



Virtual Vinyasa Academy

ESSENTIAL ONLINE TOOLS

There are so many resources and tools for making online yoga business work, but what are the best ones? I want to make it super easy for you by offering my favorite tools, software and programs to help you save time and money.

I've also added links to make it simple – just click!



PAYPAL

Paypal is a way to send and receive money. It's free, safe, and many of your customers are familiar with it.



STRIPE

Stripe is online payment processing for internet businesses. Stripe connects with other platforms so clients can pay by credit card.



ZOOM WEB CONFERENCE

Zoom is an easy platform for video and audio conferencing, chat, and webinars. Great for hosting virtual yoga classes.



ACUITY SCHEDULING

Acuity Scheduling is a simple software for scheduling and booking classes, consultations and events.
(second option: Schedulicity)



TEACHABLE

Teachable makes it easy for you to create, sell and manage online courses and memberships.
(second option: Thinkific)



DIGITAL PRODUCT DOWNLOAD

Digital Product Download helps you sell one-off digital products or lessons.
(second option: Samcart)



CONVERKIT

Convertkit home for all email marketing and management. Track statistics, link clicks and open rates. Currently free for up to 1000 subscribers.
(second option: Mailchimp)



G-SUITE

Google Suite houses all documents, email, calendars, spreadsheets and more. Documents can be shared.



GOOGLE VOICE

Google Voice for business provides phone service and text messaging syncing with your Google account.



QUICKBOOKS

Quickbooks for bookkeeping and money management. Also suggested to create a new bank account for business.



DREAMHOST

Dreamhost, Siteground, Bluehost, etc. Ashes Yoga uses Dreamhost, but pick one that works for you.



DIVI THEME

Divi Theme from Elegant Themes is your go-to theme for your Wordpress site. With loads of templates.



CANVA

Canva allows non-designers to design graphics easily, with free and professional design templates.



UPWORK / FIVERR

Upwork for on-going help or Fiverr or one-off projects you don't have time to do.



VISTAPRINT

Vistaprint for professionally designed printing services such as business cards, flyers, posters and more. (second option: Moo.com)



YOUTUBE

Upload videos on the most popular video storage platform. Share video links publicly or privately. (second option: Vimeo)



AMAZON AFFILIATE

Start with Amazon and move to joining forces with your favorite brands and companies.



USPS

Get a PO Box to send and receive mail and keep your home address private.



SOCIAL MEDIA ADS

Create a Facebook business page to run and manage ads for both Instagram and Facebook.



TASK MANAGEMENT

Trello or Asana. Both are good, slightly different, and neither is better than the other. Pick one and try it out.



WIRELESS MICROPHONE

Rode Wireless Go microphone. Don't forget the SC7 cord.



LIABILITY INSURANCE

Look into your options for your location and needs. Most liability insurance is priced between \$120 and \$180 per year.



YOGA ALLIANCE*

A registry of yoga teachers and schools. Track your hours, receive continuing education, discounts and more.*Not required

WHAT ELSE?

More resources will eventually be added to this list. Let me know if you think I should add something!



JOIN VIRTUAL VINYASA ACADEMY

You graduated from yoga teacher training... now what?

Virtual Vinyasa Academy is an online course for yoga teachers, like you, who want to supplement their income by teaching yoga online, but aren't sure how to get started.

Stop relying on your employers to bring you clients and money, and start taking control of your own business.

I'll show you how!

Ashley Hagen
Owner, Ashes Yoga LLC
Creator, Virtual Vinyasa Academy