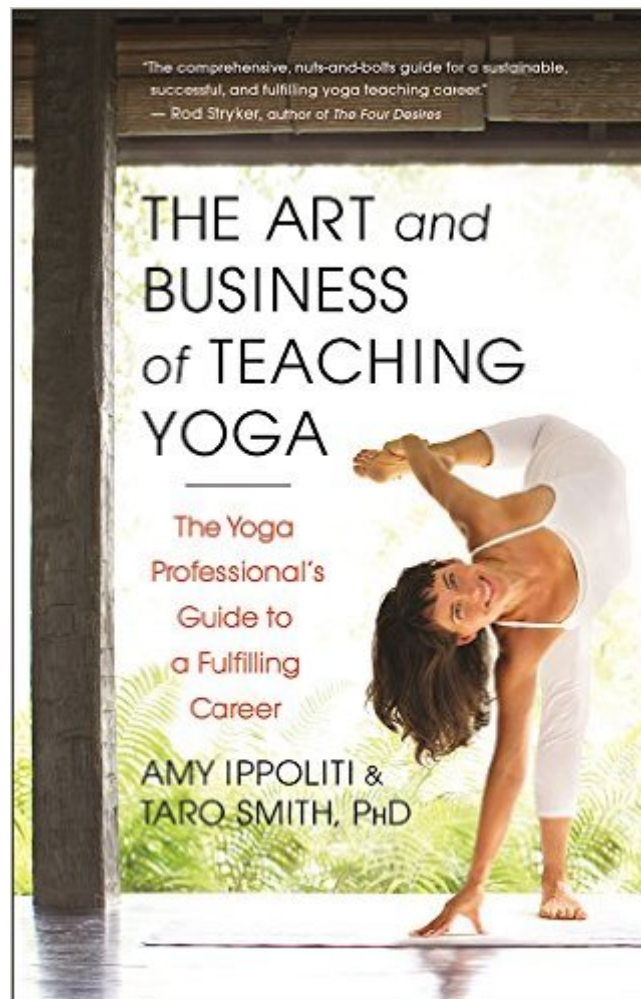


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# The Art And Business Of Teaching Yoga: The Yoga Professional's Guide To A Fulfilling Career



## Synopsis

Thousands of yoga lovers take teacher training courses each year, hoping to share what they learn with others. Many want to make yoga teaching their full-time career, but most training programs fall short in covering business acumen, and they may not equip graduates with the entrepreneurial skills and savvy they need to make a go of it. This indispensable and inspiring book guides both new and established professionals toward maximizing their impact as teachers and achieving their career goals. You'll learn to:

- build a loyal student base
- plan dynamic classes
- optimize your own practice
- become more financially stable
- maintain a marketing plan
- use social media effectively
- create a unique brand identity
- inspire even more students to embrace yoga

## Book Information

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## Customer Reviews

I'm just finishing up my yoga teacher training, and I picked up this book on my own. It covered a lot of ground that YTTs do not - the practical side of the yoga teaching business, how to be true to yourself as a teacher and use your genuine personality and interests to best market yourself, and even justification via yoga literature for getting paid to share yoga with others. It's a quick read, but I expect I will refer to it often. And someday, if I ever offer or am a part of a YTT course, I will definitely include this book!

Very useful information and advice from Amy Ippoliti and Taro Smith on how to become a yoga

teacher, build and run a successful yoga business and be a professional teacher. They generously share practical examples and knowledge gained from teaching yoga, leading teacher trainings and asking students what they like and dislike in yoga classes (anything that starts with the word just). From what should be in your teacher container to navigating social media to teaching multiple ability levels in a class, this is an invaluable must read for all yoga teachers.

I have been teaching yoga since 2003 and found quite a bit in this book to be useful information, a different perspective on things and/or things to ponder. I recommend checking it out if you're a yoga teacher. It's an easy, clear read. And the type of book that you can integrate what you think will be useful into what you are already doing. I have already started using some of the suggestions and think it will shift things more positively for me.

I just finished this book and am happy to have read it. I found the content useful and easy to read and will implement much of it to grow my yoga "business" from now on. I enjoyed the section on Teaching Well and class preparation as well as the survey data from yoga students on how they perceive certain language and teaching styles. I am sure to use this book a lot in the future.

I've been teaching yoga and running my own yoga business for 11 years and I found this book is informative and interesting. A fresh new approach to concepts I had in place and strategies I didn't know I needed. I highly recommend it to anyone who teaches or is thinking about teaching! A big thank you to Amy Ippoliti and Taro Smith, PhD.

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