

## Action Plan

The following assignments are recommended to help you develop your yoga business.

Begin by answering the following questions:

- 1) What do you want your weekly schedule to be? How many hours do you want to teach yoga (If you only plan on owning a yoga business, but not teaching class, you can skip that question)? How many hours do you plan to work on administrative tasks? How many hours do you want to focus on other things? What are those things?
- 2) How long will each group class be? This includes classes you teach or classes offered at your studio.
- 3) Will you offer private lessons? How long will they be?
- 4) What styles of yoga will you offer?
- 5) How would you describe the students you want to serve?

If you are interested in owning a studio or running another business in which you hire other yoga instructors, answer the following:

- 1) How many employees do you plan to hire? These are people who work exclusively for your business. What kind of benefits will you offer?
- 2) How many contract workers/instructors do you plan to hire? These are yoga teachers or other personnel who only work a few hours per week for you and may maintain employment with other businesses as well.
- 3) If starting a studio, what specific locations will you consider? How many square feet do you want for the studio space? What is your maximum lease expense per month? How many classes will be offered each day? How much will you charge students? Will you rent out studio space to other providers (i.e. massage)? What type of providers?

1) If you don't want to own a studio and but want to teach, list at least 10 places in your community where you could teach yoga. Research these places and find out who you contact regarding yoga teaching opportunities, how you are paid and the pay rate, whether you provide the students or the facility provides the students, if a certain style of yoga is taught at the facility and, if so, what that style is.

Location/Facility	Contact person	Pay Structure flat rate or per student	Pay per class or pay per student	Average # of students in current classes (if applicable)	Yoga style (if any)

Compare the information on the different facilities and locations. Determine which places you would like to contact and go for it.

2) Think of the type of workshops you could offer to your students.

Use the chart below to determine the types of workshops you may like to offer at an existing studio.

[illegible]

3) Think of at least three things that you want to sell in addition to teaching yoga classes.

4) Get your forms in order. Contact your city or state to determine the required business forms you need to start your yoga business. Compare different options for liability insurance.

5) Make a list of your services. List the features that make them unique. Describe the specific benefits you offer to others.

6) What is your plan for using social media? What types of social media will you use most?

7) List your top four or five goals related to your yoga business for this month. Put specific completion dates next to each goal.

8) List your top four or five goals related to your yoga business for this year. Put specific completion dates next to each goal.

## **Visualize Your Success**

Create a picture in your mind of exactly how you want your yoga business to be. For example, if you want to own a yoga studio, picture exactly how that studio looks, where it is located, and the types of students and teachers who are there.

Detailed Visual Description of My Yoga Business: (write a description of that picture here)

What exactly what you will give your students and community through your yoga business?

Write a clear and concise statement of your vision and why you want to achieve this particular vision.

Read your written statement out loud every day. As you read it, believe that you have already achieved your vision.