

How to be a Successful Yoga Teacher

A Success guide for the Spiritual Entrepreneur

This course is officially recognised by Yoga Alliance Professionals and will count towards your CPD (Continuing Professional Development). 'How to be a Successful Yoga Teacher' consists of 11 teaching hours, which are delivered across three days to allow time for you to digest and begin to implement some of the information and techniques covered. Additional preparation and homework will also be required.

After the course, attendees will have a clear understanding of how to:

- Create a powerful yoga product
- Effectively promote classes
- Build community
- Retain students
- Maintain a commercially viable business
- Stay aligned with your personal brand
- Avoid burn out

Dates: 13th, 14th & 15th March 2020

Venue: Yoga Kula, 114 Harrogate Road, Leeds, LS7 4NY

Cost: Early bird £175 (before 1st Feb 2020) / Full price £200

Timings:

Friday 13th // 7:15 - 9:15pm

Saturday 14th // 2:00 - 8:00pm

Sunday 15th // 12:15 - 4:15pm

Course Content:

Status Check: Pre-course exercises // You will be given several preparatory exercises before starting the course. These exercises help you gain clarity over your time and money - so that you arrive with a keen awareness of the current state of your business. This will also highlight where you need the most help, allowing you to take maximum benefit from the course.

Creating Product: Experiential learning // By taking part in a yoga class that incorporates the key features of a well-attended class and nurtures a sense of community, you will learn a multitude of techniques that you will be able to immediately implement in your own classes.

Your USP: Discovering your superpower // In this section of the course, you will be guided through a series of exercises which will allow you to uncover your unique skillset and characteristics, and understand how these things can help you to become a highly successful yoga teacher.

The Journey: Plotting your path // All successful yoga teachers follow a certain path and understanding where you are on this path can help you prepare for the next stage of the journey, and (re)cover any ground you may have missed up to this point.

Teacher Space: Respecting yourself and your students // There's a fine line between ego and leadership. In this part of the course, you will discover the role that respect plays in the relationship between teacher and student, and how this influences the success of your classes.

What is Money: A healthy approach // Neither you nor your business will thrive if you don't make enough money. Here, we discuss the concept of money and, through role play, explore how you can make more of it by increasing the potential for your students' growth and transformation.

Basic Marketing: Your message & how to spread it // Yoga is a booming industry and there's plenty of scope for a wide-reaching marketing strategy that works online and offline. Learn how to grow your business through your own brand message.

Chakras & Business: Maintaining a high vibration // In this portion of the course, you will learn how a deep understanding of the chakra system can help you take care of the physical, emotional, psychological, emotional, and spiritual aspects of your business.

Inspiring commitment: Retaining students // It's all too easy for 'life' to get in the way of even the most enthusiastic person's best intentions. An inquiry is one thing. A committed student another altogether. Here, we share some practical methods for both securing and retaining new students.

Time, Energy & Money: Managing your resources // Setting up your schedule for success will allow you to make enough money without exhausting yourself, freeing you from the emotions of stress and overwhelm, and leaving time for you to maintain your own yoga practice.

Back to the Future: Revisiting your vision // We're often told to 'be present', but when it comes to business, you can't afford to ignore the future. Knowing our goals informs the decisions we take now. Here, you will learn how to create a clear and inspiring vision for your business.

The 3 Gears of Business: What to expect & when // Like cars and bicycles, successful yoga businesses run most efficiently and powerfully when they're in the right gear. Discover which gear you need to be in at any given time, for a smooth journey to success.

"The successful warrior is the average man, with laser-like focus."

~ Bruce Lee

