

Online Yoga Business 5 Step Framework Workbook



created by Ashley Hagen
at ashesyoga.com

ASHES  YOGA

Welcome!

Thank you for taking the time to download this guide to help you get started with your online yoga business.

When I bought my 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.

Teaching yoga online was and still is an amazing and effective way to reach your current students and new students world-wide.

We have a variety of reasons we might choose to teach online, whether it's to travel the world or to stay at home with your kids (like me). Building an online business is a lot easier than you might think. Any yoga teacher can do it – as long as you have decent internet and basic technology.

Let me help get you started.

Make sure to connect with me through social media on all the sites [@ashesyoga](https://www.instagram.com/ashesyoga).

Ashley Hagen
Owner, Ashes Yoga LLC
Founder, Ashes Academy





Online Yoga Business Success Path by Ashley Hagen



Establish a strong foundation for your online yoga business.

- **Build Your Email List:** Learn effective strategies for growing and nurturing an email list.
- **Create a Website:** Develop a professional and user-friendly website to showcase your offerings.
- **Define Your Product or Service:** Identify and create a valuable product or service to sell.

Develop a strong online presence and connect with your target audience.

- **Audience Growth:** Implement strategies to expand your reach and attract a larger audience.
- **Community Building:** Foster a sense of community and engagement among your followers.
- **Collaboration:** Explore collaborations with influencers and peers to broaden your reach.

Launch more advanced and specialized products or programs.

- **Develop Advanced Programs:** Create offerings that go beyond basic classes, catering to specific needs.
- **Implement Upsells:** Introduce higher-tier products or services to increase revenue per customer.

Scale your business and streamline processes for efficiency.

- **Automate Processes:** Identify tasks that can be automated for time efficiency.
- **Consider Hiring Help:** Explore outsourcing or hiring to support business growth.

Continuously assess and enhance your online yoga business.

- **Gather Feedback:** Collect feedback from clients and the community for improvement.
- **Adapt and Expand:** Adjust strategies based on market trends and feedback.
- **Explore New Avenues:** Identify and explore new opportunities for business growth.

START YOUR FOUNDATION

What problems or struggles did I have? What have been my biggest frustrations? What obstacles have I overcome? (Brainstorm below.)

Yoga Teacher Introduction Template

I teach _____ [yoga style]

to _____ [audience]

to do/have _____ [goal]

- with less [negative] and more [positive]
- without [negative thing]
- so they can [achieve higher goal]

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SETTING UP FOUNDATIONAL SYSTEMS

Business Name _____

Sole Proprietor LLC S-Corp Other

Brainstorm a few potential intro products or services you can offer:

Website _____

Scheduling Software _____

Email Software _____

Insurance _____

SOCIAL MEDIA & MARKETING

PASSIVE PROMOTION

- Social media profiles, bio links
- Social media about pages
- Social media cover photos (URL in image and description)
- Email signature call-to-action with link
- Blog posts
- Pinterest pins
- YouTube videos (description and mentioned in video)
- Paid ads

ACTIVE PROMOTION

- Social media posts
- Social media stories/reels
- Livestream announcements
- Talk to your friends and family

Important: connect personally AND follow up

When your audience is small, one of the most beneficial things you can do is reach out personally to each new subscriber, like, follower, message, etc. Better yet, record a video or audio message for each person.

On social media such as Facebook or Instagram, it's easy to record your voice or send a video directly in your DMs (direct messages). Say their name, show gratitude, and ask them open-ended questions. And then genuinely listen to their response. Treat each person like a person, rather than a potential customer or student.

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SOCIAL MEDIA & MARKETING

#1 Social Media _____

#2 Social Media _____

#3 Social Media _____

How will you promote your offers? Brainstorm below.

COLLABORATION REQUESTS

Make a list of people you could partner with for a collaboration. Think of individuals with similar target audiences, similar numbers, complementary styles, and aligning values.

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Ideas for collab:

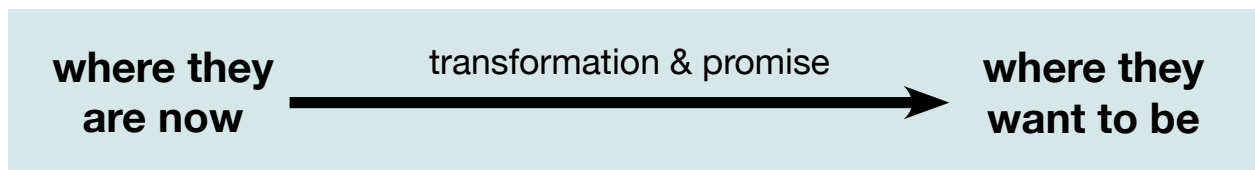
- Email swap
- Podcast interview
- Video interview
- Instagram
- Facebook group
- Affiliate set-up
- Giveaway or contest
- _____
- _____
- _____

Agree on a primary goal:

ELEVATED OFFERINGS

Brainstorm your next paid offer that connects with your current or growing audience. Hint: Memberships and courses are great options.

I help _____ go from _____ to _____ so that _____.



OFFER LAUNCH STRATEGIES

Launching an offer allows you to generate excitement, attract attention, and create urgency around your product or service. It provides a focused timeframe to engage your audience, build relationships, and clearly communicate the value of what you're offering, leading to higher sales and greater impact.

Write any notes below.

Choose a launch method:

- Webinar
- Challenge Series
- Email Launch
- Social Media Campaign
- Partnership Launch
- Paid Workshop
- Mini Course or Freebie
- Paid Ads Campaign
- Waitlist Launch
- Virtual Summit
- Live Q&A
- Pop-up FB group

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SCALING YOUR BUSINESS

List out all of the tasks you do, or could do, for your business (daily, weekly, monthly, yearly). Separate your list between what only you could do and what you could eventually hire out.

REVISE AND GROW

List out a few companies or brands that you would like to work with.

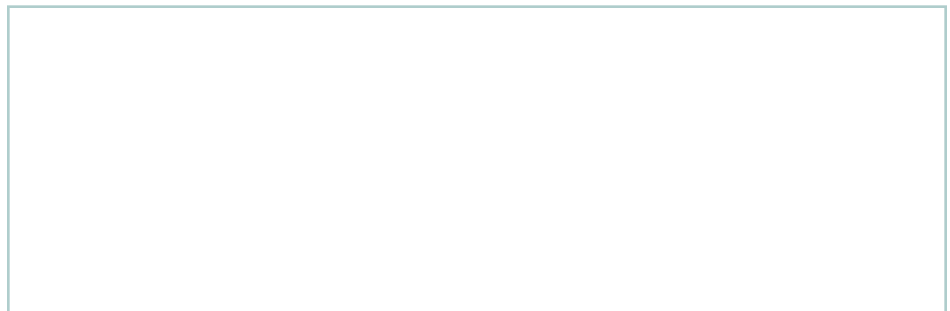
ONLINE YOGA BUSINESS PLAN

(simplified version)

Create your own customer journey path using the this simplified map. You do not have to work on these in order. My recommendation is to start with creating an offer, and then fill in the gaps.

CUSTOMER JOURNEY STEP 1

Marketing – list the channels will you use, and how you will use them, to provide value and share the link to your intro offer.

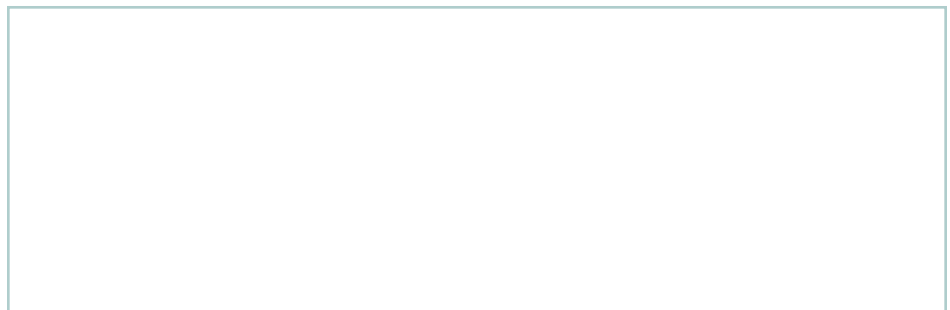


Clear call-to-action to next step.
People don't know what you can do for them unless you tell them.



CUSTOMER JOURNEY STEP 2

Introductory Offer – a low priced or free service or product used to collect emails. Generally, the price is under \$100. High value, low cost.

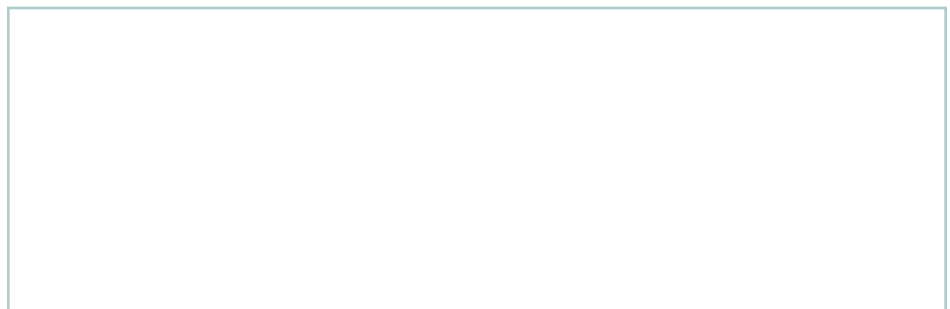


Build trust through sending regular emails and checking in. When ready to promote a new program, create a launch plan.



CUSTOMER JOURNEY STEP 3

Higher priced product or service you promote to your warm audience, often through a launch. High value, high cost.



PROBLEM

VALIDATION

[Empty box for Validation]

SOLUTION

YOUR EXPERIENCE

[Empty box for Your Experience]

INTRODUCTORY OFFER

[Empty box for Introductory Offer]

PRIMARY MARKETING

[Empty box for Primary Marketing]

EMAIL SEQUENCE OR LAUNCH PLAN

[Empty box for Email Sequence or Launch Plan]

Ashes Academy BUSINESS MAP

CERTIFICATION TRAINING

[Empty box for Certification Training]

MONTHLY MEMBERSHIP

[Empty box for Monthly Membership]

COURSE OR TRAINING

[Empty box for Course or Training]

DATE CREATED

BUSINESS NAME

AUDIENCE

CURRENT GOALS

[Empty box for Current Goals]

NOTES

[Empty box for Notes]



Thanks for downloading the 5 step online yoga business workbook!

Do you want to start, grow or revamp your online yoga business with a solid foundation that keeps people coming back?

My online yoga business building membership, *Ashes Academy*, may be your best next step. The course content inside will walk you through each step of the online business building process. Plus you'll have access to an amazing community of like-minded individuals. Click the link below to learn more.

[Enroll in Ashes Academy](#)

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