



WEBSITE WARRIOR

bootcamp

Day 1 - Getting Organized



WEBSITE WARRIOR 5-DAY BOOTCAMP

workbook and training
created by Ashley Hagen
at ashesyoga.com



ASHES  YOGA

Warrior Bootcamp!

journey to build a professional, student-

es since 2008—way before I had
was a yoga teacher! But back
I spent hours coding from scratch,
WordPress, and felt completely
(sometimes months) to piece it all

to go through that! Now, there are
ional website—without the tech
n here to show you.

a digital business card—
t students, showcase your
in a way that feels aligned and
t have to be overwhelming or

or Bootcamp—to show you,
r website with confidence.
clear plan, essential pages in
you.



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RIOR

CHECKLIST

Engaging Headlines & Copy:

- Does each page have a clear headline that grabs attention?
- Is your messaging concise and relevant to your target audience?

Call-to-Action (CTA):

- Do all key pages have a clear CTA (e.g., “Book Now,” “Sign Up,” “Contact Me”)?
- Are your CTA buttons prominent and easy to find?

Home Page:

- Does it clearly communicate who you are and what you offer?
- Is there at least one CTA guiding visitors to take the next step?

About Page:

- Does it include a personal, relatable story and professional bio?
- Are there images to connect with your audience (headshots, teaching photos)?

Classes/Services Page:

- Are your classes, workshops, or services clearly described with descriptions?
- Is pricing transparent, or is there a CTA to learn more?

Contact Page:

- Is your contact information up-to-date?
- Are there multiple ways to contact you (form, email, social media links)?

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CORE WEBSITE CONTENT

class descriptions

“About Me” page
teaching photo

website

Footer Template

[yoga style]
[audience]
[goal]
[positive]



Website building can be **expensive** and **time consuming** if you don't know what you're doing.



Website building can be **easy** and **efficient** with some guidance.



Goal of our 5 days together...



Goal of our 5 days together...

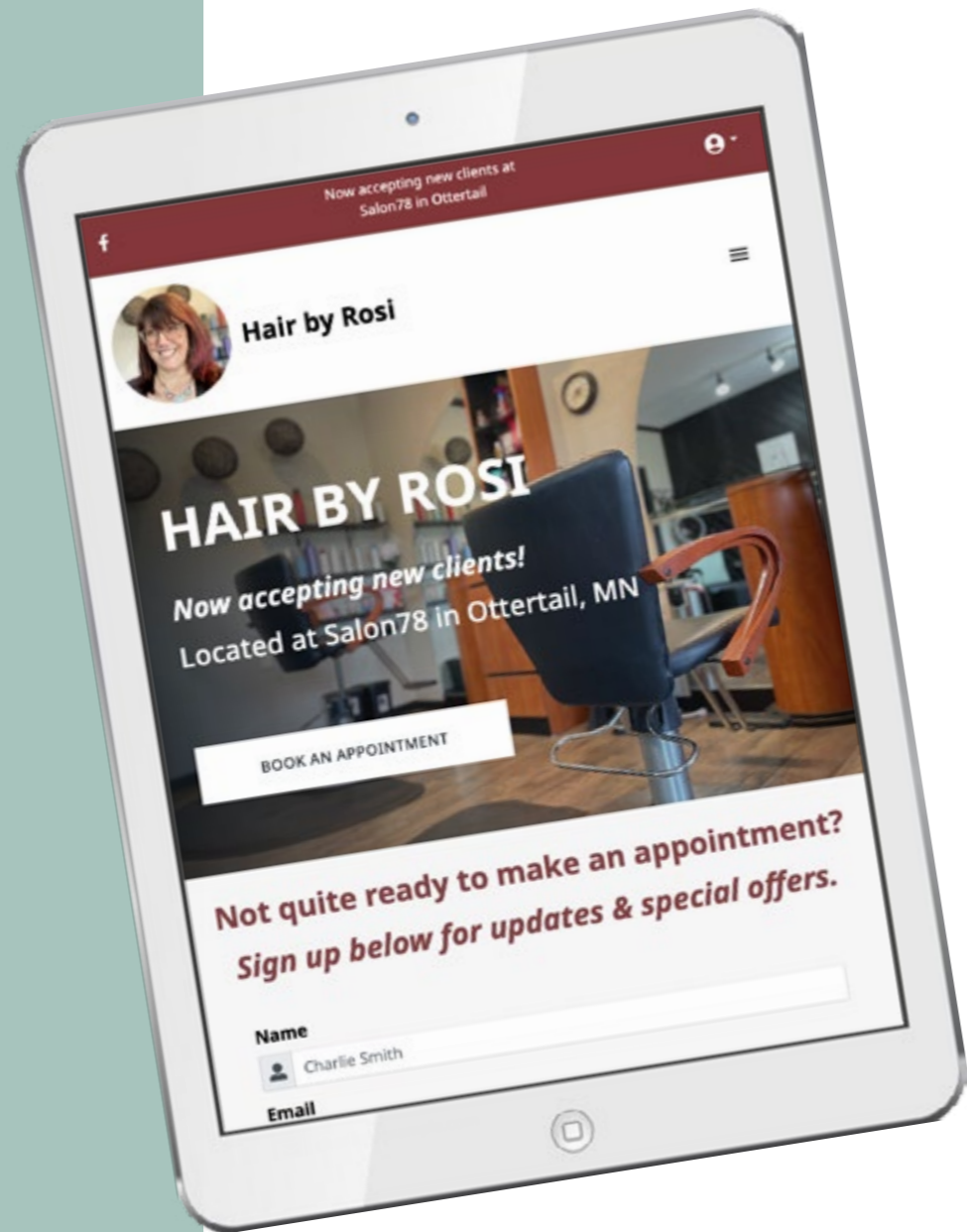
Build a simple and profitable personal website, even if you think you have nothing to sell (yet).



Do you *need* a website?



Do you *need* a car?



hairbyrosi.com





5 DAY AGENDA

1. Getting Organized
2. Gathering Core Content
3. Building Web Pages
4. Email List Building
5. SEO and Next Steps



5 DAY AGENDA

- 1. Getting Organized (today)**
2. Gathering Core Content
3. Building Web Pages
4. Email List Building
5. SEO and Next Steps



GET ORGANIZED DAY 1

1. Get inspired
2. Separate business from personal
3. Organize your files
4. Learn to efficiently brainstorm



Resist the urge to
jump ahead

UNDERSTANDING WEBSITES



Website Jargon:

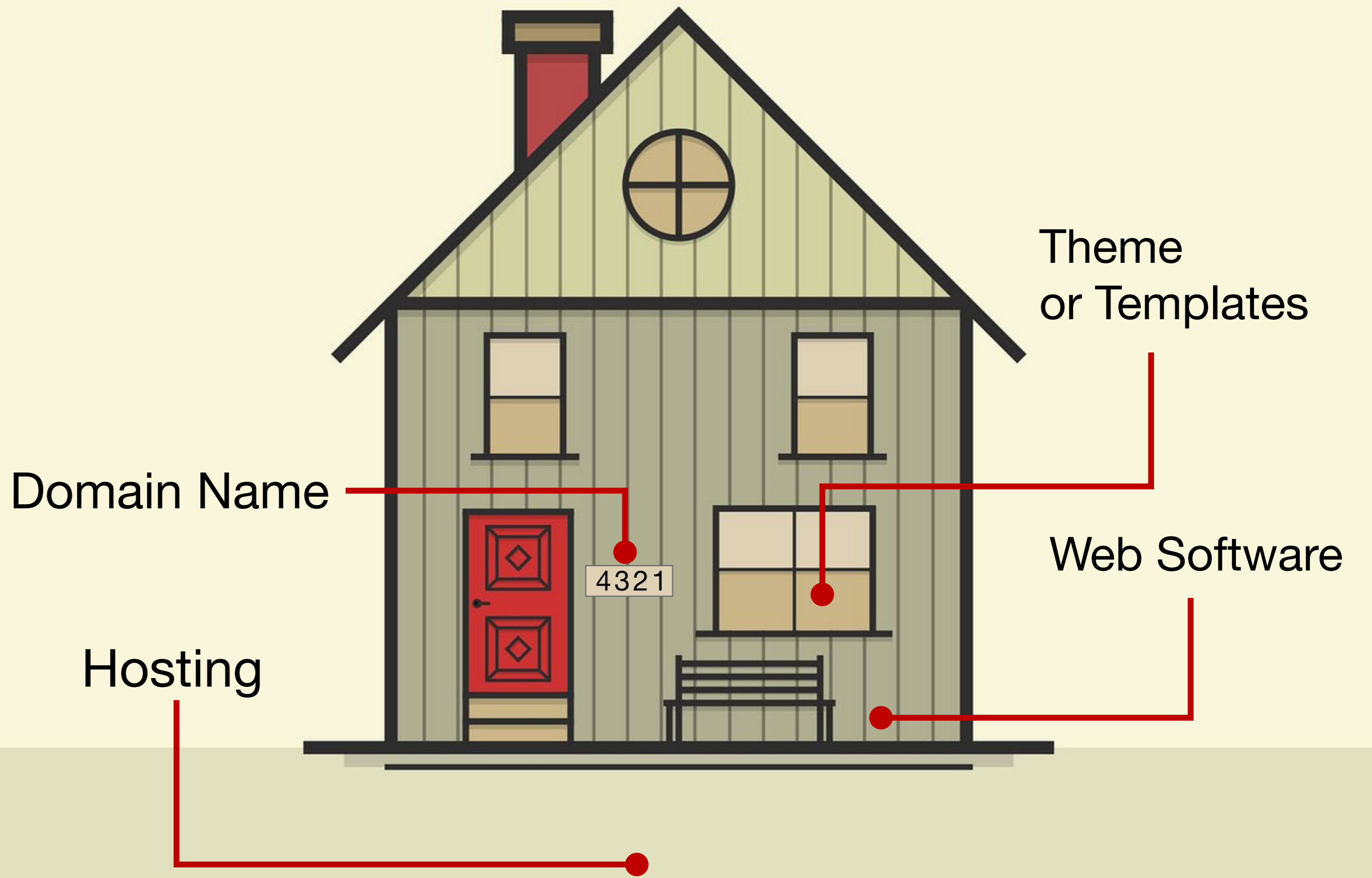
Domain Name

Hosting

Web Software

Theme

Customizing





YOGA TEACHER AND COACH

ASHES YOGA

Helping yoga teachers with the transition from in-person teaching to ONLINE teaching so they can make a bigger impact AND earn and income from anywhere in the world.

Go behind the scenes of a **successful online yoga business** and learn how I'm able to earn over **\$10k per month** from home — and teach other yoga teachers owners how to start their online yoga business with no audience, no budget, and no tech skills.


[FREE TRAINING](#)



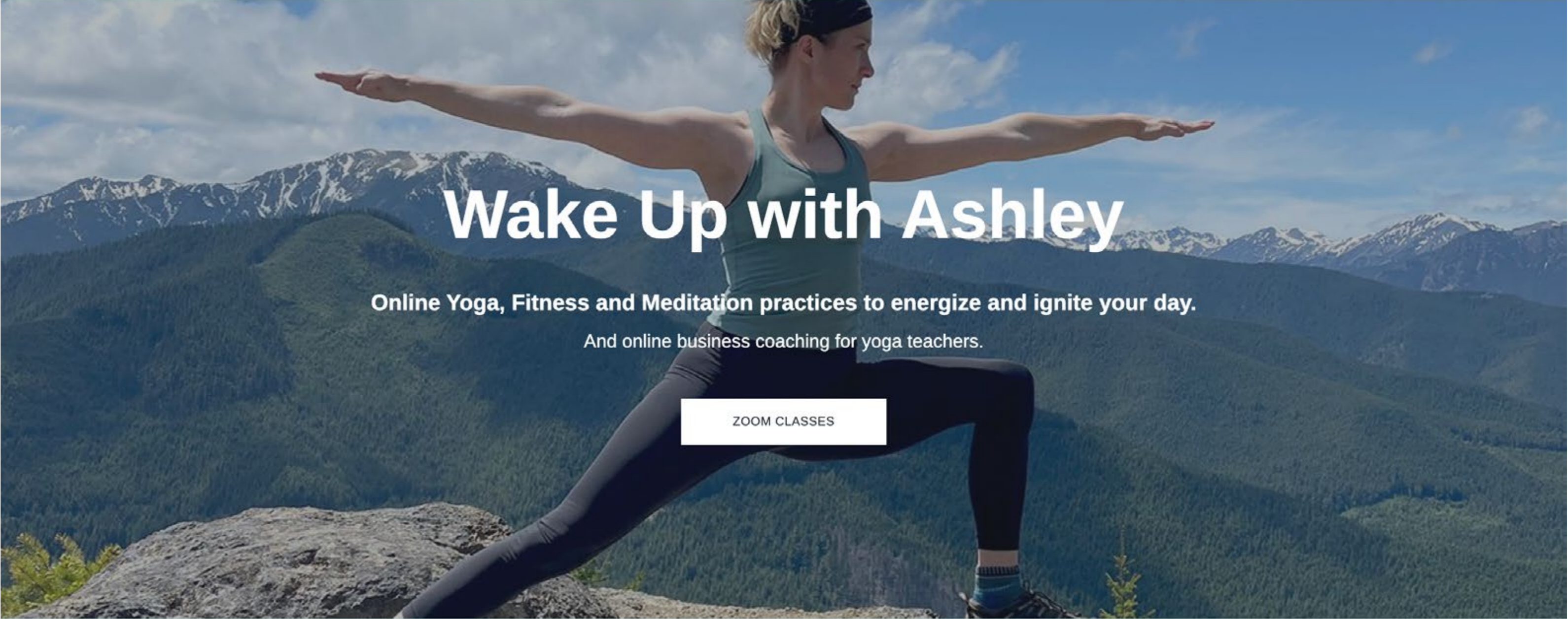


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Have you been here before? Don't forget to login >>>

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Ashes Yoga



Wake Up with Ashley


Online Yoga, Fitness and Meditation practices to energize and ignite your day.
And online business coaching for yoga teachers.

ZOOM CLASSES

FREE TRAINING

**From studio to screen:
Make the shift to online teaching**

Get started with online teaching and take a behind-the-scenes look at how I've built a thriving online yoga





Get started with OfferingTree

Use the link offeringtree.com/ashes
for 50% first 3 months or 15% off annual
after the free trial



STEP 1:

Look at other people's websites

GETTING ORGANIZED



Imagine opening a yoga studio, but instead of a clean, welcoming space, you just throw all your mats, blocks, and props in a big messy pile in the middle of the floor.







Before we even think about building, we need to **lay a strong foundation**— separating personal from business, organizing your content, and setting up systems that will make everything easier.



STEP 2:

Separate personal and business



Imagine stepping onto your yoga mat, and then realizing you've also spread out your grocery bags, laundry, and random paperwork all over it.



Just like your yoga mat gives you a dedicated space to practice, your business needs its own space too.

That means a separate email, organized files, clear financial systems, and the ability to step into business mode without distractions.



Homework:
**Create a new email address
for your business**



Recommendation:
Gmail



STEP 3:

Use Google Drive for content writing and organization



Google Drive is like your yoga prop shelf—it keeps all your important business files neatly stored, easy to access, and always available (even from your phone!).

Instead of scrambling to find your bio, class descriptions, or client waivers buried in random emails or sticky notes, everything has a designated place.



What Google Drive Does:

- Saves your work automatically
- Stores everything in one place
- Keeps things accessible anywhere
- Helps you separate business from personal
- Allows easy sharing



Step 1: Go to drive.google.com and create a Yoga Business folder.

Step 2: Inside, create subfolders:

- Website Content
- Branding (photos, colors, fonts)
- Client Documents (waivers, intake forms)
- Admin (contracts, pricing info)



STEP 4: Intro to ChatGPT



AI (artificial intelligence) can be a great starting point, but your personal touch is what makes your website unique.



ChatGPT can:

- Help you brainstorm ideas for web pages
- Suggest class descriptions or unique class names so you're not starting from scratch
- Generate blog post ideas to attract new students
- Help with email list sign-up copy
- Outline courses or workshops



Get comfortable using ChatGPT

Step 1: Go to chat.openai.com or the app

Step 2: Try a few simple prompts (next slide)

Step 3: Personalize the responses

Step 4: Save your work



Simple ChatGPT prompts:

- 1.** Help me write a short, friendly bio for my yoga website. I specialize in [your style of yoga] and love helping [who you help] feel [benefit of your teaching].
- 2.** Give me 3 different ways to describe my yoga classes so I can use them on my website?
- 3.** What are some common FAQs yoga students might have when visiting a yoga teacher's website?
- 4.** How can I make my website welcoming to beginners?



DO NOT just copy and paste—edit and tweak ChatGPT’s response to sound like YOU.

If you don’t like what it gives you, ask it to rewrite it in a different tone (e.g., “Make it sound more casual and fun!”).



Day 1 homework

1. Analyze other people's websites
2. Create a new Gmail account
3. Create folders for organization in Google Drive
4. Get familiar with ChatGPT



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What's coming up tomorrow?

Core content – we'll gather your bio, headshot, class descriptions, testimonials, and more so that when it's time to build, you're ready to go!