

The Ultimate Guide to Teaching Yoga Online

tips, tricks and helpful links to get you
started as an online yoga teacher



created by Ashley Hagen
in partnership with OfferingTree

ASHES  YOGA

 OfferingTree



THE ULTIMATE GUIDE TO ONLINE YOGA TEACHING

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This guide is brought to you in partnership with OfferingTree.

OfferingTree is an all-in-one business platform for studios and solo teachers to manage their website, scheduling, payments, email marketing, memberships as well as provide on-demand video libraries or online courses.

Special offer: Try out OfferingTree risk free for 14 days then 50% first 3 months or 15% an annual plan. Get started right with Ashley's one-hour Intro to OfferingTree course.

Go to OfferingTree.com/Ashes to get started today!

Welcome!

Thank you for taking the time to download this guide to help you get started as an online yoga teacher.

When I bought a yoga studio in 2019, I thought my days of building an online business were over. Little did I know that a global pandemic would bring me right back to what I know and love - teaching yoga online.

Even though we are now back to in-person classes, online opportunities can still be found everywhere. For many of us, myself included, online teaching is simply better for our lifestyle.

The good news is, teaching online is a lot easier than you might think. And any yoga teacher and student can do it (as long as you have decent internet and basic technology.)

If you want to start teaching online, your first step is really just to do it. Easier said than done, right? Let me help get you started.

Connect with me through social media on all the sites
@ashesyoga

Ashley Hagen
Owner, Ashes Yoga LLC
Creator, *Yoga Business from Home*



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WHY TEACH YOGA ONLINE?

Freedom – time freedom, location freedom, income freedom. An online business can work for you, even when you're not working.

THE PROBLEM

You are unsure about how to get started with teaching yoga or making money online, yet you know you want to give it a try.

SOLUTION

This guide, a few simple softwares suggestions, some equipment and some tutorials to help you start showing up on the other side of the screen.

WHAT MAKES A GOOD ONLINE YOGA TEACHER?

- Willingness to show up
- Cares about their student(s)
- Keeps the class simple
- Continues their own personal practice
- Makes mistakes gracefully
- Is supportive and encouraging
- Has good internet connection
- Uses systems to streamline the process

Does this sound like you? Keep reading!



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8 income options for online yoga teachers

1. Livestream Yoga Classes – the closest to an in-person class that you can get as an online option. Livestream, often done on a webinar hosting platform like Zoom, allows students to interact in real time as you teach on video. Offer one-time classes, recurring classes, special events, workshops and series.

2. On Demand Videos – Record yoga videos in your own time and publish them for students to rent, buy or download at any time.

3. Digital Products (Non-Video) – Create resources such as PDFs, guides, workbooks, or anything that a viewer can download (non-tangible) that helps compliment their yoga practice.

4. Online Courses – A packaged series of lessons and materials that facilitate a specific transformation. Courses can come in many varieties and delivery methods.

5. Coaching/Mentorship – If you have something you can offer to help someone one-on-one, coaching may be ideal for you.

6. Social Media Content Creation – Get paid from social media sites to create content and collect views.

7. Affiliate or Brand Partnerships – If you have a large audience or a product you are always referring to others, you can make money simply by recommending other people's products, software and courses.

8. Complimentary Product Distributor – Is there a product that you use or offer that compliments your yoga teaching? Think of products like essential oils, nutritional supplements, or something similar. There is likely a reputable direct sales company that you can join so you won't have to handle inventory or taxes.



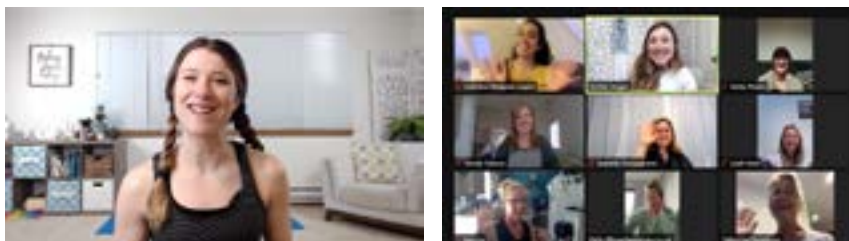
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2 Ways to Set Up for Teaching Yoga on Video

OPTION 1: For the recording (more demo, less focus on live students). Set up with camera about 8 feet away, waist height. Check lighting, audio and video quality. More focus on using the proper equipment.



OPTION 2: For the live-stream student (lots of verbal cues, less demo). Set up and technology is not as important. Less stress as you focus on showing up for your students. More eye contact and connection.



(BONUS) OPTION 3: A little bit of both. Make it work for you and your students.



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Tips for Full Demo Yoga Video Recording

- Place your mat horizontal to screen.
- Avoid back lit windows or harsh lighting.
- Place camera at waist height about 8 feet away.
- Leave some distance between you and background, if possible.
- Choose high contrast color clothes compared to background.



My favorite wide angle webcam is the Logitech Brio. It helps fill more space on your screen and color is more vibrant.

- If your hands cut off screen when you reach up, it's okay.
- Eliminate distractions or clutter in camera shot.
- Look at the camera lens to make “eye contact”
- Plants are helpful for ambiance.
- Close any doors in the background.
- Face the camera as much as possible.
- Smile and have fun!



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3 Required Costs of Online Yoga Teaching

1. EQUIPMENT

- Video (phone, computer or camera)
- Audio (microphone)
- Lighting (window light or light kit)

2. SOFTWARE

- Recording software (the only thing you don't need in person)
- Booking software - schedule, liability waiver, payments
- Payment processing software (Paypal, Stripe, etc.)

3. INSURANCE

Most insurance companies cover online instruction if you are teaching live, and pre-registration may be required. Sign up with BeYogi insurance (U.S. only). Get a discount at <http://beyogi.com/ashesyoga>





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Cost for 1 Year of Teaching Yoga Online

ONE TIME EXPENSE:

1. **Webcam (if using a computer) – \$70 to \$150**
Recommended: Logitech Brio
2. **Wireless Microphone – \$100 to \$250**
Recommended: Røde Wireless Go II or ME
3. **Light kit or ring light – \$50 to \$100**
Recommended: Neewer Ring Light

ANNUAL FEES:

1. **Business Software(s) – \$200 to \$500**
Recommended: OfferingTree
2. **Web Conferencing Software – \$150**
Recommended: Zoom
3. **Insurance – \$120 to \$180**
Recommended: BeYogi Insurance

In total, it will cost you \$1000 or less to be set up for a full year with everything that you need to run your yoga business safely, with good quality and with confidence.

Divided over 12 months, that's only \$83 per month to run a fully functioning and profitable online yoga business.

Go to my Amazon Store for Equipment Links

<https://www.amazon.com/shop/ashesyoga>



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3 Questions to Help You Choose Software

1. What would you like your software to do?

Make a list of your non-negotiables. Here is a list to help you start:

- Integrates with [other software].
- Collects payments using [payment processor].
- Provides a variety of scheduling and calendar options.
- Adjusts for timezones.
- Sends automatic email reminders and follow-ups.
- Ability to add memberships and packages.
- Allows for donations or pay-what-you-can pricing.
- Hosts an on-demand video library for sale or rent.

...What else can you think of?

2. What tasks do you dread and wish you could automate?

3. Is it simple for you and your clients to navigate?

How to choose:

- Research and compare softwares based on your must-haves list.
- Attend a software demo or presentation presented by the company.
- Trust a recommendation from a coach or mentor.
- Sign up for free trials and test out a few different softwares.
- Take your time in deciding – remember you can always switch.



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Why I Recommend OfferingTree

OfferingTree is an all-in-one business platform for studios and solo teachers to manage their website, scheduling, payments, email marketing, memberships as well as provide on-demand video libraries or online courses.

OfferingTree replaced at least 5 other softwares I was using and recommending.

I switched to OfferingTree in 2021 initially because I was able to set up optional payments for a free Zoom class I was already hosting. Students had started sending me gift cards and checks in the mail. I knew there had to be a better way. With OfferingTree, I now earn over \$300 per month from people who want to “buy me a coffee” for \$5 to attend my free class.

Pro Plan – \$59/month or \$49/month if you choose annual

Essentials Plan – \$35/month or \$26/month if you choose annual

Discount – Get 50% first 3 months or 15% annual

If you sign up with OfferingTree, on any plan, you’ll receive access to my mini course for new users. Understand how to best use the software in just 1 hour.



Video Lessons:

Introduction (4:08)

Lesson 1: Software Overview (12:47)

Lesson 2: Setting Up Your Offerings (14:43)

Lesson 3: Pricing Options (8:41)

Lesson 4: On Demand Products (8:18)

Lesson 5: Website Set Up (11:44)

Conclusion (1:51)

Bonus: 16-page workbook PDF

Sign Up for OfferingTree

<http://offeringtree.com/ashes>



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Additional Helpful YouTube Videos (click the image)



9 ways to make \$1,000/month for new yoga teachers

<https://youtu.be/i-dQJ4ZbEB4>



Work from home tips for yoga teachers

<https://youtu.be/p1SpswRMraw>



Setting up Registration for a Free Zoom Yoga Class

<https://youtu.be/tyJ8KI6RFOU>



ALL of my tech equipment for online yoga

<https://youtu.be/5Po6Te5HxHo>



Full Zoom Tutorial for Yoga Teachers

<https://youtu.be/9FKQMcO-x2I>



How I Record and Edit Yoga Videos (Mac Computer)

https://youtu.be/8_OPSOW-Xe4



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Ashley's Recent Webinar Trainings



How to Use Free Yoga to Grow Your Business

<https://ashesyoga.com/free-yoga-webinar-replay/>

Self Hosted
Recorded October 2023
60 minutes



5 Steps to Growing a Yoga Business at Home

<http://ashesyoga.com/register>

Self-Hosted



Wellness Website Secrets

<https://ashesyoga.com/wellness-website-secrets/>

Self-Hosted
Presented October 2023
60 minutes



Online Teaching Tips for Beginners

<https://ashesyoga.com/online-teaching-webinar/>

Hosted by BeYogi
Presented July 2023
60 minutes

ESSENTIAL ONLINE TOOLS CHEAT SHEET

There are many tools for making an online yoga business work, but what are the best or easiest ones to get started with? I'm making it super easy for you by sharing my favorite tools, software and programs to help you save time and money.

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



OFFERINGTREE

All-in-one business software for scheduling, courses, on-demand sales, email and web hosting.



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.



QUICKBOOKS

Quickbooks for bookkeeping and money management. Also suggested to create a new bank account for business. (2nd: Freshbooks)



G-SUITE

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



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.



GOOGLE VOICE

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

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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.



VISTAPRINT

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



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.



USPS

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



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



WIRELESS MICROPHONE

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

Join a community of like-minded online yoga teachers!

Yoga Business & Online Teaching Tips is Ashley's new free Facebook group for yoga teachers who want to start teaching yoga online, but aren't sure how to get started.

Join the group at <http://facebook.com/groups/ashesyogabusiness>

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