

### ***Your out-of-class role includes:***

- ▶ course preparation
- ▶ class administration—location, costs, and income
- ▶ staying in touch with and inspiring your students
- ▶ publicity
- ▶ Giving *Gurudakshina*
- ▶ doing a *sadhana*

### ***Course Preparation***

The main thing to realize is that course preparation initially takes more time, but in the end you save time because you can use the material again by teaching the same course or a related one. And you have a course that you can show other teachers how to teach—you can share your spirit and passion for the course.

First, consider what you want to teach—what is the topic or theme? If our courses have a distinctive theme or level, the students are more inclined to keep coming, because they feel they are progressing instead of just taking ongoing classes. There are a variety of themes to teach, and the IKYTA directory lists many teachers and their specialties whom you can contact for information. Some specialties include:

- ▶ seniors
- ▶ children
- ▶ pre- and post-natal
- ▶ stress management
- ▶ addiction recovery

Next, select a target population for the course. For example, a course on stress management for executives will be somewhat different than one for schoolteachers. So personalize the course for the particular audience. Think also about the optimum course length and amount of time for each class. Then gather resource material, study, and research what other teachers have taught, and share information with them.

Organize materials by setting out what you want to accomplish. Then create a plan for each class meeting—

- ▶ yoga set or kriya
- ▶ relaxation
- ▶ meditation
- ▶ homework, tasks for students, and reading assignments
- ▶ Think about providing support materials for students—yoga books, manuals, texts for mantras and songs, tapes and videos, food, natural health products, and Yogi Tea.

### ***Example of a Beginning Series for Adults***

What makes a *kriya* a beginner's set? It is not only which exercises or how many exercises, it is the pace and level of awareness that is brought to the set. There are many ways to create a beginner's series—this is *only one example*. (All of these sets and meditations can be found in this Manual in Chapters 29-31.) The time for this series is about one hour and a half per class.

#### ***Class 1:*** Long Deep Breathing

Basic Spinal Energy Series (*includes Sat Kriya*)

*Meditation:* Meditation for a Calm Heart

#### ***Class 2*** Long Deep Breathing

Kriya for Disease Resistance; Sat Kriya

*Meditation:* Mahan Gyan Mudra

*Meditation:* Long Sat Nams

#### ***Class 3*** Long Deep Breathing; Breath of Fire & Ego Eradicator

Surya Kriya (*includes Sat Kriya & a silent meditation*)

*Meditation:* Long Sat Naams

#### ***Class 4*** Pranayam #1 [*from Sadhana Guidelines*]

Awakening the Ten Bodies

*Meditation* for Projection & Protection from the Heart.

#### ***Class 5*** Basic Breath Series

Kriya for Elevation (*includes Sat Kriya*)

*Meditation:* Siri Gaitri Mantra

#### ***Class 6*** Alternate Nostril Breath

Nabhi Kriya

*Meditation:* Long Chant

#### ***Class 7*** Nadi Cleansing Pranayam (U-breath)

Flexibility & the Spine

*Meditation:* Guru Guru Wahe Guru, Guru Ram Das Guru

#### ***Class 8*** One-minute Breath

Basic Spinal Energy Series

Stress Set for Adrenals & Kidneys

*Meditation:* Kirtan Kriya

The difficulty increases slowly, allowing us to spend time on Long Deep Breathing and other *pranayam*, and to explain basic exercises. Because of its importance, Sat Kriya is repeated several times. In Class 8 notice that the Basic Spinal Energy Series has been done before and acts as a warm-up. When teaching it this way the rests are shorter and the time is average. Note that Breath of Fire is not introduced until the third class so that students can more easily establish Long Deep Breathing first. In a beginner's series it is often useful to repeat a kriya or meditation several times to develop both confidence and expertise. It also gives students a chance to notice how they progress in a steady practice.

(See the section on Form & Alignment for tips on teaching beginners.)

Next, consider, what class length, time of day, and day of the week suits your target audience:

- ▶ Classes of an hour or less are better suited to the pre-work-day, noon-hour, and after-work groups.

- ▶ Classes of an hour and a half or longer are better suited to mid-morning or afternoon, later evening and weekends.

The target audience influences the time of day you select:

- ▶ Stress-management for business might work well at noon on weekdays, or right after work.

- ▶ Pre-and post-natal yoga might be better placed in mid-morning or mid-afternoon.

- ▶ Yoga for seniors would be best during daylight hours.

But class times also depend on where you teach and what community group you like to teach. Some teachers specialize in teaching high school or university students; others work with health professionals or corporations; others like to teach in fitness clubs or community centers. Some work with the film industry or professional athletes. Some only teach private classes at home.

### **Handouts for New Students**

Information on what to expect will let students participate more fully. You could include what we do in class, what to bring, something about our physical state before class, ways to help focus during class, the words and definition of the Adi Mantra (and Mangala Charn), and cautions about health and medical conditions. You can also mention local and IKYTA activities. A separate handout could be made for women about menstruation and pregnancy.

You could design a questionnaire or registration form to find out about your students—what they expect to learn; their history of yoga practice; their current wellness efforts; how much time they could devote to daily practice; how they found out about the class. The more you find out, the more you can match their expectations. You can talk about their expectations as the course proceeds.

### **Administration**

You can develop a list of possible teaching locations through friends; local teachers of yoga and other disciplines; local newspapers (the local community calendar section); other publications listing current workshops and classes; parks and recreation programs; community college and adult education programs; health & fitness clubs and dance studios; and alternative health centers and practitioners. Contact them to find out if: they have existing yoga programs and if they are interested in a new program. What

are the salary arrangements and schedules? Do you subcontract—renting the space and advertising on your own, or are you on salary and part of their advertised programs? Would the rent or salary be a flat hourly rate, or would it be a percentage of the class income?

The prices and systems of registration and collection will vary from place to place. If you are renting the space or teaching at home, it is up to you how much you charge. You can create class cards for drop-in classes or sell guest passes for students to give to their friends and relatives. You can schedule six to eight week courses and offer discounts for pre-registration. Students could still come on a drop-in basis but would pay a higher fee per class.

### **Paying for Kundalini Yoga Classes**

Yogi Bhajan has always told us that it is our responsibility as teachers to educate students about paying for Kundalini Yoga classes. In fact, he has mentioned it at almost every Teachers' Conference lecture he has given. This principle of *Itarashtam tithar kashtam* cannot be sacrificed or the student leaves the class without having received any benefit.

***"Itarashtam tithar kashtam"***

***"Empty handed you come,  
empty handed you go."***

***It is a law which should  
never be broken."***

Often teachers out of their kindness and compassion, wish to offer free Kundalini

Yoga classes, especially to economically deprived groups, those coming for their first class, or as a community service. We asked Yogi Bhajan specifically if there were times when it is okay to offer free classes. He again told us that the principle always holds true: there must be some exchange when receiving the teachings of Kundalini Yoga. If you want to offer classes to those who do not have the economic means to pay regular class prices, we suggest you change from "free" classes, to classes "by donation," or use a sliding-fee scale so you do not prevent the students from receiving the blessings of the teachings. Maybe you could follow the example of our Teacher, and provide something for the students to give. Kundalini Yoga is a sacred science with guiding principles. Let us honor them.

In the beginning, when Yogi Bhajan had just started to teach in Los Angeles, it was the high point of the hippy sixties. Money was scarce—some of his students lived in a barter economy. So to insure that his students would have the possibility to pay something for their yoga class, Yogi Bhajan would scatter coins purposefully outside for the students to pick up to pay for class.

## **Promotion**

You never know from where a referral to one of your classes will come. The greatest way to advertise is through word of mouth, through your students' recommendation.

There are many "free" ways to get attention:

- ▶ You can become an authority—write articles in local papers, magazines, and specialized newsletters.
- ▶ Be available for lectures and interviews. Then you will become the person the media calls when they want quotes or information about yoga and meditation.
- ▶ You can talk to your friends, colleagues, business associates, and other healing professionals in your area.
- ▶ Some newspapers will place free class announcements on a space available basis in their community calendar section.
- ▶ Put up your own web page and schedule and link it to like minded sites.

Your choices in advertising depend on cost, target group, and response. Describe the class as "Kundalini Yoga as taught by Yogi Bhajan" out of respect for the Teacher of teachers and the Golden Chain. If one advertising method doesn't work, try something different. You can begin by establishing a mailing, e-mail, and phone list and by distributing a unique business card at your classes. Be sure to collect the business cards of others.

## **Create a Flyer**

A consistent advertising method is to post or give out class-information flyers. Use local bulletin boards, especially where there are no competing ads. Try natural food stores, coffee shops, restaurants, bookstores, health-care providers, community organizations, and schools of all levels. Carry class flyers around since opportunities frequently arise to share class information.

## **Tips on Flyers and Posters**

- ▶ Use uniquely colored paper—avoid the standard pastels.
- ▶ Avoid the standard paper size 8-1/2 x 11" (22 x 28 cm). Try a large postcard size or a long 4-1/4 x 11" (11 x 28 cm) format. These fit well on bulletin boards where larger pieces will not, and they more easily bring attention.
- ▶ Keep information interesting and brief—avoid worn-out phrases.
- ▶ Use a striking illustration.
- ▶ Print only the number that you need.

## **Postcards, e-mail & websites**

Use postcards to mail out class schedules about a month before new classes begin. You can send the same information by e-mail or use a web page.

## **Newspaper Advertising**

Try local newspapers, student newspapers at colleges, and community recreation magazines. New Age publications are where most yoga and metaphysical groups advertise, making this venue over-saturated. It might be more advisable to write articles for these publications (and other media). Articles are more productive and cheaper than ads.

## **Continuing to Reach Out**

Once you are established, you can consider:

- ▶ Sending out a newsletter with class schedules, special events, 3HO events, and common student questions. You can also include an explanation of mantras, meditation, or *pranayam*; and recipes.
- ▶ You might consider a listing in the yellow pages and get Kundalini Yoga into other local directories.
- ▶ At holistic health fairs you can give away 3HO tapes or videos in a draw and keep the names for your mailing list. The expenses from these efforts could be pooled by several teachers based on a percentage of monthly earnings.



## Inspiring Students

Truly the most inspiring aspect of teaching is seeing the growth of spiritual community around you, and the miracle of lives transforming. You can be a catalyst for this.

- ▶ You can encourage your students to do a daily practice. A worthy goal is to offer a group *sadhana* for all. You can create a space where everyone can start the day with inspiration, and begin to build community.
- ▶ Through a flyer or newsletter you can let people know about local events and events of the wider 3HO and IKYTA communities.
- ▶ You can hold regular monthly workshops for your students and others. They can be taught by teachers in your area on a rotating basis.
- ▶ You can create evenings for meditation using Yogi Bhajan's videos, so students have the opportunity to experience the Master's Touch.
- ▶ You can host pot-lucks dinners.
- ▶ You can let students know you are interested in developing teachers, as well as teaching students about how to improve their lives, and that teacher training is available as an excellent way to learn Kundalini Yoga in depth.

You can ask for help from students to do these things.

## Gurudakshina

*Gurudakshina* is tithing 11 percent of your yoga class earnings without expense deductions, to the source of the Teachings.

"*Gurudakshina* is a way to prosperity, power of self-reliance, and confidence of every molecule of your being. It is not only very, very spiritual, it is God-like in giving. Though God gives us everything, when we give that much in his Name to our higher self, it is called *Gurudakshina*. It is a way of mega-multiplying yourself."

—YOGI BHAJAN

YOGI BHAJAN HAS TOLD US that the life of a Teacher is the last incarnation on this planet, and that by becoming a Teacher, we can be liberated. As Teachers our job is to present the science of Kundalini Yoga accurately, and convey the spirit of excellence and giving that our Teacher, the Siri Singh Sahib Yogi Bhajan, exemplifies. The very essence of his giving nature is what has inspired, uplifted, poked, provoked, confronted and elevated us!

Giving *Gurudakshina* is an expression of gratitude for our Teacher, for the technology we have been blessed with, and for the privilege we share of being teachers of Kundalini Yoga. We prosper by giving back a portion of our income from all classes based on the teachings of Yogi Bhajan. Give back to the source of the teachings and you will be blessed by linking into the Golden Chain of student and Teacher.

To quote Yogi Bhajan: "*Gurudakshina* is a seeding thing. *Gurudakshina* is not 'You give.' *Gurudakshina* is, 'You give to yourself.' It is called mega-multiplying yourself. Write down the English translation of *Gurudakshina*: 'Mega-multiplying yourself financially, socially, personally, respectfully, gracefully.' *Dakshina* will give you *drib drishte*. You'll start seeing the Unseen. It's not the money. It's the attitude, it's the offering. If you give it, it will mega-multiply you. If you keep it, it will eat you up."

*Gurudakshina* contributions are used to spread the teachings of Kundalini Yoga as taught by Yogi Bhajan. We encourage you to send in your contribution on a regular basis, whether you teach one class a week or twenty. The way to calculate *Gurudakshina* is simple—it is 11% of the gross receipts from yoga class income.

Many Sikh Kundalini Yoga teachers have asked if they are expected to contribute both *Gurudakshina* and *Dasvandh* on their teaching income. When asked for clarification, Yogi Bhajan said: "We will leave it to the individual."

Presently, *Gurudakshina* contributions are building the Library of the Teachings of Yogi Bhajan. Contributing regularly will seed the Library and open the flow of your prosperity.

Your *Gurudakshina* contributions are payable to:  
3HO *Gurudakshina*.

Mail to:

3HO *Gurudakshina*

6 Narayan Court, Espanola New Mexico 87532, USA

Phone (505) 367-1339 Fax: 505-753-1999

ikyta@3ho.org

www.kundaliniyoga.com

Those living in the United States can also contribute via EFT (Electronic Funds Transfer). Contact IKYTA for the appropriate form.

May you be blessed to bring many students to the experience of Kundalini Yoga and the 3HO lifestyle which Yogi Bhajan has shared with the West.



**Keep Up!**