

Yoga Teacher Training

200 HOUR



Teacher Name

Winter 2025



back of front cover





200-HOUR

Yoga Teacher Training

With Teacher Name

Summer 2025

hosted BY STUDIO NAME

www.studiowebsiteaddress.com



Introduction

FROM YOUR INSTRUCTOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vel porttitor mi, in euismod risus. Mauris faucibus arcu eget mattis dapibus. Quisque ac odio sed sem posuere condimentum. Suspendisse quis maximus odio. Integer porttitor eros justo, non hendrerit dui gravida quis. Sed placerat mi purus, in placerat neque lobortis id. Donec cursus ante in congue placerat. Cras finibus pretium sem. Mauris id urna a eros cursus lacinia id quis tellus. Suspendisse aliquam est nec enim euismod malesuada. Aenean scelerisque, erat et tincidunt lacinia, metus arcu condimentum mi, et pellentesque nibh dolor non felis. Maecenas condimentum arcu ac malesuada lobortis. Nullam sit amet eros luctus, pretium ipsum et, finibus lacus.

Maecenas non risus finibus, pellentesque sem nec, eleifend dui. Nullam dignissim a sem sed varius. Donec venenatis, diam non varius euismod, ligula turpis rutrum nunc, eget fringilla magna est non lacus. Proin at massa vel nisl accumsan ornare a eu quam. Integer ut ante a augue eleifend accumsan. Ut convallis est eget ligula venenatis tempor. Ut ut dui vitae nibh dictum lacinia id ac nisi. Vivamus ac tempor neque, ut porttitor lorem. In placerat efficitur rutrum. In lacinia consequat venenatis. Morbi rutrum, urna non commodo euismod, orci elit interdum magna, non aliquet tellus ligula eu eros. Nulla gravida ligula vel risus dignissim, quis egestas odio efficitur. Sed hendrerit viverra magna, non dictum odio feugiat id. Vestibulum dignissim, ipsum finibus maximus commodo, nulla tortor ultrices metus, at consequat purus neque vel massa. Pellentesque vel eros velit.

- *Your Instructor*





Recommended Reading

The Yoga Sutras of Patanjali – Sri Swami Satchidananda

Yoga Anatomy – Leslie Kaminoff & Amy Matthews

The Language of Yoga – Nicolai Bachman

The Anatomy Coloring Book 4th Ed – Whynn Kapit & Lawrence Elson

Yoga & Ayurveda – David Frawley, PhD



SECTION 1

The Foundations of Yoga



Yoga Lineages

Types of Yoga

Karma Yoga

The path of service. The householder path of right action.

Bhakti Yoga

The path of devotion. Yoga from the heart.

Jñana Yoga

The path of intellect and wisdom. Self-inquiry and contemplation.

Raja Yoga

The Royal Path. The eight limbs of yoga in Patanjali's Yoga Sutras.



The Scriptures

The Vedas

- **Rig Veda**
- **Yajur Veda**
- **Sama Veda**
- **Atharva Veda**

There are four books known as The Vedas, which translates as *knowledge*. These are considered the highest level of knowledge as they are *shruti*, meaning *heard*.

The names of these Vedas are: Rigveda, Yajurveda, Samaveda and Atharvaveda.

These volumes are filled with Sanskrit poetry, chants, ceremonies, rituals and sacrifices. They unveil the universe by explaining the underlying laws of life.

There were shared from generation to generation orally. The meaning of Sanskrit words is held in the vibration, so to invoke the intention of the chant, they must be spoken.

Mythology

There is a lot of mythology embedded in yoga. From the poses to the philosophy, learning about some of the deities will enable a deeper understanding of the essence of yoga.

The 3 Main Guys

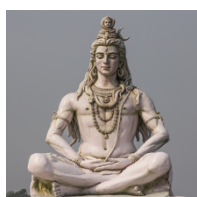
This trio of deities are known as the trimurti. Together they form the cycle of creation/birth, sustainability, and destruction (so that there may be rebirth, and thus the cycle continues).



Brahma – The creator of everything.



Vishnu – The sustainer, thus the most common god to take human form in order to sustain life (i.e. Krishna, Jesus, etc.).



Shiva – The destroyer, taking down things that no longer serve us.

The 3 Leading Ladies

Each of the trimurti has a consort, a feminine counterpart to the cycle.



Sarasvati – Credited with creating music, art, speech and the Sanskrit language. She is the deity of knowledge and wisdom, and represents learning.



Lakshmi – The devi of beauty and abundance.



Parvati – The warrior, although she has many other forms and names (such as Shakti), she is always with Shiva.



PHILOSOPHY OF YOGA



Patañjali's Yoga Sutras

What is Yoga?

Patañjali defines yoga as the cessation of the fluctuations of the mind (or complete peace).

अथ योगानुशासनम् ॥१॥

atha yoga-anuśāsanam ॥1:1॥

Yoga in the here and now: an introduction to the study and practice of yoga ॥1:1॥

योगितवितनरोधः ॥ २ ॥

yogaś-citta-vṛtti-nirodhaḥ ॥1:2॥

When you are in a state of yoga, all misconceptions (vrittis) that can exist in the mutable aspect of human beings (chitta) disappear. ॥1:2॥

तदा : वपुवथानम् ॥ ३ ॥

tadā draṣṭuḥ svarūpe-‘vasthānam ॥1:3॥

For finding our true self (drashtu) entails insight into our own nature. ॥1:3॥



SANKSRIT



ॐ सह ना॑ववतु ।
स॒ह नौ॑ भुनक्तु ।
स॒ह वी॒र्यं॑ क॒रवा॑वहै ।
ते॒ज॒स्विना॒वधी॑तमस्तु
मा वि॑द्विषा॒वहै॑ ॥
ॐ शान्तिः॒ शान्तिः॒ शान्तिः॑ ॥

The Alphabet

Vowels

a ā i ī u ū e ai o au ṛ ḷ

Special Characters

aṁ (anusvara) aḥ or ḥ (visarga)

Consonants

guttural	ka	kha	ga	gha	ṅa
palatal	ca	cha	ja	jha	ña
cerebral (retroflex)	ṭa	ṭha	ḍa	ḍha	ṇa
dental	ta	tha	da	dha	na
labial	pa	pha	ba	bha	ma

Internal Consonants

ya ra la va

Sibilants

śa ṣa sa

Aspirate

ha

Counting

Ekam – 1

Dve – 2

Trīṇi – 3

Catvāri – 4

Pañca – 5

Ṣaṭ - 6

Sapta – 7

Aṣṭau - 8

Nava – 9

Daśa – 10

Ekadaśa – 11

Dvādaśa – 12

Trayodaśa – 13

Caturdaśa – 14

Pañcadaśa – 15

Ṣoḍaśa – 16

Saptadaśa – 17

Aṣṭādaśa – 18

Ekonavimśati – 19 (or Navadaśa)

Vimśati - 20



SECTION 2

The Physical Practice of Yoga

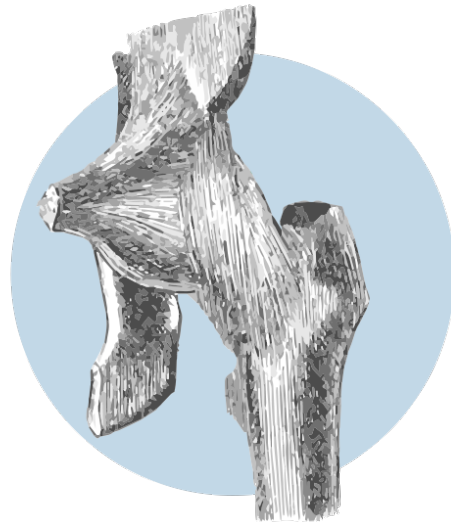
The Hip Joint

The hip joint is a ball and socket joint in which the femoral head rotates and glides inside the socket. This is a special joint that requires awareness during yoga practice as it may be overused, hypermobile and overstretched.

HIP JOINT WITHOUT LIGAMENTS



HIP JOINT WITH LIGAMENTS



The Shoulders

Elevation/depression – raising the shoulder blades, scapula, lowering them

Protraction/retraction – moving the scapula away from the spine, and back towards the spine

Upward/downward rotation – scapula slides up and out at the same time, and back down and in

THE PHYSIOLOGY OF YOGA



The Mind-Body Connection

Three Bodies

Physical Body – Stula Sharira

The physical body, which include the anna maya kosha, or food body, and part of the prana maya kosha (breath). It is composed of the five great elements and it physically manifests what the subtle body communicates to it.

Subtle Body – Sukshma Sharira

The energetic body, which includes the prana maya kosha, mano maya kosha and the vijnana maya kosha. It includes the antakarana (mind, which are manas, ahamkara, buddhi and citta, the five vayus, the chakras and the 72,000 nadis.

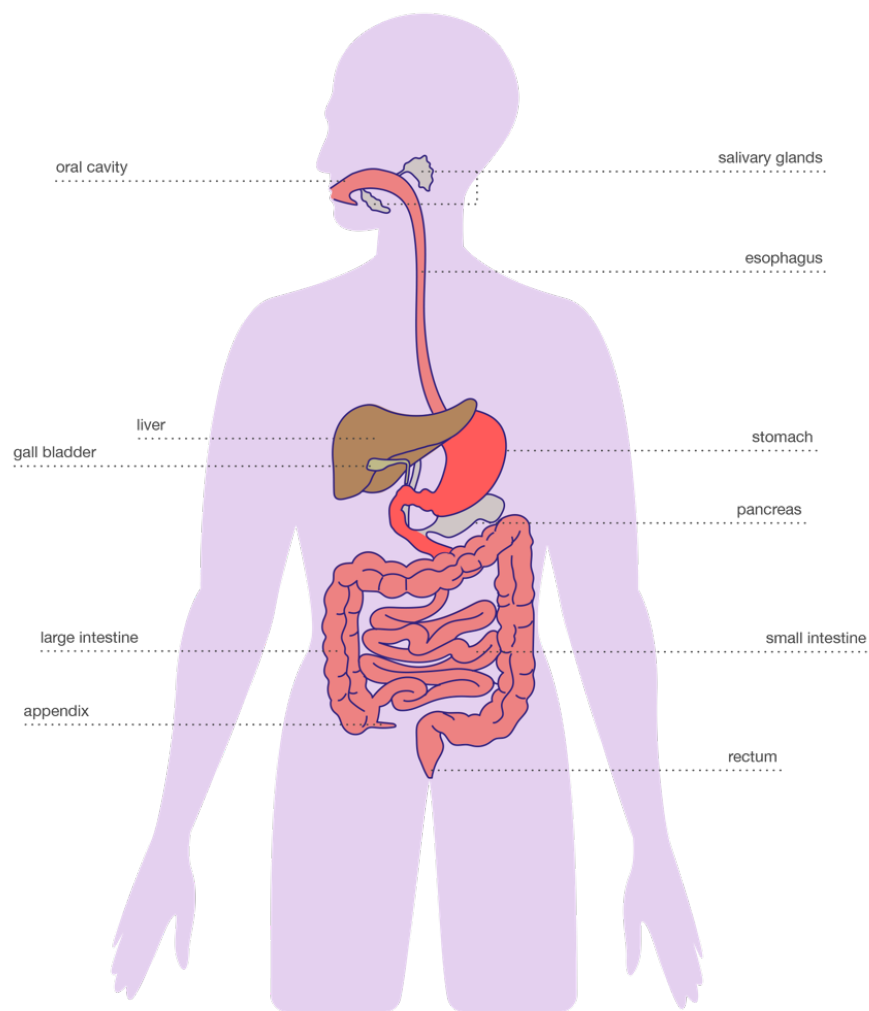
Causal Body – Karana Sharira

This is the body we can't experience with our physical senses. It stores karmas and includes the ānanda maya kosha. Our samskaras are also here.

The Digestive System

This system includes the mouth, teeth, tongue, salivary glands, esophagus, stomach, small intestine, liver, gall bladder and pancreas. Its function is to transform food into new body tissues and remove what can't be digested.

Yoga compresses and releases the abdomen, which massages the organs. Deep breathing also massages these organs. It helps with removing old blood, bile and lymph and allows fresh blood and nutrients in.



RELATION TO YOGA



The Nervous System

This system includes the brain, sense organs (eyes, ears, taste buds, smell and touch receptors), nerves and spinal cord. It is the system of communication and perception.

Yoga stretches the spine, aiding in communication. It activates the parasympathetic nervous system and aids the body in recovery from fight-or-flight.

- Brain
- Spinal cord
- Nerves
- Neurons
 - sensory (to brain)
 - motor (from brain)

200-Hour Yoga Teacher Training

The Central Nervous System consists of the brain and spinal cord. The Peripheral Nervous System consists of the cranial nerves, the spinal nerves and its branches, and the Autonomic Nervous System. The Autonomic Nervous System is divided into two divisions – the Sympathetic Nervous System and the Parasympathetic Nervous System.

Yoga activates the parasympathetic nervous system and aids the body in recovery from fight-or-flight.

Central Nervous System (CNS)

- Brain –the command center, controls all functions in the body
- Spinal Cord – runs along the spine and connects to the brain

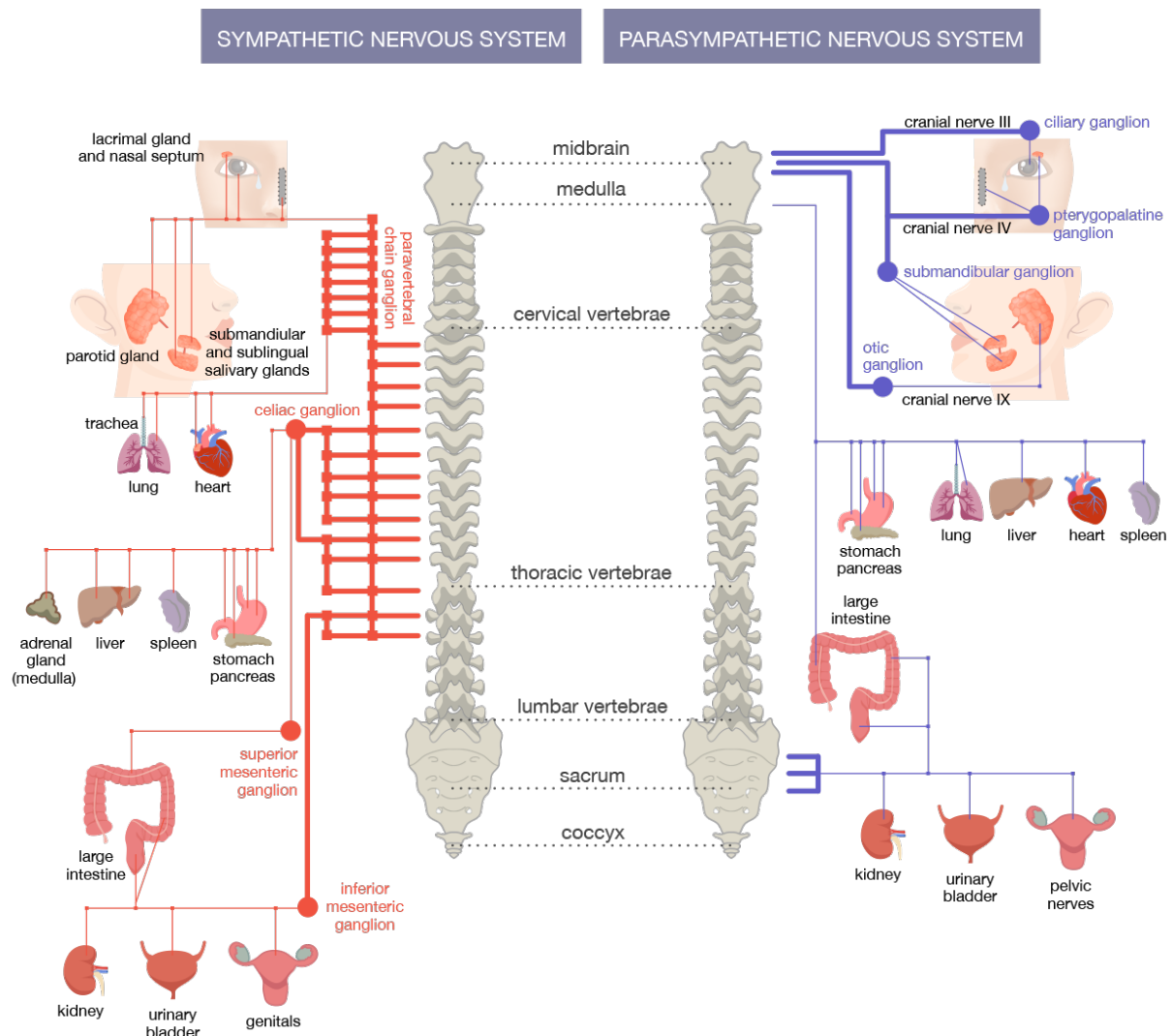
Peripheral Nervous System (PNS)

Nerves –bundles of neurons that each have a body, dendrites, and axons. The axons typically transmit information while the dendrites receive the information. In between the neurons, is a gap. This gap is the home of a synapse where neurotransmitters or chemicals carrying electrical charge are emitted and received between two neurons.

- Afferent or Sensory Nerves – towards CNS with feedback and information
- Efferent or Motor Nerves – away from CNS to organs/systems

Somatic Nervous System

Allows movement and contraction/release of muscles throughout the body.



Autonomic Nervous System (ANS)

Regulates involuntary processes like: heart rate, blood pressure, digestion, elimination, respiration, and sexual arousal. It never rests. It maintain homeostasis.

- **Sympathetic Nervous System** –arousal and activity, in charge of the fight or flight stress response and controls energy-burning system
- **Parasympathetic Nervous System** –calms the body, also digestion, storing energy, relaxation

200-Hour Yoga Teacher Training

Breathing through the mouth activates the sympathetic nervous system. Breathing through the nose activates the parasympathetic nervous system. Yoga supports the parasympathetic nervous system.

RELATION TO YOGA

.....

.....

.....

.....

.....

.....

.....



MOVEMENT BIOMECHANICS

"Yoga is not about touching your toes. It is what you learn on the way down."

– Jigar Gor



Safety

To gain the most from a yoga practice, we need to have awareness and adapt to our own conditions and abilities. All of the following safety measures rely on listening to our own body.

Safe movement – awareness

Practice yoga with awareness of the body. How do things feel? How hard can you practice?

How do you feel...

- Are you energized or fatigued?
- Are you mentally alert or fatigued?
- Are you peaceful or emotional?
- Are you inspired or dreading doing your practice?
- Are you healthy or sick? Do you have any pain?

It is important to adjust the yoga practice to your physical and mental health.

Safe movement – physical limitations

What are your physical limitations to practicing yoga?

Do you have injuries?

Do you have pain?

Is weight or underweight an issue?

Do you feel strong? Energetic?

Previous surgeries, accidents?

Any disabilities?



REFLECTION

What are some ways for a yoga teacher to keep the class safe? How might individual students be encouraged to keep themselves safe?

Do you skip your yoga class if you are sick? Tired? On your menses (women)? Why or why not?

Props



Props are used to make poses safer and more accessible.

NOTES

List some poses along with props that might be used to support the postures:

.....

.....

.....

.....

.....

.....

.....

REFLECTION

Do you find using yoga props to be beneficial to your yoga practice? In what way?

What might support you during a yoga practice so that you don't push too hard? How might a teacher support their class from overdoing it and preventing injury?

NOTES

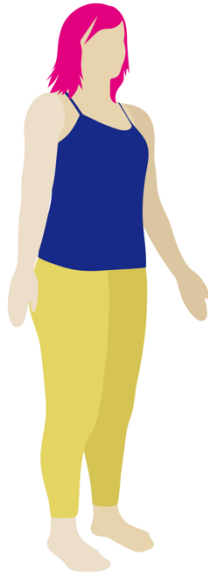
Surya Namaskara

Sun Salutations



The Poses

Please submit your list of 40 poses. The grid will be hidden once the poses are complete.



tadasana

equal standing pose

Benefits:

Contraindications:

Cues:

Assists:



virabhadrasana A

warrior A pose

Benefits:

Contraindications:

Cues:

Assists:



SECTION 3

The Subtle Realm of Yoga

SUBTLE ANATOMY

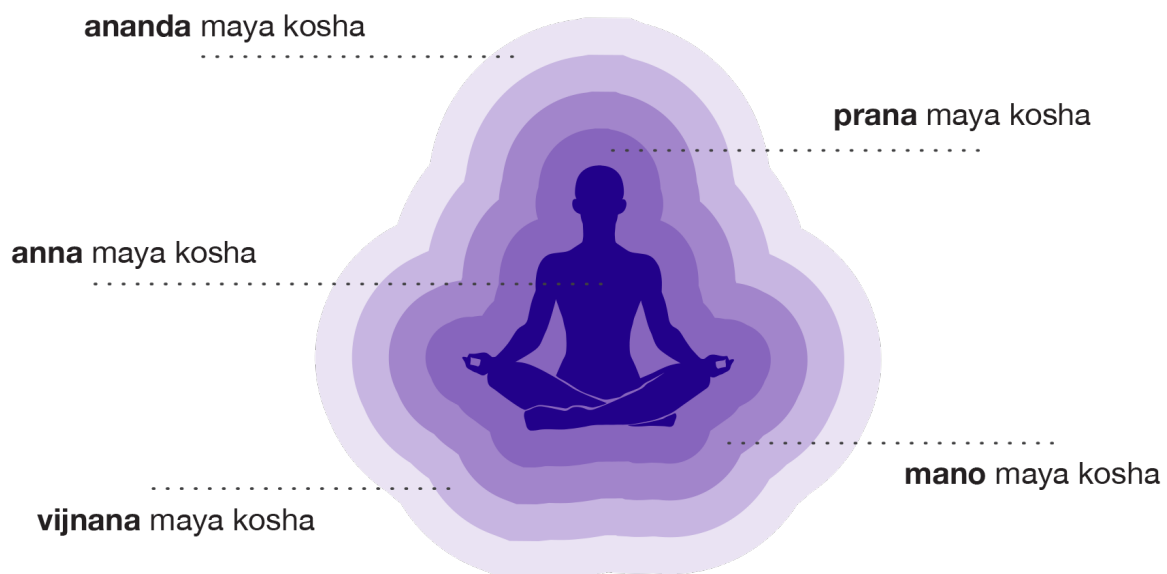
Five Koshas

maya - "made of"

kosha - sheath or something that covers

The kośas are our identification of the self, as the sheaths are layers of illusion that conceal the real Self from view. We need to strip away these layers to reveal the true Self to ourselves. These layers are all interconnected and are in order from gross to the most subtle.

Hidden beneath these sheaths/layers is the most subtle of all, the Atman or Self. The Atman is the unchanging witness of our lives.



Five Prana Vayus

The prana vayus are the five directions of “wind” or movement in the body. They are considered subdoshas of vata in ayurveda.

The first and last vayus in the list (prana and apana) are the dual energies we try to connect and balance in yoga, as mentioned in the Hatha Yoga Pradipika.

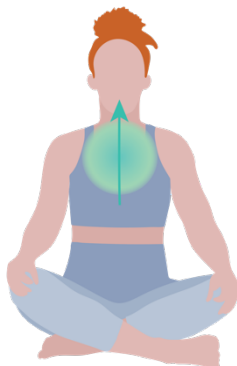


Prana Vayu

Inward (and upward) moving

The primary vayu, it enters through the mouth (as well as eyes, ears and nose) and supports the brain, senses, thoughts, as well as supports the other four vayus

Pranayama and meditation balance this energy.



Udana Vayu

Upward moving prana

Respiratory (breathing) and speech organs

Arms overhead, down dog, childs pose with arms extended forward balance this energy.

Seven Chakras

The chakras are spinning wheels of cone-shaped energy protruding out the front and back of the spine, although the seventh chakra is located above the head. They are connected to the prana energy system of the subtle body and must be balanced in order, starting from the base of the spine.

Muladhara – Root Chakra

Root, Survival

Location: Base of the Spine

Elements: Earth

Color: Red

Bija Sound: Lam



Svadishtana

One's Own Self, Pleasure

Location: Sacrum

Elements: Water

Color: Orange

Bija Sound: Vam



Manipura

City of Jewels, Power

Location: Solar Plexus

Elements: Fire

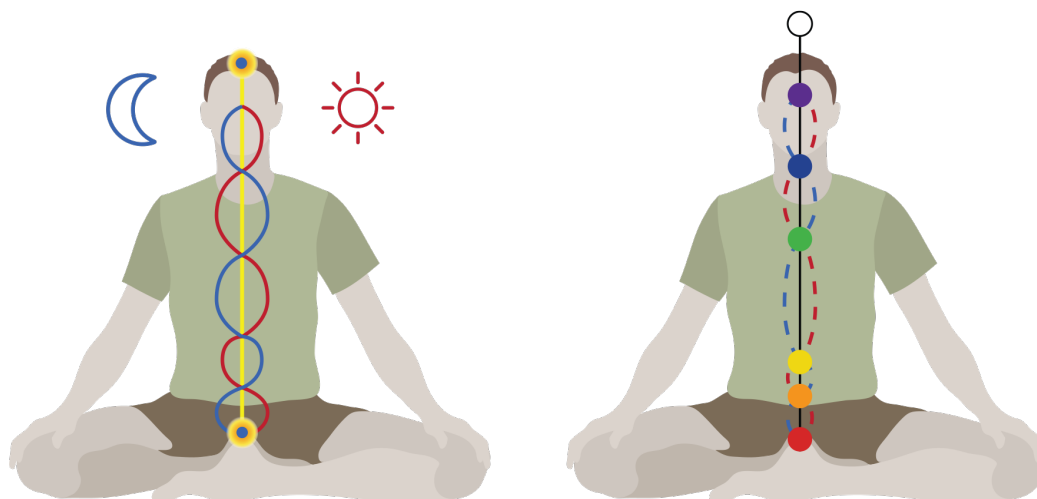
Color: Yellow



Three Major Nadis

The nadis are thousands of roads that travel and connect across the pranamaya kosha. It is said there are approximately 72,000 of them! Among the roads are three main highways that flow along the central, left and right lines of the body. These channels intersect the chakras and are responsible for the containment and release of energetic blockages within this sheath.

By balancing the left and right side, see *Hatha Yoga Pradipika* – *ha* (sun/right) + *tha* (moon/left), we are balancing the central sushumna channel, allowing the kundalini (Shakti) that is coiled at the base of the spine to pierce through the chakras and connect to its partner Shiva energy at the crown of the head.



ida – left channel

Associated with the cooling, feminine energy of the Moon.

pingala – right channel

Associated with the heating, masculine energy of the Sun.

sushumna – central channel

Responsible for the containment and release of the kundalini energy that rests at the base of the spine, in the muladhara chakra.

The Mind

Undisturbed calmness of mind is attained by cultivating friendless toward the happy, compassion for the unhappy, delight in the virtuous, and indifference toward the wicked.

Patanjali's Yoga Sutras teach us yoga for the mind. They begin with the eight-fold path, which includes personal and social ethics, maintaining a seated posture, breath control, reducing sensory inputs, concentration, meditation and finally full absorption into the item of meditation. This is yoga's approach to bringing peacefulness to the mind.

Ayurveda looks at the qualities of the mind. The natural state is sattva. There are also two doshic (imbalanced) states of the mind, which means the mind is getting stuck in either activity or inertia. Healing takes place by building sattva either through foods, practices or behaviors.



PRANAYAMA



Pranayama is the practice of controlling the breath.

Benefits and Effects

Depending on which practice you choose, it can calm or energize the nervous system. It can rejuvenate. It can warm or cool. It can balance and harmonize. It can purify and clear. It heals the mind. It can set the stage for a long, healthy life through the lengthening and deepening the breath.

Breath is the physical manifestation of prana, which is our subtle energy. Although pranayama is a physical practice, it heals the subtle body's prana, small channels and the mind.

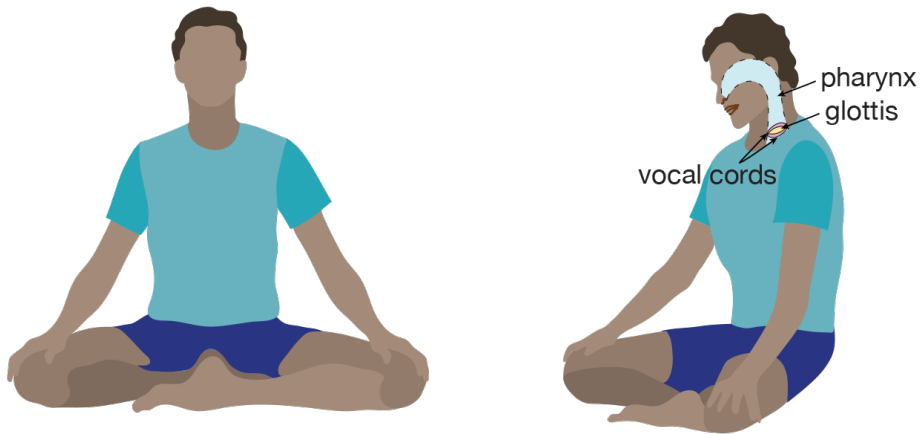
History

In the Vedic tradition it is said that short shallow gasps of breath shorten the lifespan. Deep, long, steady breaths lengthen it. Therefore life span is measured not in years but in the number of breaths.

The Hatha Yoga Pradipika is a good resource on breath control and the benefits.

Patanjali's Yoga Sutras include pranayama as the fourth limb of yoga practice.

Types of Pranayama



Ujjayi (Victorious)

Calming, steady breath. May be gently used during an asana practice or as a stand-alone breath practice.

BANDHAS

Bandhas are energetic locks that direct or seal the prana energy. Mula bandha seals the energy of the lower spine. Uddhiyana churns the energy in the abdomen. Jalandhara seals the energy of the upper spine.



Mula bandha - root lock

Engage by drawing up the perineal muscles - lift up and contract the perineum, especially the anus.

The benefit of mula bandha as it applies to asana is that it builds core strength and stabilizes the postures. It also sends the energy upwards instead of allowing it to flow down or out.



Uddhiyana bandha - flying up lock

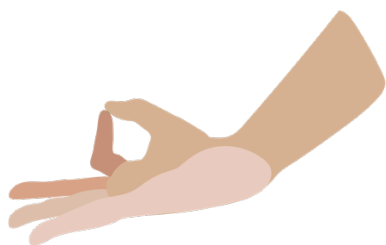
Empty out all of the breath, then draw the lower abdominal muscles back and up.

The benefit of uddhiyana bandha is that it strengthens abdominal muscles, powers digestion and elimination and keeps the energy rising upwards.



MUDRAS

A mudra is a “seal” or gesture. In basic terms, it’s a position in which, usually the hands, part of the body is held to deepen awareness and activate specific energies in the body.



Jnana Mudra – Knowledge

Used in a seated position like padmasana. Index finger and thumb touch while other fingers stay straight and are together. Palms face up.

CHANTING



OM is the sound of creation. It is the sound of everything, represented by the flow of sound starting in the back of the throat (guttural), through the lips, and set into being with the buzz of the nasal M. This sacred mantra was meant for monks and renunciates, so use at your own risk. It is ok to use in yoga class or at the beginning of a chant, it's when you choose it as a personal mantra that things may begin to fall away from your life, such as possessions or relationships as it hurdles you down a more spiritual path.



Invocation – Teacher/Student Prayer

Please note this is a Vedic chant which ideally should have pitch markings on it.

oṃ saha nāvavatu

saha nau bhunaktu

saha vīryaṃ karavāvahai

tejasvi nāvadhītamastu

mā vidviṣāvahai

oṃ śāntiḥ śāntiḥ śāntiḥ

May It protect us both together. May It nourish us both together. May we both work with strength together. May our study have brilliance. May we not be antagonistic towards one another. Om. Peace. Peace. Peace.

*These translations come from The Language of Yoga by Nicolai Bachman -
www.sanskritsounds.com*





MEDITATION

Focused awareness, reflection, contemplation, stilling the mind.

Meditation is a process defined in Yoga Sutras as the “inner limbs” of dharana, dhyana and samdhi. Chapter one of the Sutras is all about the practice of meditation.

Dharana

Connecting the attention to one particular object, mantra or idea. It could be an external object, the breath, a word.

Dhyana

Going beyond the one-pointed focus to experience complete awareness and consciousness.

Samadhi

Complete connection, unity, oneness

Purpose

Slow the mind and allow us to remember our true nature. Allow us to feel expansive consciousness.

Benefits

- emotional and mental stability
- clarity in decision making
- peace of mind
- better communication and relationships
- more creative energy
- a deeper sense of self-worth
- improve the body's metabolic processes
- reduce high blood pressure
- improves symptoms of depression, anxiety, and ADHD
- creates more calm and happiness
- increases creative potential
- greater coherence in what we think, feel, say, and do

Challenges

- staying awake
- staying present in the body
- loss of sensation in the arms, hands, or legs
- feeling ungrounded and spacey

Styles of Meditation

- prayer
- visualization
- mantra
- watching the breath
- focus on an object (deity, picture, flower, flame, etc.)



SECTION 4

Beyond a Personal Practice

TEACHING A CLASS

Establish who you are as a yoga teacher.

What motivated you to join this yoga training? Why do you want to teach yoga?

Who is a teacher that you admire? What qualities do they embody?

What qualities make them a sound, trustable teacher?

What does it mean to be an ethical teacher? The yamas focus on how we act around others.

- Ahimsa - non-violence/non-harming
- Satya - speaking truth
- Asteya - non-Stealing
- Brahmacharya - acting in moderation
- Aparigraha - non-possessiveness

How might our individual lifestyle contribute to our success as a teacher? The niyamas focus on how we take care of ourselves.

- Saucha - cleanliness
- Santosha - contentment
- Tapas - discipline
- Svadhyaya - self-study
- Ishvara Pranidana - surrender





Adjustments

It's important to provide safe adjustments during classes and individual sessions.

Observe

Look at the whole person. What expression is on the face? How is the breath? Is there steady balance and alignment? What is the best assist for this person?

Make Yourself Known

Proceed slowly. Perhaps rub your hands together or deepen your breath to signal your approach. Try not to startle or encroach on personal space, which will differ from student to student.

Communicate

Whether you speak, demonstrate, touch or signal with your mind, choose the best way to assist.

- **Verbal:** A spoken cue, which could assist the entire class. Use simple dialogue as scientific words like naming bones, muscles, may be confusing. Use illustrative words (left and right are confusing).
- **Demonstrate:** Modeling a posture or modification can help a student better understand what you are asking him/her to do. This is especially helpful in a large class or in a room where it is difficult to hear.
- **Touch:** Whether assisting a student to feel the correct expression of a posture, go deeper or just to feel good (a nice shavasana adjustment), a hands-on assist is a great way to connect with the student. Be sure to get permission to touch first. Be mindful. Be on the lookout for any discomfort or pain, such as tightening up or holding the breath. Exit the assist as slowly as you went in to it.
- **Intuit:** Don't be afraid to send a mental command to a student to help him/her with a pose. You might look at their ankles to alert them to drop the heels in downward dog.



Use Props

Sometimes props are used to make poses safer and more accessible. Some props we might use are:

- Bolsters – example: support under the knees for baddha konasana
- Blankets – example: place under the spine, below the neck to support sarvangasana
- Straps – example: to allow the hands to connect behind the back in supta kurmasana
- Blocks – example: to support the knee of the bent leg when used in tiryang mukai ekapada paschimotanasana

REFLECT

What are some qualities you believe a yoga teacher must have?

.....

.....

.....

What consequences might an unprofessional teacher suffer?

.....

.....

.....

NOTES

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....



Business Start-Up

Organization

How will you set up your business entity? Sole proprietor? LLC? S-Corp? What licenses are needed (business or sales tax)? Are you registered to pay taxes at both the state and federal level? Do you need an EIN number? Do you need to collect sales tax? Do you have business insurance?

Business Plan

Have a road map to your successful business. Without this, you could go on many unnecessary twists and turns. Like yoga, focus is important! Think BIG!

Timeline: What is your calendar for your business-building task list? When do you plan on launching phase I? What might additional phases entail? Consider a timeline for your first launch, then mile markers, such as "once I'm profitable", "once I have 20k savings on hand", 3-year plan, 10-year plan, etc. Things you may want to add are: renting a space, hiring staff, pricey marketing projects, purchasing equipment. Sometimes it is easier to work

backwards...if you're doing a 5-year plan, what will your business look like at 5 years? How about at 3 years? And in 6 months? Knowing where you want to go makes it easier to create a plan on arriving there.

Resources

Do you need partners? What might you need help with? Who do you need on your team?? You can't do it all, and eventually you will be busy, so build a strong team to support the business. Hire people to do what you would otherwise have to spend hours figuring out. You don't want to make costly mistakes, so bring in people that can properly advise you.

- **Accountant** – set up your bookkeeping software, annual taxes, payrolls, quarterly reports
- **Legal** – set up contracts, business organization, understand what might not be legal as an alternative healing professional (i.e. you're not allowed to "treat" or "diagnose")
- **Marketing & Design** – designing your logo, postcards, social media, website, etc. You may also want help creating content for social posts, articles, videos, etc.
- **Employees/Contractors** – do you need additional staff to help you provide enough services? Maybe you need additional teachers, or perhaps you want to partner with an ayurvedic professional or a masseuse? You may need to hire a receptionist, cleaning crew, or manager.
- **Vendors** – you'll need supplies, perhaps retail items, yoga mats & props, etc.

Budget

Create a budget of anticipated income and expenses. Can you live off this plan or do you need to supplement? How do you see this changing over time? Look at estimated monthly expenses so you know how much you will need to bring in. You will also need to budget to maintain a savings account for slow times. It is important to review your numbers on a regular basis.

Sales

How do you expect to generate revenue? What are the costs associated with that revenue (i.e. in order to teach online you may need to pay for a Zoom account)? Will you offer services? Products? Will you offer live events or recordings? In-person or online?



Developing Your Niche: Marketing + Promotion

Marketing the Business

Mission Statement

What is your personal mission statement for creating this business? What in your life has inspired your decision to start this business? What is your “story”? What is the “why”?

Vision Statement

Who are you, and those that work with you? What are your talents? Where do you excel? Who do you promise to be? Create a vision statement of perhaps 3–8 qualities that you can “be”.

An example:

We are truth. We work from the heart. We are inclusive. We are committed to you.

Your “Why”

What inspires you? Why do you do the work that you do? What drives you?

200-Hour Yoga Teacher Training

Why did you decide to open this business? What in your personal life happened to influence this decision? Were obstacles overcome?

Why might somebody benefit from working with you? Who does your business serve? Who is your competition? How does your business differ? How is it similar?

What one thing do you do better than anyone else? What is your specialty?

Brand

Are you branding yourself or a company? What are the personality traits of your business? e.g. playful, innovative, courageous, etc.

What does your brand look like?

e.g. nature-inspired colors, flowy illustrations, curly fonts, delicate graphics, vibrant photos of nature

- **Logo:** Have a few variations, such as a horizontal/vertical option, a black & white option, a high res and a digital res option. You may also want an option with your tagline and one with your web address.
- **Words:** Have a tagline, a mission statement, vision statement. Also have some headlines developed for advertisements, social media posts, hero shots on the website. It's ok to recycle them...repetition enforces brand standards.
- **Style Guide:** What are your primary fonts, color palette, graphic elements, logo variations
- **Photography:** Be sure to have a nice high-resolution headshot and a few yoga shots to include with articles, social accounts, and promotional materials such as workshop posters.

Marketing Plan

How do you plan on promoting your business? What are your estimated costs and goals?

Some items in your plan may be: website, search engine optimization, social media, thought leadership, community events, networking, advertising, digital newsletter. Include a budget and schedule. Also, who might your resources be?

Niching Yourself

It's important to have a niche in the popular world of yoga. Consider marketing yourself as a specific type of yoga teacher...children, therapy, prenatal, spiritual, etc. You want to magnetize the clients that will fit well with your experience, skills and personality. When

the net is too wide, you'll get some people that might not be a good fit. That can be a waste of time, energy and money. It can also cause a lot of stress.

It's also good to market the benefits you offer, such as relief from addiction, trauma, injury, weight issues, menopause, or cancer, etc. This will allow you to specialize in one area, get much more focused results, and establish yourself as a leader. People will seek you out!



ॐ शान्तिः शान्तिः शान्तिः

Via Maria

YOGA + SANSKRIT

Yoga Alliance **Yoga Teacher Training Manual** templates

Anatomy + Yoga Electives modules workbooks and training manuals

Sanskrit live trainings, design and YTT modules

Ayurveda training for yoga teachers and YTT modules

Custom branding + design for yoga and ayurveda professionals

DETAILS + PRICING

EMBELLISH EVERYTHING

www.via-maria.com