

# Online Yoga Business 5 Step Framework Workbook



created by Ashley Hagen  
at [ashesyoga.com](http://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.

The world of yoga and fitness as we know it has changed. Teaching yoga online was and still is the safest and most effective way to reach your students.

Now, we have a variety of reasons we might choose to teach online, whether it's to travel or stay at home with your kids. 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.

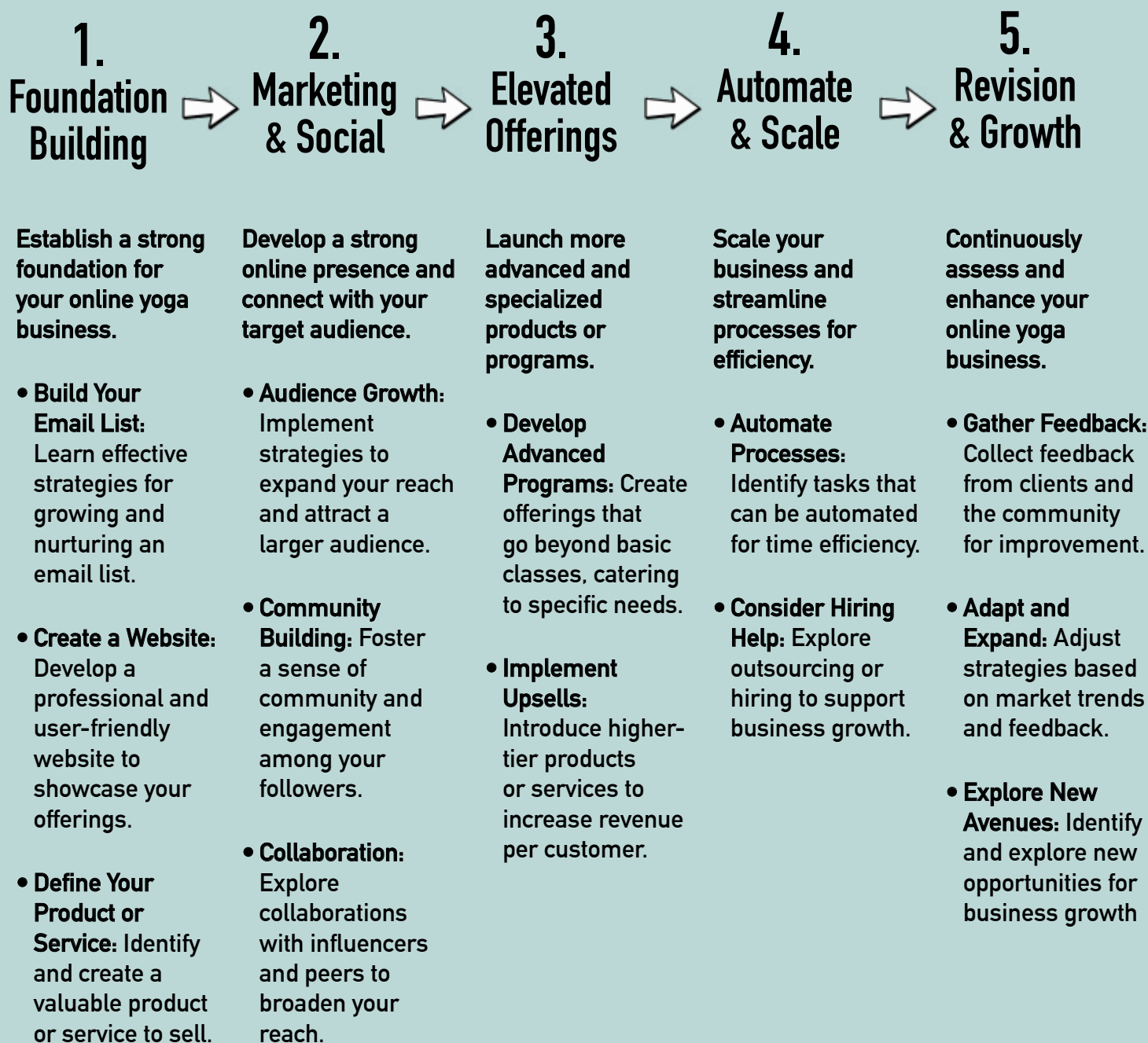
Make sure to connect with me through social media on all the sites @ashesyoga.

Ashley Hagen  
*Owner, Ashes Yoga LLC*  
*Creator, Wellness Website in a Week*





# Online Yoga Business Success Path by Ashley Hagen



## THE COST TO START TEACHING 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 or Røde Micro*

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>

## ONLINE YOGA BUSINESS WORKBOOK

### 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]

# ONLINE YOGA BUSINESS WORKBOOK

## SETTING UP FOUNDATIONAL SYSTEMS

Business Name \_\_\_\_\_

☐ Sole Proprietor    ☐ LLC    ☐ S-Corp    ☐ Other

Brainstorm a few potential 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.

## 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.

I help \_\_\_\_\_ go from \_\_\_\_\_ to \_\_\_\_\_ so that \_\_\_\_\_.

**where they  
are now**

transformation & promise



**where they  
want to be**

## 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.

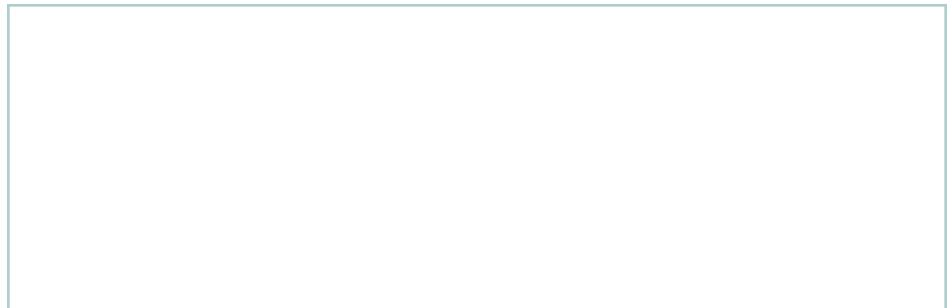


Clear call-to-action to next step.  
People don't know what you can do for them unless you tell them.



### 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.

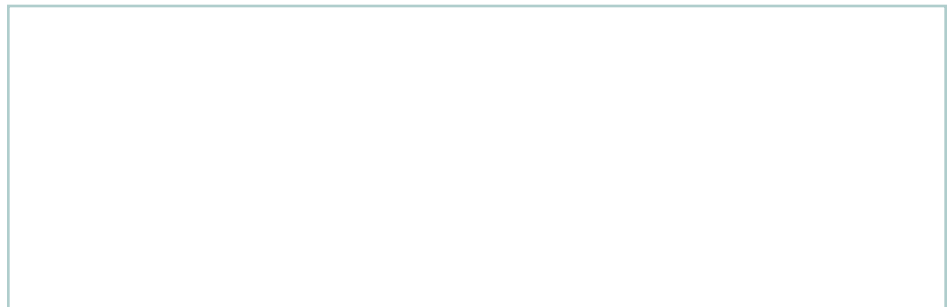


Build trust through sending regular emails and checking in. When ready to promote a new program, create a plan.



### CUSTOMER JOURNEY STEP 3

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





## **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 course, *Wellness Website in a Week*, may be your best next step. This online course will walk you through each step of the online business building process to help you enhance your digital presence. Click the link below to learn more.

### **Enroll in Wellness Website in a Week**

Ashley Hagen @ashesyoga  
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