

# *Start Your Yoga Teaching Career Now!*

*A playbook for all yogis ready to share yoga and its  
benefits and change the world one yoga class at a time!*



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# Welcome!

Dear Yoga Enthusiast,

Would you like to share your love for yoga and teach with confidence and ease around the world?

Would you like to help your clients become happier, healthier and wiser while transforming your own life? Are you ready to find your authentic voice and style of yoga teaching?

You are in the right place!

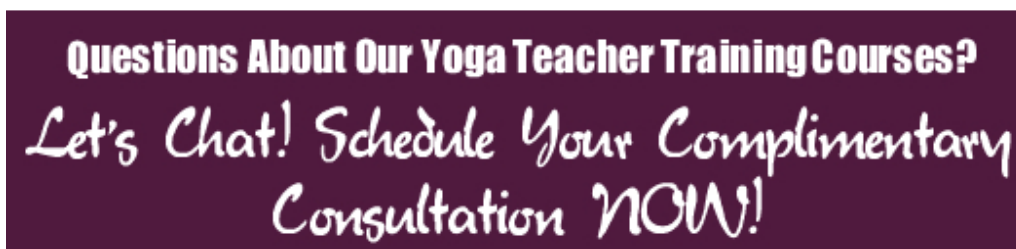
We put together this playbook for you! Read it, do the exercises, engage with the content we share.

Are ready to begin your yoga teacher training? We would be happy to assist you in picking the best training option for you!

Do you have **questions about our international or local Yoga alliance certified 200-Hour Yoga Teacher Trainings?** Would you need more information to see if ours is the best course for your needs?

We are happy to offer you a **complimentary 30-minute consultation** where you can ask all your questions!

Please schedule your phone/Skype consultation here: <https://www.timetrade.com/book/XQ29K>.



After clicking the links, you will be taken to our appointment scheduling site. You will have the opportunity to select the best times from the options available in the next 2 weeks. Pick the best time for you, give your details and in a few seconds you have your appointment set up.

Please gather your questions around the yoga teacher training course in advance so we can discuss them in detail on the call.

Looking forward to talking with you very soon!

Michelle Maue

Clayton Yoga

[www.ClaytonYoga.com](http://www.ClaytonYoga.com)

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# Your Passionate Why

Why become a yoga teacher? **Why would YOU like to teach yoga?** These are very important questions to be answered. Even before you begin your search for the perfect yoga teacher training for yourself.

To answer the deepest question of “Why do I want to teach yoga?” is a **truly spiritual endeavor**.

Here are some **coaching questions to help you find your own soul answers**. There is no right or wrong answers here. Go with your **intuition** and **search for the profound truth inside**.

## Journaling exercise

What does yoga mean to you?

What do you love about yoga?

What is your own experience of yoga?

What is your most precious or secret thought about yoga?

Why did you begin practicing? What was the trigger that made you visit the first class? Was it love at the first sight?

What is the most important part of yoga for you? Asanas, breathing, meditation, spiritual connection?

How did your own practice develop since you took up yoga?

What benefits of yoga do you feel most passionate about?

How is yoga changing and enriching your life every day?

What is the most important gift you got from my yoga practice?

How is your own yoga practice changing with time?

Why would you like to invest your time and energy into spreading the word about yoga and the benefits yoga brings to life?

How did yoga become so important in your life that you want to become a yoga teacher yourself?

What image/ vision do you get when you think about you teaching yoga?

Why is teaching yoga important for you?

What benefits would you like to share with the world?

Whom will your yoga teaching benefit?

Take a notebook, write down these questions and **journal** about them. Write freely and **without judgment**. The way judgment has no place in yoga, the same is true about writing out your thoughts.

Take your time... there is no rush. You can take one day to answer one of the thought provoking questions, then take the next tomorrow. Or you can opt for **a few hours of stillness and focus to look inside**.

Why don't you **meditate** to experience your souls plan for you?

It is your own soul searching, so **proceed with love and compassion**.

It is so important to have a **deep awareness of our own practice** so we can then support our students from a passionately understanding place.

When you found your true "WHY?" midst the inquiry above, you will be in a much clearer position to research the options for teacher training courses.

## How To Prepare For This Yoga Journey

Beginning your **yoga teacher training** is an exciting time! It is the beginning of a **wonderful journey to sharing yoga with the world**.

How can you **prepare yourself best for this yoga journey**?

You found out **why you want to be a yoga teacher** in the previous section. (Not yet sure about your WHY? You can go back and do the journaling exercise again and again.) Knowing your passionate why has a direct impact on creating your vision as a yoga teacher.

### It is time to dream!

Just imagine:

- how will **your life look like as a yoga teacher**?
- what is the **impact** you would like to have **on the world**?
- how will you **impact the lives of your students**?
- how does a **successful yoga teaching career look like** for you?
- what **legacy you would like to leave behind** after your successful yoga teaching career?

Try to create detailed images to the above questions. Don't let the best images evaporate, do capture them!

## How to capture the dream?

-journal about all the answers, images you got during the enquiry process above.

-have a **dedicated notebook to fill up with your ideas** around teaching yoga. You don't have to write essays, just jot down words, ideas, a few sentences... the important thing is to have those thoughts captured so you can get back to them if you need to.

-**create a vision board** – gather photos, create your own images, doodle, etc. Then create a visual representation of your vision so you can feast your eyes on the wonderful possibilities in front of you!

### Some fine points:

**This is all for you** – you don't have to share your vision or your passionate why with anybody else. Only if you really feel inspired to do that.

**Protect your dream** – there are negative people out there, you know whom I am talking about, the naysayers, the dream-killers, the catastrophe thinkers. Sharing with only the supportive people in your life is essential.

**Your dream is not set in stone.** It is a living thing and it will change with time. This is the beauty of it. You are free to reimagine your future any time!

# What Do You Really Want?

**The most important question to answer before beginning your yoga teacher career is this: “What do you really want?”** Now, this might not seem to be the most insight-full inquiry on the surface but I assure you **answering it will change your life!**

What do you really want? I know you want to teach yoga. But this answer doesn't help you create a yoga business that fits your passion and lifestyle.

**In order to have the best chance of actually loving your new career and keep teaching yoga for a long time, you need to be asking more specific questions.**

Here is an **exercise** for you that is guaranteed to help you!

## Your Ideal Day Exercise

**What would your ideal day look like?**

**Make a very detailed description of this day.** From the moment you wake up to the moment you fall asleep. When will you wake up? Where do you wake up? What do you eat for breakfast? What do you

do in the morning? Do you go to your studio to teach? Do you have private clients? Do you work for someone else? How do you spend the whole day? Whom do you meet? Do you cook or eat out? How do you spend your afternoon? Any exciting plans for the evening? When will you go to bed? What is your preferred lifestyle?

**Throw out any limitations!** Don't think from your current situation. This is about your ideal day and not about today.

Make this description as detailed as possible. Don't do this exercise in your head, write down everything in as much detail as possible! The more your preferred day will come alive, the easier it will become for you to actually create this lifestyle you believe to be the ideal for you.

**Enjoy the dream!**

**Dream big – there is nobody judging you!** If you catch yourself being judgmental, step back and calm down your screaming ego by saying “Oh, I am daydreaming here, nothing to get worried about!”

Depending how detailed you are willing to have a look at this wonderful day, the **write-up** will be quite a few pages. All is good even if it is 20 pages!

After you finished describing this ideal day, and jotted down all the details, let your vision simmer for a day or two.

**Come back to this exercise again after 1-2 days.** And without reading through your 1<sup>st</sup> description, **begin dreaming up your ideal day again!** Take notes, write down everything. Don't plan to create the exact same ideal day today as you did yesterday! What does the ideal day look like today? From the moment you open your eyes in the morning till you fall asleep. Go through the same questions like last time.

When you are ready, put the write-up away for a day or two!

Now comes the exciting part. **Read through both descriptions.** What remained the same in the second version? What changed?

Obviously the **things that were part of your ideal day both times – those are the things you really want!**

## Difficulty Figuring Out What You Want?

**Do you have difficulty to find out what you want?** Is it impossible to find a deep and honest answer to the question: “what do you want”? You are not alone! Many of us struggle to find out what we really want in life.

The time comes when **it is easier to come up with a long list of what you DONT want than creating a list of what you are really looking for.**

**Take a deep breath and let's begin this visualization!**



Imagine you have a **huge bag full of ideas, situations, things, characteristics, images, etc.** The bag has a never ending supply of every imaginable thing and thought.

Now visualize yourself taking pieces out of the bag. **Take one thought, idea, image, opportunity.... Have a look at it and decide if you want it or not.** Make the decision as intuitive as you can. Decide quickly, you need to move fast to sort through all those possibilities in the bag.

Take one, look at it, decide, done. Then repeat. Take notes of the things that went to the “don’t want” list.

To help you I have come up with **86 different ideas, images, situations and characteristics to help you** with this exercise. Below is a **random list of possibilities around teaching yoga.**

**Here is the list:**

Ashram

Making money

Comfortable living

Struggle

Coaching others

Overdrawn Bank account

Working with individuals

Working with groups

Presenting in front of small audiences max 15-20 people

Presenting in front of a bigger audience more than 50 people

Credit card application

Debt

Media presence of you or your brand

Sales

Selling something

Making suggestions/ advising others

Mentoring students

Training new teachers

Getting mentoring from an expert

Living in the city

Living in the countryside  
Living abroad  
Modern day nomad  
Practicing yoga every day  
Practicing yoga as you wish, no set times,  
Flexibility  
Order  
Doing what you want  
Doing what is good for your family/community  
Self-appreciation  
Taking care of yourself  
Stress  
Calming environment  
Excitement  
Enthusiasm  
Being part of a group  
Working for yourself  
Passion, fire  
Nourishment, Water  
Ice, being frozen  
21<sup>st</sup> century technology  
Laptop  
Notebook with pen  
Freedom to do good  
Freedom to do what you want  
Independence  
Health  
Caring for others

Caring for yourself  
Your own business  
Job  
Working for a non-profit  
Creating value  
Creating new ideas  
Following a teacher/guru  
Guru  
Follower  
Creator  
Reader  
Writer  
Ancient wisdom  
Future  
Healthy finances  
Debt free  
Office environment  
Own studio  
Working with kids  
Working with healthy adults  
Working with seniors  
Managing pain  
Healing  
Becoming healthier  
Finding/creating a cure  
Specialist, doctors  
Alternative medicine  
Nutrition

Ayurveda  
Acupuncture  
Quantum healing  
New age healing modalities  
Corporate environment  
School environment  
Working with patients  
Competition, competing against others  
Cooperation  
Leader, leading a movement

**You can write up the above 86 possibilities on small pieces of paper then put them into a bag, jar or box. Feel free to add to the list above! Now take one piece of paper out of the container, decide if you want that or not. Separate the “want” and “don’t want” items. Keep on going until you worked through the whole list.**

When you look at the “don’t want” items, you will have a pretty good idea what it is that you don’t want. And this will be a **tremendous help in figuring out what you really really want out of your new yoga teaching career!**

## Are You Ready?

**Becoming a yoga teacher** is an increasingly popular option for people looking to enjoy more meaning in life. Just look at the many programs that certify instructors everywhere in the world.

**Have you thought about how inspiring and uplifting it would be to share yoga with others? Do you feel excited about the new possibilities in your life as a teacher? Do you absolutely love yoga and all its benefits?**

I am sure you answered “yes” to all of the above questions! One important question remains, though:

**Are you ready to become a yoga teacher?**

Here are **a few questions to ask yourself** and answer in all honesty:

**Do you have a consistent yoga practice yourself?** Ideally you practice yoga for at least 6-12 months before making the decision to take up teaching. Having your experience with yoga is the basis for teaching it. If you lack practice, you will not become a credible instructor. Your students will feel it if you lack your own base in yoga. The moment you seriously looking into your options to get certified is the

right moment to intensify your own home practice. Do you need help with this? Feel free to call us at 314-630-1677 or 877-226-5017 (international) to discuss this topic!

**Do you like working with students/ people in general?** As a yoga teacher you are in the “people business”. Your success will depend not only on your high level of teaching, you will need to deal with people. Maybe a student complains about your class one day... or unhappy about the schedule you offer... or write a mean review about you. Well, these things happen. And you need to be able to handle all these situations with grace. It helps if you genuinely love human beings and enjoy interacting with them.

**Do you have the time, energy and financial resources to invest in your training?** Your yoga teacher training requires a considerable time investment. You will take at least 15 days out of your usual schedule. How will this fit your current employment situation? How will your family deal with being away from your responsibilities for those days? Consider the best solution for you! We offer 3 different training models to fit as many unique life situations as possible: 3-month training on weekends in St. Louis, 15-day intensive training also in St. Louis plus 15-day intensive training internationally.

There is of course the financial side of getting certified. Preferably you can finance it from your savings. If this is not the case, our payment plan options will make it possible to start with a deposit (non-refundable) and make easy payments before and during your program. We will be more than happy to discuss your options with you.

If you ever thought about getting certified and begin teaching yoga, this is definitely **the right time to make the decision and sign up for training.**

## Find The Best Teacher Training For You!

**Ready to become a yoga teacher?** Great! Now you just have to **find an awesome training program!** This is not an easy task.

If you search for yoga teacher training **on Google, you get 17, 3 million results.** On the **Yoga Alliance** site you will find **3307 results in the directory listings of YA certified yoga teacher training programs.** An amazing wealth of choice!

**How do you find the best program?** One that is serious and reputable and will give you valuable knowledge and experience?

We gathered **3 areas** you must ask about when you are searching for your training.

**The quality of the yoga teacher training:** Is the training program reputable? How many teachers did they graduate already? How long do they operate? The experience of the trainer?

With the help of some **online research** it is easy to get the details you need about any program. Read through the information they present on their own site and gather your questions. Reputable businesses will always be happy to answer your questions and deal with your concerns.

It makes sense to check out any **online feedback** the training got. But please be aware that some of these sites might not present all the feedback on their page. Yelp for example is famous of “hiding” positive evaluations for many businesses. Still it is worthwhile to do this research.

**Nothing takes the place of a personal conversation.** You will spend considerable time with the yoga trainer and also invest a good chunk of money. Please consider the style and philosophy of the program to see if it is a fit for you.

**The training curriculum:** Will you get all the basics covered in the yoga teacher training? And is there a way to learn how to customize everything to fit your own style? How is the training delivered?

Take your time to understand what the curriculum covers – this will save you disappointments later. Will you get ready-made templates and sequences that you can customize? Can you get feedback on any materials you create during the training? Is there enough time to put the theory into practice?

One important topic nowadays is the **business of yoga teaching**. This area is usually pretty foreign to new instructors. Only a few training programs have integrated some business and marketing training in their curriculum. If you don't get the basis through your program, you will need to invest in a special yoga marketing program later.

**The support before, during and after the training:** What type of support will be provided? Do you have enough opportunities to ask your questions? Whom can you turn to when you get stuck? What happens after graduating? Any chance to stay in active contact with your trainer?

**Your yoga teaching career begins the day you sign up for your training** – at least this is how we see it. We make sure that you get all the support you need even after you graduated. **Our private training site will stay open to you for at least 6 months after finishing your training.**

**We also included serious education on yoga as a business.** The 4 webinars and hot-seat coaching sessions will help you tremendously to get a good start as a successful yoga instructor.

**Is Clayton Yoga Teacher Training the right choice for you?** Let's find out! **Schedule your free consult now by clicking here:** <https://www.timetrade.com/book/XQ29K>

## Start Building Your Yoga Teaching Career!

**When will you start building your yoga teaching success?** Do you wait until you graduate from yoga teacher training to start your new career? If so, you are missing many opportunities to **create the business of your dreams** – as fast as possible.

Let me clarify. **Building a successful business** as a yoga teacher will take some time. For some new teachers it takes a few weeks to have a thriving teaching career, for some others it takes up to a year. And sadly enough a few freshly graduated teachers will never take action and give up on yoga teaching.

**How long it will take for you to thrive as a yoga teacher?** Now I am sure you know the answer to this question! It depends on you! It really depends on when you start and how much time and energy you invest into this project.

Yoga teacher trainings usually last between 2 weeks to a year depending on the course you take. Except for the very intensive courses (like Clayton Yoga's Summer and Winter Intensives where you learn very intense for 15 days), most trainings will have their modules spaced out. You will have at least a few days or even a month or two between the modules. These periods offer themselves to **engage in market research, practice teaching, creating your vision and goals** – all activities that you can very well do even before you graduate.

### **What can you do during your training to accelerate your business building?**

Take every opportunity to **practice teaching** yoga. If your mentor has a studio and open to give students the chance to try themselves out ... go for it!

**Volunteer** to teach at your church or your favorite non-profit organization. **We advise that you create your unique sequence, present it during your teacher training class and get feedback from your mentor and fellow students.** Then go out and teach your first few classes to get most valuable practical experiences. After every practice class you teach, **ask for feedback from the participants and reflect on the strength of your class and look for opportunities to make it even better!**

Don't just create only 1 sequence! **Develop at least 3 different classes** addressing different challenges that your target audience aka ideal yoga student might have.

### **Do your research!**

**Research your local yoga market** – look at the different offers your community sees around yoga. Is there something **missing**? Is there a small audience whose **needs are not yet met**? Is there an area where you can develop your **unique offerings**?

**Visit established yoga studios and gyms** and take a few classes. You will **learn a lot by observing** how other yoga teachers operate on a daily basis. Pay special attention to how a certain environment, style and studio setup makes you feel. Pay attention to the chit-chat of members of the studio you visit – look for new trends as those might become the basis for your services. There is so much to learn if you take the time to listen to your ideal audience!

### **Do the inner work!**

Search for **your passionate why, explore what you want and what you don't want** ... create your **magnificent vision and practical goals** for your yoga business!

If you take time now to do the inner work this playbook encourages you to do, you will be ready to go out and share yoga with the world by the time you graduate from the yoga teacher training.

# Yoga Marketing Training

Did you know? **Our local and international yoga teacher training courses have marketing training included** at no extra charge to you.

## **Why did we decide to integrate marketing training as part of our YA certified trainings?**

Many of our students share business related questions before and during the yoga teacher training! Some of them would love to get **practical tips on how to begin marketing their new skills**. Also, quite a few yoga teacher candidates wonder about **the chances of establishing themselves as yoga teachers on a crowded market**. With so many yoga teachers getting certified every year, it is easy to question if there is place and enough students for every teacher.

We encourage you to **find a way to differentiate themselves and create special programs for their yoga niche**. Your professional background, life experiences, even struggles can be the basis of discovering a sustainable yoga niche.

We began offering one webinar training per yoga teacher training at the beginning of 2013. The feedback was so encouraging that **we now offer four live 90-minute training webinars around marketing**.

The live trainings deal with the **most requested topics around marketing a yoga business. Writing a yoga bio, offering corporate yoga programs, preparing a yoga business marketing plan...** we discuss these topics in detail during the live training. You also get workbooks with every webinar so you can work through the topics at home and use them as blueprints for creating your own marketing materials.

On our **private training site** you have the opportunity to take advantage of many other handouts around marketing plus have your questions answered.

Our goal is that by the time you graduate from our yoga teacher certification programs you **have a clear action plan for marketing your services**.

**Getting certified to teach yoga is the first step** but in order to build up a thriving yoga business you need to market your own programs in a consistent manner.

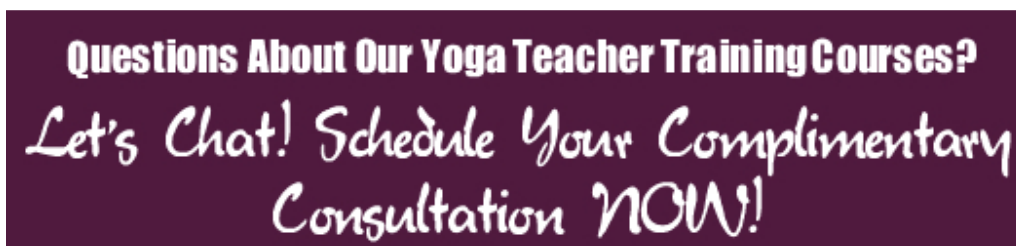
In our experience the sooner you begin spread the word about the fantastic yoga classes you offer, the easier it is to fight overwhelm around marketing. We know that **business might not be the easiest topic for a yoga teacher!** That is why you need all the support you can get especially at the beginning of this exciting new journey!



# Let's Talk!

Would you like to know more about the marketing support we offer as part of all yoga teacher trainings? Would you be interested in the topics we discuss during the live webinars? Do you have questions around yoga teaching that you would love to ask?

Please **set up a complimentary consultation** with Michelle and get answers to your questions! It is really easy, just go to this page: <https://www.timetrade.com/book/XQ29K>. You will land on our meeting scheduling site where you can pick a time that fits your schedule for the consultation.



**We would love to hear about your vision of teaching yoga around the world!** We would be honored to be part of realizing that dream, too. We cannot promise that our course is the perfect choice for you. But you will know if it is after **taking advantage of the complimentary consultation** we offer.

Let's find out if our **international and local 200-hour YA certified yoga teacher training courses** are the right choice for making your dreams come true! It is easy to set up a **complimentary consultation** to answer this question: call us at 314-630-1677 or 877-226-5017 (international) or send an email to info at claytonyoga.com.

Can't wait to talk to you soon!

Michelle Maue & Judit Mueller-Kiss

# The Clayton Yoga Teacher Training Team



## **Michelle Maue**

**Michelle**, owner of **Clayton Yoga Studio, St. Louis Corporate Yoga** and creator of the **Yoga Alliance certified Clayton Yoga Teachers Training** has been serving her loyal and loving audience for more than 10 years.

**In 2003, Michelle opened her successful yoga studio**, which now boasts over 8 yoga instructors and 15 weekly yoga classes. **Clayton Yoga** has been recognized and **featured in many popular magazines and journals**, including Uptown Magazine, St. Louis Business Journal, Lawyer's Weekly and is a regular guest presenter at the local St. Louis ArtFair and Working Women's Survival Show held in St. Louis, Missouri.

Clayton Yoga studio as well as the **St. Louis Corporate Yoga** company **dedicated to training and inspiring yoga instructors to teach on-site wellness and yoga classes throughout St. Louis.**

**Michelle Maue** has instructed **over 400 yoga students around the world through her acclaimed Yoga Alliance certified Yoga Teacher Training Programs.** Today, Michelle is inspired to offer **internationally based yoga retreats which certify yoga instructors** and provide them with **expert level marketing, coaching and support.**



## **Judit Mueller-Kiss**

The live marketing training is **presented by Clayton Yoga's business coach, Judit Mueller-Kiss (MBA, CPC).** Judit works with Michelle for 3 years and she is the force behind the consistent growth of the business. Judit has a **wealth of experience in the corporate world** both in Marketing and HR. She worked with major brands like Coca Cola, Heinz, Nivea (Beiersdorf) during her corporate days. She is passionate about marketing and keeps up-to-date on the newest trends both in the online and offline world. Judit has also successfully **trained hundreds of**

**entrepreneurs in sales and presentation skills.**

Judit mission is to **help entrepreneurs profit from their winning ideas.** Now it is your turn to profit from the highly acclaimed trainings she will deliver as part of our Clayton Yoga teacher training programs!