

WORKBOOK

START TEACHING ONLINE

Created by:
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ashesyoga.com

Welcome!

If you downloaded this workbook, it probably means one of two things:

1. You want to start teaching yoga online but feel unsure where to begin.
2. You've already started... but it feels messy, inconsistent, or overwhelming.

I've been teaching yoga since 2012. I've taught in studios, owned a studio, traveled to teach, and eventually built a fully online business that supports me and my family. And here's what I've learned:

Building an online yoga business isn't about being the most advanced teacher. I'm definitely not that. And it's not about having the fanciest equipment or website. Most of my equipment is 5+ years old at this point. And it's definitely not about waiting until you "feel ready."

It's about action, creating systems, showing up consistently and learning from those who have gone before you.

Inside this workbook, you'll explore my ASHES Method — a simple framework to help you:

- Start imperfectly
- Set up foundational systems
- Promote with confidence
- Elevate your standards
- And grow in a way that actually supports your life

This is possible for you. So... take your time moving through these pages. Write your answers with honesty.

Ashley Hagen
Founder, Ashes Yoga
Creator of Ashes Academy



P.S. If this workbook or the webinar ignites something within you, I'd love to support you inside my yoga business membership, Ashes Academy. But for now, start right here.

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Introduction: Who are you?

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]

Equipment Check-In



Recording device _____

Camera _____

Microphone _____

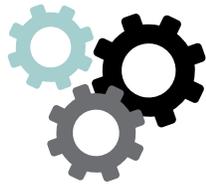
Lighting _____

Recording Software _____

[Go to Ashley's Amazon recommendations page](#)



Action



Systems



Hype



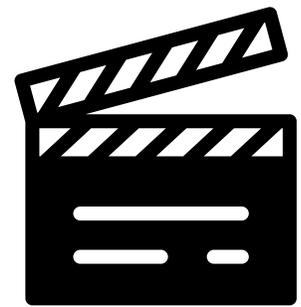
Elevate



Scale

ACTION *(start imperfectly)*

Action comes before clarity. Too many yoga teachers wait until they feel confident, ready, certified enough, or “perfect” before starting.



Confidence is built through repetition – not preparation alone. Action means recording the video before you feel ready, offering the class before it’s flawless, and pressing publish before you overthink it.

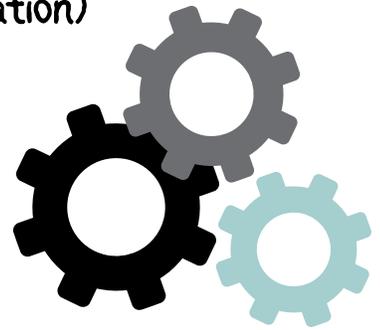
What have I been “researching” or “planning” that I could simply test instead?

If perfection wasn’t allowed, what would I publish or offer this month?

What small daily action (10–20 minutes) could compound over the next 30 days?

SYSTEMS (scheduling, payments, communication)

Systems are what protect your energy and your time. Instead of manually booking students, chasing payments, or answering the same questions over and over, create simple repeatable processes.



This might include scheduling software, automated reminders, email templates, and clear pricing structures. Systems reduce decision fatigue, eliminate unnecessary admin work, and allow you to focus on what you do best.

Where am I currently overcomplicating my business?

What questions do students repeatedly ask that could be answered with a template or automation?

If someone wanted to book or pay me today, how simple is that process (1-10)? What would make it easier?

Recommendation: *OfferingTree*

Use the link offeringtree.com/ashes for a free trial and then either 50% off your first 3 months or 15% percent off annual

HYPE (promotion is required)

If you don't talk about your offer, no one will join it. Hype isn't about being pushy – it's about being visible. Marketing is simply sharing what you believe in with enthusiasm and clarity.



This means repeating your call-to-action, telling your story, explaining who your class is for, and making it easy to sign up. Serving people includes inviting them.

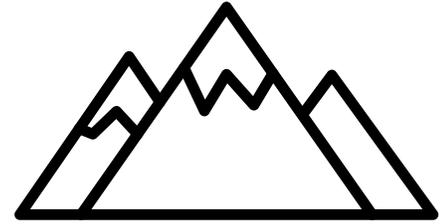
What belief do I have about marketing that might be holding me back?

If I fully believed my offer was valuable, how often would I talk about it?

Am I consuming more content than I'm creating?
What would shift if I reversed that ratio?

ELEVATE (become CEO of your business)

Elevating means shifting from hobby energy to business ownership. Separate your personal and business finances. Set revenue goals. Create intentional offers. Track income and expenses.



Make decisions based on sustainability, not emotion. When you treat your work like a real business, others will too. Elevation is about stepping into leadership and taking yourself seriously.

Do I have separate business systems (email, bank account, scheduling) – or is everything mixed together?

What would the “CEO version” of me prioritize this quarter?

Where am I undercharging, overgiving, or avoiding structure?

SCALE or SIMPLIFY (grow intentionally)

Growth doesn't always mean doing more. Sometimes it means refining what already works. Scaling can look like automating emails, launching a membership, or creating a repeatable workshop.

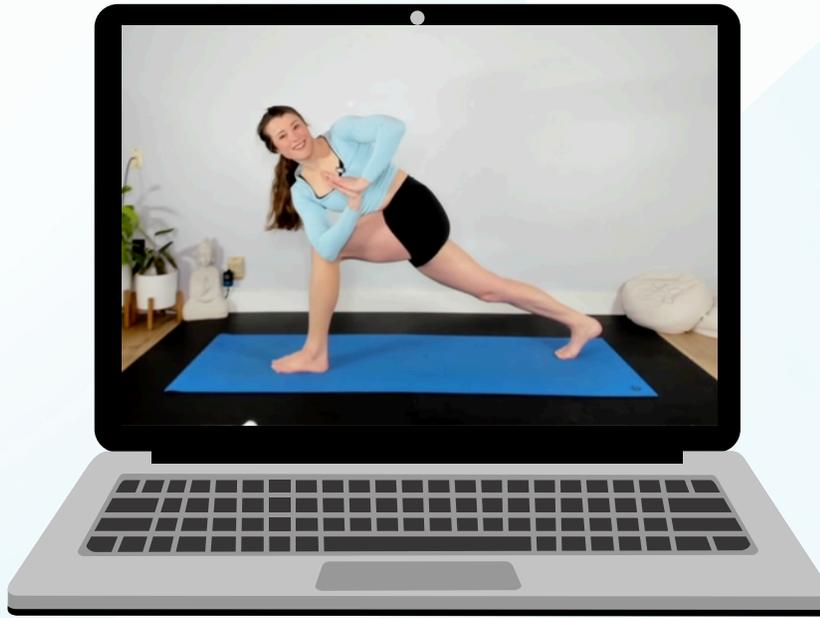


Simplifying can look like cutting unnecessary platforms, reducing offers, or focusing on one core program. Both paths can be powerful, as long as they're intentional.

Do I need more offers – or do I need to repeat and improve the ones I already have?

What part of my business feels heavy right now? Can it be automated, delegated, or removed?

If I could only focus on ONE income stream for the next 90 days, which would create the most stability?



Thanks for downloading and reading through this workbook!

Need a little extra help and support? Ready to join a community of like-minded online yoga teachers?

Ashes Academy is a monthly membership with on-going content and coaching for yoga teachers, like you, who want to teach online, but need a little more help along the way.

Stop relying on others to bring you clients and money, and start taking control of your own yoga business today.

[CLICK HERE TO JOIN](#)

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