



BHAKTI
ROSE

Collective

June 2020



The Business of Yoga & Ayurveda

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<https://www.indabacollective.com.au/>



Developing a Personal Brand

What is a personal brand and why is it important?

Your personal brand is how you promote yourself. It is the unique combination of skills, experience, and personality that you want the world to see. It is the telling of your story, and it reflects your conduct, behavior, spoken and unspoken words, and attitudes. You use your personal branding to differentiate yourself from other people.

Professionally, your personal brand is the image that people see of you. It can be a combination of how they look at you in real life, how social media portrays you, and the impression that people gain from the information about you available online.

It gives you the opportunity to highlight your strengths and your passions. It helps people believe they know you better, and people have much higher trust in those they feel they know. There are lots of yoga and ayurveda offerings and it is helpful to stand apart from the crowd. Developing your personal brand takes time and you can expect it to grow and morph over your career as a yoga teacher. Being clear on your personal brand will help to point you in the direction of the types of work you would like and people you would like to work with. Personal branding will also guide you with your further studies.

Your dreams are a snapshot of your future’
– Albert Einstein



Personal Branding Activity

Who inspired me in my offerings to my ayurveda and yoga students / clients?

What am I offering (be specific and stay within the remit of your qualifications)?

How do I want people to feel?

What is my message?

What excites and inspires me?



Why do I practice (what can you offer and when)?

Who am I teaching / who is my ideal customer?

What would be my chosen work environment?

What people would I like to surround myself with?

What are my core values in my work?

Ideas for Business Names:



Registering a Domain Name

If you choose to register a business name you might also consider registering a domain name that matches. A domain name is the name you will give your future website. You can register a domain name without connecting it to a website so that it doesn't get taken by another person.

Examples of a domain name are:

- www.yogateacher.com
- www.yogateacher.com.au
- www.yogateacher.net
- www.yogateacher.net.au

There are many different companies that you can use to purchase a domain name from. Usually the fee you pay will give you rights to the domain for a period of 1 – 2 years at the end of which you will be given the option to renew before that domain is made available to the public. Domain registration can cost as little as \$10 per year. Make sure you shop around for a good deal!

Some companies that domain names can be purchased from:

- www.godaddy.com
- www.crazydomains.com.au
- www.domainregistration.com.au

Creating A Logo

Creating a business logo when you are starting off is not necessary and is often costly. However there are some new companies that offer basic logo design at a really reasonable price that can be great when starting off.

These include:

- www.tailorbrands.com
- www.fiverr.com

Insurance

Combined Professional Malpractice and Public Liability insurance is essential to protect teachers from the possibility of claims made against them. Injury of a student may arise from negligence or as an unintended consequence of responsible actions.

Malpractice Liability – covers you for allegations of professional wrongdoing by you in the delivery of your services

Public Liability - covers claims for accidental bodily injury or property damage to clients and members of the public at your premises or anywhere you work.

Many venues, schools and workplaces won't allow you to teach without insurance and first aid certification. It's worthwhile to shop around for the best rate and coverage to suit your needs. You can purchase your yoga teacher insurance through your professional membership association and this will often offer you a discount. It is generally recommended to aim for insurance cover with at least \$10 million professional indemnity and \$20 million public liability.

THE QUALIFICATION FROM AYURVEDA GODDESS TRAINING ALONE WILL NOT BE ENOUGH FOR YOU TO GAIN INSURANCE. YOU WILL NEED TO ADD IT TO AYURVEDA AS A MODALITY TO ANOTHER PRACTICE YOU HAVE SUCH AS YOGA TEACHER / DOULA OR COACH.

First Aid Certification

Most insurance companies and employers will require you to have attained your First Aid Certification. You will be required to have both basic first aid and CPR training. First Aid Certification last for 3 years however CPR training must be renewed annually. It is also possible to do first aid training online.

What is a liability waiver?

A liability waiver will be used by you if you offer advice or coaching to members of the public. These waiver forms are designed to protect the ayurvedic lifestyle coach and the place from which you practice.

There is a great company: <https://formswift.com/yoga-liability-waiver> that will allow you to create a waiver online with lots of guidance. This can be a really good resource when you are starting off. If you join a membership association you will often be given access to these tools through membership.

Social Media to support your offerings

Using social media to support you in your teaching and offerings is more important than ever in our 'tech-savvy' world. Social media will help you in building your personal branding and profile as a teacher, build a following of students and can act as a 'resume' for potential employers or studios wishing to hire you. It is not necessary to have a website when you start sharing your yoga or ayurveda journey but it is important to have a Facebook Page. Creating a Facebook page doesn't take very long and is free. You can also create an Instagram profile and in your settings opt for it to be on business settings, this will allow you to collect some information from the engagement of your audience with your posts.

In both the case of Facebook and Instagram, be responsible for what you post. Note that you are contributing to the public's perception of the yoga and Ayurveda world every time you upload an image or publish a post. Consider the Yamas such as Ahimsa when posting, are you fostering healthy body image and body goals? It is also recommended that your Facebook Page and Instagram Page are separate from any other business or personal pages.

Finally as you embark on this journey it will be helpful for you to set some goals. Consider the following:



Short Term Plan: 1- 6 months

Steps I need to take to achieve these goals:

Mid Term Plan 6 – 18 months:

Steps I need to take to achieve these goals:



Long Term Plan: 18 months +:

Steps I need to take to achieve these goals:





