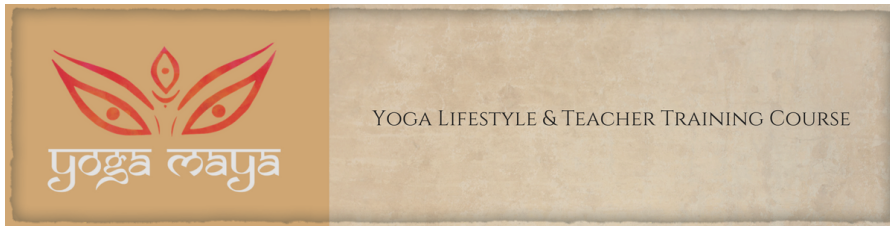


The Business of Yoga

The Do's & Don'ts of
the Market Place



A Brief History of Yoga

- Gurukulam System (from ancient times till late 1800's, still continues today)
 - Students gave money or goods to the teacher after training was complete, or as often as they could
- Yoga Abroad (late 1800's till today)
 - Non profits
 - Kriya Yoga International, Self Realization Fellowship, Vedanta Society, ISKCON, and other organizations still use this system.
 - Often involving monastics

A Brief History of Yoga

- Yoga Alliance 1997 to current
 - Unregulated
 - Voluntary Registry
 - Mass Expansion
- IAYT Yoga therapy and the Future of Licensing
 - Coming Contraction?
 - International "certification"
 - Specific Standards

Business Tax Status

- Sole Proprietor
 - Your Self, Or DBA or Single Member LLC
- Employee
 - W-2
 - 1099 is not the same as employee

Business Tax Status

- Employee is W-2 tax status
 - Employers should do all booking, marketing, provide space, issue you a check and pay taxes on your S.S. You just show up and teach with a bit of paper work.
 - If they are asking you to do any of the above things this is a 1099 situation or an “informal business relationship”.

DON'T DO FREE LABOR FOR A W-2 EMPLOYER

You can be an employee for a company and also have your own DBA or LLC at the same time.

Tax Status

- More Complicated but have more benefits
 - LLC - limited Liability Company
 - 501c3 - Not for profit with either an educational or religious structure

Tax Status

- DBA - Doing Business As
 - DBA has a tax ID number
 - *This allows you to open a business checking account*
 - It can make you eligible for loans
 - Low cost
 - Does not cover liability like and LLC or 501c3

Tax Status

- DBA & LLC can be paid in cash, check and internet transactions this all creates your *net income*
- You have to pay taxes on the gross income that was made under your DBA or LLC. *BE PREPARED*

Tax Status

- DBA and LLC and write offs
 - You can write off business expenses like
 - Studio rent, all travel expenses, car miles, insurance both auto (car details are complex) and yoga insurance, continuing education, yoga books, general supplies, marketing expenses, food between classes, legal advice, accountant etc (see IRS tax documents for further list, or work with an accountant)
 - *If you don't use tax write-offs, you will pay the **highest amount of taxes out of any tax bracket.***
 - *If you use tax write-offs, you may pay the **least amount of taxes based on your income bracket.***

Pay Structures for Sole Proprietor

Pay Structures as Sole Proprietor

- Fixed Weekly Fee
 - Office gigs, ask minimum of \$50 an hour or more
 - Try to get the companies Human Resource person to do as much admin and advertising for you as you can.

Pay Structures as Sole Proprietor

- Percentages
 - 50/50 - Owner or workshop promoter should be heavily marketing and making it worth your while. Hardly ever a good deal for teacher
 - 60/40 - Standard split
 - 70/30 - The marketer or studio owner must really like you or have a reason for giving you more money. Like incentive to have YOU at their space. This was often something we would ask for when traveling for kirtan.

Pay Structures as Sole Proprietor

- Payment
 - You can be paid with or without a DBA or LLC set up.
 - Corporate gigs will prefer you have an EIN (DBA or LLC)
 - Can use either cash/check/digital financial transaction
 - With or without a 1099
 - Over \$600, you are “supposed to” receive a 1099

Business Structures

- Minimum
 - Workshop or kirtan artist ask for minimum example \$1,500 or 10k depending on demand
 - After minimum is met in sales then percentage is split after that 50/50, 60/40, 70/30.
 - These kinds of gigs need contracts and heavy marketing efforts.

Charge what you'r worth?
Or
Charge what the market will
yield?

High Prices

- Need to be top line at what you do or offering something rare and a speciality service. Also need to be top line in the right market. If you are in a low market and top line work with market value.
- If you can do this, less work is good :)
- Don't price your self out of your market

Charging What Market Yields

- Yoga studios are a dime a dozen - don't price your self out of the market
- Be wary of charging to low, as this can cause a subtle though that your product is worthless and no one will come see you
- Example- Can you give away yoga? Sometimes yes, sometimes no

Pros to Free Classes

- Exposure
- Build Community
- Practice for new teachers
- Build your email list
- Build momentum towards larger goals like
 - Workshop, retreats, running a YTT, etc.
- Channels people towards other aspects of your biz, like massage, astrology, food, or life coaching etc

People will say doing free
classes mean you don't value
your self?

Remind Trevor to take a deep
breath.

Why free isn't bad

(its actually amazing!)

- ✧ Giving free yoga is celebrating Yoga's history
- ✧ Making our bottom line always about cash is, well, making things all about cash. This is not in alignment with yogic values. We are here to serve and up lift others, not just make a buck.
- ✧ Capitalism does not need to run everything
- ✧ Give with faith and see how the universe fills up our cup in ways other than \$ symbols.

See money as universal life
energy. Let it come, let it flow
and let it go!

Have clear boundaries around financial deals. Follow your word and **make contracts.** Don't loss your grace when people rip you off. Cut your losses and carry on.

Cons to free classes

- You don't get paid
- It can block you from doing things in your life that will bring in income.
- You need to have money, don't give more than you can afford to give.
- Can drive down local market (can be good or bad)
- Can create a subtle attitude in people that they don't need to pay you. Or you'r just a person to take from.

If you don't get a financial energy exchange because someone is fearful, don't “call them out”. Know the universe will fill you up and supply your needs.
Have faith.

The more I give, the more I receive blessings from other channels.

Yogi's should not be reaching for
fancy cars, opulent belongs etc.
This is not in alignment with
Yama and Niyama

Yogi's business should aim to be
in alignment with “spiritual
ecology.” Never take more than we
need. Always give back to others.

Yoga is to give not to acquire more
and more personal belongings.
Take what you need and practice
Santosha

Yama = Right Living, reining in
or control.
Niyama = Duties or Observances

Yama

- Ahimsa - Non Violence- Do no harm to others in the name or your business practices.
- Satya: truthfulness, non-falsehood - Don't scam to make money teaching yoga. Don't use your sexiness or tricky marketing to mislead people.
- Asteya: non-stealing - Do not rip off people who work for you or your students/clients. Do not misrepresent your skills.
- Brahmacharya - Sexual restraint - Don't sexualize your advertising or your presence as a teacher. Stay in God Consciousness all the time even while doing yoga in the market place.
- Aparigraha: non-possessiveness - Do not grasp to what you don't have. Let things come, let them go.

Niyama in Business

- Śauca: purity, clearness of mind, speech and body - Following this Niyama will bring us victory in our work. Our purity and clearness of mind will attract others to us.
- Santosha: contentment, acceptance of others and of one's circumstances as they are - When we are content we will not push our self into a situation that is over our head. Contentment will help us feel that we are already full. There is nothing that needs to be clung too.
- Tapas: self-discipline, persistent, perseverance - In the ebbs and flows of business life sometimes we need to dig our heels in to the ground and stay put even when things are tight. Letting go and having faith often opens the space for miracles to happen.

Niyama in Business

- Svādhyāya: study of Self, introspection on our thoughts, speeches and actions - How are we acting in our business life? Looking deeply at ourselves will keep us from many complications and poor business choices.
- Īśhvarapranidhāna: attunement to the supreme consciousness - acceptance of things as they are moment to moment. Fully surrendering with bhakti will bring all of the other Yama and Niyama even in success and failure

Seva and Karma Yoga

Seva - Selfless Service
Karma Yoga - The path of
experiencing mystical union through
actions or work in the world.

Even in a modern business situation the
true yogi models Seva and Karma Yoga.
If not why make yoga a business?
Just teach Pilates instead ;)

Karma Yoga

- See your whole life as karma yoga
- Work to serve your students
- Be unattached to the fruit of your labor

Seva

- Always have the mood of selfless service.
- Give with out expectations
- See every activity as worshipping the living power of God which is in all things
- Make your whole life full of love for the Divine Power in the World (Yoga Maya)

Teaching Models

- Drop ins
- Sessions
- Workshops
- Retreats
- Private Sessions

Teaching Models - Drop ins

- Drop ins
 - Yoga class standard often in gyms
 - Challenging for smaller places to compete with large corporate gyms
 - Generally not as good for independent yoga teachers because it can be hard to get committed people at first
 - Fluctuating numbers
 - Many class attendees like the lack of commitment

Teaching Models - Sessions

- If no one shows you can do something else with your time
- Makes people commit up front
- Some people don't like the commitment
- Can build themes
- Great for more skilled teacher to structure their offerings
- Can work around seasonal schedule and offers more flexibility for the teacher

Teaching Models - Workshops

- Can charge more
- Focused topic for 2 to 4 hours or a whole day
- Helps to develop specialties
- Can channel people to other drop in classes and sessions

Teaching Models - Retreats

- More planning and advertising needed but can charge more
- Lots of work but can be very satisfying
- Can be away to help you travel and see places and connect with other local communities
- Helps to channel people to other offerings
- Generally geared towards people with more financial mobility

Teaching Models - Private Sessions

- Less advertising per person, minimum of cash guaranteed
- Teacher needs more refined skills
- Better grasp of boundaries, scope of practice and ability to recommend other healing professionals as needed
- **DO NOT OVER STEP YOUR SCOPE OF PRACTICE**

Web Presence

- Facebook - Create a fan page - be mindful of personal post and your FB presence if using personal page for business
- Website - Weebly is free - Wix can be free and is somewhat affordable (Miriam helps build them out) - WordPress is more complicated than one thinks, if you want it to look good, but it is free and gets the job done. Square Space is like Wix. I am not sure if they have a free version or not.
- Blogging
- Instagram - I know nothing about it :)
- YouTube
- Email list

Waivers

- Make sure you use one
- Get people's email address

Insurance

- Make sure you have it!
- Yoga Alliance offers it to paying members. Its a little more expensive then other options
- You don't need to register with Yoga Alliance to get insurance in most cases.
- ABMP members get yoga add on for free

Business of Yoga Homework & Resources

- Use the Preparing to Teaching Brain Storm Sheet
- Get on Indeed or other web sites to help find jobs. Keep in eye on craigslist
- Create a basic web page for your self
- Vision and make goals for Social media presence
- Print out Waivers

Business of Yoga Homework & Resources

- Beware of gimmicky business trainings online for yoga teachers. Buyer beware, do lots of research. You are a target of algorithms! Don't forget it!
- Suggested Resources
 - \$100 Start Up - Chris Guillebeau
 - Marketing for Hippies - Tad Hargrave marketingforhippies.com
 - The Heart Of Business - Mark Silver heartofbusiness.com
 - George Kao georgekao.com