

Starting a Yoga Business

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Introduction – You are a Teacher!

You have embarked on one of the most noble professions on our planet; being a yoga teacher.



Teachers have three loves: love of learning, love of learners, and the love of bringing the first two loves together. — Scott Hayden

But often the same type of person that loves to teach yoga doesn't have a love of chasing money all day long. You would like to live the free life; breathing, loving, and healing. The thought of paying your bills, creating a budget, or filing a tax return fills you with turmoil and stress. But unless you are a trust fund baby, you need to eat and pay rent and this guide should help you make some choices regarding the "business" of being a yoga instructor. At this point you are officially an instructor; you have completed your

many, many hours of demanding yoga training. You have given a few classes to your fellow students, online events, and maybe done some “yoga in the park” or pop up classes. You are ready to start earning an income as a yoga instructor so that you can support yourself and/or your family.

Decision Time – What is *Your* Yoga Business?

At this point, you need to do some deep thinking on the subject of your future yoga business. It is the first thing in the morning; you have gotten up, drank your full cup of water, brushed your teeth, made your bed, and done your sun salutation. I would like you sit quietly, **close your eyes and visualize your upcoming day.**

Scenario #1 – You work in a local yoga studio. It is a lovely place, filled with other instructors that are your close friends. You have an early class to teach; 7:45 AM and you look forward to seeing your early bird students that attend this class. You enjoy greeting them, helping them, hugging and touching them. It brings great joy and satisfaction to your heart and soul. The owner of the studio is a kind person and although you don’t make a lot of money, you have found a place nearby to rent and your life is full of joy. **Are you excited to get to work to teach that class?**

Scenario #2 – You own a yoga studio. This is the studio that you have always dreamed of. Everything that you believe in shows clearly in the way the place is decorated and operated. You have great pride in what you have created. You have hired the kindest instructors to help you. You enjoy the challenge of making sure that you are making a profit and delight when the studio is doing well and you’re thinking of opening a second studio. You like finding new ways to generate revenue from your customers and keeping the studio in tip top shape; cleaning, organizing, balancing the books. **Are you excited to get to work and run that studio and be the boss?**

Scenario #3 – You are a **lone eagle**. The thought of having please your boss, fellow instructors and punch a time clock in Scenario #1, or do bookkeeping, budgets, cleaning, hiring, scheduling and firing instructors in Scenario #2 makes you break out into a cold sweat. Instead you are your own boss. You are free as an eagle and can fly whenever you want to wherever you want. You have an online business that enables your virtual students to learn yoga. You want to build up a business using social media. You might have a few private sessions with clients that you have carefully selected or have a planned pop-up event in a park or at the beach to work directly with a group of clients, but most of your income will come from yoga students and practitioners watching your online live events, videos and donating. **Are you excited to be working alone today; writing your blog, recording videos, posting on social media?**

What type of day are you the most excited about? All three of these scenarios enable you to survive financially as a yoga instructor. But after the Covid-19 crisis, many yoga instructors working at a studio found themselves abruptly unemployed. Yoga studios in Scenario #2 went out of business when they couldn’t pay their instructors, investors, or landlords. Both scenarios caused yoga instructors to go deeply

in debt and suffer a financial crisis. Both Scenario #1 and #2 are right for some; that is why there are over 6,000 yoga studios in the US and customers pay more than 16 billion for yoga instruction each year. Having an online business would have help both of these more standard methods survive and this guide will take your step by step on how to **use technology to generate income**. This guide is intended for the yoga instructor that has their training complete or a yoga studio that is trying to be more “online.” There are many, many places and method to get your yoga certification, so I won’t go into that. This guide starts at the next step.

Yoga Business – Step by Step

1. Create **social media** and email account (optional.) You should have a presence on all the major social media sites where you can post your thoughts, pictures, videos and hold live events. This should be a priority even if you picked Scenario #1 and #2. You want to be the requested instructor or the preferred yoga studio that customers will drive out of their way to attend a class. If you are a lone eagle, this is required. You might want to create your yoga email account that is separate from your own personal email. You can still arrange for this to be forwarded to your personal email, but having a professional email can keep your business separate. For example, grannysmith123@gmail.com might have “yoga email” of yogagranny123@gmail.com. The shorter the better.
2. Develop your **content** blog and videos.
 - a. Your **blog** should have at least a dozen posting that leads to yoga as a solution. For example, you might post a blog about creating a daily routine and suggest doing a *Sun Salutation* each morning. There would be a link to your content that discusses Sun Salutation on your website. You should be able to crank out a blog posting each day that directs to your website.
 - b. Your **video library** should have poses from easy breathing to more difficult like the tree pose or head stand. There should be a few full routine videos. Learn how to easily record a video and have at least a dozen videos completed before working on your website. See our technical section where we discuss converting files, uploading, editing, etc.
3. Get a **PayPal** or other payment funding account. PayPal is most widely accepted and recognized payment method and it is easy to create a Donate Now, Subscribe, or Pay Now button on your website. If you picked Scenario #1, make sure your studio employer enables you to make money “on the side” – most consider you an independent contractor and only pay you by the classes you teach, so it is highly likely that they allow it – but best to make sure. If you are a yoga studio, there are many different yoga studio management tools that provide scheduling, payments, etc.
4. **Determine your payment options**. How will you make money and how much? See our technical section for information about PayPal buttons.

Development time – daily checklist

- **Write your daily blog.** If you are a night owl; write it before you go to bed. If you're a morning bird, write it first thing in the morning; the key is that there is something each day for the 300 million yoga practitioners worldwide to read and a library to browse if they come to your blog late in the game. These are your potential customers and yoga grew by 50% from 2012 to 2016 – what if it grows again?
- **Create a video.** Each day, you should create one or two videos for your library. When you get to step 4, you should have dozens to choose from to post your “best” on your website.
- Set up a **Facebook Group** that has an online live event that is open to everyone. Later it can be a private event that is only open to those who subscribe. That is one way to earn income. Be sure and start with just one person in your group and do a few live events with that person as test runs. Later, when people pay, they will be added to the group.

Certifications and Insurance

In addition to your 200+ RYT certification, many yoga positions require yoga instructor insurance, CPR training, and group training certification. Here is a sample job posting;

Requirements/Certifications:

- CPR, First Aid, AED, national certification (ACE, NETA, AFAA, NASM) in group fitness instruction
- At least one year of experience teaching group exercise classes preferred

1. **CPR, First Aid, AED** These are offered in person in your community and you can also take online classes.
<https://cprcare.com/cprcoursedetails/>
 Red Cross – CPR, First Aid, and AED Online
<https://www.redcross.org/take-a-class/classes/adult-child-and-baby-first-aid%2Fcpr%2Faed-online/a6R0V0000015EUt.html>
2. **Group Fitness certification.** Again, you can take this online and here a chart of the providers; <https://www.netafit.org/> and <https://www.acefitness.org/>

	Certification Test-Only Regular Fee	Number of Exam Questions	Exam Time	Pass Rate	Retake Fee	CPR with hands-on practical skills evaluation required	Recertification Period	CEUs/CPDs needed for recertification	On-line Recertification Fee	Late Recertification fee – 1-90 days post-expiration	Late Recertification fee – 91-360 days post-expiration
	\$249 ¹	120 (100 scored + 20 pretest)	120 minutes	83% (0014)	\$129	Yes	2 years	20	\$65	\$80	\$95
ACE	\$249	150 (125 scored + 25 pretest)	180 minutes	63% (0014)	\$199	Yes**	2 years	2.0 ¹	\$129 ²	\$169	\$199
AFAA	\$249	120 (100 scored + 20 pretest)	120 minutes	68% (0017)	\$149	Yes**	2 years	1.5 ¹	\$95	\$149 (\$90 + \$50 late fee)	NA ³
NCCPT	\$199	140 (125 scored + 15 pretest)	120 minutes	65% (0017)	\$95	No**	2 years	1.5 ¹	\$75	\$100 ³ (\$75 + \$25 late fee)	NA ³

3. Yoga Insurance - <https://nacams.org/>

Compare yoga insurance providers

	BENEFIT	YOGA ALLIANCE	IDEAFIT	YOGA JOURNAL	NAMASTA	ALTERNATIVE BALANCE	NACAMS	
Professional & General Liability Insurance	✓	\$2 million per occurrence \$4 million individual annual aggregate	✓	\$2 million per occurrence \$4 million individual annual aggregate	✓	\$1 million per occurrence \$1 million individual annual aggregate	✓	\$2 million per occurrence \$3 million individual annual aggregate
Products Individual Annual Aggregate	✓	\$2 million	✓	\$1 million	✓	\$2 million	✓	\$2 million
Occurrence Form Coverage	✗	Claims Made	✓	Yes	✗	Claims Made	✓	Yes
Rental Damage Coverage	✓	\$100,000	✓	\$100,000	✓	\$100,000	✗	\$300,000 (Fee Only)
Membership Fee	✗	\$50	✗	\$129	✗	\$69.99	✗	\$199
No Membership Fee	✓	No	✗	No	✗	No	✗	No
Stolen Equipment Coverage	✗	No	✗	No	✗	No	✗	No
Identity Protection	✗	No	✗	No	✗	No	✗	No
Free Professional Website	✗	No	✗	No	✗	No	✗	No
Free CEU's	✗	No	✗	No	✗	No	✗	No
Includes Coverage for 350+ Services	✗	No	✗	No	✗	No	✓	Yes
Annual Fee		\$183/\$233	\$294	\$224.99	\$305	\$249		\$179

Pre-Launch Time

5. Create a website. You have a few choices;
 - a. Use a **free service like WIX** that enables you to create your own website and they host it for free. They will want to you to upgrade eventually, but if you're a techy (it can be hard for the novice) and DIY person, then this is an independent option. This site does not let you move it to your own site later, so make sure you're happy with their hosting option and fees.
 - b. Pay for a **web designer**. This can be frustrating; web designers are two types of people; the more artistic or the highly technical. They can spend hundreds or thousands of your savings designing logos, gadgets, and complicated sites that will cost you more to maintain over the years.
 - c. Use the **free website** provided by **Yoga iTeach**. If you subscribe to their monthly service, they will create a free website based on a simple

template for each instructor. You can see an example of this at www.yogaiteach.com/chandra. It doesn't have a lot of flexibility for you to change the design, but you do get to pick the pictures, videos, payments, and "About" information.

Launch Time

You are officially ready for business. You have tested your website and if you are using **Yoga iTeach** for private sessions, then you have setup your "demo student" and learned both the Student and Instruction login of the software. Here is your checklist

- Website has been tested by various users. If you are collecting email addresses – where do those go?
- You have tested all the buttons for PayPal and links to your blog.
- Yoga iTeach is setup and you can show students how to use and upload videos
- Post a message on social media that your website is open for business.

You might wonder; "How long will it take to get from Step 1 to Launch?" That depends on your **level of urgency**. If you use our website and dedicate a full day to writing blogs, recording videos, setting up PayPal and social media – you can be done in a day! But sometimes you either have it done right or quick – but not both! We suggest spending a month getting this ready. You have a lot of technology to absorb; the best way to record videos, how to perform live events, learning to use **Yoga iTeach** if someone wants private sessions. The next section is a technical guide for doing all this and might be of some help.

Technical Guide to Yoga Instruction

This section can help you with some of the technical aspects of becoming a yoga instructor.

Using Yoga iTeach

Yoga iTeach is a tool to enable you to communicate with your students. It also provides a website for you as an instructor.

Here are the instructions on how to use;

1. Go to yogaiteach.com
2. (more later)

How do I add a PayPal payment button to my website?

- Go to PayPal> Payment > Buttons.
- Select a button type to create. ...
- Enter the item name and price. ...
- Click Select Code to select the button code.

- ❑ Copy and paste each of the button code in an email, text file for **Step 5** below.
- ❑ This new button will appear on the "My Saved Buttons" page if you'd like to edit it at any point.

Using Windows Camera to record videos

Windows 10 includes a "Camera" app for this purpose. Tap the Windows key to open the Start menu, search for "Camera", and launch it. You'll also find it under the list of All Apps. The camera app allows you to take photos and record videos. It also provides a timer feature and other options, although it's still a fairly simple application. Photos you take will be stored in the "Camera Roll" folder in your user account's "Pictures" folder. You might want to put the Camera APP on your Start or Task bar to make it easy to press to start recording.

How to use an iPhone to Record a video and Upload

Amazon has an easy selfie/tripod that costs under \$20.

Selfie Stick Tripod, Extendable Bluetooth Selfie
Compatible with iPhone 11/11 pro/X/8/8P/7/7;
S9/S8/S7/Note 9/8, Huawei and More

NUATE



Converting iPhone mov video to mp4 files for Upload

The iPhone creates by default .mov video files. In order to upload them to **Yoga iTeach**, you need to convert to the more standard mp4 format. There are various tools

to do this including moving the .mov file to your PC, then use Windows to edit, then save and save as a MP4 file.

This tutorial shows you how

<https://www.youtube.com/watch?v=d-J-QBRMQZY>

Using iConv to Convert mov to mp4

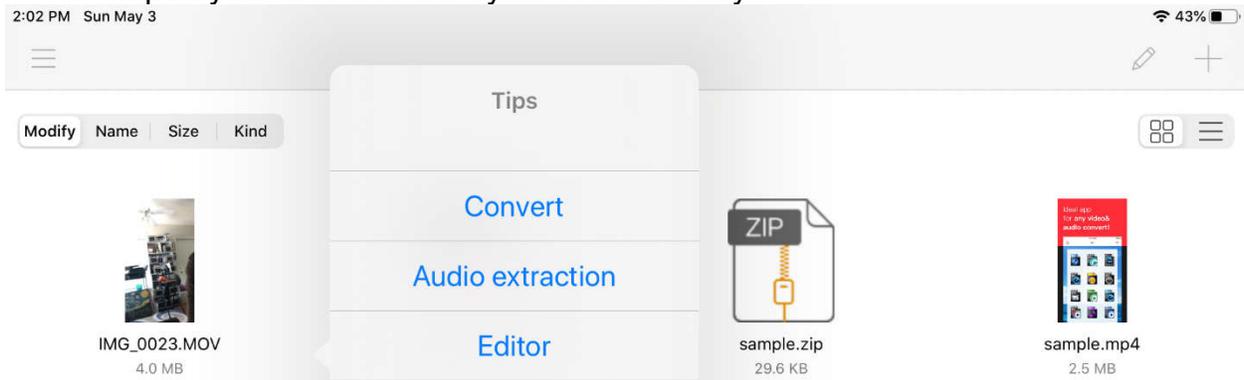
If you want to use only an iPhone or iPad, this is one App that easily converts so you can upload your video directly from your iPhone or iPad to **Yoga iTeach**.



iConv - Video & PDF Converter
Convert any Video Audio Format
chen wang
★★★★☆ 4.4, 845 Ratings
Free - Offers In-App Purchases



1. Import your Mov files from your Photo Library



2. Click on it and select Convert

Convert Format:

mp4

Convert

3. Pick mp4 as the Convert Format



4. Your file will now be a mp4 in your Converted Files Folder under iConv

