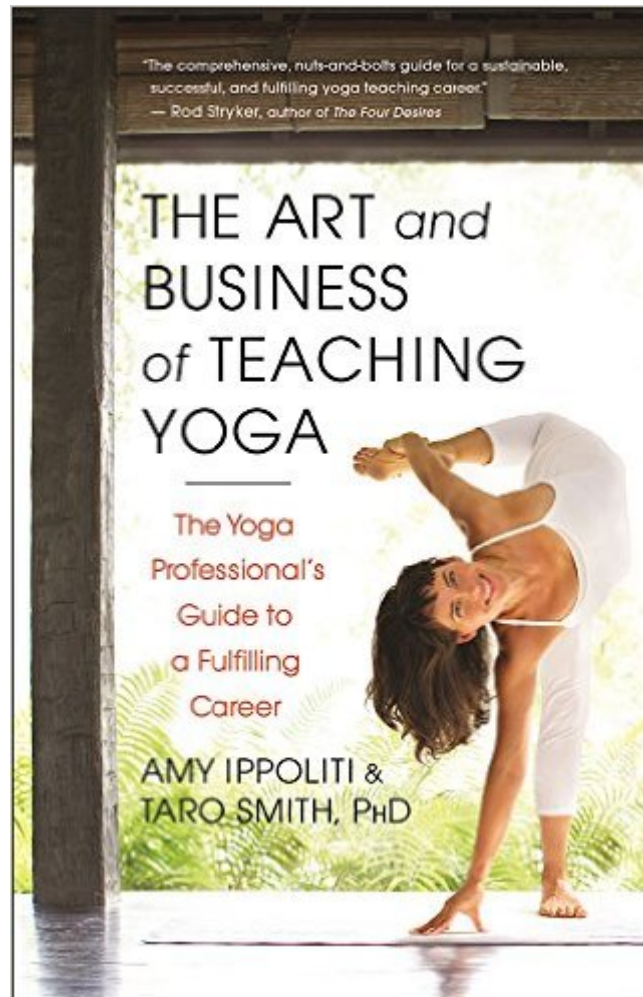


The book was found

The Art And Business Of Teaching Yoga: The Yoga Professional's Guide To A Fulfilling Career



Synopsis

Thousands of yoga lovers take teacher training courses each year, hoping to share what they learn with others. Many want to make yoga teaching their full-time career, but most training programs fall short in covering business acumen, and they may not equip graduates with the entrepreneurial skills and savvy they need to make a go of it. This indispensable and inspiring book guides both new and established professionals toward maximizing their impact as teachers and achieving their career goals. You'll learn to:

- build a loyal student base
- plan dynamic classes
- optimize your own practice
- become more financially stable
- maintain a marketing plan
- use social media effectively
- create a unique brand identity
- inspire even more students to embrace yoga

Book Information

Paperback: 272 pages

Publisher: New World Library (June 14, 2016)

Language: English

ISBN-10: 1608682277

ISBN-13: 978-1608682270

Product Dimensions: 5.4 x 0.5 x 8.4 inches

Shipping Weight: 7.2 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (10 customer reviews)

Best Sellers Rank: #41,121 in Books (See Top 100 in Books) #29 in [Books > Business & Money > Management & Leadership > Training](#) #141 in [Books > Health, Fitness & Dieting > Exercise & Fitness > Yoga](#) #451 in [Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship](#)

Customer Reviews

I'm just finishing up my yoga teacher training, and I picked up this book on my own. It covered a lot of ground that YTTs do not - the practical side of the yoga teaching business, how to be true to yourself as a teacher and use your genuine personality and interests to best market yourself, and even justification via yoga literature for getting paid to share yoga with others. It's a quick read, but I expect I will refer to it often. And someday, if I ever offer or am a part of a YTT course, I will definitely include this book!

Very useful information and advice from Amy Ippoliti and Taro Smith on how to become a yoga

teacher, build and run a successful yoga business and be a professional teacher. They generously share practical examples and knowledge gained from teaching yoga, leading teacher trainings and asking students what they like and dislike in yoga classes (anything that starts with the word just). From what should be in your teacher container to navigating social media to teaching multiple ability levels in a class, this is an invaluable must read for all yoga teachers.

I have been teaching yoga since 2003 and found quite a bit in this book to be useful information, a different perspective on things and/or things to ponder. I recommend checking it out if you're a yoga teacher. It's an easy, clear read. And the type of book that you can integrate what you think will be useful into what you are already doing. I have already started using some of the suggestions and think it will shift things more positively for me.

I just finished this book and am happy to have read it. I found the content useful and easy to read and will implement much of it to grow my yoga "business" from now on. I enjoyed the section on Teaching Well and class preparation as well as the survey data from yoga students on how they perceive certain language and teaching styles. I am sure to use this book a lot in the future.

I've been teaching yoga and running my own yoga business for 11 years and I found this book is informative and interesting. A fresh new approach to concepts I had in place and strategies I didn't know I needed. I highly recommend it to anyone who teaches or is thinking about teaching! A big thank you to Amy Ippoliti and Taro Smith, PhD.

[Download to continue reading...](#)

The Art and Business of Teaching Yoga: The Yoga Professional's Guide to a Fulfilling Career
The Complete Guide to Professional Wedding Photography: Creating a more profitable and fulfilling business
Business Mastery: A Guide for Creating a Fulfilling, Thriving Business and Keeping it
Successful
Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1)
Career Information, Career Counseling, and Career Development (9th Edition)
Career Information, Career Counseling, and Career Development (10th Edition) (Merrill Counseling (Hardcover))
Yoga Philosophy of Patanjali: Containing His Yoga Aphorisms with Vyasa's Commentary in Sanskrit and a Translation with Annotations Including Many Suggestions for the Practice of Yoga
Glimpses of Raja Yoga: An Introduction to Patanjali's Yoga Sutras (Yoga Wisdom Classics)
REAL ESTATE: A Guide for First Time Agents to Effectively Grow Your Business

From Nothing to a Sustainable Growing Career (Beginner's Guide, Career Management, Lead Generation, Real Estate Investors) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - Enhancing Professional Practice: A Framework for Teaching, 2nd Edition (Professional Development) Live Your Calling: A Practical Guide to Finding and Fulfilling Your Mission in Life Risk Management for Institutional Investors: Fulfilling Fiduciary and Strategic Responsibilities Date 'Em Like You Hate 'Em: How to Keep Your Balls and Have a Fulfilling Love Life in Today's Cutthroat Dating World The Jewel Ornament of Liberation: The Wish-fulfilling Gem of the Noble Teachings Sacred America, Sacred World: Fulfilling Our Mission in Service to All The Inner Sky: How to Make Wiser Choices for a More Fulfilling Life Find Your Passion: 6 Steps to Success in Finding your Passion for a Fulfilling Life The Sacred Contract of America: Fulfilling the Vision of Our Mystic Founders

[Dmca](#)