

HOW TO TEACH MINDFULNESS WITH MEANINGFUL IMPACT



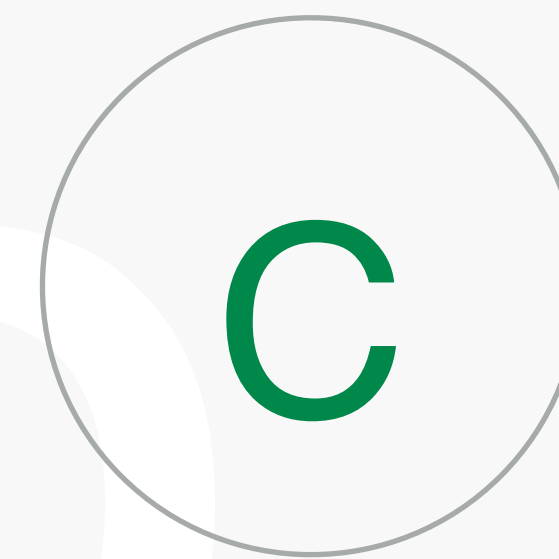
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High-Level
Concepts



Framework, Examples
and Templates



Nuts &
Bolts

SEMANA FARRAGO

1

Know Your Niche

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DEFINE YOUR “WHO”



1

Learn as much as you can about the struggles, needs and desires of your niche.

2

Increased understanding of their daily life will lead to more compassionate and effective teaching.

Busy People



Corporate



Medical



Buddhist



Inmates



Military



Families





SEAN

?

WHY DOES YOUR NICHE WANT MINDFULNESS?

1

What do they ultimately want? WHY can mindfulness help them? What is their definition for a successful mindfulness teaching? What is their intention?

2

This will help you satiate their primary desires, meeting them where they're at, giving you leverage to add more value later.

Less Anxiety



"We found this in your brain."

Help Foster Connection



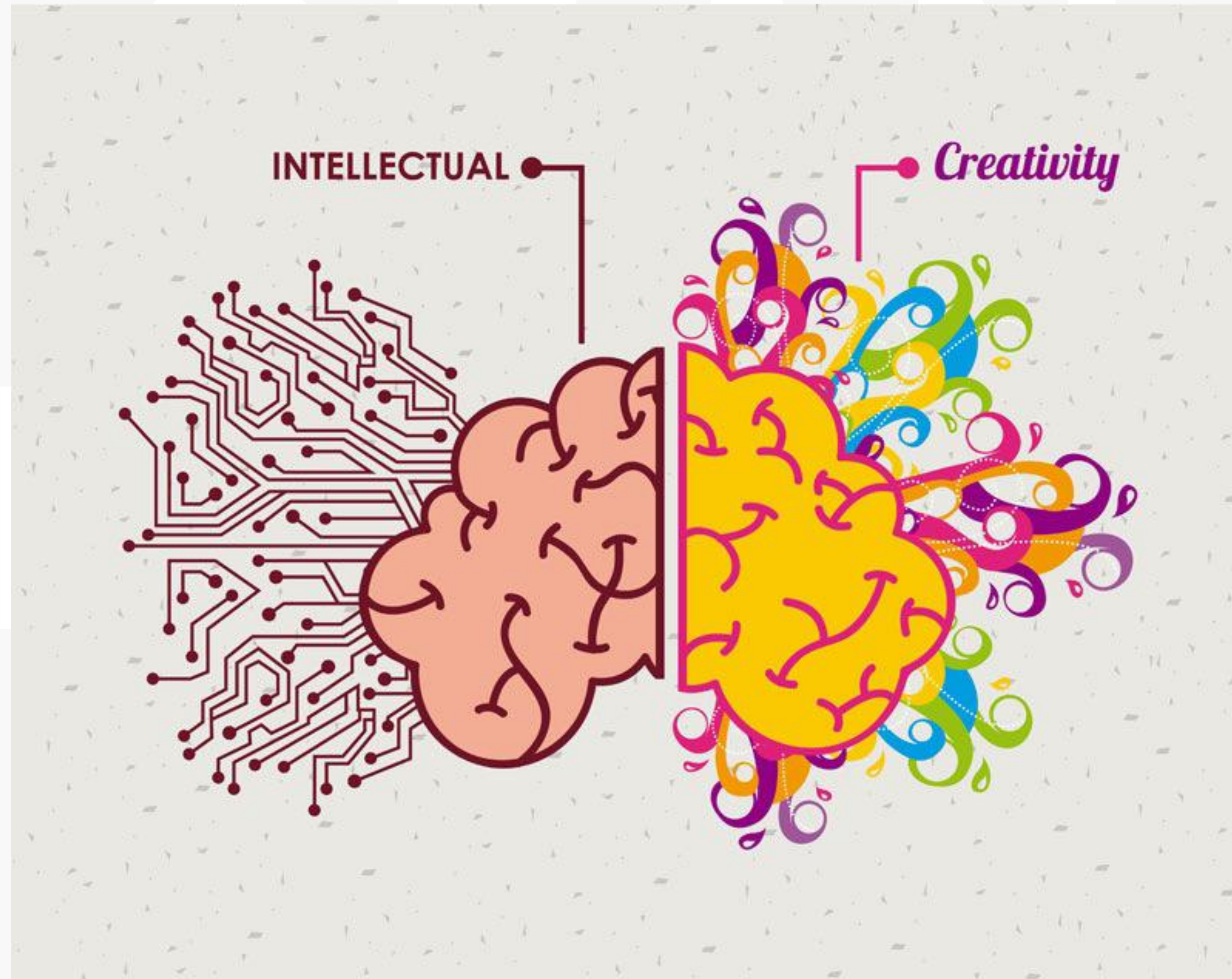
Increase Performance



Reduce Pain



Increase Intelligence & Creativity



Feel Safe / Recover From Trauma



Improve Parenting Skills



Gain Lasting Peace & Insight



Heal Our Planet



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WHY ARE YOU HELPING THEM?

FARCO

1

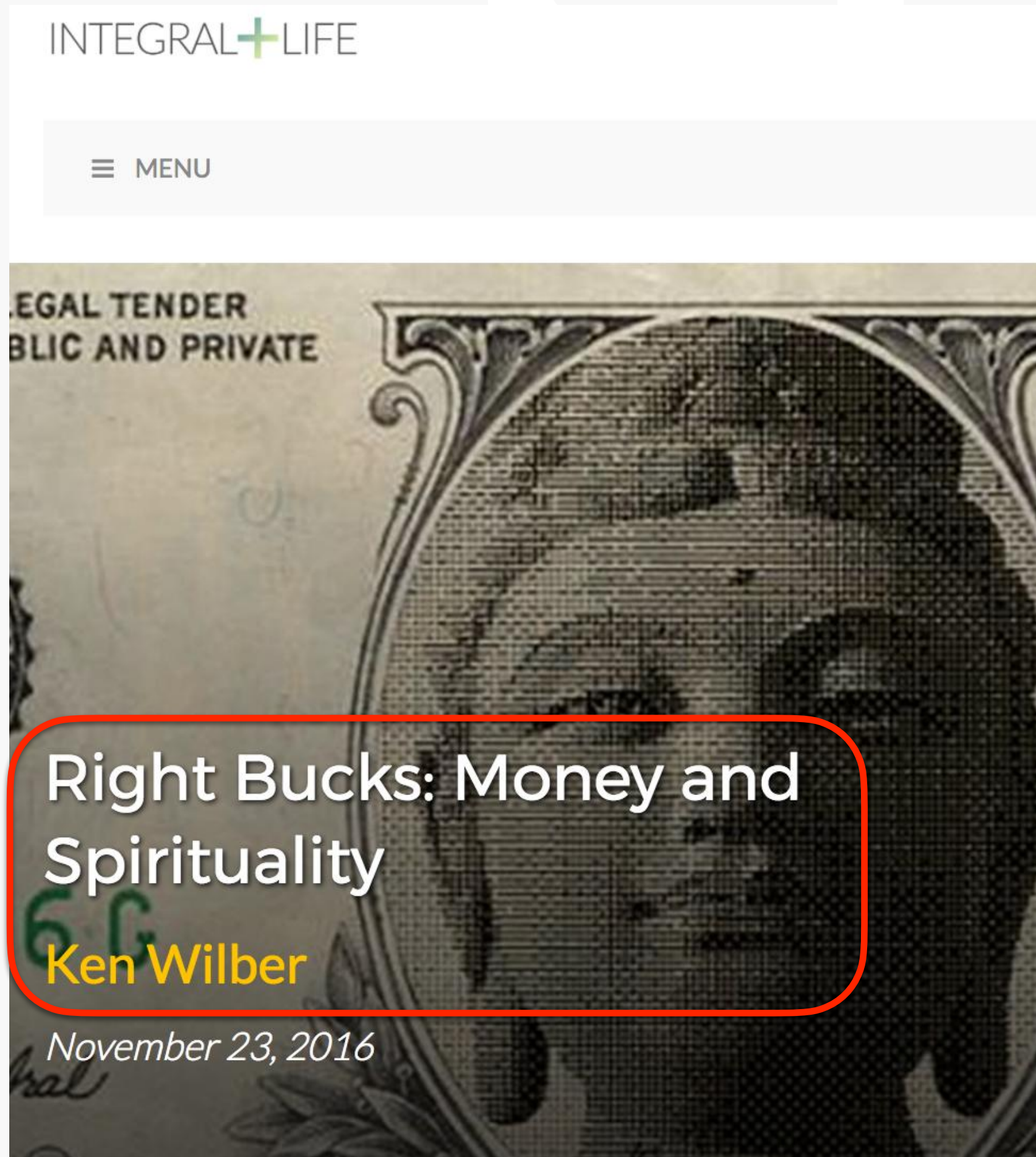
Why do you care about this niche in particular? How would you feel if you DIDN'T help them?

Journal about this often. Talk to people about why teaching your niche is meaningful for you.

2

Do you want to help them with what THEY initially want help with?

Some Niche's Pay, While Others Do Not



Paid
Skin In Game
Validates Credibility

SEFAN FARRGO



Prime Your Palette

Assorted Teachings

Your Color Palette



=

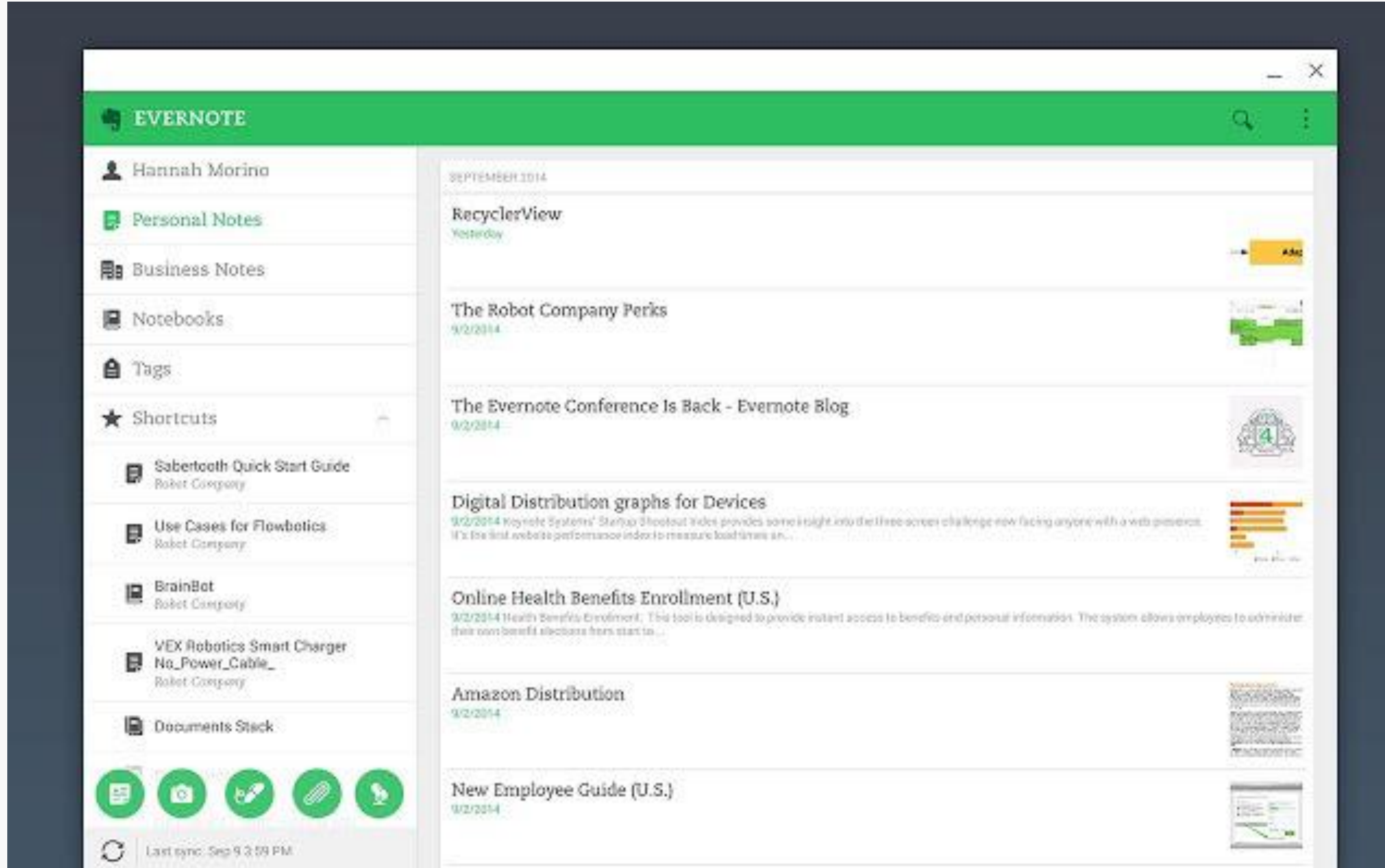


A Color Palette For Each Teaching

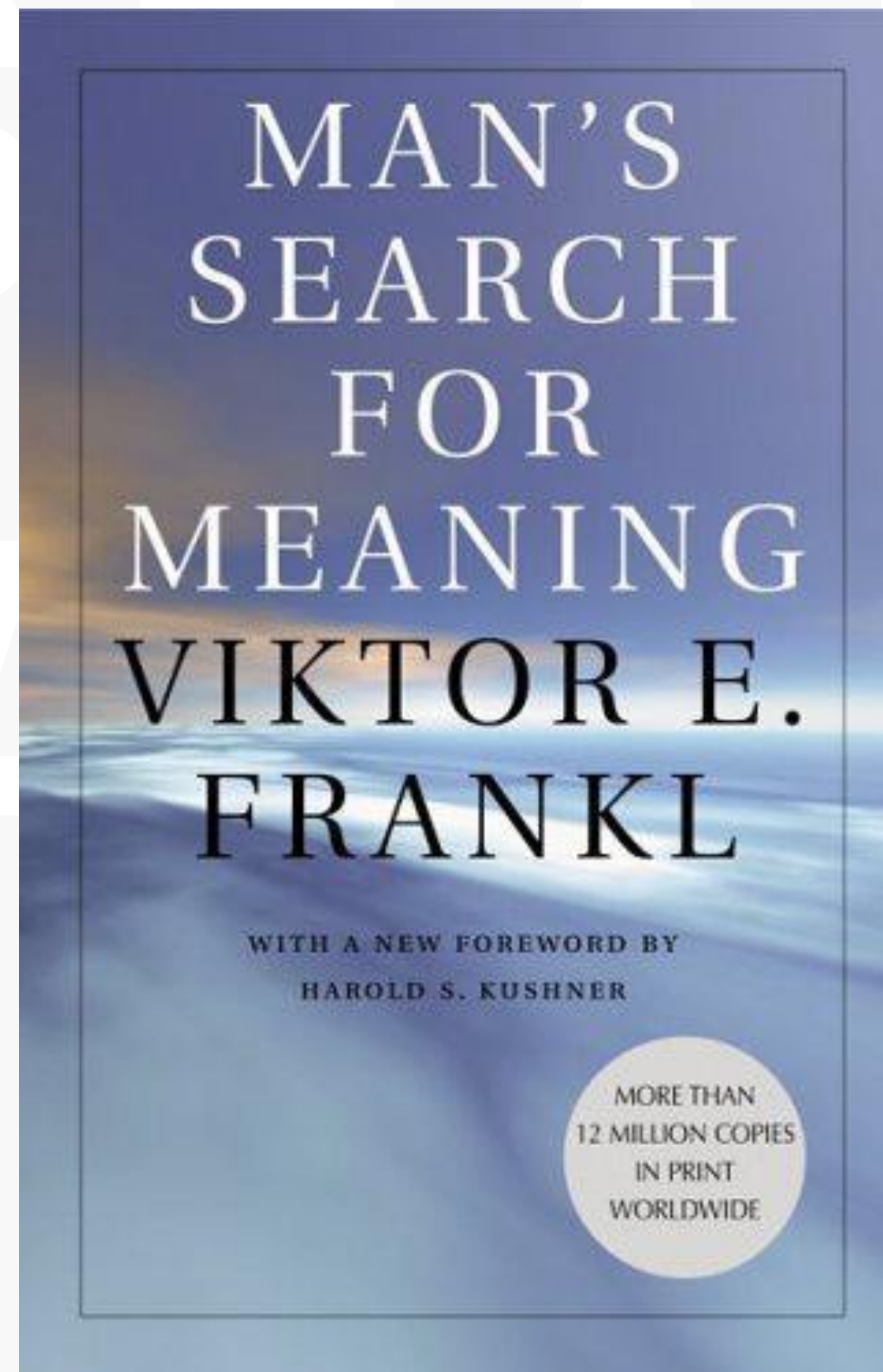




Evernote



Biographical Insights



Profound Poems

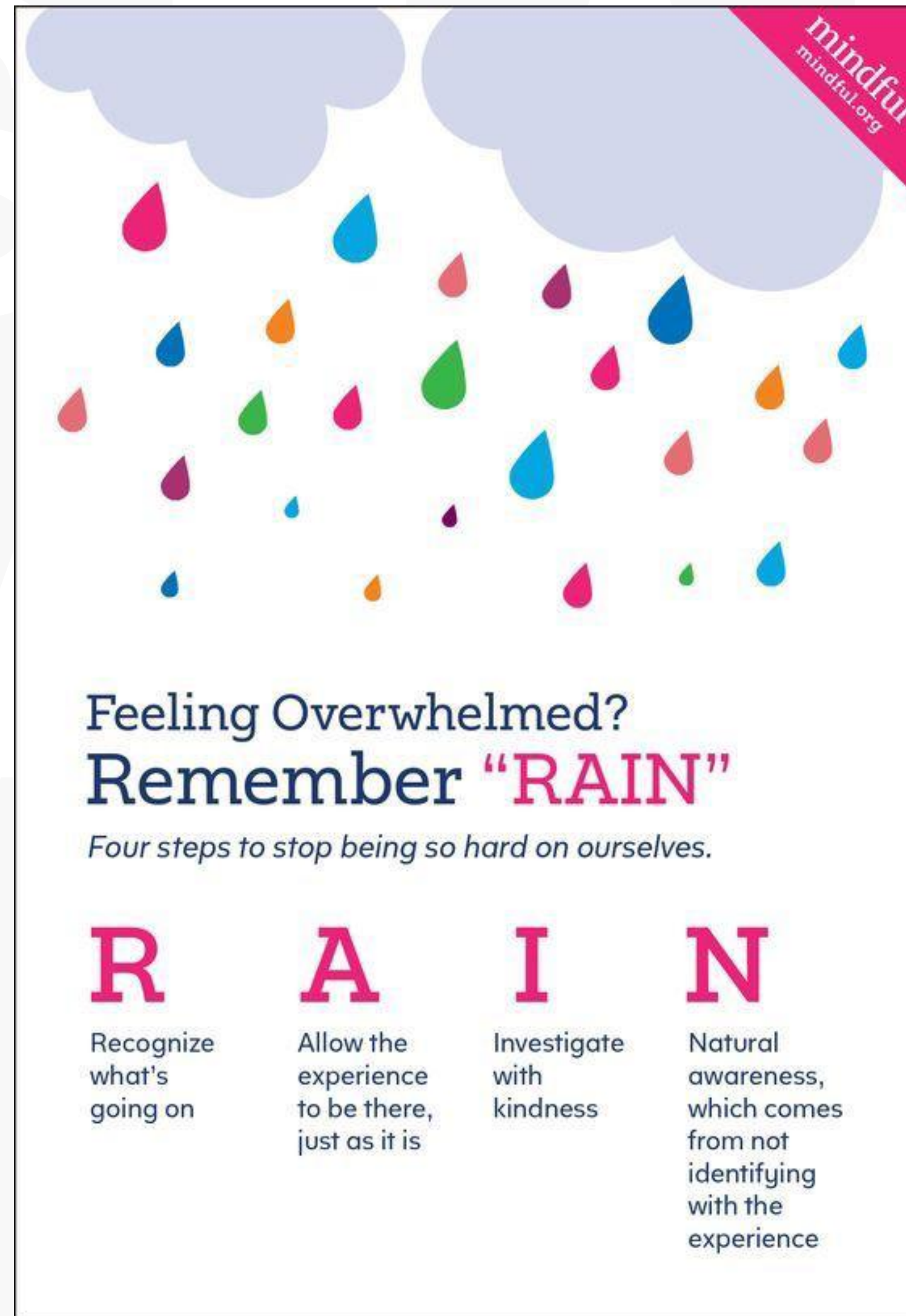
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Kindness

Naomi Shihab Nye, 1952

Before you know what kindness really is
you must lose things,
feel the future dissolve in a moment
like salt in a weakened broth....

Handouts



10 Science-Based Reasons to Start Meditating Today

Meditation was once thought of as an esoteric practice or a hippy-dippy activity. No longer. And scientists are showing that it can have tremendous benefits for your health and happiness! Check it out.

For One,
It's Totally **HOT!**

If...

30
MILLION

Americans have tried meditation or practice regularly and if Oprah, NFL players & even the US Marines are doing it, there must be something to it...

It Boosts Your
SOCIAL Life



Thought meditation was lonesome? Think again, son!

Research* Shows MEDITATION:

- Increases **Social Connection**
- Reduces **Loneliness**

It May Just Give You A

**BADASS
BRAIN**



Research* Shows MEDITATION:

- Increases **Cortical Thickness**, especially in areas related to introspection and attention
- Increases **Grey Matter** in areas related to memory (hippocampus) and thought (frontal areas)
- Increases **Brain Volume** specifically in areas for emotion regulation, positive emotions & self-control

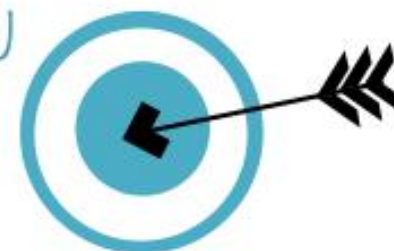
It Also Increases Your
HAPPINESS & HEALTH



Research* Shows MEDITATION:

- Increases **Positive Emotions**
- Increases **Life Satisfaction**
- Boosts your **Immune Function**
- Decreases **Pain**
- Decreases **Inflammation**

IT MAKES YOU
**SUPER
FOCUSED**



Research* Shows MEDITATION:

- Increases **Memory**
- Improves **Attention**

Not to mention a

GIANT HEART



Research* Shows MEDITATION:

- Boosts **Social Connection**
- Improves **Empathy & Compassion**
- Generates **Helpfulness**
- Increases **Resilience In Hard Times**

And the **MORE** YOU MEDITATE,
the **MORE** YOU BENEFIT...



Science Backups

IT INCREASES **WISDOM** &
GIVES YOU PERSPECTIVE

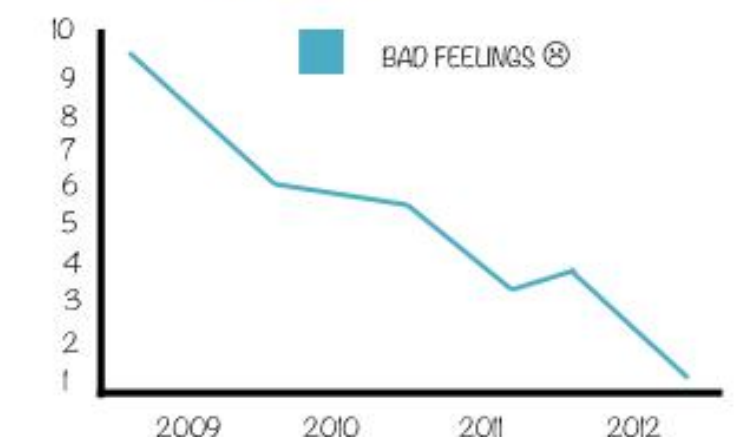


Ever feel like you're losing sight of the big picture? That you get trapped in the trees and can't see the forest? Try a little meditation to help you take a step back, develop perspective & some keen insight...

Finally, it **Beats the Blues!**

Research* Shows MEDITATION:

- Decreases **Anxiety**
- Decreases **Stress**
- Decreases **Depression**



If you are thinking: "Who the \$#@*&! has time to just sit around and do nothing?"

Then please **CONSIDER** this:



There Are **1440**
MINUTES IN A DAY...

HOW MANY DO YOU WASTE on Facebook, in front of the TV, or online? That's how many minutes you can devote to meditation ☺

Still don't think you can sit still?

No prob! Go for a walk without your phone or iPod, look at the world around you, be in the present moment, do some yoga or breathing exercises, lay in the grass, stare up at the sky. **Take time for yourself. Every minute is a gift.** Your body, mind and soul will thank you for it again, and again, and again!



by Emma Seppala, PhD www.emmaseppala.com
The Science of Health, Happiness & Social Connection
@emmaseppala
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* References: This infographic is a summary of my Psychology Today article on 20 Science-Based Reasons to Start Meditating Today where you can find direct links to the sources quoted: www.emmaseppala.com/20-scientific-reasons-to-start-meditating-today

Science of Happiness Research



S-1: Mindfulness strengthens parts of the brain connected with emotion regulation, happiness, learning & memory, and perspective-taking

- Kilpatrick, L.A., Suyenobu, B.Y., Smith, S.R. et al. (2011). Impact of mindfulness-based stress reduction training on intrinsic brain connectivity. NeuroImage.
- Hölzel, B.K., Carmody, J., Vangel, M. et al. (2011). Mindfulness practice leads to increases in regional brain gray matter density. Psychiatry Research.

S-2: Health benefits of savoring

- Weinstein, N. & Ryan, R. (2010). When helping helps: Autonomous motivation for pro-social behavior and its influence on well-being for the helper and recipient. Journal of Personal and Social Psychology.
- Bryant, Fred and Veroff, Joseph. Savoring: A New Model of Positive Experience. Psychology Press, 2007.
- Wood, J. V., Heimpel, S. A., & Michela, J. L. (2003). Savoring versus dampening: Self-esteem differences in regulating positive affect. Journal of Personal and Social Psychology.

S-3: Positive emotion regulation and well-being

- Quoidbach, J., Berry, E.V., Hansenne, M., Mikolajczak, M. (2010). Positive emotion regulation and well-being: Comparing the impact of eight savoring and dampening strategies. Personality and Individual Differences.

S-4: Mindfulness trains the brain for happiness

- Davidson, R. J. & McEwen, B. S. (2012). Social influences on neuroplasticity: Stress and interventions to promote well-being. Nature Neuroscience.
- Epstein, Robert (2011). "Fight the Frazzled Mind", Scientific American Mind.
- Epstein, Robert. (2010). "What Makes A Good Mind?" Scientific American Mind.
- Sedlmeier, P., Eberth, J., Schwarz, M. Zimmermann, D., Haarig, F., Jaeger, S., & Kunze, S. (2012). The psychological effects of meditation: A meta-analysis. Psychological Bulletin.

Surprising Facts

1. Anxiety literally makes everything stink

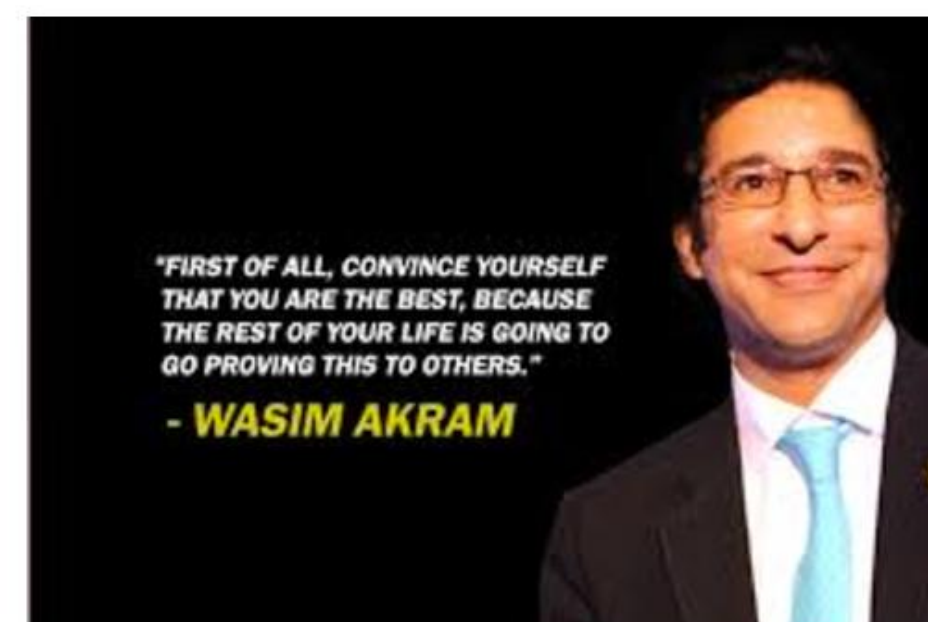
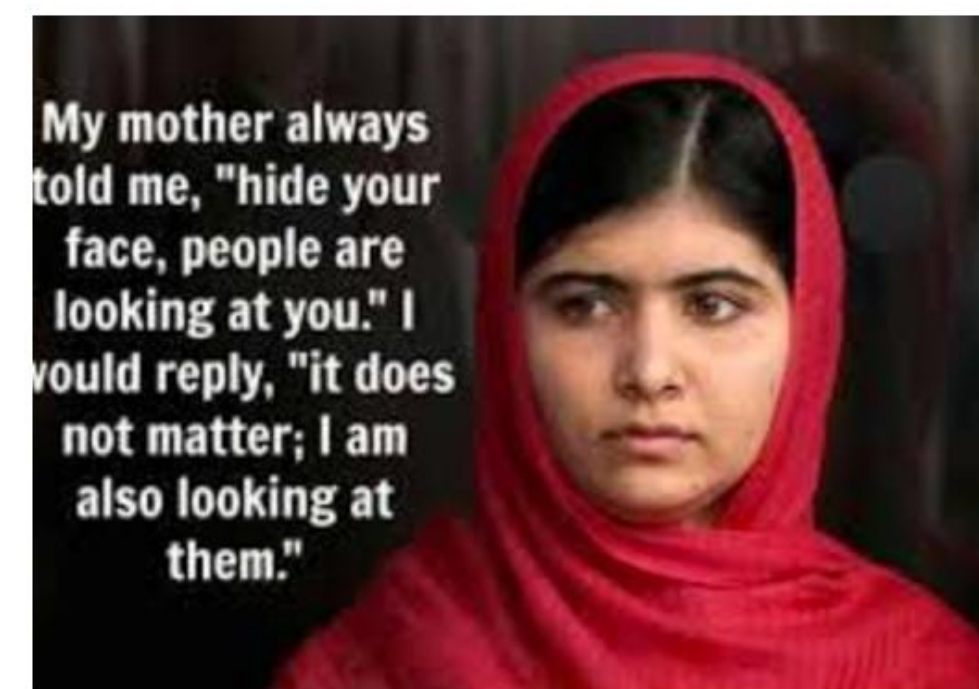
This is perhaps one of the most unusual facts about anxiety.

As people get more anxious, they are more likely to label neutral smells as bad smells ([Krusemark & Li, 2013](#)). So, anxiety literally makes the world stink.

The reason, explains Professor Wen Li is:

“In typical odor processing, it is usually just the olfactory system that gets activated. But when a person becomes anxious, the emotional system becomes part of the olfactory processing stream.”

Powerful Quotes



Perplexing Koans



Cutting Edge Websites

Discover > [Topics](#) >

Mindfulness

A collection of TED Talks (and more) on the topic of mindfulness.

Video playlists about Mindfulness

Talks to help you find your purpose



7 talks • 1h 13m

Not sure what to do with your one precious life? These talks help you find the path that only you could take.

Talks to help you manage stress



5 talks • 1h 4m

Sometimes life can feel like a bit of a mess, but these talks are here to help you de-stress.

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FARGO

Inspiration is great... but...



MEAN

WHAT ARE YOUR OWN STORIES?

REGO

This is what people relate to most.

SEAN

“ Every time a “hmmm” arises,
collect the details of that
experience. It’s a splash of color
for your teachings.

”

SEAN FARGO



SEAN



Tips

1

What transformed internally? Externally?
What's the power of it? How can others
apply it?

2

Sharing personal colors: opens hearts,
changes paradigms, softens bellies,
calms minds, gets people out of their
own heads, connects the room, builds
influence

3

Tag them among themes/topics. See
where each stories can be woven in.

4

Write down a variety of transition
statements to relate the story to your
topic (Rumi says it this way; to illustrate
this point; and when we look around we
see it in others; etc.)

Your Personal Meditation Experiences



Mindfulness Worksheets

increasing your ability to be present

Date / Time

So far today, have you brought kind awareness to your:

☐ Thoughts? ☐ Heart? ☐ Body? ☐ None of the Above

Part One

Please stop three times per day and ask yourself the questions. You may want to take notes so that you can begin to notice patterns. Please do the exercise for 10 days.

During this period of time:

1. What experience, especially any quality of fear (anxiety, dread and so on) did I move away from?

2. What form did my moving away take? Is this the usual way I do it?

3. How aware was I of moving away in the moment? What was happening in my mind/emotions/body?

worksneet

stress
eating

stress eating

worksneet

walking
meditation

Walking Meditation

worksneet

using
rain

Using RAIN

worksneet

trataka

Eye Gazing

worksneet

tonglen

Tonglen

worksneet

sky
gazing

Sky Gazing

worksneet

self
inquiry

Self Inquiry

worksneet

yourself
with love

Seeing Yourself With Love

worksneet

posture
meditation

worksneet

mountain
meditation

worksneet

mantra
meditation

worksneet

lovingkindness

Journaling



"BY PUTTING YOUR THOUGHTS INTO
WRITTEN WORD, YOU ENGAGE IN A
CREATIVE PROCESS THAT ALLOWS YOU
TO BRAINSTORM EFFECTIVE SOLUTIONS
AND EXPLORE NEW LINES OF THINKING."

Intersperse With Provocative Questions

When are you least mindful?

Who is it hard to forgive? Why?

What does anger feel like in the body?

How can I be more present with my family?





Start With The End

1

Open by stating primary questions, intentions, desired outcomes.

2

Share your story of how you started practicing and how you've grown.

3

Pose outcomes as questions:

- How can you be mindful when your boss is angry?
- How can you stop you mind from bouncing around?
- How can you stay grounded when your baby is crying?
- How can you respond to lies with a sense of kindness?

BE THE
example

SEMAN FAIRGO

3

Suit Your Strengths

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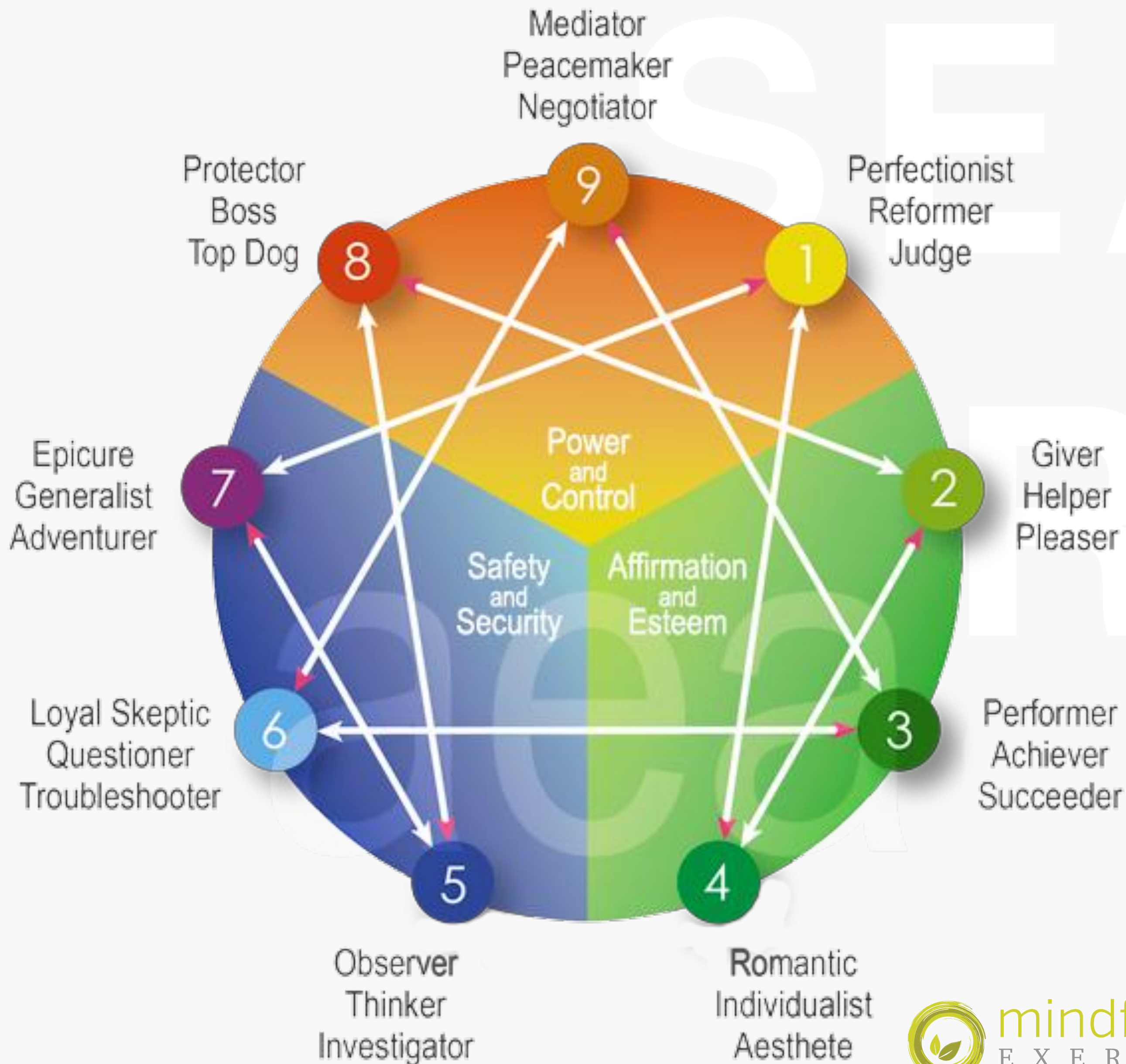
1:1 - Individuals

Social - Groups

Self-Preservation - Recordings

EnneagramInstitute.com

RGO



In-Person vs. Audio vs. Video vs. Writing



Guided Meditations



Guided Meditations

Practice With Scripts
Engage In Practice Along With Them
Invite vs Direct
Reinvent Meditations You Love

In Person



- Compassionate Intention
- Ground, Breathe
- Soft Front, Strong Back
- Refer To Your Palette

Presentations

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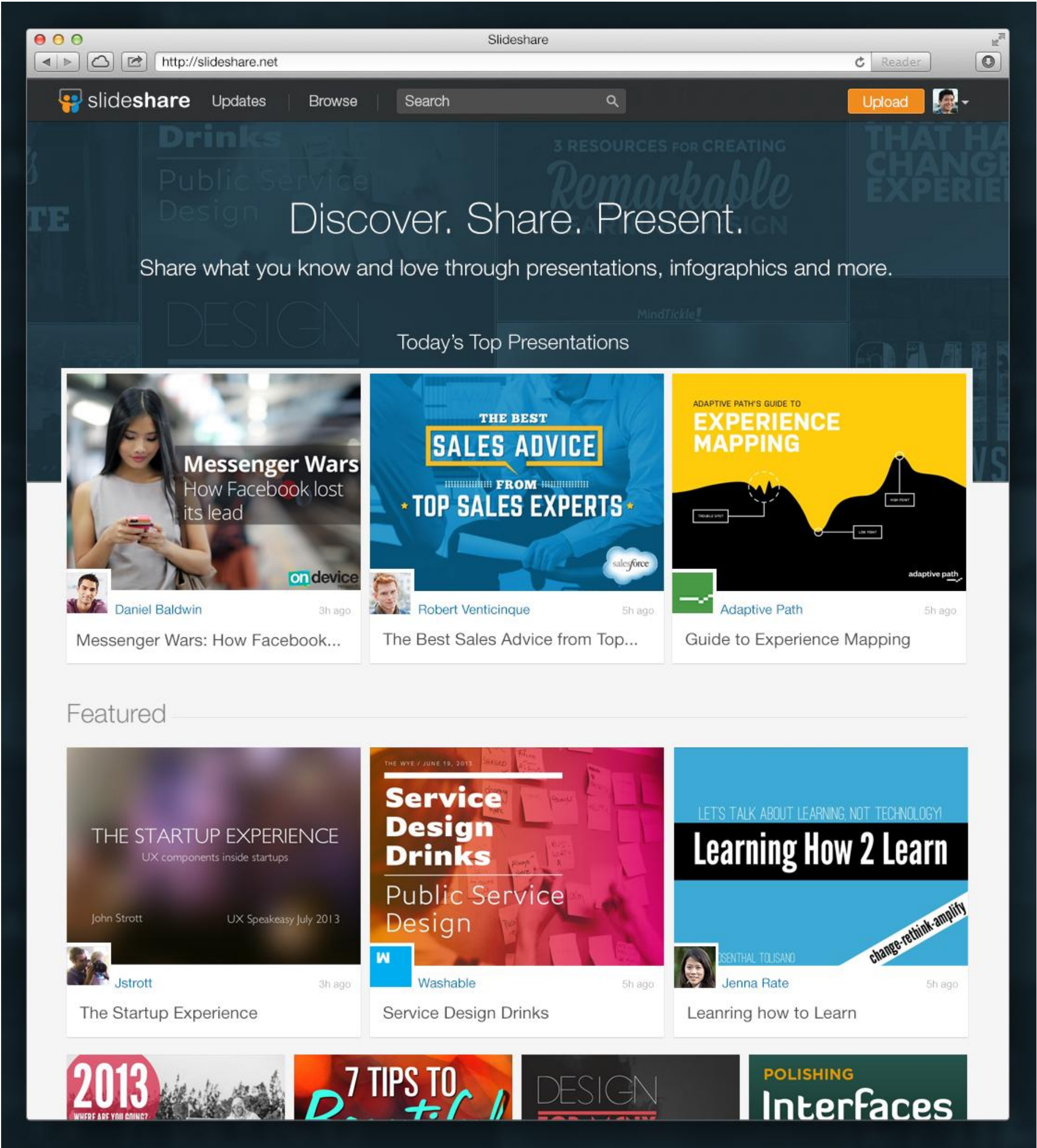


PowerPoint



Keynote

SlideShare.net



Summarize With Lightness



"OK, I'm now going to read out loud every single slide to you, word for word, until you all wish you'd just die."

Audio

yeti



Audio



Podcasting

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The **Audacity**
to **Podcast**

Award-winning "how-to" podcast about podcasting for passion and success

Video



Unified Meeting Experience

HD Video
Conferencing



No Hardware

Mobility



Mobile Screen-Sharing

Web
Meetings



Stunning Quality

Video



Full HD C920 Webcam

 Logitech®

Video Recording

ScreenFlow

Screencasting and video editing software for Mac



+



Audio & Video Editing



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Apply



You Interview
and Hire

Post Job

or

Search Freelancers

Posting is free!



Join us for a
Q&A
with Calm
mindfulness instructor
Tamara Levitt

f LIVE

Thursday
 February 23
 11 am PT

Facebook Live



Looloo's Yogis

**FACEBOOK LIVE
 MEDITATION**



JOIN US!
**FACEBOOK LIVE
 MEDITATION**

WEDNESDAYS 12.30 TO 12.45PM
<http://bit.ly/LiveMeditation>

middleway



Saskia Grootscholten
its ok

Janine Danbrook
I wrote it down & took a screen shot xx

Ugo Amaefule
Wow, this is just amazing

Petra Weister
It's good

f LIVE

Facebook Live Study Group
Teaching Topic

Healing our relationship with money
 CLICK HERE to access all our
 Facebook resources for this study group
#moneyfreedom




THE ART OF LIVING

Meditate *with*
Bhanu didi

f LIVE FACEBOOK LIVE

11TH SEP
7.30PM IST

Log on: fb.com/TheBangaloreAshram



Writing Tips

1

Reveal personal transformations.

2

Provide actionable content.

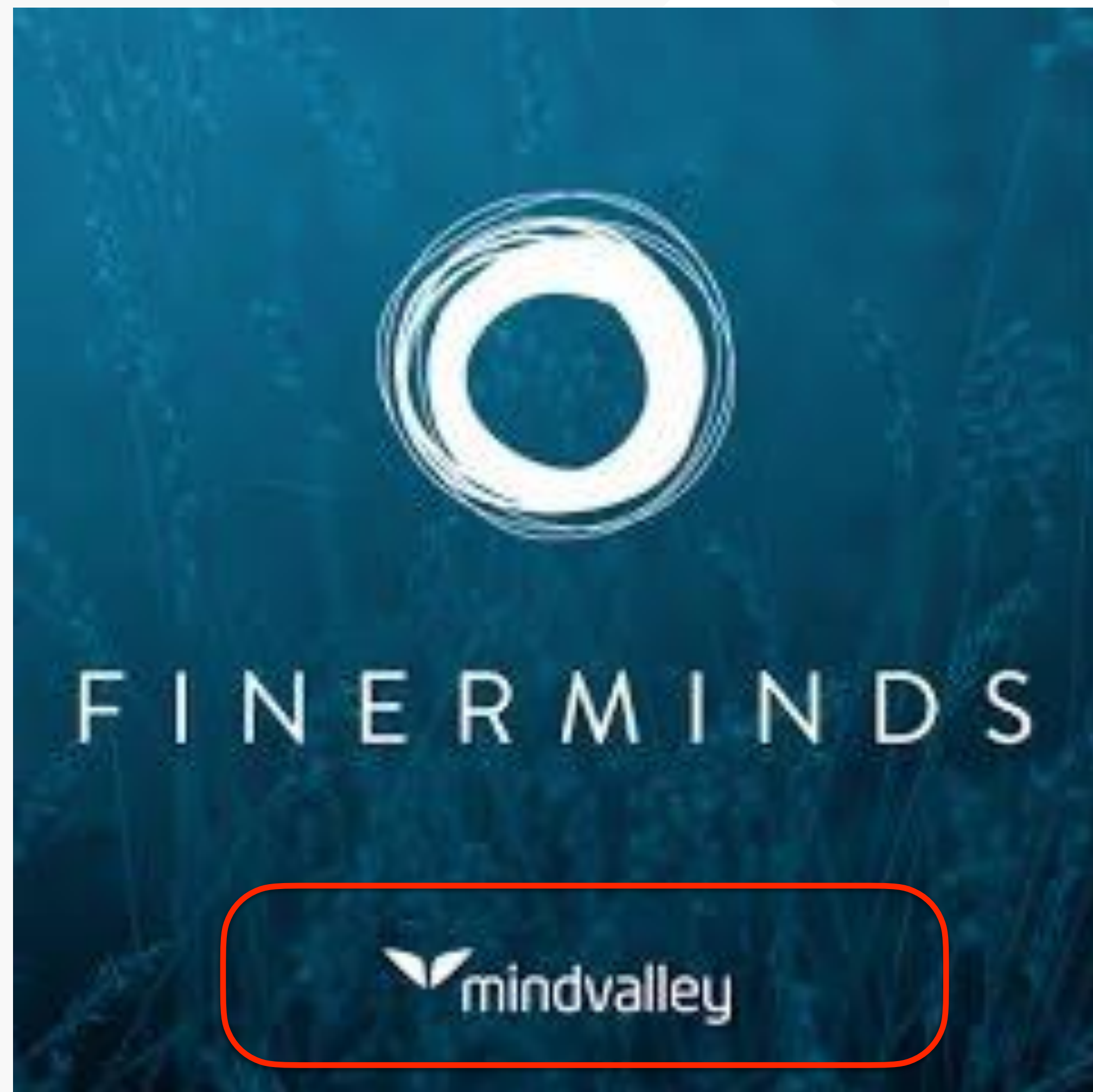
3

Weave in stories, examples, quotes, and science.

4

Compelling title: 5 Steps To Transform Fear Into Confident Action

Finer Minds



Tiny Buddha



tiny buddha®
simple wisdom for complex lives

mindful.org

mindful

taking time for what matters

LIVING

MEDITATION

WORK



MindfulnessExercises.com

Mindfulness Exercises

☰

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FREE MINDFULNESS EXERCISES

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📄 DOWNLOADABLE WORKSHEETS

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📞 CONTACT MINDFULNESS EXERCISES

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10 Minute Meditation

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Loving-Kindness Meditation

Free – Add to cart




Quick Body Scan

Free – Add to cart




Big Sky Meditation

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Mindfulness of Depression Part 1

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Free – Add to cart




Self-Compassion Break

Free – Add to cart




Real Happiness At Work

Free – Add to cart




Mindful Eating

Free – Add to cart



Mindful Walking

Free – Add to cart



Attachment, Commitment & Love

Free – Add to cart

INCREASE YOUR MINDFULNESS:
The Ultimate Collection of Mindfulness Worksheets

NEW ONLINE PROGRAM!
The 2017 Mindfulness Teacher Certification Program

FREE MINDFULNESS AUDIO:

Addiction

Anxiety

Binaural Beats

Compassion

Concentration

Depression

Fear

Gratitude

Guided Imagery


👤 Login

mindfulness exercises .com

⏮ ⏪ ⏩ ⏭

Guided Meditation

03:43 27:15 🔊 🔍 🔄 🖼



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4

Test Your Teachings



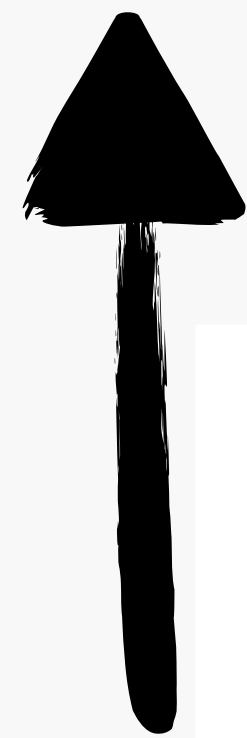
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“ Never stop asking real people what works in their real lives.

SEAN FARGO ”

Prepare

Test



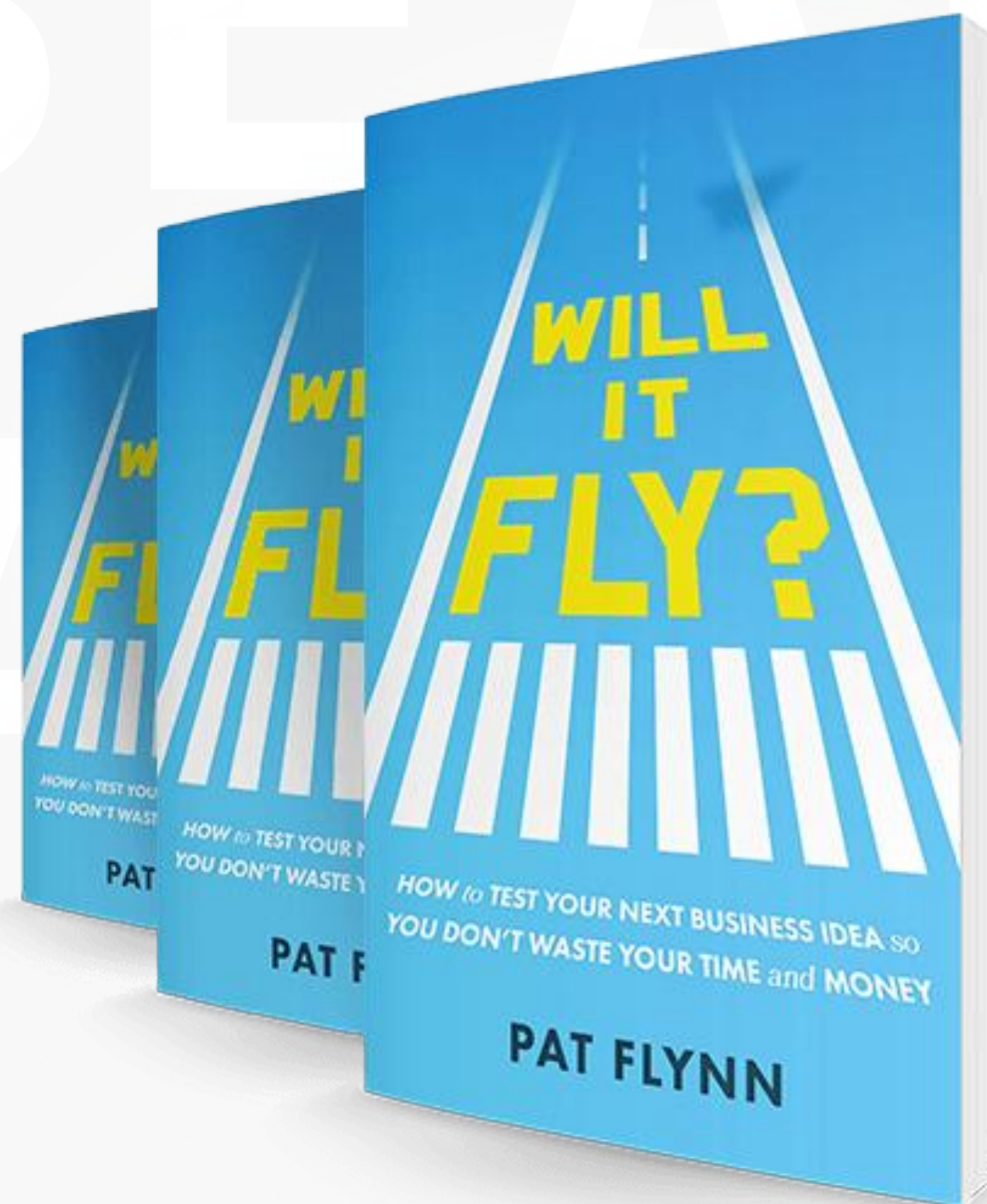
Iterate

Survey

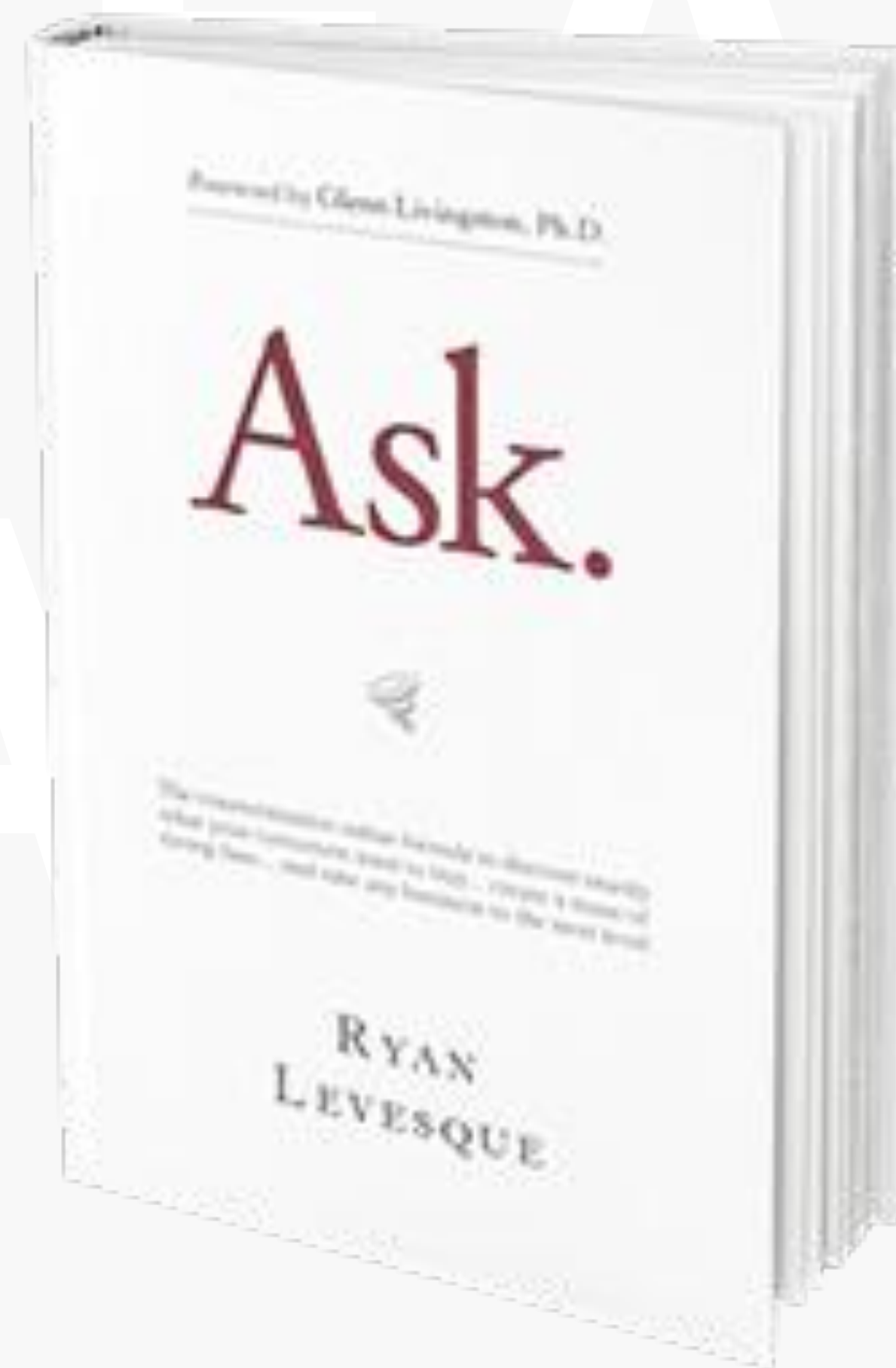


Will It Fly?

SEAN
FALLO



Ask





Know What's Already Working

1

Top Teachers & Audio: Amazon, NYTimes, Spirit Rock, IMS, DharmaSeed, Mindful Magazine, Insight Timer

2

Top Videos, Apps & Podcasts: YouTube, On Being, Simple Habit, Calm

3

Top Companies: MNDFL, SIYLI, iBme, Refresh Body, Life Balance Inst

4

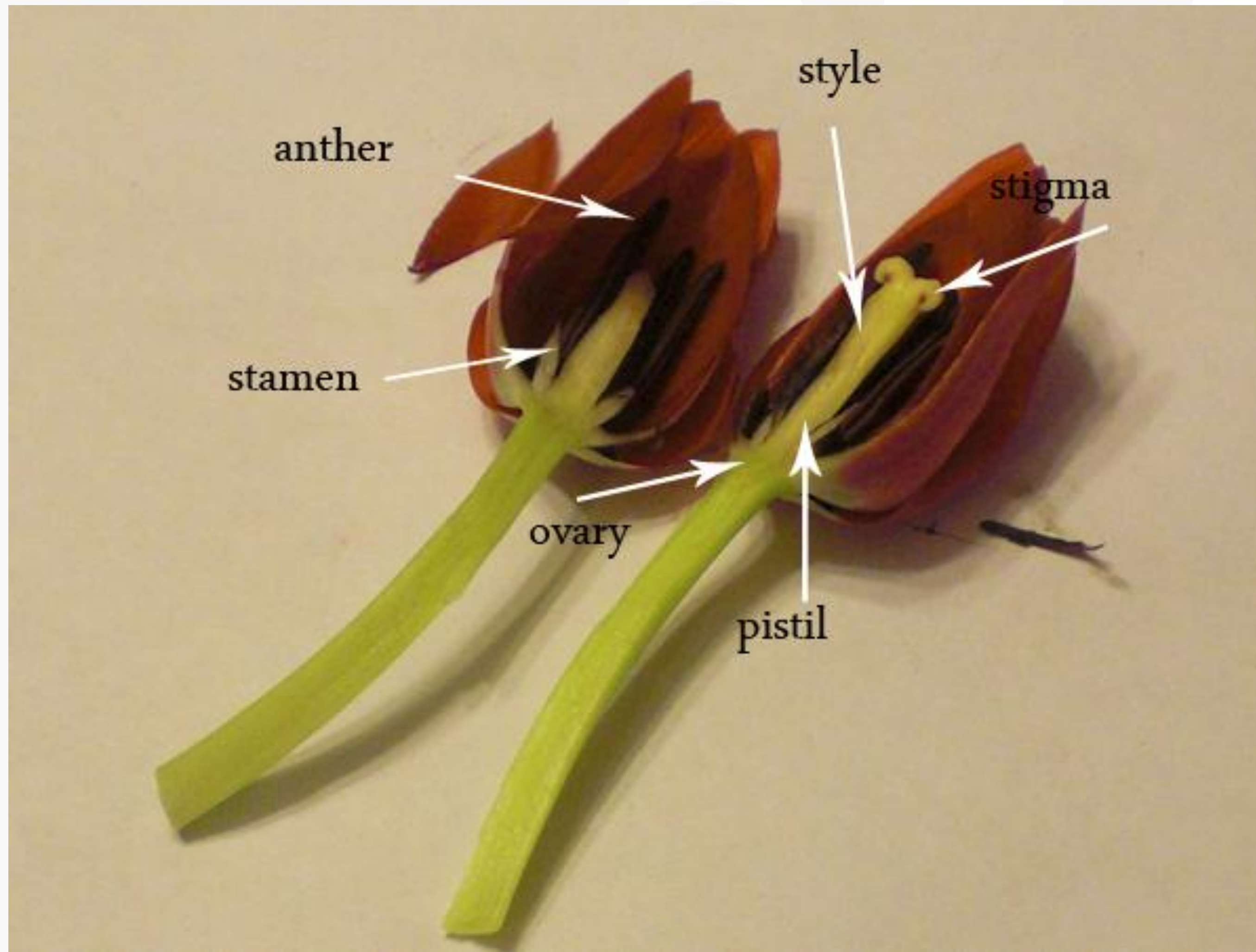
Top Conferences: Wisdom 2.0, Mind & Life Inst., Mindful Leadership Summit, Center for Greater Good

10 Topics That Skyrocket Attention

- | | | | |
|---|-------------------|----|--------------------|
| 1 | Anxiety | 6 | Sex |
| 2 | Sleep | 7 | Gratitude |
| 3 | Overwhelm | 8 | Compassion |
| 4 | Focus | 9 | Joy |
| 5 | Mindful Parenting | 10 | Ease With Politics |



Dissect It



The welcome.
The story.
The invitation for Q&A.
The topic intro.
The segway into a practice.
The quotes.
The amounts of silence.
The pacing.
The vocal tone.
The emotional tone.
The struggles.
The stated outcome.
The graphics.
The music or nature sounds.
The summary.



Adapt To Your Niche: Leadership Example

1

Begin with the science, the positive business outcomes, and your own experiences.

2

Adapt length of practices to be shorter and process driven.

3

Introduce practical techniques: mindful walking, mindful meetings, acronyms (RAIN, SBNRR, etc.)

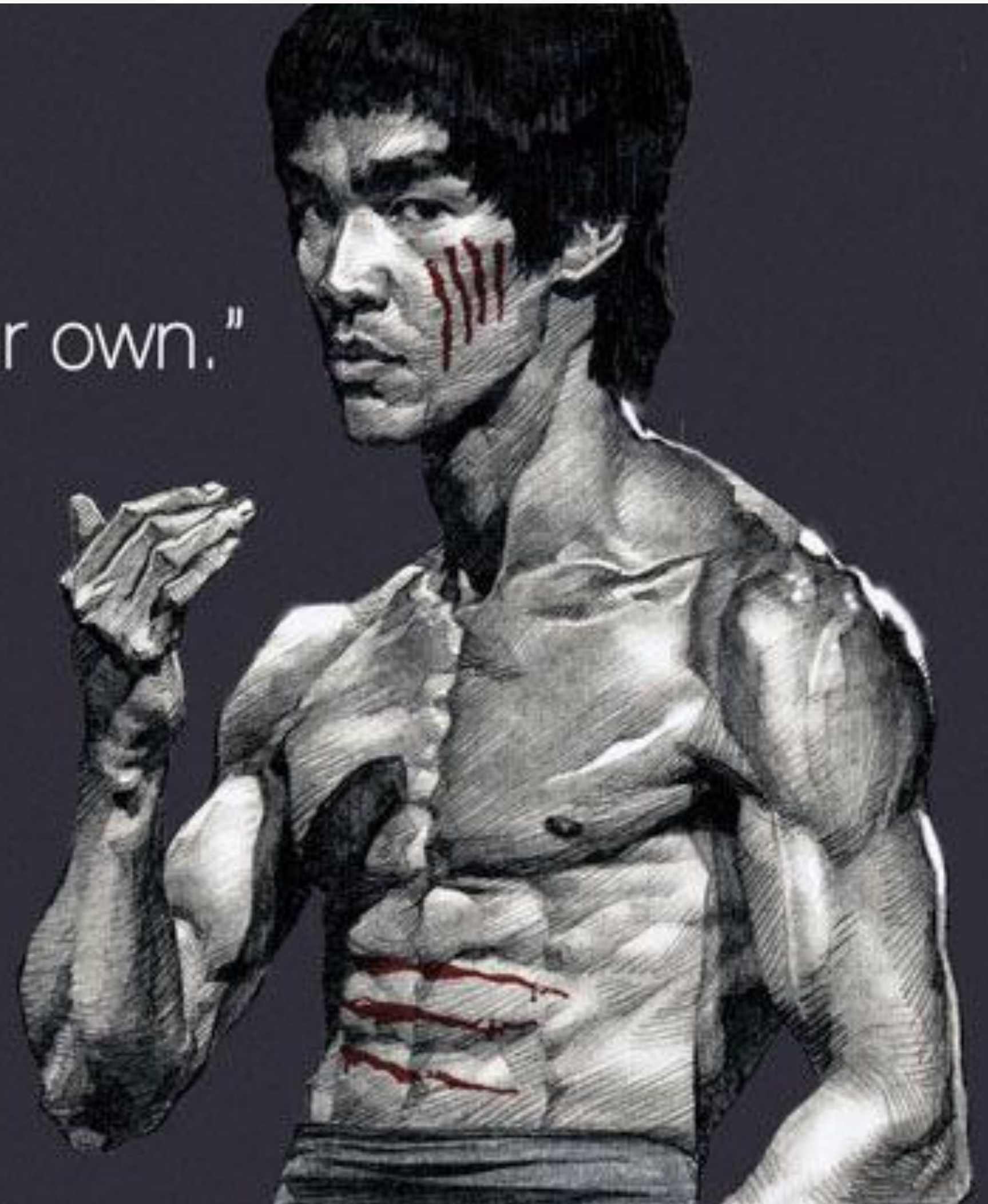
4

Use the right language: resilience vs stress reduction, EQ vs mindfulness, agile development, etc.

Reinvent It

"Absorb what is useful,
Discard what is not,
Add what is uniquely your own."

- Bruce Lee



SEAN

“ Prepare your palette and
follow your plan.

SEAN FARGO ”



SEAN Liftoff FARGO

SEAN



How I Scaled My Testing

1

Insight Timer: 50k listens, robust analytics.

2

MindfulnessExercises.com: writings, video, audio and worksheets with 75k views

3

LinkedIn profile with professional photo.

4

Leverage email lists, teacher's support, testimonials, free give-aways.

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INSIGHT
Peace in our Timer



Spirit Rock
An Insight Meditation Center



MailChimp



"The program has been a huge success. More than 30% of our members nationwide have signed up."

- President, YogaWorks

Udemy
"academy of you"



SOUNDCLOUD



45

New members from referrals
per month

951%

ROI with Perkvile

7453

Facebook posts

7993

Tweets

LinkedIn

mindfulness
EXERCISES

Facebook
groups

SEAN

You can't know what truly works unless you
ask them.



What Should You Ask?

- 1 The content of the learning experience was appropriate for my needs.
- 2 I gained a solid understanding of the topics covered in this learning experience.
- 3 It's clear how I will apply the knowledge gained from this learning experience.
- 4 This learning experience made good use of my time.
- 5 Teacher was knowledgeable about the content.
- 6 The teacher interacted effectively with participants.

Strongly Disagree
Disagree
Neutral
Agree
Strongly Agree



What Should You Ask?

7

What were the strengths and growth areas for the teacher?

8

What were the most valuable aspects of this learning experience for you?

9

How could this learning experience be improved?

Open Ended Answers



What Should You Ask?

On A Scale Of 1-10, How Likely Would You Be To
Recommend This To A Friend Or Colleague?

Detractors: 1-6

Passive: 7-8

Promoters: 9-10

Google: NPS SCORE

Google Surveys



Concept & Product Development



Market Trends



Brand Tracking



Marketing Design



Campaign Measurement



Timely Questions



Customer Satisfaction

NEW



Custom Survey Portals

[SurveyMonkey.com](https://www.surveymonkey.com)



SurveyMonkey®

Email Signup List

Sign Up For Email Updates

Sign up to receive news, special offers, and more!

EMAIL

FIRST NAME

LAST NAME

| | Favourable | Unfavourable |
|----------|---|---|
| Internal | Strengths <ul style="list-style-type: none"> • { What are your strengths? } • { What do you do better than others? } • { What unique capabilities and resources do you possess? } • { What do others perceive as your strengths? } | Weaknesses <ul style="list-style-type: none"> • { What are your weaknesses? } • { What do your competitors do better than you? } • { What can you improve given the current situation? } • { What do others perceive as your weaknesses? } |
| External | Opportunities <ul style="list-style-type: none"> • { What trends or conditions may positively impact you? } • { What opportunities are available to you? } | Threats <ul style="list-style-type: none"> • { What trends or conditions may negatively impact you? } • { What are your competitors doing that may impact you? } • { Do you have solid financial support? } • { What impact do your weaknesses have on the threats to you? } |

SWOT Analysis



**KEEP
CALM
AND
ITERATE**



i'm lovin' it[®]