

ACTIVATION & OUTREACH COMMUNICATION

FROM INSIGHT TO ACTION



Play to Your Strengths. Show Up Where It Counts.

OUTREACH ISN'T JUST ABOUT VOLUME — IT'S ABOUT CONNECTION. WE LEAD WITH PRESENCE, CARE, AND BOLDNESS. THESE AREN'T JUST QUALITIES — THEY'RE STRATEGIC ASSETS.



1

There's nothing more powerful than Ashley in conversation. When she's on a call or in a meeting, her ability to listen, empathize, and speak directly to a client's real challenges is what sets PYC apart.

Invite the call, not the pitch. Use DMs, referrals, and email to start real conversations.



2

The moment someone experiences a PYC class, the energy shifts. Your trial sessions are sticky, memorable, and high-converting. They move people from "curious" to "committed."

Offer the trial as a gift. Keep it easy to book, and follow up with care — not just a price.



3

Whether it's walking into offices, attending events, or connecting locally, your boldness and professionalism leave a lasting impression. You're not just another vendor — you're the face people remember.

Be seen, be clear, follow up. Show up where clients are, make an impression, then reconnect.

SUMMARY: YOUR OUTREACH SWEET SPOT

Strength	Channel	Goal
Real conversation	Sales calls / video chats	Build trust + uncover needs
High-converting trials	On-site or virtual classes	Let experience do the work
Memorable presence	Local visits / in-person events	Be unforgettable, then follow up

Targeting Strategy



Conversation-Driven Buyers

- Who: HR, People & Culture, Wellness Leads
- Where: LinkedIn, referrals, HR networks
- How: Personal DMs and emails that invite a quick call — focus on their needs, not a pitch



Experience-First Decision Makers

- Who: Event Planners, Team Leads, Retreat Organizers
- Where: Corporate wellness events, LinkedIn, referrals
- How: Offer trial classes as value-adds — follow up with tailored next steps



Locally Engaged Teams

- Who: Office Managers, Biz Owners, Coworking Communities
- Where: Local events, coworking spaces, pop-ups
- How: Show up, stand out, collect contacts — then follow up digitally



Values-Led Selling

Sell through service. Connect through truth.

Value	What It Means to PYC	How It Comes Through in Conversations
Presence	We help people slow down and reconnect, even in the middle of a workday.	"We're here to create space — just a moment to breathe, reset, and feel grounded again."
Authenticity	We show up as we are, and invite others to do the same.	"No pressure, no performance — just a chance to tune in, not check out."
Empowerment	Wellness isn't one-size-fits-all. We support people in finding what works for them.	"We offer tools, not rules — so your team can take what they need, when they need it."
Community	Our classes are about connection, not just movement.	"Even in a virtual space, people feel the togetherness — and that shifts the energy."
Growth	We believe in small shifts that build over time.	"Sometimes the most meaningful change starts with just showing up for yourself, once a week."

How to Use This in Outreach & Sales Conversations

Email/DMs: Use language from your values in subject lines and openings
Example: "A way to reduce burnout while building connection — in just 45 minutes/week"

Calls & Discovery Chats: Listen for values-aligned pain points like stress, disconnection, or low morale
Prompt: "What are your people really needing right now?" → match it to a value-based benefit

Follow-Up: Use phrases that reinforce the mission
Example: "We're not just another yoga class — we're a culture shift, built on presence and purpose."

Key Messaging Deep Dive

Real conversations, rooted in presence.
Whether you're in a DM, on a sales call, or following up after a trial, your messaging should feel human, helpful, and honest. Here are some examples to guide you — not scripts, but starting points.

DMs & Emails (Outreach)

Tone: Brief, warm, and invitational — no pressure.

> Example:
> Hi [Name], I came across your work and felt aligned with your focus on employee well-being. I work with companies to bring in easy-to-run, high-impact yoga programs that help people reset and reconnect during the workday. Let me know if this is something your team is exploring — would love to connect!

Discovery Calls

Tone: Curious and collaborative. Focus on them, not on listing your offer.

> Opening Prompt:
> "Before I share anything about us, I'd love to hear a bit about your team — what's feeling heavy right now, and what's been working when it comes to wellness or culture?"
>
> During the Call:
> "Our approach is designed to meet people where they are — nothing intense or 'perfect,' just space to reset and reconnect. And most of our clients start with a trial class — it speaks for itself."

After a Trial Class

Tone: Personal and reflective. Help them name what they felt.

> Follow-Up Email Snippet:
> "It was so lovely to share space with your team today. I hope the class offered a moment of calm and connection. If it sparked anything you'd like to build on, I'd be happy to explore how we can support that together."

When Asked "What Do You Do?"

Tone: Clear and grounded. A one-sentence answer you can say anywhere.

> Example:
> "We bring intentional movement and mindfulness into the workplace — helping teams feel better, focus better, and connect more deeply with themselves and each other."



Presentation Practice

Why It Matters

Your sales presentation isn't just about selling — it's your chance to build trust, listen deeply, and offer support. Practicing your delivery helps you:

- Speak with clarity and ease
- Align your message with your values
- Handle objections with confidence
- Stay grounded and connected (even on Zoom!)

Core Skills to Practice

1. Leading with presence, not a pitch
2. Telling a story, not listing features
3. Active listening & adapting in the moment
4. Communicating value through benefits, not jargon
5. Clear next steps and gentle calls-to-action

Time for Some Homework!

Practice Presentation Scenario

Company Name: LuminoTech Inc.
Industry: Software / Tech
Size: 300 employees
Location: Remote-first with hybrid HQ in Chicago

- Point in Sales Funnel: They've completed a trial class and expressed interest, but haven't made a decision yet. You're now presenting the full program proposal to HR and the wellness committee to get buy-in.

Mock Sales Presentation Checklist

1. Warm Introduction
- Brief personal intro (who you are + why you care)
- Thank them for their time and/or for participating in a trial
- Set a friendly, grounded tone

2. Invite Their Voice
- Ask an open-ended question to understand their needs
  - "What's coming up for your team lately?"
- Listen actively — this builds trust

3. Reflect What You Heard
- Paraphrase their pain points or goals
- Validate their experience
- Add a helpful insight if relevant (industry trend, cultural shift, etc.)

4. Present the Program
- Share the structure: format, timing, delivery (virtual/in-person)
- Emphasize ease of implementation
- Focus on benefits, not features
  - "Supports energy, presence, and focus in the workday"

5. Share a Success Story
- Short example or testimonial from a similar client
- Keep it conversational and relatable

6. Grounded in Your Values
- Briefly explain how your values shape the experience
  - Presence, Empowerment, Community
- Connect your mission to their team culture

7. Invite the Next Step
- Suggest a clear, low-pressure next step (proposal, internal share, follow-up chat)
- Ask if they have any questions
- Clarify who will follow up, and when

Discovery Call Practice Scenario

Company Name: Willow & North
Industry: Boutique Marketing Agency
Team Size: ~45 employees
Location: Toronto
Call Type: 20-minute discovery call (in response to email outreach)

Willow & North's team is asking for more wellness support. Their culture includes long hours and screen fatigue. They've tried mindfulness apps before, but engagement was low — they're looking for something more intentional and effective.

Mock Sales Presentation Checklist

1. Ask Open-Ended Questions
- "What sparked your interest in reaching out to us?"
- "What's the biggest challenge your team is facing right now?"
- "What has or hasn't worked in the past?"

Tip: Keep it conversational and curious — this part is about them, not you.

2. Reflect & Validate
- "That makes a lot of sense — we hear this a lot from creative teams."
- "Sounds like your team really cares but might be running on empty."

Show empathy and understanding — that's what builds trust.

3. Stay Curious, Not Scripted
- Let them talk. Hold space for them to go deeper.
- Avoid rushing into solutions — you're still gathering insight.

4. Anchor in Your Values
- Respond through the lens of presence, empowerment, and connection
  - "Our work is about helping people come back to themselves — even during the workday."
- Keep your tone calm, honest, and human

5. Offer a Natural Next Step
- If it feels like a fit, offer a low-barrier next move:
  - "Would you be open to trying a class with your team?"
  - "I can follow up with a proposal outlining what this could look like for your team."

Platform-Specific Recommendations

LinkedIn is your most powerful platform for reaching corporate decision-makers — but the key is to stay human and service-led.

Here's how to use it with purpose and authenticity:

- Lead with connection, not conversion. Use profile visits, likes, and comments to build familiarity before reaching out.
- Engage meaningfully. Comment on posts with insight or encouragement — not just emojis or salesy links.
- Show your values in action. Share posts about your work, your philosophy, and real client moments that reflect presence, empowerment, and community.
- Optimize your profile. Make sure your headline and about section speak clearly to what PYC offers and who you help.

TIP

Think of your profile and activity as a handshake — warm, clear, and consistent.

Email remains a powerful, professional way to start conversations — especially in corporate settings. But the magic is in how you show up.

Here's how to make your emails feel like invitations, not interruptions:

- Make it personal. Reference something specific about their company, culture, or people to show you've done your research.
- Be clear and kind. Use friendly language that reflects your tone: warm, professional, and human.
- Lead with curiosity. Ask if they're open to a quick call, not if they want to "learn more about your services."
- Use a short subject line. Aim for something casual and relevant, like "Wellness at [Company Name]" or "Quick question about your team."
- End with ease. No pressure — a simple invitation to connect goes a long way.

TIP

Your goal isn't to sell in the first email — it's to start a relationship.

Access Your Templates

Email Templates: Pages 3 - 5 — Click Here

Linkedin Templates : Pages 6 - 7 — Click Here

Lead Master Tracker: — Click Here

