

The First Step in Creating a Successful Yoga Business

By Kylie Saunder of PilatesYogaBiz

As you're clearing up the mats at the end of the day, you're feeling a deep sense of gratitude for where you are. All the hours of practice and study have finally paid off.

Those long nights of poring over the anatomy and physiology books trying to remember origins and insertions of muscles. The hours you spent away from your family as you attended teacher training. And the elation of finally being able to teach your own class without a supervisor watching your every move!

You walk to the front desk and this feeling is instantly replaced by dread, fear and doubt. You've opened the mail and noticed that your rent for the studio is now due and the bank statement in the following envelope doesn't have enough money to cover this. Your body goes into a fight/flight reaction. One part of you wants to run away from needing to worry about money, finance, sales and marketing – you just want to teach Yoga, not get drawn into this “business stuff”! And the other part of you wants to scream, “What am I doing wrong! How can I keep going like this?”

But before you start beating yourself up over this situation, let's get clear on what's really happening here:

- You started teaching Yoga because you're passionate about the results you personally achieved,
- You know that Yoga can make an incredible difference to your clients' lives.
- Your Yoga instructor training was thorough in covering all the exercises, the methodology and philosophy, the progressions, the contraindications...BUT it didn't teach you how to attract and retain clients to your classes!

SO...it's not your fault...you just haven't been told HOW to create a successful and thriving Yoga business that has fully booked classes week after week!

As a Yoga studio owner:

- You have overheads including: rent, electricity, government taxes, water and wages,
- You have made the decision (either conscious or unconscious) to be paid for what you love to do,
- The money you receive from your yoga students is what you rely on to buy your food, to pay your rent or mortgage, to look after your family and to buy petrol.

You may have started your Yoga business to serve others, to live the lifestyle you want or a combination of both.

But you must work you what matters first!

What really matters to you? Is it?

- Time with your partner,
- Time with yourself,
- Time with your children,
- Time outside on the beach or in the park.

Once you've worked this out, you can figure out how much money you need to make this happen.

So let's get real here: if you're not earning enough money from your Yoga business to put food on the table, pay the bills and earn a healthy profit, you're spending your time pursuing a very expensive hobby!

If your Yoga business isn't making a healthy profit, you will be:

- Worried about looking at your business bank balance
- Experiencing sleepless nights as you try to figure out how to get more students to your Yoga business,
- Feeling like the life that really matters to you is slipping away from you.

Your life spirit and energy suffocates when you live like this.

Working out who are you and what your purpose is will allow you to create a solid foundation for your Yoga business. For when you follow your own path, your happiness increases. Your energy vibrates at a high level and you're prospective and current students are attracted to your business.

And it's easier to create something worthwhile if you know what really matters to you, for example, family connection. Consider the following 4 questions to kick-start your process:

1 – what is really important to me?

2 – what do I really value?

3 – What matters the most to me?

4 – what really inspires me?

Creating a thriving and successful Yoga business takes time and energy. There will be some days when the "going gets tough" and there will be many more days when you feel blessed that you can impact so many people in your community through your Yoga business.

Getting clear on your purpose helps you get through these tough times and is the first step to creating the successful and thriving Yoga business you've always dreamed about!

About the Author:

Kylie Saunder of PilatesYogaBiz works specifically with Pilates & Yoga business owners. She helps them:

- Develop and expand their business,
- Get out of survival mode, and
- Helps them step into a proven business model that thrives effortlessly.