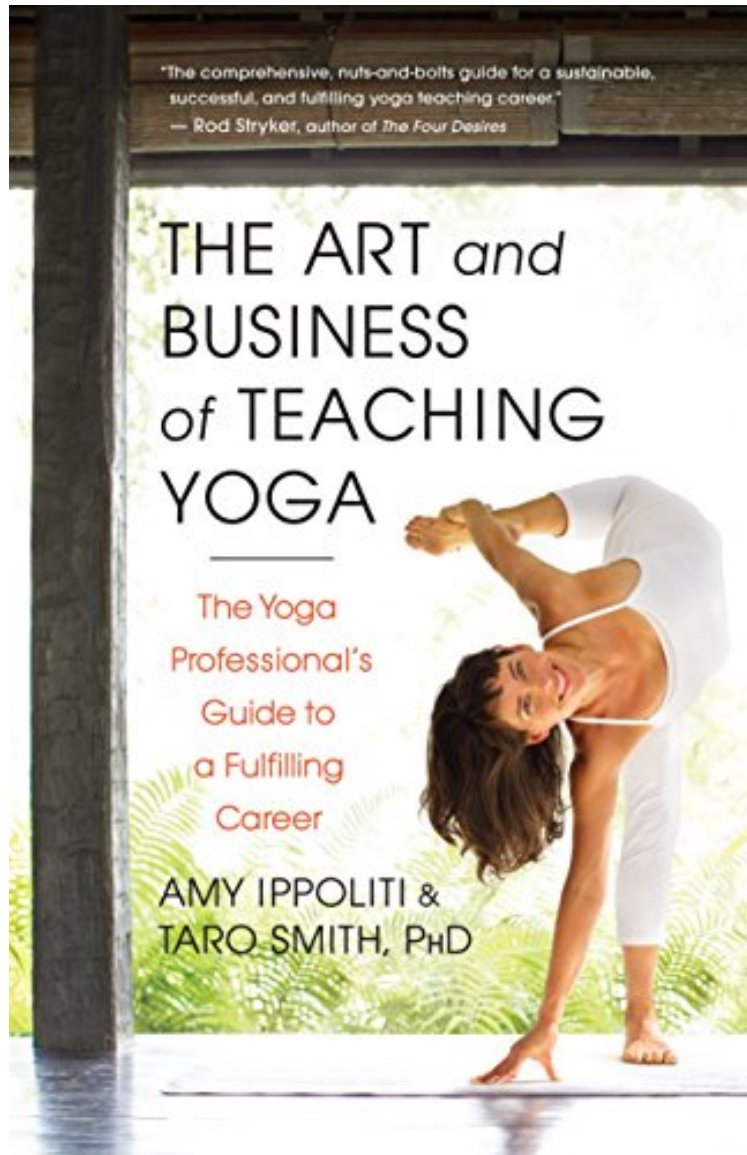


[FREE] The Art and Business of Teaching Yoga: The Yoga Professional's Guide to a Fulfilling Career

The Art and Business of Teaching Yoga: The Yoga Professional's Guide to a Fulfilling Career

Amy Ippoliti, PhD Taro Smith
ePub | *DOC | audiobook | ebooks | Download PDF



[Download](#)

[Read Online](#)

#306394 in eBooks 2016-05-15 2016-05-15 File Name: B01FNG0U46 | File size: 16.Mb

Amy Ippoliti, PhD Taro Smith : The Art and Business of Teaching Yoga: The Yoga Professional's Guide to a Fulfilling Career before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art and Business of Teaching Yoga: The Yoga Professional's Guide to a Fulfilling Career:

14 of 14 people found the following review helpful. Must Read for Yoga TeachersBy This Chick ReadsI'm just finishing up my yoga teacher training, and I picked up this book on my own. It covered a lot of ground that YTTs do

not - the practical side of the yoga teaching business, how to be true to yourself as a teacher and use your genuine personality and interests to best market yourself, and even justification via yoga literature for getting paid to share yoga with others. It's a quick read, but I expect I will refer to it often. And someday, if I ever offer or are a part of a YTT course, I will definitely include this book! 8 of 9 people found the following review helpful. Good Resource for Yoga Teachers By N. Kelly I just finished this book and am happy to have read it. I found the content useful and easy to read and will implement much of it to grow my yoga "business" from now on. I enjoyed the section on Teaching Well and class preparation as well as the survey data from yoga students on how they perceive certain language and teaching styles. I am sure to use this book a lot in the future. 0 of 0 people found the following review helpful. Excellent packaging to prevent any damage during shipment By Louis M. Very timely delivery. Excellent packaging to prevent any damage during shipment. Excellent product. Met expectations as advertised.

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

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

The comprehensive, nuts-and-bolts guide for a sustainable, successful, and fulfilling yoga teaching career. Rod Stryker, author of *The Four Desires*; Amy Ippoliti and Taro Smith are the ultimate power duo when it comes to combining the worlds of yoga, teaching, and business. Kathryn Budig, author of *The Women's Health Big Book of Yoga*; This book will now be required reading for all my teacher training programs. Jason Crandell, *Yoga Journal* contributing editor; This much-needed resource lays out the fundamentals of teaching yoga in a real and approachable way.... I thought I would never be interested in a business book, but I picked up this book and couldn't put it down. It is a great read from start to finish. Colleen Saidman Yee, author of *Yoga for Life*; Yoga teachers will find plenty of creative and practical ideas for building a viable and rewarding (though rarely lucrative) career that may offer such unusual perks as inner peace and self-awareness. Publishers Weekly