## The Business of Teaching Yoga



omyoga magazine special report

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#### Editor's Letter



Welcome to this special yoga business report, brought to you from the team at OM Yoga & Lifestyle Magazine.

The idea is simple: we all love yoga - some of us even go on to teach it - and yet making a living from doing it is easier said than done.

That's a pity because the world would have a far sunnier disposition if we could all do what we love, to bring more joy and light to the multitudes around us. In that sense, you could argue that yoga is an essential service. And yet, sadly, persuading people to part with their cash for your service can be a challenge.

In this guide, you'll get a flavour for what it takes to establish yourself as a successful yoga teacher. From teacher training and attracting students in your early days right through to owning your own studio and hosting posh retreats in exotic locations around the world, it's all in here.

Let us guide you through the maze, from the practical and mundane details of running a business, to becoming a super yoga teacher to the stars - in demand worldwide, and sunning your days away on the deck of your very own private yacht (well, you've got to think big, right?).

Sure, it's not that easy. But with hard work, patience and determination - coupled with your unbounded zest for life, yoga and the world around you - a long-term career doing what you love is entirely possible. Go ahead and make it happen.



Martin D. Clark Editor

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## So you want to be a yoga instructor

Live, love and breathe yoga? Then step onto your mat and kickstart your new career











So you want to be a yoga instructor. Well, you're not alone. There are an estimated 10,000 yoga instructors in the UK now and the number is rising fast. And that's because yoga is so awesome. What could be better than to make a living doing what you love, bringing joy and peace - not to mention better backs, improved posture and general peace of mind - to all those around you?

Unfortunately, it's not as easy as some people might think. Assuming you can get over the initial hurdles, like training and certification, then there's the sticky subject of earning a living. And that means getting paid for doing what you love. Yes, the world needs yoga, but that doesn't mean people are going to throw their hard-earned money at you as soon as you graduate from your teacher training. That takes time, patience and a little know-how.

After you've got through your training and you're good-to-go as a teacher, you'll take those first early steps recruiting students and promoting local classes. Much depends, of course, on what your own goals and aspirations are. For many people, this could well be enough. Teaching yoga part-time is a great way to earn some extra spending money. In fact, many people who go through teacher training have no intention of becoming teachers at all, they just want to deepen their own practice. And that's a very beautiful thing.

But if you are looking to turn this passion of yours into profit then you need to learn all the nuances of running a small business. You need to learn the basics of marketing to drive up your student numbers, and get to grips with all the boring stuff that's commonly associated with running a small firm, from book keeping and insurance to dealing with the tax man. If you can get that lot nailed down early on then you're doing a lot better than some.

If you build a solid platform this way you can then think about moving up to the next level. If you've attracted a loyal following of students then you might want to start thinking on a grander scale, running workshops, perhaps, or even doing your own retreat, either in the UK or abroad. Once again, it all takes a lot of hard work, planning and dedication. If that all goes well then you may even be ready to set up your own teacher training course, another giant leap up the yogic career ladder.

#### So you want to be a yoga instructor 🕉



For many yogis (though by no means all), the idea of setting up their own studio is the ultimate dream. This is a huge undertaking, however, and not something to be entered into lightly. If things go wrong the financial consequences can be dire. Still, it remains a dream for many and is not beyond the realms of possibility with adequate planning and resources. It helps too if you've put in the legwork, building your reputation through the years, learning your trade and becoming as accomplished and as competent as possible, both as a yoga teacher, a small business owner, and future manager.

Get that lot right and you too could one day find yourself one of the world's big super yogis, jet-setting around the world to teach celebrities, chill out on posh retreats in the tropics, or gracing the cover of OM magazine. That's not a job most people fall into, but usually the result of years of study, training and commitment. It all starts on the mat. Find your passion there, and enthuse others with it, and you could really be going places.



#### About this report: 6 steps to becoming a super yogi

In this OM special business report we've outlined the six key stages you need to move through to get qualified to teach, right through to becoming a super yogi, courted by royals, idolised by students and celebrities the world over.

- Teacher Training & Accreditation 1
- **Building The Business**
- 3. The Boring Stuff
- 4. The Next Level
- 5. Your Own Studio
- 6. Become A Super Yogi



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#### For further information contact:

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#### Creating your own hot yoga business is no walk in the park. If you can't take the heat, get out of the studio

We get around two emails a month from people wanting information on how to open a hot yoga studio. They come from all over the country and every kind of background. I love to hear their story. But my first question to them is: 'okay I know you love yoga, but do you love the idea of running a business?' Because that's what you will spend 18 of your 24 hours every day doing. The other six is where you cram in the family, social, eating and sleeping parts. Oh, and maybe the occasional yoga class if you're lucky.

Looking back, what things would I have done differently? I would have done my teacher training research more, I went to study with the Bikram Yoga College of India. The training was not what I had expected. I came back with many more questions than I got answers to. I spent the following 18 months continuing my studies and reevaluating where I saw myself.

There are so many upsides to setting up a studio, but don't kid yourself that it will be easy. Be honest with yourself about your skill set - are you good with numbers? If you're not, find someone who is to support you. Or become better with numbers. Lots of the questions you may have can be answered with some basic calculations, such as how many people can you fit in the room? How much will you charge for your classes? Sounds simple? Yes, but you might be surprised at what you discover. Before spending a small fortune on a lease, can you demonstrate a local demand? For the first 18 months, I went round Hertfordshire with portable heaters, blowing fuses left right and centre before I could prove to the bank that Hertfordshire's first dedicated hot yoga centre had promise.

Good multi-tasking skills are essential - from cleaning the toilets to designing the newsletter - you will have to be prepared to do it all and keep doing it. Are you a good people person? Do you feel comfortable standing and speaking in front of a big group? Be honest. If the answer is no, that doesn't mean give up, but you will need to put into place ways to improve these skills. Go meet with the local chamber and networking groups and tell them about

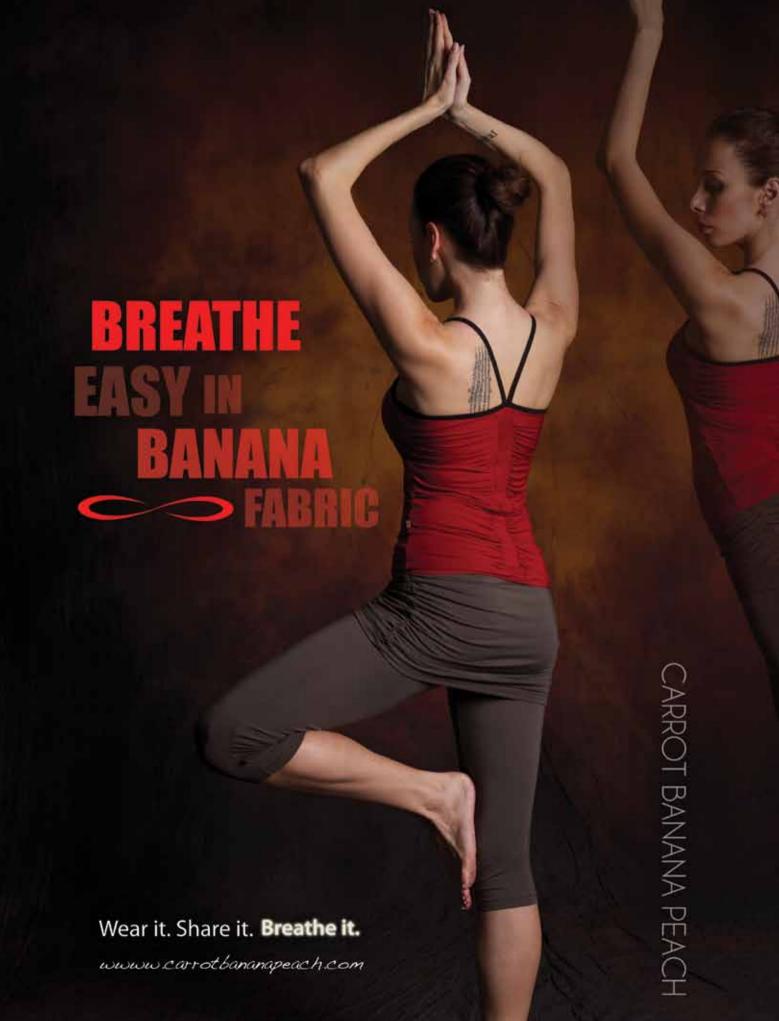


your business, be passionate about your subject, read all the yoga books and magazines you can, but be warned you could end up being considered by your close friends a yoga bore. My family have certain days where the 'Y' word is banned from all conversations.

Do you mind early starts and late finishes? I know I paint a pretty stark view of it all, but there will be light at the end of the tunnel if you have a clear plan and are realistic about your capabilities. Some 70% of all businesses fail within the first 18 months. Innovative ways of engaging with your prospective new audience are essential. We branded a little Fiat 500 car with our logo and dropped it in the middle of a Watford shopping centre on a Saturday just before we launched. This brought us over 50 new yogis, and helped tell Watford we had opened.

Aside from the nuts and bolts of running a business, the art of teaching yoga is incredibly personally gratifying and helps me see my problems with a lighter heart and a clearer mind. I often think 'my god, if it wasn't for my practice how would I keep it all in perspective?' The most rewarding part is the teacher training. Watching someone progress from a nervous wreck on day one, to an inspirational and engaging teacher at graduation is an incredible peek into a life journey, and the buzz does not leave you for a long time.

Nina Sebastiane is the owner of Feel Hot Yoga (feelhotyoga.co.uk)



How I made it happen - Katy Appleton



#### Stay humble, close to the heart and think long-term if you want to build a yoga business, says Katy Appleton of appleyoga

Katy Appleton is one of the UK's leading yoga teachers. But it hasn't happened overnight. She cites patience and determination as key virtues if you are serious about building a yoga career.

Luckily, she got a big break early on. "Within a year of me starting to teach I was filming a DVD with Geri Halliwell, at a time when yoga wasn't so much in the media but was done by celebrities." She says people then wanted to attend her classes simply because she was teaching a Spice Girl. "I was in the right place at the right time." From there, she built her business carefully and organically, launching her first overseas retreat a few years later, starting with just the one, but then gradually hosting more.

Fast-forward a few years and she was creating her own teacher training programme. "I feel really blessed the way my business has evolved," she says. "My passion has always been to teach yoga and my business has been built around that." And there's more to come. The current focus - or 'Big Sky Dream', as she calls it - is on continuing crafting a 500 hour-1,000 hour appleyoga teacher training with appleyoga academy, one that delivers intelligent, cutting edge tuition and experience to students. She also says she'd love to expand her trainings into more territories after recently being invited to run her 200 hour course in Australia.

And then there's the dream of setting up a home studio for appleyoga in London where she could offer work for those that have studied with her. It's not something that can be rushed though, she says. "People need to see building a career as a longer process than a few months." Appleton says it's also vital not to lose sight of the reasons you wanted to teach in the first place. "Make yourself available. I love to extend myself, to meet people, and to make connections. Stay humble and close to the heart."

Katy Appleton is the founder of appleyoga (appleyoga.com)

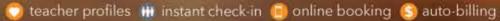
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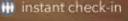


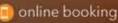
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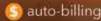
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## Teacher training & accreditation

It all starts here: get yourself quailifed to teach before you take on the world



#### 30

## Learning your trade

Navigating your way through the teacher training maze

Before you book your flight to the Maldives to host your first ever yoga retreat in paradise you'll need to take care of a few other minor details first - like getting qualified. Even if you're as nimble as a ballerina, getting qualified is the first concrete step to making a career out of doing what you love. It's pretty important too. You'll struggle to get insurance, for example, if you can't show them the right bits of paper.

#### Pick your path

But it can be confusing too with so many options and alternatives out there. For starters, there are so many accreditation bodies each offering different qualifications. Make sure you do your research to pick the one that works best for you. For example, if you're looking to teach in gyms then you may well need a certificate from the Register of Exercise Professionals.

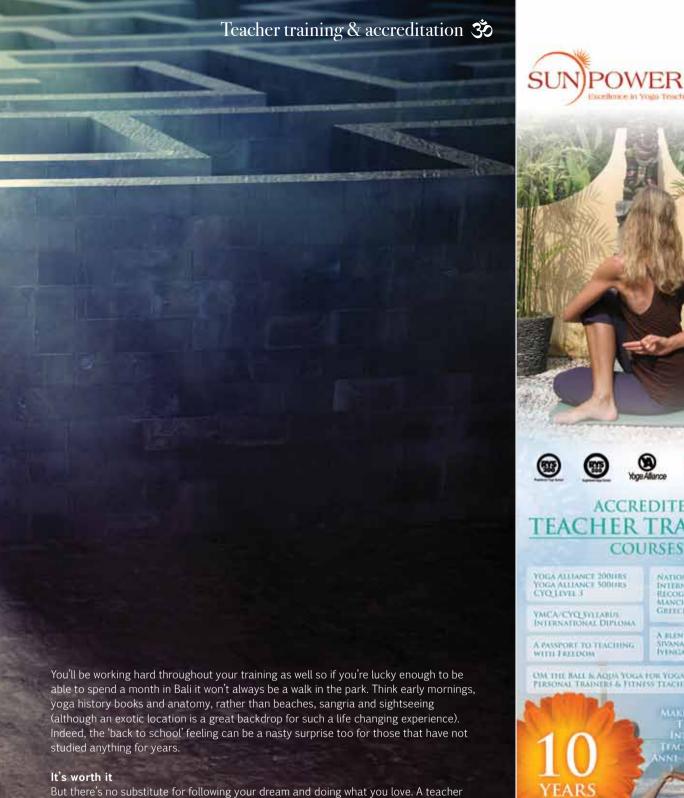
Then there are so many teacher training courses to choose from, all being run by wonderful, exceptional and inspirational instructors. Here, your choice may well need to be determined by personal preference and, of course, the type of yoga style being offered. Pick

a teacher that resonates with you, one that you work well with and that understands you; most of all, pick someone you really like. Look around and don't be afraid to ask questions. Think about things that might not immediately spring to mind as well, like what sort of support you get after the course, including practical help in starting and running your own business.

#### How much

Other factors to consider include the duration and structure of the course, as well as the location. It may sound great spending a month in Thailand for an intensive training but can you afford to give up your day job?

It might make sense to spread the training over a longer period of time, perhaps for as long as three years, so that you can incorporate it more comfortably into your everyday life. And then there is the cost. Expect trainings to cost anything from around £1,000 to £3,000, so this is very much an investment in you and your future. Try not to be seduced by glamour locations ahead of the curriculum.



training course is not a holiday, it is hard work, so expect a few aches and pains along the way, and plenty of self inquisition. It may well bring up some old issues and emotions

At the end of it all, though, it's likely that you will have had one of the most memorable times of your life, making friends, learning new skills and - ultimately - getting ready to take your new craft out into the world. Be brave, warrior child: this is just the start of

too so be ready for this. And yoga teacher training gulps a huge amount of time so











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Vidya Heisel, SYT, spent six years in India in the mid seventies pursuing her interest in eastern philososphy, meditation and Yoga. Since then, Vidya has studied and taught Ashtanga, Vinyasa Flow, Kundalini, Hatha Interdisciplinary and Forrest Yoga. Vidya has led over fifty intensive 200 and 500 hour Vinyasa Flow Yoga Teacher Trainings in beautiful locations across the globe. Vidya is registered with Yoga Alliance UK at the highest level. Vidya also created and teaches Envision Yoga, a transformational blend of NLP and Kundalini Yoga. She currently resides and teaches at at her beautiful Yoga Retreat Centre, Survalila, in southern Spain.

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## VVhere t get qualified

Getting the right professional qualification is essential to teaching. Find out who's who in the voga accreditation maze



#### British Wheel of Yoga

Recognised by Sport England (a quasi government body) as the governing body for yoga in this country. The BWY also runs a number of teacher training courses with qualifications recognised by REPS (see below). bwy.org.uk



#### Independent Yoga Network

A network of independent teachers and schools, it was set up in 2004, in part, to offer a response to the fitness industry's attempt to define acceptable yoga training, and as an alternative to the BWY route.

independentyoganetwork.org



#### Yoga Alliance UK

Not linked to Yoga Alliance USA although many acronyms used are similar. It offers widely accepted standards, as well as an ongoing membership scheme to support teachers with things like insurance and publicity. yogaalliance.co.uk



#### Register of Exercise Professionals

REPs is an independent public register that recognises the qualifications of UK health and exercise instructors. It can be vital if you're looking to teach yoga in a gym.

exerciseregister.org



#### Yoga Scotland

Recognised by Sport Scotland as the governing body for yoga in Scotland. It has a network of around 300 qualified, registered and insured teachers. yogascotland.org.uk



#### **Central YMCA Qualifications**

CYQ is a highly regarded body for fitness qualifications with a yoga teaching diploma course. A UK health and fitness awarding body, qualifications are approved through the government via Ofqual and the Sector Skills Council (SkillsActive). cyq.org.uk



#### Yoga Alliance USA

Formed in 1999, this is the national yoga organisation in the USA. If you ever want to teach Stateside then you'll certainly come across this body. Widely recognised here too. Not linked to Yoga Alliance UK. yogaalliance.org



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## What makes a great teacher

Inspiring words from some of the nation's finest yoga instructors



"The light of yoga will shine from a teacher who embraces the yamas and niyamas in thought, word and deed. A great yoga teacher is also a great student."

Louise Palmer-Masterton (camyoga.co.uk)



"A great yoga teacher takes you from wherever you are, stressed, moody or fed up, to a place of peace inside yourself. You should leave the class feeling like you've had a holiday."

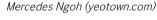
Jane Saraswati Clapham (druworldwide.com)



"A balance of education and inspiration, with a touch of entertainment. Where knowledge and experience teach alignment and philosophy and an authentic voice and character can make a positive impact."



"A great yoga teacher is someone who can create a safe space where their students feel inspired and encouraged to explore somewhere inside of themselves they haven't had the courage to explore before."



David Lurey (findbalance.net)



"A great yoga teacher embodies the qualities of humility, integrity, patience, knowledge and humour. They are on the path, working on themselves, so they can be a lighthouse for consciousness." Katy Appleton (appleyoga.com)



"A good yoga teacher is a practitioner not a performer. Always have the time to help, adjust or give instruction in breath work as well as asana and remember to get off the mat. A great teacher needs the eye, the hand, and most importantly, the heart."

Anne-Marie Newland (sun-power-yoga.co.uk)



"A yogi, desirous of success, should keep the knowledge of Hatha yoga secret, for it becomes potent for concealing, and impotent by exposing. A good teacher guides and inspires the student in his own journey, carefully avoiding teaching anything." *Brian Cooper (unionyoga.co.uk)* 

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Wendy, Yoga for Your Health, UK

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Judy, Dru Yoga graduate



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## Get class confident

Get messy while you're learning and get class teacher confident

Make sure you feel confident in your abilities when you take your first class. And that will come through practice, and lots of it. "One of the most important factors," says Dylan Ayaloo, master facilitator at Hot Power Yoga (hotpoweryoga.co.uk), "is not to underestimate the critical importance of practising teaching."

And yet, confidence is a problem for many new graduates coming out of teacher training. "You can't learn to teach from a textbook. Whilst theoretical knowledge is essential, you have to teach in order to teach." A training programme with significant experiential content is therefore critical to building confidence.

Although we are all blessed with varying amounts of confidence, we can all learn and grow from simply exploring and getting messy. "As adults we forget what it's like to learn," says Ayaloo. "Children think nothing of making mistakes and accept them as part of the learning process. It's important a training programme encourages students to give themselves permission to get messy with teaching."





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## Asktheteacher

Don't be shy: be sure to ask your prospective teacher trainers the right questions

#### History:

- How long has your school been established?
- · How many students/graduates do you have?
- Do you have specialists in other relevant fields on your teaching team?

#### Certification:

- · What qualifications will I receive at the end of the course?
- · Is the course accredited by the British Wheel of Yoga, Yoga Alliance or similar body?
- · How qualified are the instructors?

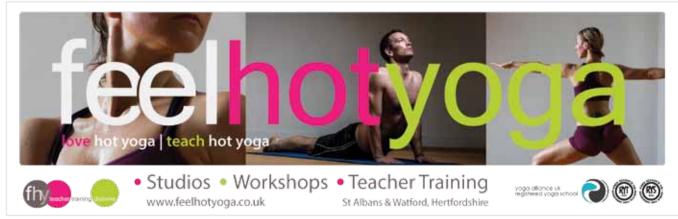
#### Practical:

- · Where is the course held (UK or overseas)?
- · How big are the class groups?
- How long does the training last?
- · Are there flexible payment plans/discounts?

#### Support:

- What support do you offer your yoga teachers after the course?
- · Do you offer any postgraduate training?
- Any practical support available for building your own business?







### Connecting inspiring teachers with eager students

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# professionals

Understanding the need for continuous professional development. By Jacqueline Annabelle Purnell

For any established yoga teacher, the idea of continuing professional development (CPD) will already be familiar - but maybe less so for newcomers. It's simple. Just as any good doctor needs to brush up on the latest medical science, so too do yoga instructors need to familiarise themselves with any new teaching trends or related areas like anatomy.

#### Professional growth

Indeed, CPD obligations are common to most professions throughout the world. Sometimes, there is a very structured approach to learning to help ensure competence, taking in knowledge, skills and practical experience. CPD within the yoga world follows the completion of formal teacher training. It consists of any educational activity which helps to maintain, develop or increase knowledge, problem-solving, technical skills or professional performance standards - all with the goal that teachers provide better standards of class delivery.

It's important to grow both personally and professionally, and in terms of CPD, this means enhancing one's ability to communicate



#### Teacher training & accreditation 35





any new and up-to-date ideas with students or other practitioners. By enhancing our own qualifications we are able to offer more innovative teaching, sequencing or skills that are able to touch students on new levels.

#### On trend

CPD includes 'formal' activities' with various recognised methods of giving a revalidation process in which teachers demonstrate their commitment to continued competent performance in a framework that is fair, relevant, inclusive, transferable, and formative.

But it is an area itself which is constantly updating, like a living, breathing organism, which means it's important to stay up-to-date. For instance, some people who see exercise as a necessity may still like to switch off and watch TV while pounding the treadmill for hours, but more students today are asking for greater depth, or meditation, as well as a relaxing or challenging class. Our classes are inspired by our own practice, which itself continually evolves, so it's important for us to remain students ourselves. We have to remain acutely aware that our students are receiving top quality tuition. This means we have to expose ourselves to the masters in their fields, from professional studies, through to anatomy or physiology.

#### Commercially viable

And there's good business sense behind it too. To make yourself commercially viable as a yoga teacher you need to be constantly updating and increasing the depth of your knowledge through CPD. It could mean the difference between getting insured or not.

This can be across a wide range of areas from sequencing and lesson planning, through to professional studies and meditation. Or it may include the ever-changing history of yoga, the sister science of ayurveda, vegetarian or vegan nutrition, the Sanskrit texts, or more esoteric areas that some teachers include in their classes and workshops. Whatever route you take in your yogic career, CPD is something you cannot afford to ignore.

Jacqueline Annabelle Purnell is the regional training officer for the British Wheel of Yoga London region. She also runs Yoga Shala Ibiza (yogashalaibiza.com)

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How I made it happen - Ana Forrest

## Irust vol intuition

Leading US instructor Ana Forrest explains how intuition and business acumen are both important ingredients for success





#### Top 3 things yogis should know before starting a yoga career

- Take as many different teaching opportunities as possible, with as many different kinds of people, to get versatile and flexible in your problem-solving with your students.
- I recommend at least for the first year (maybe two years) to keep your regular paying job as well as teach. This gives your baby yoga teacher some time to get seasoned and grow up. It's an unnecessary hardship to put all of your living expenses on this newly burgeoning teacher. It's easy to suffocate inspiration by giving the young yoga teacher too much financial responsibility too fast (for example, paying the mortgage).
- When you go to work with someone, get a contract. Have the agreements in writing, keep a copy; advocate for yourself.

#### What would you do differently now if you were starting again

I would pay more attention to my suspicions about being used. instead of writing them off as just being a bad yoga person. My suspicions were actually my intuition speaking to me about something that was going wrong. And take a business course. I was constantly thrown off and bewildered by business decisions, I didn't really know how many options were truly available. For that reason I include a business course in the Forrest Yoga Foundation Teacher Training.

#### Where do you hope to be in 10 years

Among my plans for the future is to establish Forrest Yoga teachers in every country. Ten years from now, at age 66, I hope to be somewhere on this planet - alive, in love, wandering in the wilderness and teaching passionately. I also have a fantasy about teaching in space: I would love to work with the astronauts who spend long periods of time in Zero Gravity. I am confident I can develop a Forrest Yoga programme that would help them sustain their blood, muscle and bone mass.

Ana Forrest is the founder of Forrest Yoga (forrestyoga.com)











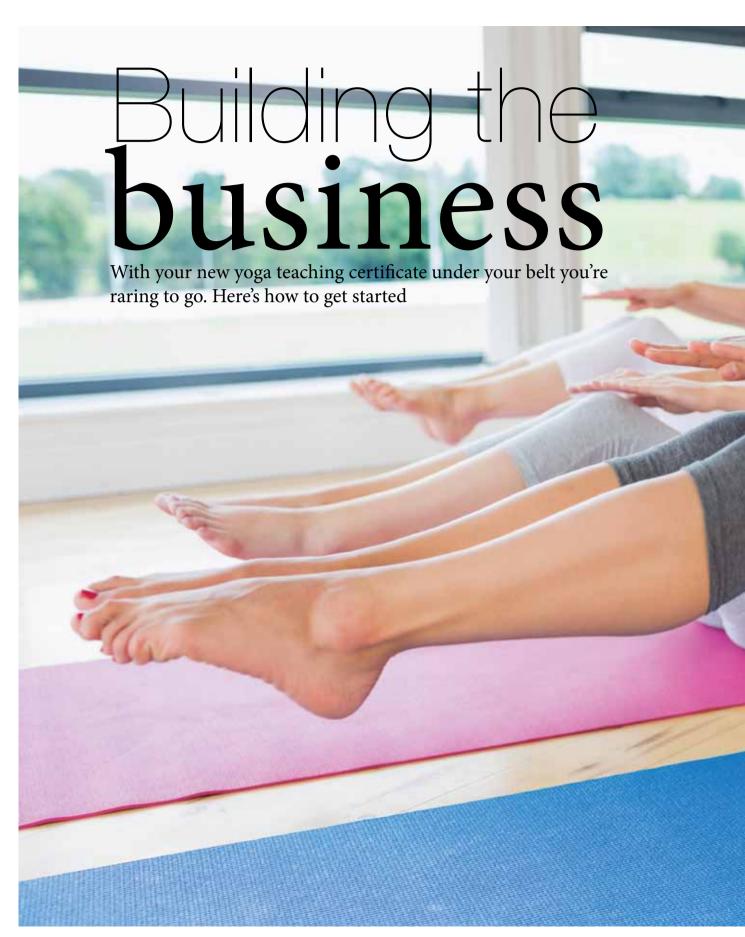




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## Starting out

#### Taking your first steps as a yoga teacher

So you've graduated from teacher training with flying colours and now you want to start building your new career. Hopefully, by now, you will have gained some valuable teaching insight from your course. In fact, if you chose wisely, you may even receive ongoing business help and support from your course provider as you step into the world of paid teaching. This is a great thing to look out for before your sign up. Expert help in areas such as marketing, websites and bookkeeping can be invaluable at this early stage.

For most people, this is a time of learning the ropes, of setting up one or two classes of your own, working out what content you want to include and, crucially, attracting some students. It can also mean providing cover for other more established yoga teachers in your area. It's also about developing your own unique teaching style.

How you go about this will depend on what you want to achieve. Some are not fussy and are happy to teach anywhere and everywhere, from church halls to plush gyms to cruise liners. Others may have more set ideas and want to do their own thing inside one of the town's hottest yoga studios. Wherever you're heading, the chances are you'll have to put in lots of legwork to achieve it; there's typically no shortcut to long-term success.

A good place to start is to find your uniqueness as a teacher, something that cannot be replicated by anyone else. Draw up a list of your strengths and weaknesses; then ask potential students what they might like; see what your neighbourhood needs. Through this kind of analysis you may be able to spot a niche in the market where you can really establish yourself.

When you are ready to go out into the world then make sure you have a few basics in place, especially a website. This doesn't have to be anything fancy, but it must announce your presence in the online world. Even if you don't own a computer and have never sent an email in your life this allows you to be found by potential students in your area. If you fear technology then think of it more as a virtual business card, simply stating how to get in touch with you (name, phone number, address, teaching style).

But if you can overcome your IT terror then the online world is your oyster when it comes to marketing. With simple online web building packages now available you may be able to build your site yourself, but if not then recruit someone to do it for you. If you can't afford it, then offer free yoga classes in return for developing your site. This should then open up other online social media possibilities too, such as Facebook and Twitter; these are great for building community





and keeping people informed as to what you're up to.

After that, start building your name on a broader level. As well as online marketing, get some flyers printed up (or do them yourself at home) and place them on community boards, at local gyms, schools and village halls - anywhere you think your students might be looking. Make contact with the yoga studios in your area and introduce yourself. It doesn't pay to be shy especially in the early days; it might lead to opportunity.

Be creative too. Find ways to approach new groups. For example, if a new study shows that police officers are under too much stress, try pitching a stress reduction course at the local police station. Think outside the box. If you are trying to drum up interest in one of your early classes, be sure to tell all, including the local press. It may be hard to interest busy reporters so think up some inventive or newsworthy publicity, like taking a mini yoga session out on to the street outside the town hall. Or offer some simple desk-based stretching exercises to the local newspaper team. Above all, be clear and authentic as this will help you win through in the end. It may be difficult establishing yourself during that first year but it can be done. Ask as many other teachers as you possibly can how they did it - and then follow your own path.



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## ocial media and marketing

7 simple online marketing tips for getting more students through the door



You must have a website. Even if it's just a simple 'calling card' site with contact details there must be an online space where potential students can locate you. A great website one that looks good, is easy to navigate and highlights your irresistible offer - is even better.

Use keywords. Be sure to use the right keywords on your site so it is easy to find when prospective students search for you. Think creatively with possible search terms so that you can easily be picked up by search engines.

Start a Facebook page. Hang out where your students hang out. There are plenty of other social media options too (Twitter). Great for building relationships and communities. Keep them up-to-date with posts and make them fun and interesting.

Get graphic. Visuals are a great way to grab interest if you're using any type of social media. So next time you're in the park, take that photo and post it. A picture and a short caption are far more palatable to quick moving online passers by than long blurb.

Stay connected. With all your online and social media activity, be sure to link any information to you and your web presence, directing traffic between your site and Facebook page or any other outlets.

Collect email addresses. Don't be afraid to add new email addresses to your database and provide regular mailings. This may not sit right with some, so make sure there is an easy 'unsubscribe' option.

Add some value. Make your email bulletins more readable: include useful information such as advice on a posture or sequence, a simple meditation, or a positive affirmation or quote. Your students will love you for it.

# Social networking

If yoga's all about connecting with yourself, then yoga teaching's all about connecting with your students. Here's how to connect to more of them via social networking and see those class numbers rise.

#### Get creative

Use creative content such as videos and images to grow your yoga community. Post a short video or release a sequence to inspire your students. Remember: a picture tells a thousand words. And share with them anything that you like while you're surfing the web; students would like to know what you're up to outside of class.

#### Don't overshare

You can have too much of a good thing. Sharing content and personal images is great to build rapport with your students, but go easy with your summer snaps from that wild pool party in Ibiza last summer. Make sure content is appropriate. Luckily, Facebook let's you veto any questionable photos posted by others.

#### Double up

Be sure to roll out any added value content you put out there via all the main social networks. If you have a great image to share then don't just save it for Facebook but spread the love through Twitter, Instagram or Pintrest. The new OM YogaPages service (see below) allows this to happen effortlessly.

#### Two way exchange

Involve your community online by initiating conversations with them. Ask thoughtful questions to see how they feel about some of life's big issues. Challenge them. People love to feel engaged in things so they will enjoy getting interactive with you.

#### Get networking

Stay active online to get yourself known and your message heard. Contribute on yoga forums or online discussions, or on topics and debates that you feel passionately about. Spread the word in a subtle way to let people know you're out there.

#### Social media: the big ones

Twitter
Facebook
Google

Pinterest

#### **Introducing** OM YogaPages

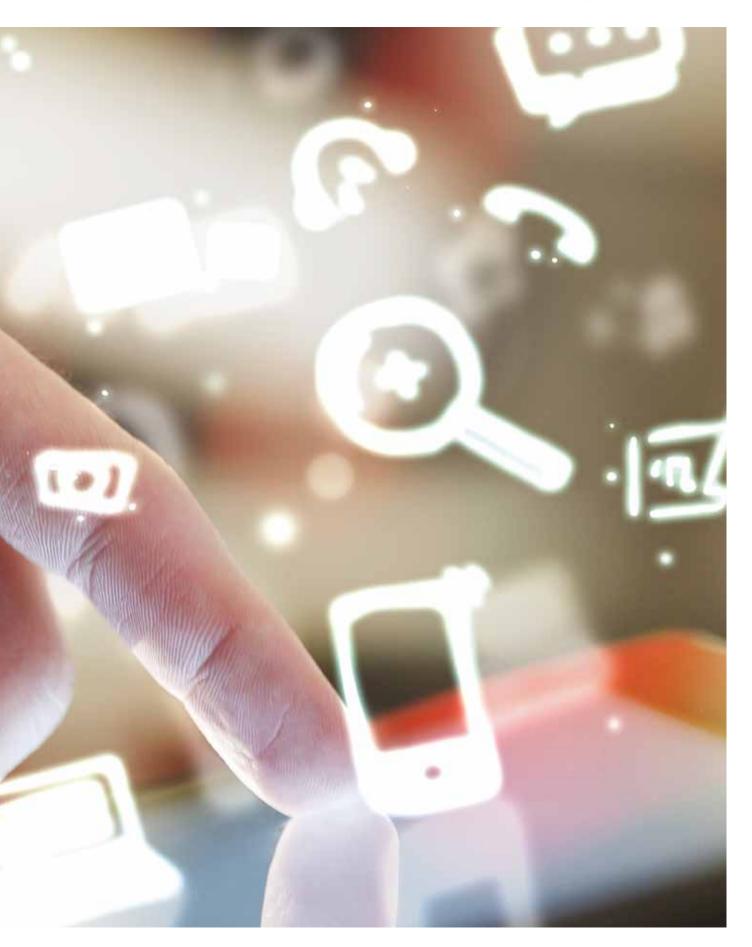
Youtube

Linkedin

Instagram

#### The rise of the niche social network

Be sure to check out the next big thing in the Yoga community: OM YogaPages (omyogapages.com), the new social network dedicated to yoga. Built with both professionals and students in mind, this new community has a wealth of tools for yoga practitioners to promote themselves; from business and events listings to blog and video uploads. "OM YogaPages has integrated functionality which offers members the option to connect their OM YogaPages account with their existing social accounts, such as Facebook and Twitter, thereby streamlining social media updates," says OM YogaPages Project Manager, Hannah Rampton. So if you're already feeling overwhelmed by the amount of social networks you need to manage to reach out to your students, OM YogaPages can simplify this for you. Now that's yoga social networking made simple.





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# Make your marketing work

You don't need a degree in marketing to get your student numbers up. You just need to be your own beautiful self, and roll your sleeves up

There's only one simple thing you need to understand about marketing when you're starting out. It is this: whatever it is you're offering, if you don't tell anyone about it, then nobody will get to hear about it. That applies whether you're just starting your first yoga classes or you're opening your third studio, or - for that matter - running any other kind of business, from a bike repair shop to a bank.

Although friends and family might come along to your opening night the chances of survival long-term rest on getting new people - total strangers, in fact - interested enough to check you out and, ultimately, step through your door.

And that means promoting yourself, your studio, or your new eco-friendly yoga clothing range, in some shape or form. Marketing is essential if you want a thriving yoga career.

The good news is it's easier than it sounds. You don't need to do any cold calling (this isn't double glazing), so you'll need no special sales training, you just need to get your earnest and honest message out there.

This can be blatant, like taking out paid advertising in the local newspaper, for example, or sticking business cards or posters in shop windows.



### Building the business 🕉





Or it can be done in more subtle ways, such as community building via online social media, or drumming up media interest with special or unique local events. Getting people together to raise money for charity is always a great way to get the press on your side.

What you're after in all cases is to get your personal message across: what yoga you're offering and, more importantly, how it can help others.

Most strangers won't care that you're offering a beginner's Hatha class at the church hall on Tuesday evenings at 7pm. They may respond, though, if you can tap into a need of theirs. For instance, your class could be targeted at office workers on their way home from work promising them an hour of back care after sitting at the desk all day; or maybe some gentle stress relief. Or it could be geared to helping mums grab some quiet time after a full day with the kids.

It doesn't have to cost a fortune either. In fact, it's wise in the beginning to put a strict budget on how much you are willing and able to spend, including even basics like leaflets and flyers. Save where you can: it's now possible to get business cards printed for free online.

And be sure to maximise 'free' publicity outlets. Build a contact database and send a regular email bulletin to keep people informed as to what you're up to. Post regularly (but don't overdo it) on Facebook and elsewhere. Try and be interesting, useful and make yourself available when people want further information. Be professional and respond promptly.

It's not rocket science. In fact, it's not science at all, more about being creative, and that's something that comes naturally to a lot of yogis. Check out what others are doing and see what works and what looks good. Use that as a starting point. Then simply sprinkle your own, unique and incredible magical marketing dust on your yoga marketing drive.

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### How I made it happen - Anne-Marie Newland

## 10 years and counting

Sun Power Yoga celebrates its 10th anniversary this year. Founder and yoga maverick *Anne-Marie Newland* explains how she did it

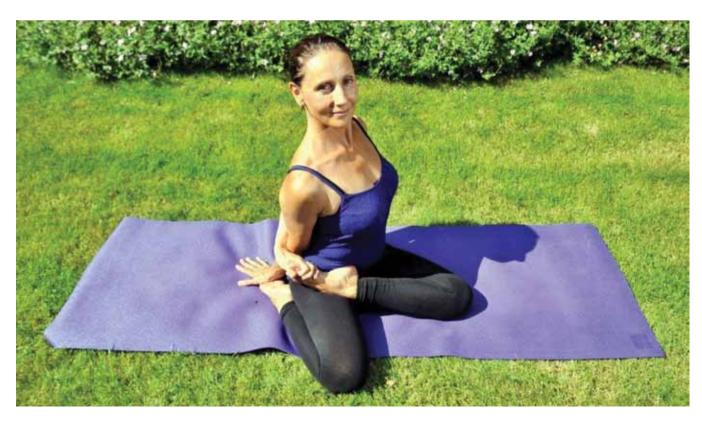
Sun Power Yoga was created in 2003, so it's our 10 year anniversary. I created the school because I honestly felt there was something missing at that time. There was one, dominating training out there at the time that, in my opinion, did not reflect a modern as well as traditional ethos.

Yoga was often taught as separated subjects, theory being very dusty and old fashioned in its delivery and the Hatha in the same way. There have always been mavericks out there and especially so in yoga. It was Krishnamacharya who broke from tradition and

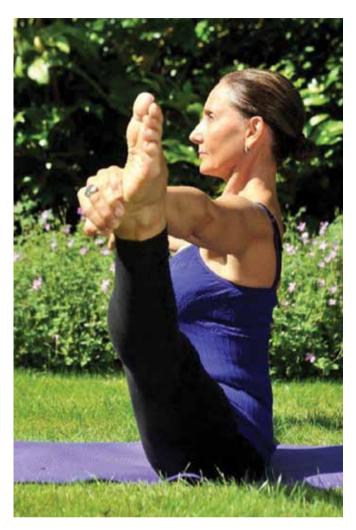
initiated a woman: that woman was Indira Devi. Thank goodness for his foresight. He could see that yoga was losing its importance in Indian life as more and more men pursued business and money. Women were the future of yoga's survival.

### Unity in adversity

I had studied lyengar in the 70's, Sivananda in the 80's and Astanga Vinyasa in the 90's. Each of those styles and traditions gave me something really important in both my practice and my personal development, but none held me. I honestly believed there were



### **35** Building the business





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people out there who would love a blend of the three in a flowing, attainable and sustainable yoga practice. This in no way meant that yoga was to be watered down, quite the opposite, I think it needed to be made simpler in its delivery, to include theory, breathing and the asana all in one class.

I was right. I am very proud of what my team and my teachers have achieved together. *Unity in adversity* is our motto. I think that I don't see the pitfalls (lucky me). When it comes to creating ideas, no matter what those ideas are you must feel ready to leap into the unknown. I teach entrepreneurship to business colleges and the two most important things are to grab an opportunity when it comes along and then to make it happen.

I got thrown off the Astanga yoga teachers list in 2001 because it was discovered I wasn't a purist. Ha! So, after reading the letter from the powers above I stood up and thought that's it, Sun Power Yoga is born today. And I have never looked back.

### 10 years on

In 10 years time I hope I am able to get down to my practice and let someone else run the office. I also hope to see some of my senior teachers join me in spreading our work further afield. We have been invited to China, Russia, India and the US and when the last of my four children leaves for university I hope to do that.

My vision for the school is that we continue to inspire people to want to teach, not just for a better wage but for their own survival. As a mother, the school supports families - and that means mothers, fathers and grandparents who want to share their love of yoga with others.

I think if we can continue to train teachers who believe in authenticity then I will be delighted. My oldest son has a sister company called *Yocalm.com* and I am hoping he will take over and look after me in my old age!

### Best advice

The best advice I can give is to do it if you want it. There is nothing you need but passion and an incredible amount of stamina to keep going. When it's you that's going through a crisis remember to use your yoga business, self-practice and friends to help you through it. Work can be a focus but yoga will be your saviour. If you start a yoga business for a challenge or because it's all you want to do then 'practice, practice, practice and all is coming' as in the famous words of Pattabhi Jois.

Anne-Marie Newland is the founder of Sun Power Yoga (sun-power-yoga.co.uk)

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How I made it happen - Judy Hirsh Sampath

### From Eastenders to enlightenment

How a former BBC script editor made her yoga business dream come true





Yogaunited manufactures yoga products in India made by individuals who have sewing machines at home. This is the story of how their business grew from one yoga mat bag to an online store supplying the whole range of yoga kit to studios, teachers and yogis around the world.

Around 15 years ago, Judy Hirsh was working as a BBC script editor on popular dramas such as Eastenders and Casualty. Although she enjoyed the prestige of working on programmes watched by millions, her yoga practice seemed to be shifting something inside, and combined with turning 30, she found her priorities changing.

In the spirit of adventure, she turned down promotion to producer, and packed her bags to go and see the world. She set off looking for something meaningful, something to feed her soul not her ego; yes, that old cliché 'she's off to India to find herself'.

To cut a long and navel-gazingly endless story short, she emerged a few years down the line with an Indian husband, and a BWY yoga teaching qualification, and was finding sharing the delights of yoga with people of all ages, sizes and abilities infinitely more joyful than working on piles of scripts about imaginary people in made up places.

Back in the UK, her students kept commenting on the yoga mat bag which Anandi, a lovely woman with a foot peddle sewing in an Indian fishing community had made for her. She asked her to make a few more, and before you could say 'Patanjali', they had a wholesale order for 100 yogamalai mat bags from online retailer Yogamatters and had to find some more ladies with sewing machines. Her husband Saravanan had contacts in Chennai which turned out to be invaluable and they set up Yogamalai with the goal of creating beautiful yoga mat bags in the spirit of yoga using fair trade principles to support families and women in their community.

Ten years later, they are still making the signature yogamalai elephant mat bag and selling them through their UK online store yogaunited and have designed kit bags, teachers bags, bolsters, cushions, belts and eyepillows. As the range has grown, yogaunited now stocks other products from around the world so customers can find mats, props, bags, and other gift ideas under one virtual roof. Hirsh and her husband go to India every winter to talk to the families whose lives have been changed by yogamalai, discuss ideas of how to go forward, choose fabrics and design new products.

But her students weren't happy about her disappearing off to India for the winter. So, about six years ago, she said 'why don't you come with me' and she was totally surprised when some of them actually did. Yogaunited has been running winter sun yoga holidays in India every year since then and for 2014, there are three holidays lined up. Yogaunited also organises holidays for other teachers who want to take a groups of students to India but don't want the hassle of organising it.

Hirsh believes yoga is transformative and can be life-changing. "If you stick with your yamas and niyamas, Patanjali's codes of living soulfully, you will never steer away from the true meaning of yoga, even in business," she says.

Judy Hirsh Sampath is the founder of Yogaunited (yogaunited.co.uk)











### Money matters

Make sure your yoga business adds up when it comes to finance



It's hard to overstate the importance of good record keeping when running a yoga business. No, you're not in this game for the money, or the pleasure of filing an annual tax return to Her Majesty's Revenue and Customs (don't worry, you'll soon get to know these lovely people if you are not yet familiar). But unless you pay close attention to these dull and mundane details then your yoga business is not going anywhere.

It may well be that you are the most charismatic, inspiring teacher to hit these shores in a decade, but if you can't pay the bills each month you'll soon be denied the opportunity to share your special gift. And that would be a great tragedy given how much your students - and the world in general - stand to benefit from their time on the mat with you.

So get your house in order before you begin. You don't need to understand all of the complexities of the tax system or the

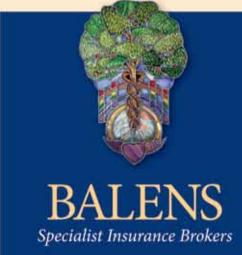
seemingly inane insurance jargon, but you do need to make sure your basic systems are in place so things don't get out of hand as you grow. This means getting insured - an insurance advisor will help you, but also talk to other teachers - and keeping your books upto-date, right from the start. Keep it simple so that you understand your own records, and if it stretches you too much, that's the time to ask for help.

If you keep good accounting records then it makes all the other things, like filing tax returns, that much simpler. There are plenty of software packages available to help you manage your affairs smoothly, whether you're a sole trade or running a string of studios. Again, where things get complicated, just bring in the advice of an expert. It can take time to set things up properly at the beginning but it will be worth it in the end. The more attention you pay to this at the start, the better chance you'll have of making a career doing what you love.

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How I made it happen - Cheryl MacDonald

### What's a yoga franchise?

What is the advantage of a yoga franchise? YogaBellies founder *Cheryl MacDonald* explains how it works



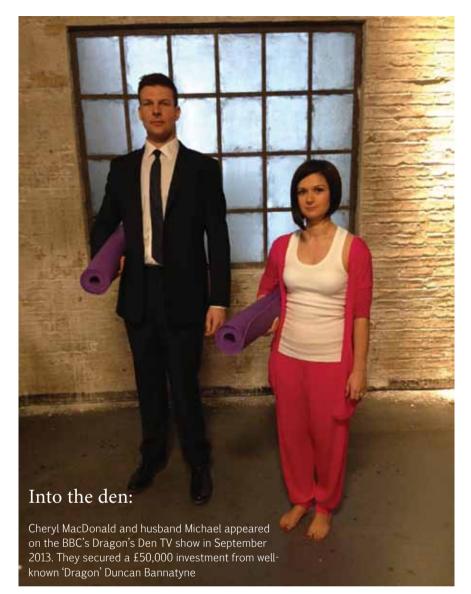
We have almost 90 YogaBellies teachers sharing our philosophies across the world now and I would love to see this number grow, with teachers who truly love all things yoga, birth and baby. I would like to have teachers in the USA and Australia and I am looking for the right teachers now to help me train more YogaBellies teachers.

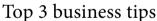
The main problem with a basic yoga teacher training (YTT) today is that you are given all of these beautiful yoga skills - and then left at the end wondering what to do with them. There were almost 50 people on my YTT and only four of them now teach yoga. Most people start a class, nobody comes and then they can't afford to go on. YogaBellies provides everything that yogis need from the perspective of a socially-conscious business to make sure that teaching yoga can bring home enough to pay the bills and more.

We take care of all the business side of things (like websites, marketing, PR and social media) we even help our teachers and mentor them with their business plan.

I don't have any teachers who don't have full classes, many with one or two month waiting lists. We also give our teachers yoga business coaching on an ongoing basis to allow them to be professional as well as ethical. I think the thing the teachers love the most is the day-to-day contact we all have across the world and our amazing support network. So even though you work alone you have friends across the world ready to help and advise.

I love what we have built here with YogaBellies: a community of women supporting women during the most important time of their lives using yogic techniques. I want to keep learning about yoga, especially for women and children, and to keep training teachers and encourage them on their teaching journey. I love the beautiful circle of compassion that we have built and anything more that comes from that makes me very happy.





- If you want to make teaching yoga your full or part time career then you need to treat it like any other business: keep your basic accounts up-to-date daily, respond to enquires in a timely manner and always be professional when teaching.
- Spend as much time on your own yoga practice as you can. Get to as many other styles of yoga class as you can and keep remembering that the teaching certification is just the beginning of your learning. If you can join a yoga franchise or get someone else to do your website and accounts, if these areas are not your speciality, then you should. You want to be a yoga teacher not a website engineer, so let the professionals take care of the business and techy bits so you can focus on your dream of teaching yoga.
- Choose your niche within yoga and become an expert in your chosen field, so that could be yoga therapy, or yoga for sports. Whatever it is become as knowledgeable in the field as possible. Your yoga teacher training certificate is only the very beginning of your journey.

Cheryl MacDonald is the founder of YogaBeliies (yogabellies.com)





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### 2014 DATES

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## Get yourself protected

### A short introduction to the world of insurance. By David Balen

Insurance is often viewed quite negatively, but it can be the difference between losing your livelihood or not, and is essential in promoting a professional image to the outer world and to protect the public.

Moreover, in today's claims culture, aided by the rise of 'no win, no fee' solicitors, the ability to sue is no longer restricted to the rich or famous. If you carry out a treatment or give advice regardless of to whom or how frequent, you are at risk.

### Get protected

So how can yoga teachers and individual therapists protect themselves? I would recommend ensuring you have a good quality insurance to help protect against clients or others who have chosen to make a claim or complain.

Cover should include public liability, medical malpractice, breach of confidentiality, financial loss, criminal and tax defence, loss of reputation and products liability. There are, of course, many other types of protection available that can cover contents, buildings, items taken away from the premises such as mobile equipment and laptops, loss of profits arising from damage to your premises, protecting yourself or colleagues for loss of income due to illness, accident or death and so on. For corporate entities with multi therapist clinics, businesses selling health products or other commercial ventures, there are various other special packages available too.

### Common pitfalls

Most of the pitfalls we experience are due to a therapist's lack of knowledge, or from not letting insurers know of any material facts or changes relevant to the risks being insured. For example, if you start working from home, you need to advise your home insurer about this if they were not previously informed. Many home insurance providers do not cover for working from home and they may choose to refuse a claim, even an unrelated one, if they discover you have been working from home and they were unaware of this.

Other common pitfalls include individuals under-insuring themselves (taking out cover for their business contents for less than its value) or when the business becomes slightly larger with more therapists

or practitioners working in the same place (they do not grow their insurance cover with the business).

It may be they do not have a corporate policy in place as they believe they will be adequately covered by their own individual professional indemnity insurances. This is not always the case, and practitioners should always seek professional advice on what cover they need at every stage of their business development.

### Complaints

Many complaints arise within the first few sessions with a new client, and often result from misunderstandings, miscommunication, inadequate advice given at the outset, failing to manage a client's expectations or inappropriate behaviour.

Remember to keep your boundaries, show good listening and communication skills: never claim or imply you are able to cure a condition and manage the clients' expectations regarding your services, including cost, length of time it could take, and explain both the possible positive and possible negative effects of the treatment.

Remember to keep good records (for at least seven years, preferably indefinitely) of what you have told the client as these are your first line of defence if a claim is made against you.

Choosing a broker with a good track record in giving expert and sympathetic claims support is vital.

### What if a claim is made against you

First, don't panic. Contact your broker: they should be able to give advice on how best to deal with the situation.

Never admit liability or promise to pay, this prejudices your insurer's position, and may mean that your insurance becomes nullified. There are ways of dealing with this. If in doubt, ask. We all make mistakes, it is part of being human, but with good quality support you can be reassured that you will not be paying the price of that mistake yourself: you can then reflect, learn and move on.

David Balen is managing director of Balens (balens.co.uk)





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How I made it happen - Sue Wallis

## The art of re-selling

Think about re-selling clothes and other products as your build your yoga business



In these competitive times, many yoga studios are taking an entrepreneurial approach to make additional income and provide a good service to their clients. One consideration is to re-sell appropriate and attractive products such as clothing, accessories or relevant books and DVDs.

At No Balls we sell to many yoga studios throughout Europe, Scandinavia and even New Zealand and they are very successful with our products, but in the UK this is an option that is just beginning. Crucially, you need to know your clients, as anyone in business needs to know their market. What is it that they would buy? Yoga mats, bricks, cushions, DVDs, books, even yoga socks are all popular. But if you are going to supply clothing you need to do a little bit more research. What sort of styles do your clients

like? What colours? What fit? And what size? The best way to find out is to ask them. Show them pictures of the sort of things you are considering stocking and see what their feedback is; what would they like to be able to get hold of?

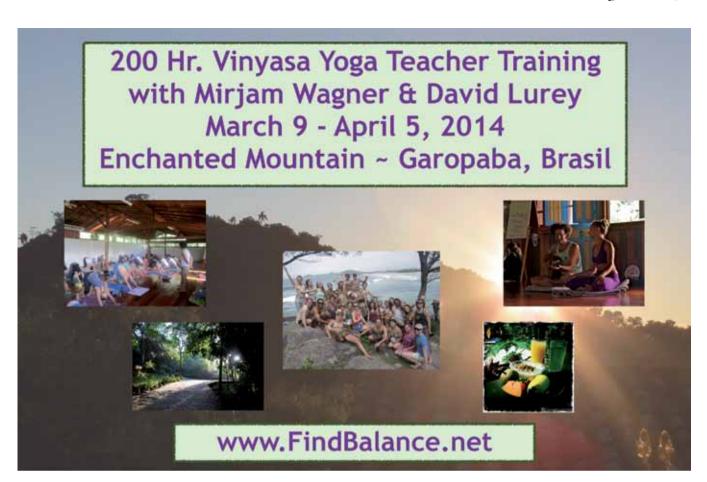
As an instructor, you are an inspiration and your clients will take your advice and are attracted to things you wear yourself but don't fall into the trap of only buying what looks good on you, as clients come in all shapes and sizes. Once you have decided on the type of product you want to sell you need to look at your space. Have you got an area where products can be displayed attractively? If the answer is no then don't put a few bits in a dark corner, products need to look attractive. An alternative, if your space options are limited, is to take a more personal approach and actually present the products to clients, either on a one-to-one basis or have a product party and invite everyone who is interested to come and have a look.

If you have a website then most product companies will provide you with photography to present the products you purchase but do not expect the world to come to your site on day one. You have to put in some effort to let people know you are selling products: let all your clients know, blog about it, put a link on your Facebook page, Tweet about it. Don't just say come and buy something, learn about the products and review and recommend them.

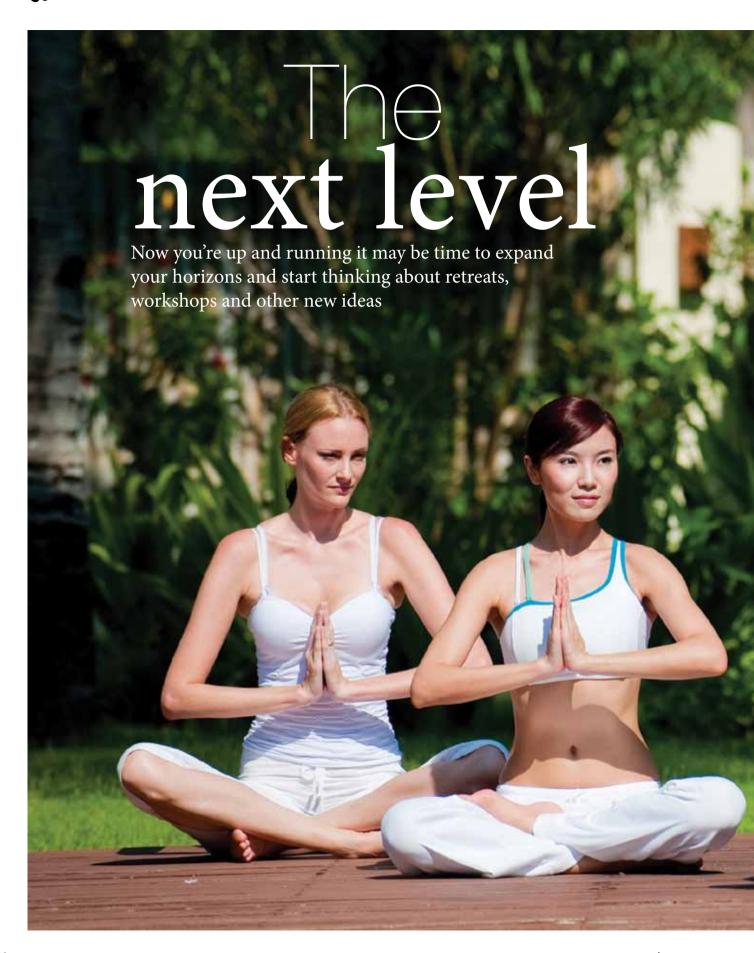
Finally, if your research gives you confidence, then approach the product companies you have selected to see what their policies are. Is there a minimum order value, can you place small top-up orders, and what is your margin going to be? If you are not confident enough to buy stock then many companies will offer an ambassador relationship to yoga instructors where you can earn a commission for any recommendation you make that leads to a purchase; the earning potential is smaller but the risk is taken away. If you make the right selection of products that appeal to your clients then you could be increasing your income and providing a popular service without adding to the number of hours you need to invest.

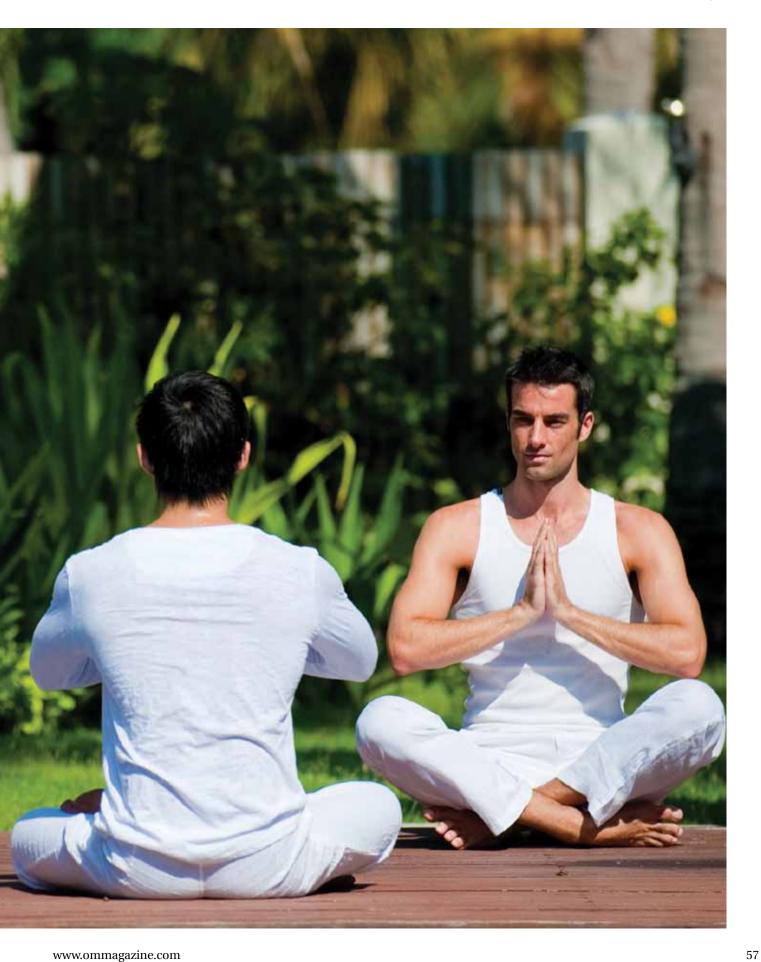
Sue Wallis is the managing director of No Balls Ltd (noballs.co.uk)











### Up your game

### Gearing up for the big leagues

If you've managed to make it this far, then well done, you've got all the ingredients needed to make it as a successful yoga instructor. In fact, you already are. You've got a loyal band of students - your following, your community, your tribe - you're making money, and you're on top of the paperwork. So let's take things up a notch.

If you're feeling good about life and confident in your abilities then why not start to widen your scope and expand your ambitions. With your new-found marketing skills, and a good grip on the books, there's no reason why you shouldn't start to look at new opportunities.

Think big but be realistic. Start with organising some local yoga workshops before you contemplate a costly retreat on the Costa Del Sol. With careful planning, good marketing, and your undoubted charm, both of these options are totally within your grasp.

Ask questions before you take the plunge: your fellow yoga teachers will provide a great pool of wisdom in these early stages. Then sound out what your students would like. If they're all keen to know more about healthy eating then set up a healthy eating workshop; if they're all insomniacs, then set up some time for them to learn more relaxation techniques and sequences that will help them nod off peacefully at night.

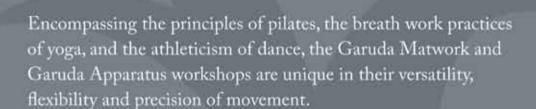
Build your reputation too with some online yoga classes. Initially, these might be free, or you can offer them as a value added service to your paying customers. In this internet age, it's easy and costs surprisingly little to upload high quality content online. Or you might want to take a step further and think about yoga DVDs.

Organising your first yoga retreat may seem pretty daunting but with the right attitude and skill set, and plenty of planning, it may be easier than you think. Get the costs right, and generate sufficient interest, and you could find yourself sitting on a great new source of income to boost your business.

Going forward, other options include launching your own yoga 'brand', bringing out your own clothing range, or setting up your own teacher training course. If you can generate sufficient interest in your unique yoga offering then there's no end to where you can go.



### Movement is our prayer, our eternal prayer



"A very professionally presented workshop delivered by a tutor who is extremely knowledgeable and experienced in this area. The reinforcement of learning and feedback methods were exemplary and should be commended." - Register of Exercise Professionals

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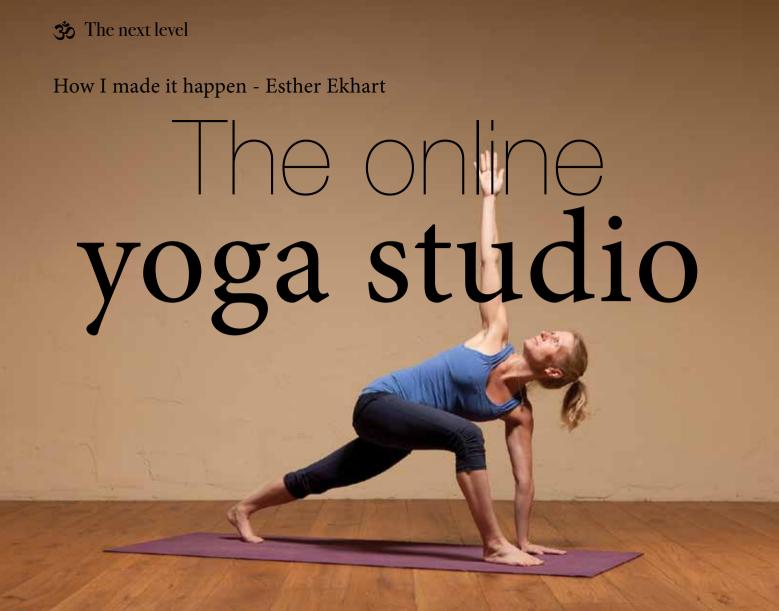
OM Yoga Show Stand J14











*Esther Ekhart*, the creator of online studio Ekhart Yoga, explains how she turned her dream into reality



### Tell us about your yoga business

I run an online yoga studio: *ekhartyoga.com*. The great thing about an online studio is that people can practice at home or anywhere else with an internet connection. We have over 500 videos on the website from different teachers, levels, styles and specific uses, ranging from 10 minutes to 90 minutes. You can buy them separately as downloads as well for when you are somewhere without a good connection.

### How was the company created

In 2008, during one of my meditation retreats, I got the idea to start offering yoga and meditation classes online. My motivation was to make the benefits of yoga available to as many people as possible. My husband Bas immediately loved the idea, went and bought a camera and we started doing it together, me teaching, him filming. I started with uploading yoga tutorials on YouTube to see if people would use them, and they did. I used those years to build up my online presence. The website went live in September 2012. It's a big success.

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### What are your plans for the future

I hope to be right where I am: working on the website with a team of wonderful teachers and colleagues and my business partners and traveling the world teaching workshops, retreats and teacher trainings.

### What lessons have you learned since you began

Setting up your own business is not as easy as I envisioned, and everything takes way more time then I thought, but if you want it enough and it comes from the heart, it can definitely be done.

### What would you do differently if you were starting again

Have more faith in myself. At times, I felt I wasn't equipped to do this and started to rely on other people too much. That didn't always work out for the best.

### What advice would you give to aspiring yogis

The advice I would give is to find your niche, your voice, really think about what you have to offer and trust that in doing what you love, you can provide a living for yourself.

### How do you feel about yogis making a profit

I have no problem to make a living from doing what I love. What better way to live a happy life? I do believe it is all about balance. Making money has never been my motivation. Being able to live while I do what I love is. I absolutely love and adore the path of yoga and I love teaching what I have learnt and still am learning. I truly believe we can all grow and become happier human beings practicing and learning yoga. So how can it be wrong that I spend all my time trying to make that happen.

Esther Ekhart is the creator of Ekhart Yoga (ekhartyoga.com)



### Making movies

### Things to consider before you take your yoga in front of the camera

### Why?

Before you set up your camera think about why you're doing this. Don't just throw some shapes on the mat, and hope for the best. What's the driving purpose? Think about it as a way of empowering people, to help them heal, or to transform lives. Your online video could be changing people's lives for the better.

### Who?

Typically, that's you, although if you are really camera shy there's no harm in inviting a guest teacher to star in your production. Be engaging and don't freak out if you've never seen yourself on screen before. Although you can do it all yourself, getting others involved - cameraman (or woman), video editor, or some tech geeks - will boost professionalism.

### What?

What exactly do you want to share? When you're ready to film, make sure you have a clear plan as to what you want to say before the camera starts rolling. Your sequence should have a clear purpose for viewers. Think and plan ahead, then jot down a script and get ready for rehearsals. This ain't Hollywood but you can at least pretend for a little while.

### When?

It takes just a few seconds to upload content online. However, make sure your video is exactly as you want it before pressing the 'send' button. That means the more time you put into it the better the final product. Don't rush as this will be an advertisement for your business.

### Where?

Think about location. If you've got space at home then use that.

Lighting is crucial so check your filming is coming out as you'd like

it. The natural world is also great for filming yoga but bear in

mind the weather, which again will influence the lighting.

### How?

Consult others about the best equipment to use. Some use an iPhone to record short sequences but if you're after longer videos then you may well need a better camera. Start small, see how it goes, then work your way up.

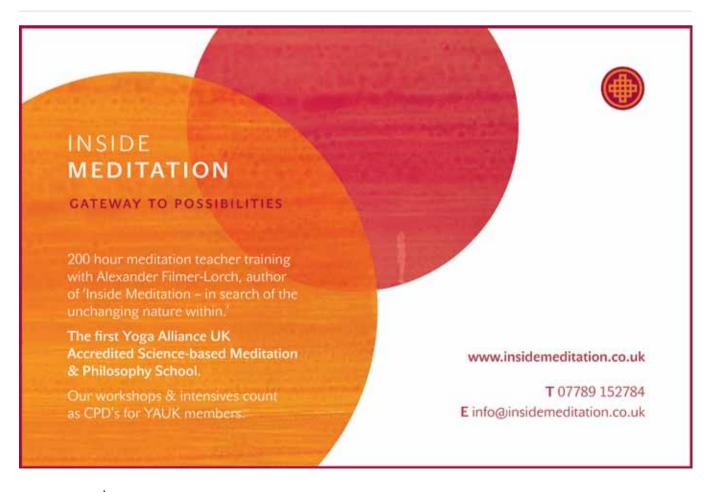
Teach, not preach

### Seven steps to great yoga teaching

Here are seven yoga teacher training steps from instructor Simon Low, founder of The Yoga Academy (theyogaacademy.org)

- Teach, not preach. Empathise with your students' perspectives and experience without imposing yours.
- Be a good listener as well as a good communicator.
- Understand the importance of modifications and offer them appropriately.
- Understand that yoga is ultimately about the individual and that the practice serves the person.
- Avoid telling students what they should be feeling or experiencing. Create an environment of potential for students' own exploration.
- Recognise that the most important teacher is the inner teacher within each student to whom you direct your heartfelt interpretation of yoga through your own experience.
- Be a catalyst for the awakening, empowerment, health and healing of each individual student.





# Workshop Workshop Workshop

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When you're planning your first yoga workshop it pays to keep in mind what your students want. Ask them if necessary. Most of all, think about what would really help them. If they're yoga regulars and are desperate to learn inversions, then why not run an inversion workshop. If they're always looking for more meditation or quiet time after your weekly hour-long class, then think about doing that as your theme. Give them something that they want, and that will entice them to come along.

Think carefully about the time and place for your workshop. It's got to be close enough to be accessible for your students. Avoid rush hour and make sure the location is as easy to reach as possible. Think though the whole experience from your students' perspective. It may be a wonderful venue but if the journey is too long or stressful then it could negate any other benefits.

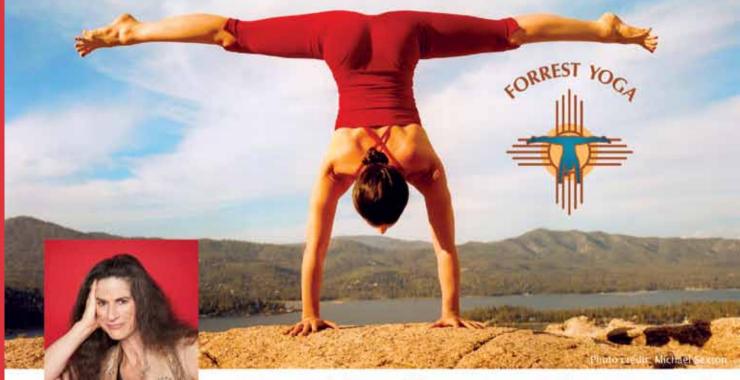
Give students plenty of notice before the event - at least two weeks, preferably more, ideally - so they can put it in their diary and plan ahead. Get the flyers out early and actively promote the event

anywhere you can via social media. Always include event details like time, cost and location, as well as a link to your website or Facebook page for further information.

Think about the time of day, whether it will be dark or light outside, and how long you want the experience to last for. If you're planning a full day workshop then you'll need far more content - and varied content, plus break times for food and chat - than you would for a two-hour get together. Similarly, four hours might be too long for beginners, but two hours could be too short. Attention spans can be pretty minimal sometimes.

Make sure your students feel like they have learned something when they leave after the event. That means don't overload them with too much information. Think about a few key points and make sure these messages get through and are reinforced throughout the workshop. If people can learn a new skill during your event then they will consider it worthwhile and be more likely to book on to future workshops. Always send the troops home happy.

### Summer 2014, do something amazing... The Forrest Yoga Foundation Teacher Training (RYT 200) with Ana Forrest



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The Forrest Yoga Foundation Teacher Training is a comprehensive programme for aspiring or experienced teachers, and yoga practitioners who want to work deeper within themselves.

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Teaching through discovery: Learn through experience — principles of alignment, class sequencing, working with injuries & energy, modifying poses, teaching private & all levels.

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### ■ Why this training? POWERFUL, PRACTICAL, EFFECTIVE.

- · Focused & rich, with Ana's 40 years of experience
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- · Includes philosophical enquiries into ethics, teaching integrity & boundaries
- Learn to speak your truth & listen open-heartedly
- · Includes 300-page Forrest Yoga manual, functional anatomy manual and business course manual

### Pricing

- USD 4000
- . USD 375 for Functional Anatomy course

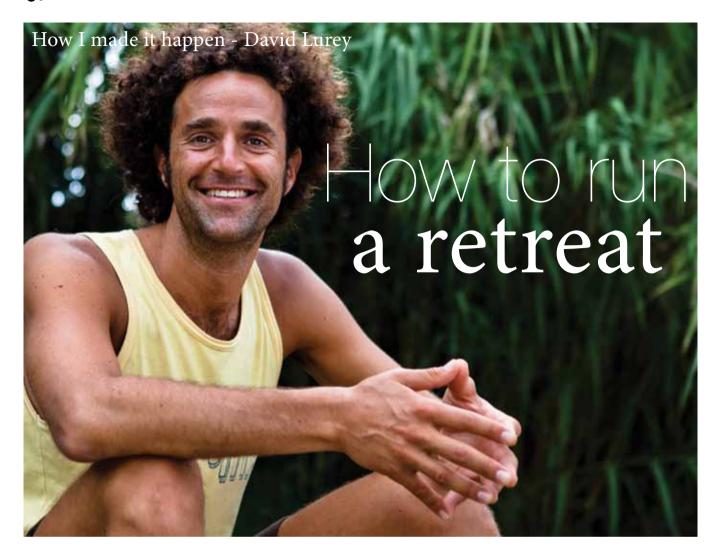
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### Creating successful and dynamic retreats is no easy business. *David Lurey* of Find Balance, who has led more than 50 retreats, explains how it's done

For the participants, a yoga retreat is a chance to leave daily routines behind and enjoy some days immersed in the practice with like-minded people, some healthy food and time to take care of themselves in ways daily life does not often provide.

For teachers and organisers of retreats, though, it is hard work. There are so many practical issues to contend with (see page 68 for details). And then, of course, there are any cost issues and other financial details to take care of. After costs have been established, create different scenarios of how many students might attend to set the selling price. Divide the total expenses (including the teacher's salary) by these numbers (potential students) and you will have a high and low 'selling price'. Typically, I find a median between these two when setting retreat prices.

Work through all of these details carefully if you are serious about running a successful and profitable yoga retreat. Once you've got all that sorted - and that's a lot of work, planning, emails and maybe a few setbacks along the way - you can really shape the feel of your retreat, making it unique and fabulous.

Just as there are hundreds of approaches to a yogic lifestyle, each retreat will have different vibes, energy levels, focuses and intentions. When you're ready to start the actual 'teaching yoga' part of your event, here are some things to reflect on.

### 1. Overall intentions

Ask why you are there - is it to:

- Deepen the asana practice or an aspect of asana
- · Focus on meditation, mantra, other yogic themes
- · To be in a beautiful location and connect to nature

### 2. Opening circle

It's so important to welcome everyone and create continuity from the very beginning:

- · Make the students feel welcome and safe
- Use a talking stick/crystal (to give everyone a chance to speak without interruption)
- · Everyone shares
- Time for introductions (why they are there, how long have they been practising)

### 3. Free time

Be sure to include some in your event. It is very easy to over-programme and then the students need a holiday after their yoga retreat

### 4 Good karma

Yoga 'off the mat' can be included in your retreats and add more layers to the depth and impact of the event

### 5. Key moments

Be sensitive to what I refer to as 'transitional moments' of the retreat

- Certain organised classes (say a big backbend class that brings up emotions or a group exercise that may trigger a variety of responses)
- Days 3 or 5, or the mid-way mark, when people are in a new rhythm and before they start thinking about going home
- Outings/field trips/excursions that facilitate the group experience
- Do you include any ceremonies? (Full/New Moon, fire ceremony, mantra singing)

### 6. The last night

Plan something as a group to close the event before it is time to actually say goodbye

### 7. Staying in touch

This is an extra step that will go a long way in keeping students connected to the experience:

- Photo sharing (flickr, Facebook)
- Email exchange group
- A 'follow up' email from the teacher thanking students and sending links to support their growth on the path. Include links and articles of topics discussed at meals and other things to share (music, great movies or books, interesting lectures or teachers and special things someone shared)

### 8. Closing circle

- Create a sharing time with space for everyone to talk
- Teacher's closing remarks

### 9. Farewells

- Check out time and personal expenses to settle
- Shuttle times
- The last meal

### 10. Don't forget you

And, after all this time with attention on the students, be certain to address your personal time as the teacher/leader as well. Some important points include:

- Where is your room?
- When is your practice time?
- What are your boundaries for personal time/space at meals and free time?

Although reading through all these points and organisational insights may seem like a daunting task, the same is to be said for committing to a lifetime of dedicated yoga practice. Just as the many aspects of yoga become more accessible and, dare I say, easier, the same is true for planning retreats. When we step on to the mat to bring openness and health to our bodies, peace of mind through breath and meditation and access to our essence through personal practices we see the totality and union that is talked about in yoga. Apply these same ideas and disciplines to creating retreats and you will enjoy the unfolding and multi-faceted rewards of being a successful teacher who inspires students to grow and is rewarded for your work as any other business person.

David Lurey is the founder of Find Balance (findbalance.net)



### PROFESSIONAL TRAINING Unity Partner Yoga Teacher Training (MN) Nov '13-Mar'14

Unity Partner Yoga is a sacred and fun way to reach a deep and profound connection to oneself and others. This 6 day post graduate course which covers duo/trio/group Yoga and partner Yoga for Pregnancy & Children is spread over 5 months and is unique to Europe. Taught by Sevanti

### 200hrs Unity Yoga Teacher Training (MN) lan'14-Oct'14

Unity Yoga Teacher Training is a multidisciplinary & diverse programme welcoming Students from various backgrounds. Max 10 Students to create an intimate group, meeting for 2/3 day weekends over 9 months. Ongoing support & study group for Graduates to establish their teaching, with opportunities to work at the Unity Studio. Taught by Sevanti with Visiting Teachers including Business coaching

### Anatomy & Physiology for Yoga Teachers (IM) Feb'14-Oct '14

Taken alongside the YTT, or alone, this course is tailored for Yoga Teachers with practical aspects relating to Asana. Taught by Chris Swain

### Unity Holistic Massage Diploma (MTI) Oct'14-Jun'15

An explorative journey into Oneself relating to others through loving touch using Holistic oil Massage. Acupressure (inc Thai), Crystal healing and Ritual practice. A small personal development based group meet for 2/3 day weekeneds over 9 months,

with Yoga, Movement & Meditation to support and prepare for bodywork. Ongoing post-grad guidance and support, with opportunities to practice from the Unity Studio.

Taught by Sevanti, Assisted by Vic Auton, with visiting Teachers and Business Coach

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Unity Studio, Brighton offers a diverse range of classes, workshops and events to suit all styles and levels of Yoga.

### RETREATS

Unity holds an annual Yoga retreat in Turkey and a Partner Yoga Retreat in the UK. Many of these Retreats welcome Families & Children

www.being-in-unity.com 01273 778400



### Your first yoga retreat

The essentials: Key things to consider

### Practical Considerations

### The Venue:



- Selecting a location
- · Ease of transportation
- Reputation with other teachers (ask for references)
- Ease and frequency of communications with retreat centre
- Photos or references of yoga room/props/facilities
- Potential for cultural experiences/ time with nature
- Rooming scenarios (dorm style, private rooms)
- Assigning students to rooms (done by you or the centre?)

### Food:



- Meals/food (remember this can make or break a retreat)
- Check meal times with your proposed schedule
- · Check with all participants about special needs (vegan, gluten-free)
- · Availability of snacks/tea/water

### Transportation:



- Make an arrival sheet for students with flight times and phone numbers
- · Who pays ground transport?
- And who collects (a driver; group member)?
- · Departure schedule
- Multiple shuttle/pick-up times or just one

### Marketing:



- Postcards/fliers (what details to include: what, when, where, how much?)
- Yoga studios for fliers/posters
- · Email lists
- · Online tools (Facebook, Google Ads)
- · Local community outreach
  - Do you offer group rates? Discounts for yoga studio members?

### Daily Schedule:



- Asana practice times
- · Other group activities
- · Where and how often is free time
- · Massage and therapy treatment time
- · Meal times
- · Evening activities

### Insurance:



- Travel waiver (search online for a
- basic form)
- · Liability waiver
- Cancellation policy
- · Where are local hospitals/ emergency plan



### Costs Setting the retreat price:



- Per room and/or bed cost
- Ground transportation costs
- Meal costs (sometimes included in the retreat centre total costs)
- The fixed costs of the teacher's expenses (travel, lodging & meals)
- Teacher's salary
- Discounts/scholarships (optional)
- Marketing budget

### Potential Extra Costs:



- Field trips/excursions/cultural events
- Money exchange charges & rates
- House tip for retreat centre staff
- Massage & therapy treatments
- Souvenirs and gifts for students (a small expense to teachers, but it has a huge impact on the students)

### Collecting registration fees:



- Bank transfers
- Paypal/Credit Cards
- Cheques

### Cancellation Policy:



- Clearly stated and confirmed
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- As the Arabic expression goes: 'Put your faith in God. But tie your camel first.'

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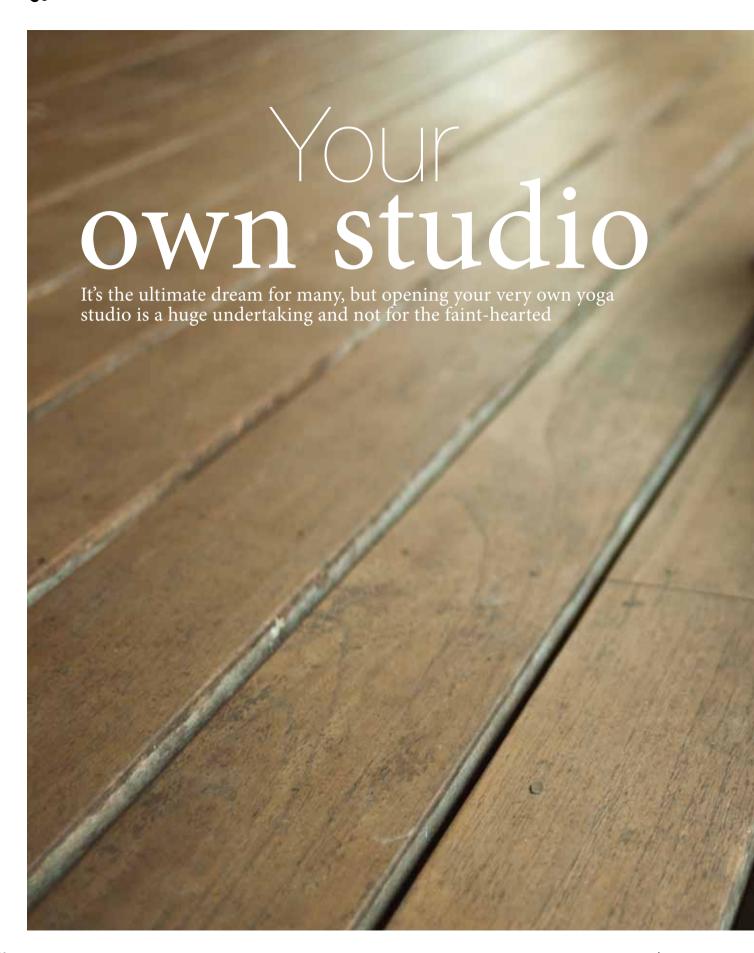
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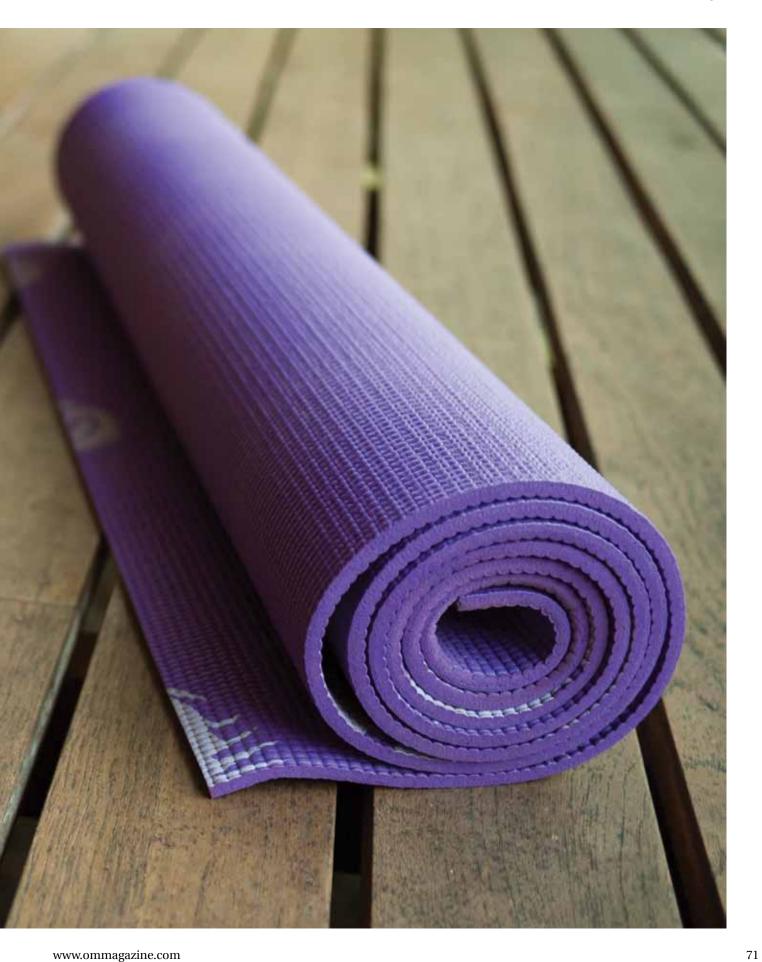
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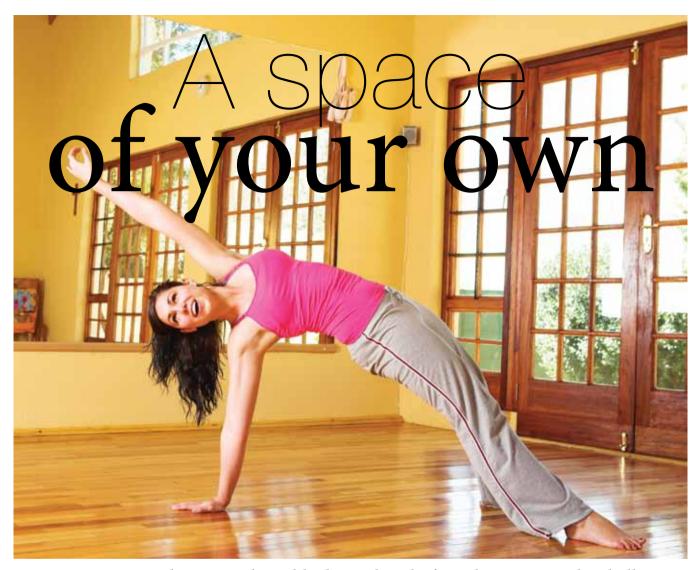
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### Opening a yoga studio is an achievable dream but don't under-estimate the challenge

Opening your own yoga studio is a dream for many yogis - but not all. Though it scores high in the glamour stakes - a gorgeous open space to call your own, a place to offer your unique blend of yoga to the world - it also ranks as one of the most stressful ventures any yogi can pursue.

If you're someone that enjoys the ride, and will respond in a positive way to all the challenges and stresses that a yogi studio throws up and there are many - then this might just work for you. The rewards could be immense at the end of the day.

On the other hand, if you're going to be worried sick at project managing the minutest of details, and at the same time, fretting over falling customer numbers or stalling sales, then it might be something that's best avoided.

Opening a yoga studio will invariably entail investment, possibly lots of it depending on what your plans are and where you're located. That means you need both eyes wide open, to gauge the risk, and to reduce the possibility of failure. Managing the money is crucial in a project of this scale.

It helps if you have a clear vision of what you want, for instance, whether you just want to open a space for yoga classes, or if you want to make it more of a holistic wellness centre, to include treatment and therapy rooms, or other activities, even a restaurant. Again, much of this might also be determined by cost, so it pays to think and ahead and think with great clarity.

Once you've decided this is the right path for you then comes the detailed planning: from finding the right property, studio design, and building work, through to class scheduling, teacher recruitment, marketing activities and promotion.

And keep in mind that opening a yoga studio is really just the beginning. Making it profitable and successful is the real challenge long-term. And that will require a lot of careful nurturing, hands-on management and attention to detail. It's tough but it can be done. If you have doubts, look at some of the thriving studios out there now. Talk to them about how they did it and learn from the experience. If they can do it, you can do it.

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# How I made it happen - Louise Palmer-Masterton

# Follow your dreams

# How popular Cambridge studio Camyoga was born

A beautiful yoga space was always in the back of my mind from when I started practicing Ashtanga around 1995; an urban sanctuary for *satsang*, as a friend describes our studios now. From 2003, when I started teaching under the Camyoga name, I had a lot of people coming together to share their practice with me, so it felt like I was being propelled towards this outcome right from the beginning.

### The beginning

I viewed my first premises around 2004. At that time, when I ran the figures it looked pretty scary so I put it to one side. The real search began in 2009 when my business was more secure and we had a good client base. I looked to others for professional help finding premises in the beginning, but it wasn't until I took control and did things myself that the project began to unfold.

Trust yourself and your own instincts, even if it's not your current area of expertise

### The search

I viewed a lot of spaces. It's like buying a house, you just know when you walk in if a place is right for you - and almost all were not. Most 'good' places in Cambridge are hotly contested, and we were up against established blue chip companies so got turned down a few times. But I roll with serendipity, and now of course looking back, thank goodness we did not get those other spaces as the perfect one was just around the corner.

Have the courage and energy to keep pursuing your goal





### The location

As soon as the agent mentioned the name 'Thomas House' (which went on to become our first studio) it resonated with me. And as soon as I walked in I knew I could make it work, It was the perfect location right in central Cambridge, two open plan floors to give two decent sized studios (25+ mats) and café in our own detached building. And the owners were real people I could talk to and it was simply having that face-to-face that clinched the deal in the end. Keep an open mind as to the type of space that might work, and remember, a good location will cost you more, but is worth it as the footfall will be far greater.

## Raising money

It may sound simple, but I had this very strong vision of what I wanted, and the money just simply appeared at the right time. I never really doubted that it would, as the whole project felt so right. Camyoga is mainly built from the financial support (which came out of the blue) from friends and family, and if you are able to raise money in this way, then this is by far the

It's all about vision. Stay strong to your vision and the rest will fall in to place.

### Moving in

I did all the design and dealt with the contractors myself. I spent hours doing drawings and looking at possibilities to get the maximum out of the space. Looking back it was probably this process that put so much life into the spaces.

## Second studio

Our first studio got very busy very quickly, so less than a year in I started to consider a second location. Managing our busy training school in the space alongside our classes programme had become a challenge. So the new location would be to house the training school, and give us a bigger studio to hold workshops and events for 50+ people. We had a different set of requirements for this studio, a bigger studio, car parking and a bigger café/ break out space being important.

With our second studio, once again, as soon as I walked in, I knew I could make it work. A beautiful big loft space, lots of parking, and a large café space, all in a busy and affluent suburb of south Cambridge. We opened Camyoga South almost exactly two years after the first location.

The new studio is stunning, and fully equipped for our training school, which has grown rapidly. We also have the most fabulous open plan kitchen and café area which has enabled us to grow the food side of the business (we have just launched our new superfoods range GOOD foods) and of course feed our trainees on courses which they love.

People say the atmosphere at Camyoga is tangible. You can feel an energy shift as soon as you walk through the door. We have managed to replicate that for our second studio, and for me that was very important. More studios? Watch this space.

Louise Palmer-Masterton is the founder of Camyoga (camyoga.co.uk)

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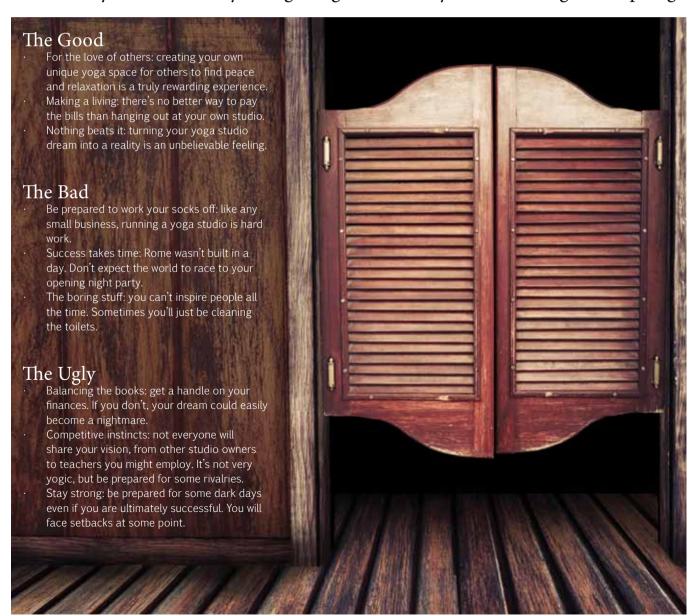
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# How I made it happen - Jo De Rosa

# Manifest a retreat centre

Two years ago, yoga teacher *Jo De Rosa* placed a picture of a beautiful retreat centre on her vision board. This year, she moved in to a 16th Century Tudor house in Suffolk realising her dream. Here's how she did it



I've been doing vision boards for years now. My own yoga retreat centre had been on my board since 2011. I had an aerial shot of a big house with extensive grounds, and knew in my heart this was my ultimate dream.

I've been a full time yoga teacher for nearly 15 years, so I know my stuff. And I've been through so much in the last 20 years: abusive relationship; bankruptcy; endless addictions to anything from alcohol to chili peppers. For me, once you know what your dream is, and it feels right and exciting, then generating the belief that it is actually possible is pretty easy. Easy, because I have evidence of all the other things I have manifested, including a loving husband, good health and abundance.

### Inspiring people

Take opening a retreat centre: the next step for me, once I have a goal in place, is to surround myself with inspirational people. Try spending less time with people that drain your energy, or can't help themselves but be negative about your amazing dream and feel the need to drag you back down to their unhappy reality. This can sometimes be very hard to do; some of these people may be lifelong friends, but perhaps it is now time to raise your energy and hang out with supportive people who believe in you and your dreams.

Then simply believe in your heart that the process is working and your dream is out there gaining momentum and will manifest at the exact right time. Then let it go. Let me say that again: then let it go. The more you try and force something to happen, the more you are actually pushing it away.

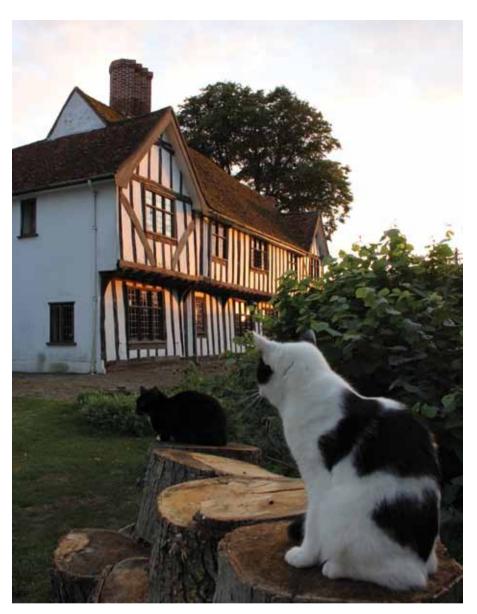
## Be specific

It's important to be specific with your goal, but then be flexible about how it is going to materialise. I didn't want to have a certain picture in my mind of the actual house the retreat centre would operate from. Instead, it was the intention I focused on: the intention to help others find their way to happiness and health through yoga, just as I have done over the past 15 years. It's been interesting holding that intention for the past few years and watching to see what shows up.

I was lucky because my husband had the same goal, and we've been busy manifesting this dream together. In recent years, I have been busy filling and teaching my classes, hosting and teaching at countless detox and yoga weekends and weeks, and deepening my own practice. This has been mainly work with trust issues, and trying to live my Buddhist belief that everything is perfect just as it is, and living life in flow.

And, at the back of my mind, I have my dreams, knowing they will bear fruit when the time is right. There's absolutely no rush. Then, one Saturday afternoon in March this year, my husband Dominic was searching on Rightmove and up popped the most amazing 16th Century Grade Two listed beautiful Tudor house. We requested some information and, before you know it, we moved in on July 1.

Inner Guidance is now open for business and hosting retreats at the new centre.



# Believe in yourself

Here are Jo De Rosa's top three tips if you're keen to open your own retreat centre

- Believe in your dream and yourself. Picture running a retreat centre, and practice by running many retreat weekends/weeks for your students. If you don't believe it can actually happen, then it won't. So you have to be 100% mentally committed to your goal. This is where the vision board is so powerful in keeping you focused.
- Work hard to get everything in place. To run a retreat centre you need tons of teaching experience, many retreat weekends that you have hosted under your belt, and a creative flair to furnish and decorate your centre in an attractive way. It's hard work setting up any new business, let alone one on this scale, and requires 100% physical commitment.
- Network. Build your tribe through your website, newsletter, Facebook, and networking groups and meetings. I am a member of a number of online networking groups for entrepreneurs, which have opened up many opportunities and collaborative relationships.

Jo De Rosa is the founder of Inner Guidance (innerguidance.co.uk)

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Running your dream retreat

# i. Stunning location

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# 2. World-class facilities

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# 4. Professional support

Running your own retreat can be daunting. Azul has been successfully running and hosting retreats for years. The friendly in-house team is here to make the planning and running of your retreat a smooth and enjoyable experience - from your airport pick-up to your final savasana.





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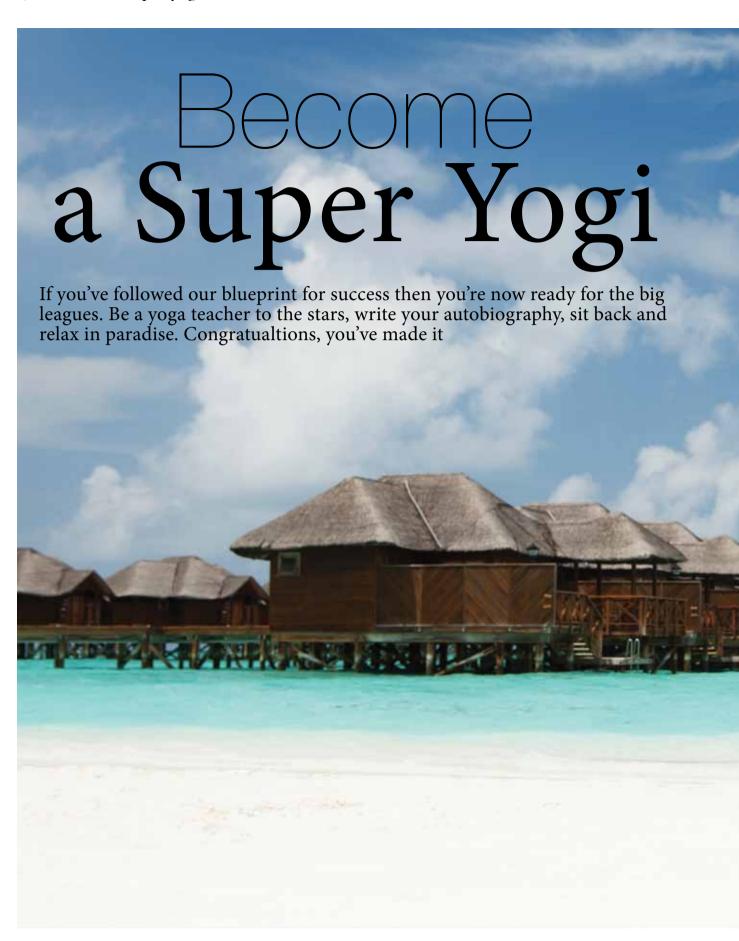
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# Vaking it big

# Follow your dreams but keep your feet on the ground

As you're sipping non-alcoholic cocktails on your private yacht, scanning the rich Monaco shoreline, you may remember those early years when you were starting out as a newbie instructor. In fact, it will probably make for some interesting anecdotes to keep your company of Hollywood A-listers, Arab sheikhs, Russian oligarchs and political power brokers, entertained.

All the trials and tribulations frantically searching for new students so you can pay the rent at the end of the week, teaching next to a noisy weightlifting class, or that time when one injured student tried to sue you (successfully, as it turned out!).

Now that you've 'made it', however, it all seems like a distant memory. In the end, all your dreams came true: hosting fabulous over-subscribed - and over-priced - retreats in exotic island paradise locations; being personal instructor to the rich and famous; flown in especially to accompany Beyonce on tour; owning a string of highend studios in some of the great capital cities of the world; the TV appearances on Oprah. What a journey.

When your guru urged you to 'think big' on your vision board years ago you certainly delivered. And, after all the hard work, it finally paid off.





Back in the real world

It's important to dream but, in reality, making a career as a yoga If you are one of the lucky ones, and you are able to piece together a successful yoga career, then you will have done supremely well.

Always remember why you're doing this: your passion for yoga. If you Keep your feet planted firmly on the ground, and open your heart to what the universe brings.

As any good yoga teacher will tell you: you're always a beginner in this game, always learning. And as you work you way up the ladder that's still pretty sound advice. See you in the south of France





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# The world at your feet

Here's our (fun) 10 point career checklist for all you beginners looking to become a super yogi

To Do List ...

- 1. Take up yoga
- 2. Get qualified ASAP!!
- 3. Open my own studio
- 4. Lead luxury retreat in Maldives
- 5. Be an OM magazine cover star
- 6. Teach yoga to President Obama (or Madonna/Gwyneth Paltrow etc.)
- 7. Make a million
- 8. Bring about world peace
- Win Nobel Peace Price (for bringing about world peace)
- 10. Retire on private Caribbean island



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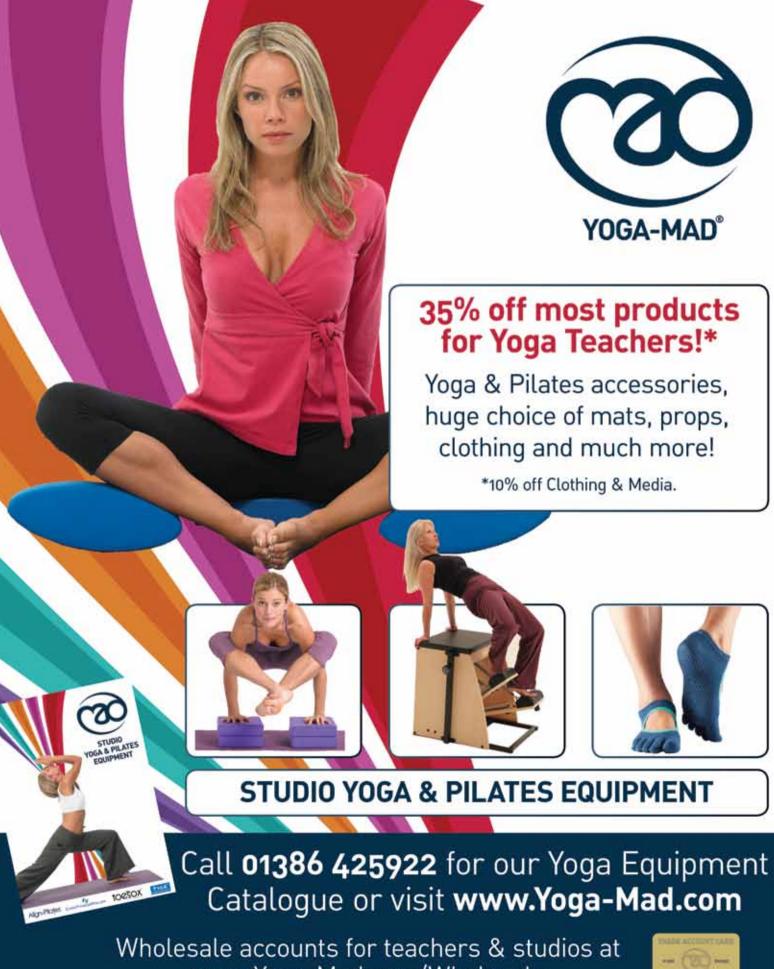






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