you're ready, signing up takes ten minutes.
Let's make this a partnership worth talking about.

www.theyogapros.com