



WEBSITE WARRIOR

bootcamp

Day 2 - Core Content



RECAP DAY 1

Did you look through the website list for inspiration?

Do you have a separate email address?

Did you create folders in Google Drive?

Did you give ChatGPT a prompt?



Questions after day 1:

- How to create a new gmail email?
- How to create folders in google drive?
- What do you think about [platform]?



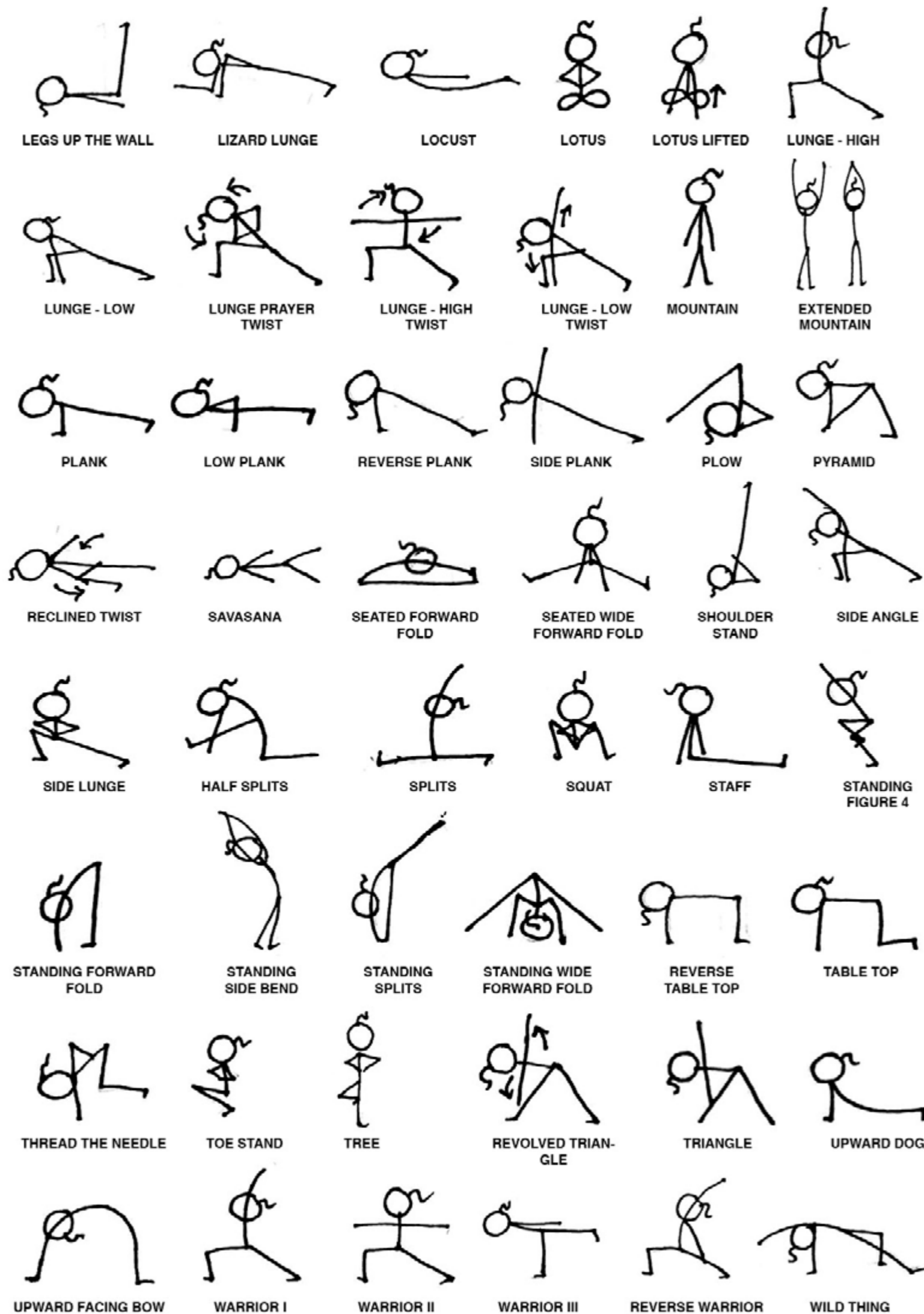
5 DAY AGENDA

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

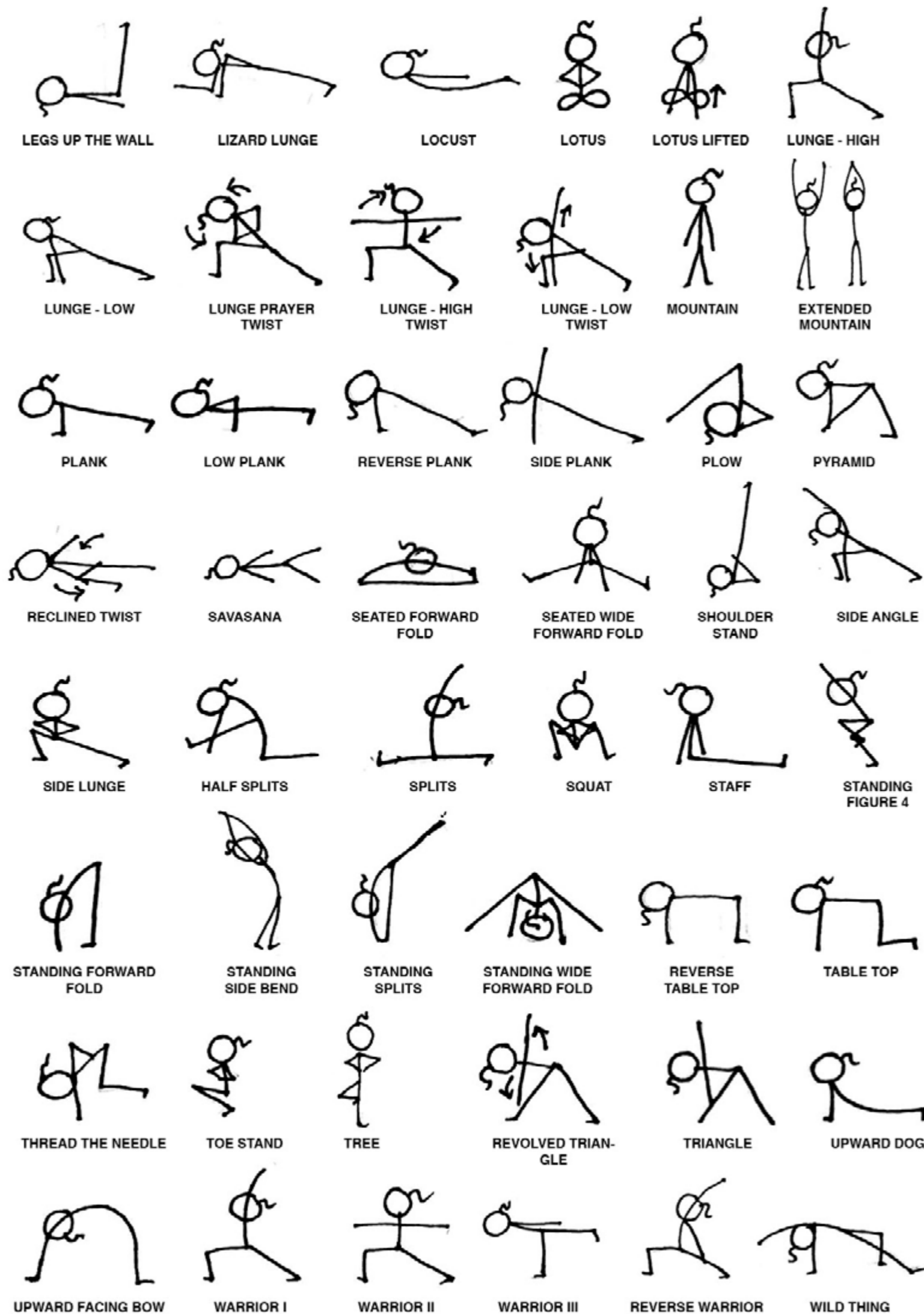


5 DAY AGENDA

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- 2. Gathering Core Content (today)**
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In YTT, you likely learned the poses one at a time, long before you learned how to put it all together.



And like yoga poses, there are some that you do not need to learn or add to your class right away to create a solid yoga practice.



What you DO NOT need to build a website

1. Logo
2. Perfect name or domain name
3. Perfect color scheme
4. Professional photos
5. Great tech skills

**WEBSITE
CORE CONTENT**



What we're covering today:

1. Writing your bio
2. Gathering testimonials
3. Writing class & service descriptions
4. Creating a resources or recommendations
5. Capturing website friendly photos



Writing Your Bio

(It's More Than Just “About You”)

Your bio isn't just about who you are—it's about why someone should trust you as their yoga teacher.

A well-written bio creates connection and helps students feel comfortable working with you.



Two types of bios

1. Short Bio (one paragraph, third-person) – Useful for collaborations, social media, and guest spots.

2. Long Bio (first-person, story-driven) – For your About Page.

“Ashley Hagen is a yoga teacher and business mentor helping yoga professionals create thriving online businesses. With over a decade of experience, she specializes in website building, marketing, and online course creation.”



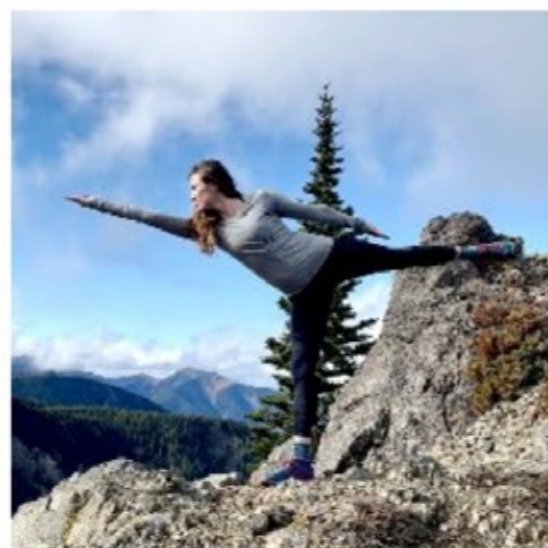
About Ashley

Ashley Hagen is an online yoga teacher and business coach who helps other yoga teachers transform into confident online entrepreneurs. Ashley went from teaching 15+ yoga classes per week and owning a local studio to running a thriving yoga business 100% online.

With a background in marketing & graphic design, she now combines her skills with her passion in order to help yoga teachers navigate the world of online yoga teaching, course creation and business building.

Along with her yoga teacher coaching programs, Ashley leads a 6am PST Zoom yoga class every weekday from her home in Washington state to an audience all over the world.

WORK WITH ME



ABOUT YOGA TEACHER ASHLEY

Ashley Hagen is an online yoga teacher and business coach helping other yoga teachers transform into confident online entrepreneurs. Ashley went from teaching 15+ yoga classes per week and owning a local studio to running a thriving yoga business 100% online. With a background in marketing & graphic design, she's combines her skills (technology) with her passion (yoga) to help yoga teachers navigate the online world of business building. Along with her yoga teacher coaching programs, she leads a 30 minute Zoom yoga class every weekday to an audience all over the world.



Don't forget the Call-To-Action!



Gathering Testimonials

People trust other people more than they trust marketing.

A good testimonial answers:

- Who they were before working with you
- What results they got
- Why they'd recommend you



Ways to Get Testimonials (Even if You're New):

- Ask past or current students! (Give them a prompt: *“What was your biggest takeaway from my classes?”*)
- Repurpose past feedback from social media, DMs, or emails
- Offer a free class/session in exchange for an honest review



Ilse Broekhoven 8:16 AM

I'm currently building my website with Ashley's *Wellness Website in a Week* course, and slowly but steadily, I'm seeing it come to life just by following the detailed guidance in the course. It's incredibly well-structured, and Ashley makes everything easy to understand with checklists, video tutorials, and examples - perfect even if you're not yet familiar with all the techy stuff. The Q&A sessions are always valuable, and being part of a community of like-minded people makes the process so much more motivating. It's great to know I don't have to figure everything out on my own. I'm proud of what I've created so far, and I know it's only going to get better! Couldn't have done it without Ashley!



Wendy
I finished creating and published my website!! Finally!

Like Reply 9w



Mireille Yadi
November 8, 2021 · 🌐

Just checked Ashley's focused flow course again. I did not know that it have been updated with new videos. Always a reference to go back to it.

I highly recommend this for everyone here specially if you are new teacher.

Thank you so much for giving more clear tips, awesome work 🙌😊👍🎧



@EmilyDaughertyYoga · 2 days ago

Ashley is a fantastic teacher to help other yoga teachers. I've been through her website building course and it is phenomenal! Take it from me, someone who is not tech savvy AT ALL. She helped me build a beautiful website that I am proud of and that supports my growing online yoga business in just a few short weeks. If you're on the fence about working with Ashley, I 10 out of 10 highly recommend taking her upcoming training and see for yourself how simple she makes website building! 😊

Reply

0 replies ▾





HOMEWORK:

Gather at least one testimonial and store it in Google Drive.

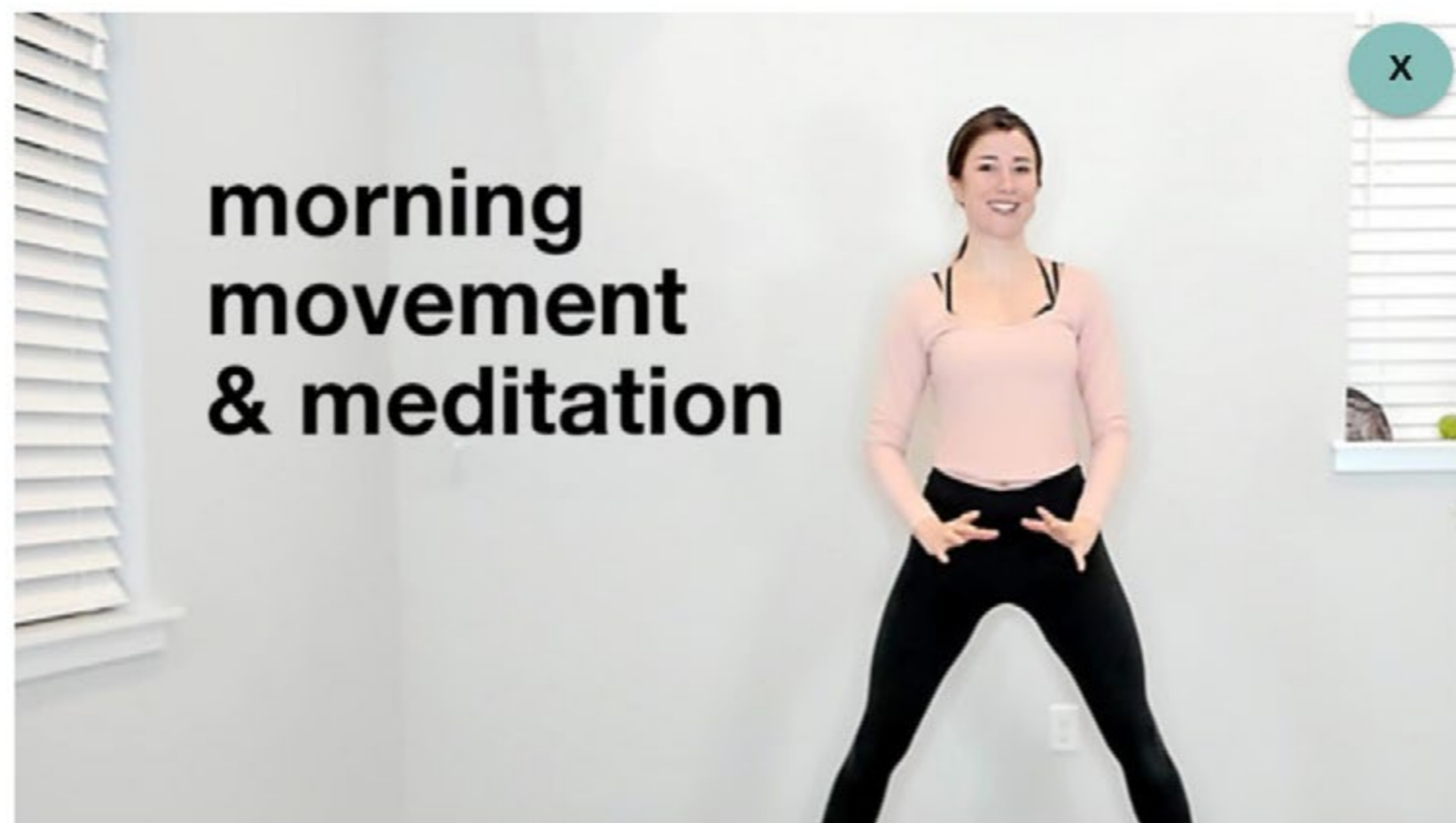


Writing Class & Service Descriptions (Clarity Sells!)

People don't sign up if they're confused about what you offer.

A good class description answers:

- What it is
- Who it's for
- What they'll gain from it
- How to sign up



Morning Movement & Meditation on Zoom

MON MAY 6, 6 - 6:30 AM

Register

30 minute Zoom practice that includes a daily affirmation and then three 10-minute phases to get your day started in a positive and uplifting way – movement, sun salutations and meditation. This live streaming class takes place every **Mon-Fri at 6:00am Pacific Time. On Thursdays, I lead this practice in a chair**, but you are welcome to do the usual standing routine.

Instructions and Zoom link for joining will be in the confirmation email. All levels are welcome.*

This is a free or pay-what-you-want class. No payment is expected or required. However, if you do want to leave a "tip" or "buy me a coffee," you can do so with a credit card when you register OR find me on Venmo at @ashesyoga OR my Paypal link is <http://paypal.me/ashleyhagen>

Replays are not included with the daily Zoom live classes. You can find the entire library of replays for \$25 for one month access in the [virtual library](#) or by [becoming a member](#) for \$25/month auto-pay.

HOW IT WORKS:

1. Download the [Zoom](#) app on mobile or desktop (free)
2. Sign up for your virtual class on the schedule page (right here)
3. You'll get a Zoom link in your confirmation in your email to use when class begins.
4. You'll also get a reminder email 15 minutes prior to the start time.
5. You'll be admitted from the "waiting room" at the time of class.
6. Your video can be on or off. All participants will be muted when class begins. Practice along and enjoy.

BONUS LINKS:

Interested in chair yoga options for this class? Watch [Chair Options for Morning Class video](#).

BONUS: [Download the Morning Movement & Meditation Guide](#)

View or buy the ["I Am..." Affirmation Cards here](#).

***Class may be last-minute cancelled. Pre-registrants will get an email when this happens. Cancelling is rare, but if it happens it's likely due to illness, parent exhaustion, an inconsolable baby or an emergency.**



ABOUT YOGA TEACHER ASHLEY

Ashley Hagen is an online yoga teacher and business coach helping other yoga teachers transform into confident online entrepreneurs. Ashley went from teaching 15+ yoga classes per week and owning a local studio to running a thriving yoga business 100% online. With a background in marketing & graphic design, she's combines her skills (technology) with her passion (yoga) to help yoga teachers navigate the online world of business building. Along with her yoga teacher coaching programs, she leads a 30 minute Zoom yoga class every weekday to an audience all over the world.



Power Yoga Class at Ashes Yoga Studio

JUL 8, 10 - 11 AM

Sign up for this class at <http://ashesyogastudio.com>

Join me power yoga at Ashes Yoga Studio in Poulsbo, WA.

18961 Front Street NE, Suite 105, Poulsbo, Washington

- \$20 drop in
- Intro offer 14 days for \$29
- Memberships are also available.

Ashley Hagen (E-RYT), started practicing yoga in 2010 to help improve her performance as a college athlete. In 2013, after experiencing the benefits of a daily yoga practice, she received her 200-hr yoga teacher certification and began teaching vinyasa yoga, the most accessible style of power yoga. She is inspired by all movement styles including martial arts, calisthenics, running, weight lifting and dance. Her classes and workshops are fun, yet challenging with focus on finding the yogi warrior within.

18961 Front Street Northeast suite 105

18961 Front Street Northeast, Poulsbo, Washington, 98370



[Directions](#)

Call with Ashley (on Zoom)

Book Now



Curious if any of my online courses or programs is the right fit for you? Or are looking to chat about a collaboration or potential project? Let's chat about it! Book a free 20 minute call.

Please [fill out this form](#) prior to our call, so I can get to know you a little more before our call. This form link will also be listed in the confirmation email if you want to fill it out later.

Book Now

Discovery

COACHING CALL

WITH ASHLEY HAGEN



Help me get to know you before we work together in future in a coaching program, membership or 1:1 business strategy calls. The cost for this 30 minute discovery call is \$50.

Do these **THREE** things before booking a call:

STEP ONE: Read the info listed below the photo for the scoop on how to best work with me.

STEP TWO: Watch or attend one of my training webinars linked at the top of [THIS PAGE](#). I recommend the first one, *5 steps to growing your yoga business*. But you may be interested in one of the other topics depending on your questions.

STEP THREE: Please [fill out this form](#) prior to our call, so I can get a better idea of what we will discuss on our call together. This form link will also be listed in the confirmation email if you want to fill it out later.



HOMEWORK:

Write descriptions for:

- one class
- one 1:1 service



Resources and Recommendations

Gives extra value to students and potential clients.

Can be a way to earn affiliate income (e.g., Amazon, yoga props, books).

What to Include:

- Favorite yoga props & gear
- Books, courses, or programs you recommend
- Any blog posts, guides, or freebies you've created



RESOURCES

These are a list of the resources and recommendations that I use and am happy to share with others. Some of the links are affiliate or partnership links. I only partner with companies and brands that I use and love (and I'd be recommending regardless).



Tech Equipment & Software

Check out my list of recommendations for technology and online resources to help new yoga teachers get started in with an online yoga business.

[LEARN MORE](#)



OfferingTree Software

I've switched to OfferingTree for my all-in-one scheduling software, on-demand library, Zoom class integration, Email list building, memberships and more. It integrates seamlessly with *this* WordPress website, as well as acts as a stand-alone site at ashesyoga.offeringtree.com. It's simple to set up for you and easy to use for your students.

Get 50% your first three months or 15% off annual with the link below.

[LEARN MORE](#)



I Am... Affirmation Cards

These have been my favorite affirmation cards for my 6am Zoom morning yoga class. Since the format stays the same, the affirmation brings a different feel for each practice. This deck includes 60 "I am" affirmations.

[Buy Now](#)



Wolf Moon Perfume

I am really not a perfume person. I am also highly sensitive to scents. However, this perfume is made with pure essential oils and no additives. Bonus that it's also infused with crystals. I LOVE this scent. It's not flowery at all. It's a more musky masculine vanilla-like smell that I absolutely love. I put it on every night before bed and as often as possible. Don't walk, RUN to get this.

[Buy Now](#)



Bian Gua Sha Stone

Interested in dabbling into a little more of that self care? I know I am. Have you heard of a gua sha stone? Look up some tutorials online and learn how to massage your face, neck and body with this simple and magical device. It's used to reduce inflammation, smooth your skin and make you feel so so good.

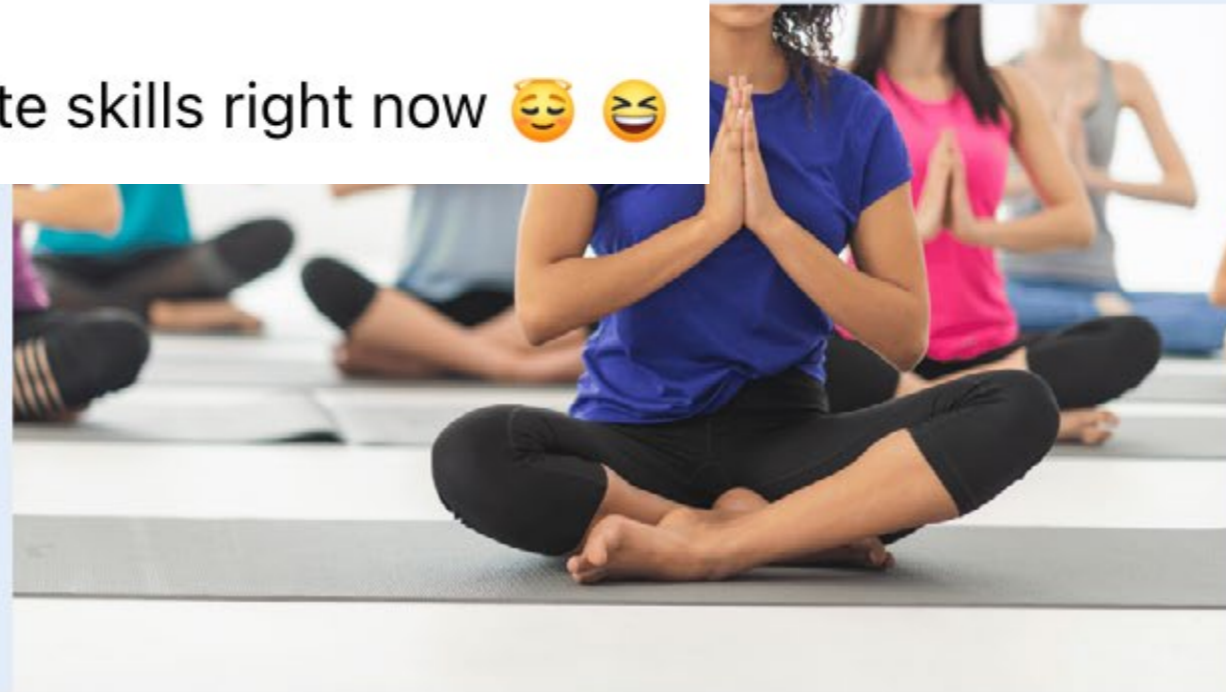
[Buy Now](#)



Sharon Rayner

June 5 at 6:48 AM · 🌐

Feeling very proud of my website skills right now 😊 😄



Sharon's Resources

These are a list of my resources and recommendations that I want to share with others. They are grouped under **Yoga Class Props**, **Card Decks**, **Morning Person Products**, and **Videoing Equipment**. Some of the links are affiliate links, so I may make a small commission at no charge to you.

Yoga Class Props



Yoga Mat by Yoga Matters

I recommend Yoga Matters mats to all my students – they are a great price for a long lasting, comfortable yoga (sticky) mat.

[BUY NOW](#)

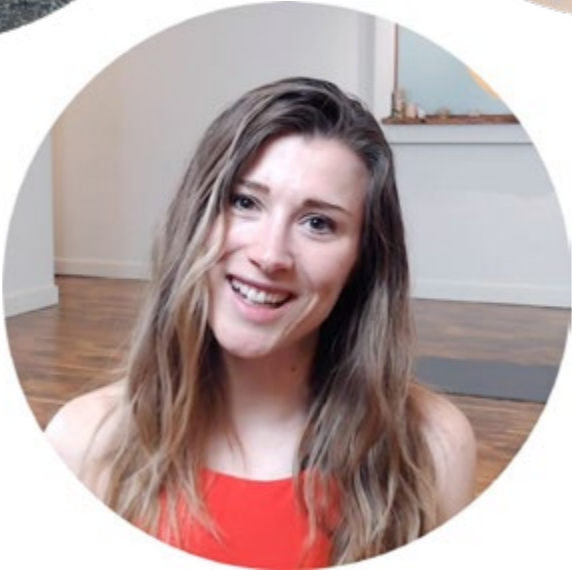


HOMEWORK:

Make a list of 3-5 resources you could share on your website.



HEADSHOT IMAGE:





Day 2 Homework

1. Write your short & long bio
2. Collect at least one testimonial
3. Write descriptions for 1 class & 1 service
4. List 3-5 resources for your future website
5. Take a headshot image, and gather photos



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Day 2 - Core Content



What's coming up tomorrow?

Page creation – we're going to sketch out what you want your home page to look like.