



The Business + Logistics of Teaching Yoga Online

What do you need to start today?

- One clear goal
- A one-page website with the following info:
 - > Your name and a picture of yourself
 - > WHAT you're offering
 - Include a short description of the class and what people can expect.
 - > WHO it's for
 - Is your class for people who are new to yoga or tired busy moms? Is your class for spiritual seekers or those looking for a good workout? You want people reading this to feel seen and welcomed.
 - > HOW MUCH does it cost
 - Be clear and up front about how much you're charging for the class and where/how people can pay.
 - > WHERE can people connect with you for more information?
 - Link to social media account and/or email address.
- A way to collect payment
- A plan for how you'll communicate with your customers

What DON'T you need to start today?

- a logo or brand concept
- a graphic designer or web developer
- a photo shoot with multiple outfits and backgrounds
- a multi-page website
- an Instagram/FB profile dedicated solely to yoga
- an email marketing platform
- a business email address
- a business plan

What should you pursue AFTER you've gotten your initial website off the ground?

3 things to think about:

- 1) How can I reach more people? [Lead Generation]
- 2) What do they need in order to be convinced to buy? [Sales + Marketing]
- 3) How can I deliver on my promise? [Product delivery]

ASK YOURSELF:

What next action/investment of my time and money will help me reach my number one goal?

Web Tools + Resources:

Website:

Squarespace (starts at \$16/month)

Wix (starts at \$14/month)

Wordpress (pricing varies)

Stock photos:

[Unsplash](#)

[Burst](#)

[Picjumbo](#)

Graphic design:

[Canva](#)

Email Management Systems:

[Mailchimp](#)

[ConvertKit](#)

Video Tools + Equipment:

Lights

- [Selfie Ring Light](#) (\$48)
- [Softbox Lighting Kit](#) (\$84)
- [LED Light Kit](#) (\$181)

Microphone

- Your headphones and a quiet, enclosed space (like your car or closet)
- [Yeti Microphone](#) (\$130) + pop filter (~\$15)
connects to the USB port in your computer. If you want to connect to a phone for filming + syncing of video and audio, you'll need to buy a USB to Lightning Adapter or a USB to USB-c adapter, depending on your device.
- [Rode Wireless Go Mic](#) (\$200) + lavalier attachment (\$20-\$150) OR headset mic
If you want to connect this to your phone/tablet you'll need a TRS to TRRS patch cable (~\$15), plus, if you have a newer iphone, you'll need the little lightning adapter that comes with your phone to convert the old headphone jack to the new lightning port.



Other Equipment

Tripod (\$25)

External hard drive (\$45-\$65)

Upgrade device storage (\$3/month w/ Apple or Google Cloud)

Video Editing

iMovie (pre-downloaded on Apple products)

Final Cut Pro (~\$299) (Windows users) HIRE

AN EDITOR - Upwork.com, Fiverr.com

Video Streaming

Facebook/IG/YouTube (free!)

Zoom (Free or \$15/month for 3+ people, unlimited meeting times, and recording)

Vimeo (\$240/year for 20GB weekly upload limit)