

# Yoga Inc A Journey Through The Big Business Of Yoga

The Business of Yoga The Business of Yoga The Art and Business of Teaching Yoga (revised) The Business of Yoga: How to Start and Grow Your Yoga Business Zen and the Art of Yoga Business Your Yoga Business Your Yoga Bizz How to Master the Business of Yoga Yoga Studio Marketing Business of Yoga 2009 Yoga, Inc The Business of Yoga The Yoga Teacher's Guide: How to Build and Grow Your Private Yoga Business How to Run a Successful Yoga Business and Not Go Broke Yoga Business The Yoga Business Breakthrough Teaching Yoga Successful Yoga Entrepreneurs: Business Knowledge You Need to Know The Yogi Entrepreneur Technique For Business Private Yoga Katy Appleton Casey Conrad Amy Ippoliti Art Tiddens Suzan Teall Ava Taylor Rie Franklin Amanda Kingsmith Mathieu Van Steenberge Art Tiddens John Philp Lizzy Tomber Brittany Payne Michelle S. Fondin Korey Ginzel Rina Jakubowicz Discover Press Leonida Hilscher Darren Main Ernie Deaton

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many yoga teachers feel overwhelmed when it comes to grappling with the marketing and entrepreneurial aspects of their yoga business with the market for yoga teachers becoming increasingly saturated it is crucial that yoga teachers understand what makes their offering unique to implement a focussed business strategy this part guide part workbook helps yoga teachers bridge the gap between the spiritual essence of being a yoga teacher and the financial viability of their business and is based on the authors two decades worth of experience covering everything from the nuts and bolts of starting out as a yoga teacher to navigating social media there is something for everyone whether you re just starting out on your journey or trying to propel your career to the next level this book is part of the series yoga teaching guides which provides expert information on essential topics as well as ideas for creative teaching

how many more students would you like in your yoga classes in the business of yoga the world s leading sales trainer for the health and fitness industry teams up with an experienced and

successful yoga instructor who is also the former owner of an award winning ad agency to show you exactly how to use modern marketing concepts and tools to get more students and enjoy more profits from your studio or as an individual instructor discover tons of ways to fill your classes with new students how to create dozens of new profit centers within your studio or practice key steps to building long term students how to stop worrying about the competition the secrets for preventing low revenue periods maximizing income year round whether you re a studio owner who wants to take your yoga business to the next level a yoga instructor who is finding it challenging to make ends meet or just getting started with your career in the yoga business you will find this book to be transformational you ll get the exact information marketing methods and tools need to become successful doing what you love most teaching yoga

originally published in 2016 the art and business of teaching yoga immediately became the essential resource for those looking to start or maintain a successful career in yoga since then the landscape has changed online yoga and social media are now a crucial part of most teachers repertoires yoga teachers also face broad cultural shifts an evolving environmental crisis and resulting anxiety among students all of which bring fresh challenges to their leadership and teaching abilities this expanded edition will help you plan dynamic classes including engaging digital content build a loyal student base and become more financially stable optimize your own practice maintain a marketing plan and develop a unique brand teach yoga to facilitate ease and inspire creative action in a troubled world

this book is for the yoga teacher who knows all about yoga and about teaching but may be less knowledgeable about business the business of yoga is a primer for the yoga teacher who wants a fun yet informative text that explains and reviews all that s involved in starting and running a small business this book is loaded with forms checklists sample business plans and anecdotal stories all designed to get your small business up and running this book will help guide you in the creative and dynamic process of running your business and help you learn to use basic business tools efficiently and effectively so that you can devote more of your valuable time and energy to teaching

turn your passion for yoga into a thriving career are you a yoga teacher ready to turn your passion into a sustainable thriving business zen and the art of yoga business is your complete guide to building an authentic profitable yoga career in today s evolving wellness industry this practical and inspiring book from the writers at theyoganomads.com shows you how to find and refine your unique teaching niche build a powerful personal brand that resonates with students expand your reach with online classes retreats and private sessions create multiple income streams without compromising your authenticity market yourself effectively in an ethical heart centered way avoid common mistakes that derail many new yoga entrepreneurs discover how to blend timeless yogic wisdom with modern business strategies so you can grow your impact support your lifestyle and stay true to your calling whether you re a newly certified teacher or an experienced instructor ready to take your career to the next level this book gives you the roadmap tools and mindset

shifts you need to succeed step confidently into the business side of yoga and build the life and career you've been dreaming of

the truth is being a yoga business owner isn't easy but it is absolutely possible to succeed when you have access to the tools and techniques for success used by close to 1 000 yoga teachers and studio owners who built their successful yoga businesses from the ground up your yoga business gives you the chance to learn exactly what it takes to build real and sustainable growth as a yoga business owner without having to learn everything the hard way in this one of a kind resource renowned yoga business expert ava taylor shares her insights and real life experiences to give you an honest look at what it really takes to thrive in today's environment learn what works and what doesn't and apply the insights to your own business and philosophy you'll find homework activities in each chapter supplemented with more than 45 downloadable and customizable business forms available online to guide you through the process of reimagining your business by envisioning your dreams telling your story and crafting your visual identity defining your goods and services such as types of sessions workshops trainings immersions retreats and products and merchandise building a business plan by clarifying your dreams and setting your goals refining your message by mastering consistent and courageous marketing implementing your plan by creating connections and identifying strategies and getting it done by knowing how to be the boss you need to be create the business you've always dreamed of with your yoga business it is your road map to success earn continuing education credits units a continuing education exam that uses this book is also available it may be purchased separately or as part of a package that includes both the book and exam note a code for accessing hkpropel is included with this ebook

a resource to help yoga teachers consider the business aspects of establishing a yoga school

how to master the business of yoga is a compilation of yoga business advice and tips from successful yoga teachers yoga studio owners marketing and branding experts entrepreneurs business coaches and more these are the tools and techniques that successful yoga teachers business coaches and entrepreneurs have used to create sustainable and thriving businesses

are you facing the challenges of opening a yoga studio attracting students in a competitive environment or getting your yoga studio financially healthy many successful yoga teachers and studio owners have had to figure out through trial and error how to make a profession out of their passion by combining all of their knowledge and making it available to you you don't have to suffer the same fate the preparation for your entrepreneurial adventure is right here in your hands have fun reading and exploring yes it is an unfortunate truth that there is competition in a subject that strives to cultivate equanimity and this is where a business model that aims to support the overall expansion of yoga must be applied rather than looking at yours and mine yoga businesses can follow a greater vision of creating programs courses trainings and events that feed the totality of humanity which in turn supports other teachers and studios when we all are successful at finding supporting and keeping students then the success multiplies this book is such a tool as it is written with a business exterior and a yogi interior david lurey founder director of find balance yoga

once the province of gurus yoga is now practised by such media star personalities as madonna and sting yoga paraphernalia is everywhere from malls to supermarkets and the number of practitioners is growing daily what prompted the change from spiritual to secular and who is cashing in yoga inc examines the trends now sweeping the industry from large mcyoga chains to yoga tournaments to high profile yogis like bikram choudhury yoga inc asks can yoga survive with its good karma intact

if you are an aspiring business owner and completed your yoga teacher training or currently want to expand your private yoga business this ebook will give you the blueprint on how to build and grow your private yoga business laying a foundation and building step by step includes finding your niche pricing marketing and advertisement class structure and expanding your business with clients how to build and grow your private yoga business includes tips that i have learned over the years which has been vital in the growth and success of my own yoga business

i wish i knew then what i know now famous last words seven years invested saddled with a ton of debt and loads of personal stress with sadness i closed my failing yoga studio at the end of 2015 but i found light at the end of the tunnel i turned around a disastrous situation from all the lessons learned now i pass my knowledge on to you save thousands of dollars jump ahead of your competition and thoroughly understand the business of yoga before you begin every bit of business knowledge i acquired over the past decade is in this book i have spared nothing so you can excel from the best marketing strategies to building a solid client base and an unbreakable reputation you will get to appreciate teaching yoga instead of getting caught up in the trial and error of the first years in business sit back grab a cup of tea and get cracking your business is not going to start all by itself you know who knew starting a business could be this much fun preface introduction if i knew then what i know now chapter one your yoga teacher training program chapter two you are not a monk unless you are one chapter three hey dharma what s your karma chapter four building a reputation chapter five marketing your way to success chapter six your business model chapter seven financial intelligence chapter eight opening running a successful yoga studio chapter nine balancing work the rest of your life epilogue

in order to have a successful yoga career you first need to determine what that means to you whether it s owning your own studio or positively impacting the lives of your students whatever your goals the reality is teaching yoga is a challenging career path that s why we ve asked some of the business savviest yogis we know for their best tips for new teachers this book gives you the exact information marketing methods and tools need to become successful doing what you love most teaching yoga and take your yoga business to the next level a yoga instructor who is finding it challenging to make ends meet or just getting started with your career in the yoga business you will find this book to be transformational

are you a yoga teacher feeling stuck burnt out or uncertain about how to make your passion your profession without selling out your soul you re not alone and you don t have to stay there in the yoga business breakthrough international yoga teacher and mentor rina jakubowicz shares the

five powerful shifts that helped her and thousands of others turn their love of teaching into a sustainable successful and spiritually fulfilling career this isn't your typical business book it's part inspiration part action guide and 100% aligned with yogic wisdom you'll learn how to take extreme ownership of your career and life with clarity and confidence lead with your intellect while staying deeply rooted in your heart and practice use the grassroots growth generator to build an authentic business from the ground up without burning out align your career with your true nature to create more joy ease and impact commit in the right guide to accelerate growth and stay connected to your purpose whether you're teaching 20 classes a week and running on fumes or just starting out and unsure where to begin this book is your roadmap to alignment abundance and authenticity it's time to redefine success on your terms let this be the moment you stop surviving and start thriving your yoga career breakthrough begins now

do you want to share your knowledge and experiences with others and become a yoga teacher here's the ultimate beginner's guide to jumpstart your yoga career are you an aspiring yoga teacher do you need tips on how to start and grow your yoga business if you answered yes to these questions then keep reading yoga is currently becoming very popular across the world some of the common reasons for people to start yoga are to increase flexibility and relieve stress seeing the increased demands for yoga trainers you have decided to share your knowledge and experiences and become a yoga teacher here's the problem you're wondering how to transition from becoming a student to a teacher or what are the right steps to take to start your business fortunately for you there's now a solution teaching yoga how to start run and grow your own yoga business by discover press will provide you with all the information you need for your new journey in this book you will be able to transition from student to teacher to become a certified teacher you must undergo yoga training learn which training program you prefer and get your teaching certificate to become a registered yoga teacher learn the art of teaching yoga learn how to start your yoga classes with these easy steps and lessons that the author has learned from his personal experiences achieve financial stability follow the author's tips and advice about finances building a business and how to create a sustainable and ethical career

opening and running a successful yoga studio is a dream for many teachers if you are thinking about running your own studio a lot of questions might have crossed your mind what do you have to do to start and manage your own yoga studio successfully in this book you will find tips for opening a successful yoga studio it will let you understand the business of yoga before you begin and give you the business knowledge you need to know to run a successful yoga studio this book includes preface introduction if i knew then what i know now chapter one your yoga teacher training program chapter two you are not a monk unless you are one chapter three hey dharma what's your karma chapter four building a reputation chapter five marketing your way to success chapter six your business model chapter seven financial intelligence chapter eight opening running a successful yoga studio chapter nine balancing work the rest of your life epilogue

many yoga teachers are great at teaching but struggle with the business of yoga the yogi

entrepreneur is a powerful guidebook for the thousands of aspiring yoga teachers around the world who have a passion for sharing their yoga but resist the business of teaching based on decades of experience darren main offers guidance for building classes leading workshops and developing an ethical career as a yoga teacher with more than fifty free and low cost marketing tips and dozens of resources this book will help teachers world wide realize that balancing your checkbook can be every bit as yogic as doing a headstand whether you are a new teacher just getting started or a seasoned instructor looking for fresh ideas to breathe new life into your work the yogi entrepreneur is the book for you more than 50 free and low cost marketing techniques

yoga teacher training programs cover a lot of ground don t they but often the concepts introduced are delivered as just that an introduction a lot of yoga teachers both new and seasoned want to expand their offerings by teaching private yoga sessions and are looking for some guidance private yoga lessons offer an opportunity for teachers to expand their teachings into individualized work that expresses their unique philosophies and voices while supporting the well being of their clients in a one on one capacity through customized instruction this book will give you a technique for business private yoga to approach to teaching private yoga and creating your dream business and become a successful and professional private yoga teacher when you read this book you will learn the steps to take during your first private sessions and those thereafter the logistical items that you need in place to get started and the actions to instantly up your pro factor as a private yoga teacher how to set your prices create packages that sell and create a business with private lessons at its foundation have insight into creating a plan to consistently find the very clients you d like to work with week after week through individual sessions

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