



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

Amy Ippoliti , Taro Smith

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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

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Author : Amy Ippoliti , Taro Smith

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Summer says

This book was pretty surface-level or just a repeat of things people should be learning in 200HR teacher training programs. I bookmarked a few pages for future use, but I didn't find this quite as helpful as I was hoping.

Sarah Beam says

Peerless in the field of yoga teacher support books, The Art and Business of Teaching Yoga presents a compact, knowledgeable, supremely helpful primer on the business side of teaching yoga. Told in Ippoliti's joyful and friendly voice, the reader is walked through the mechanics of class sequencing, the pros and cons of operating a yoga studio of one's own, and instructed on how to be professional and financially-savvy without compromising any of the tenets of yoga. Splendid book, and much-needed. Highly recommend.

Jo says

A helpful resource for yoga teachers

I have been teaching yoga since 2003 and found quite a bit in this book to be useful information, a different perspective on things and/or things to ponder. I recommend checking it out if you're a yoga teacher. It's an easy, clear read. And the type of book that you can integrate what you think will be useful into what you are already doing. I have already started using some of the suggestions and think it will shift things more positively for me.

Petra says

Excellent book for yoga teachers! There are many useful tips here; I have just began to re-organise my teaching folder based on the categories suggested in the book. The book also reminded me of writing my mission statement - something I have done in my personal life, but am now inspired to write for my teaching, too.

Shira Engel says

The Art and Business of Teaching Yoga: The Yoga Professional's Guide to a Fulfilling Career (New World Library, June 8, 2016) by Amy Ippolitti with Taro Smith is a comprehensive guide to marketing yoga teaching as a sustainable business, while upholding the integrity that the practice demands. The book is part guide, part exercises and part memoir of Ippolitti's and Smith's already-achieved success as yoga business

professionals. In fact, the second I received the offer to review this book in my email inbox, I immediately knew I wanted to write it...because I've admired Ippoliti's work for years.

Read the rest on www.growinguponm.wordpress.com!

Julie M. says

I gained insight and a fresh perspective on how to make a bigger impact leading yoga and inspire others to live well.

Jess says

This is a helpful resource for rounding out the more business-oriented aspects of becoming a yoga teacher, which was the one thing I found lacking in my 200-hour certification instruction.

Cherie says

I wish someone had given me this book when I was finishing my teacher training program. That said, even though I've been teaching for a few months and feel pretty solid, this book still had some really good advice.

Siobhan says

This book may only be 178 pages but it is full of information and inspiration for any Yoga Teacher! Practical and balanced with guidance as well as encouragement to trust your instincts. This is a book I'll be coming back to!

Carlos Ramos says

A great book with tips on how to become a better Yoga instructor and business person.

Nice tips indeed, that I plan to incorporate in my routine!

A must read for anyone that may look at Yoga as an income stream.

Massiel says

Love it!

Very inspired to go out and teach. Some very helpful tips on here on how to be a great teacher and student.

Deborah says

A well thought out and organised book with invaluable information. I wanted more!

Debra says

I just finished a yoga teacher training, not because I want to teach yoga, but because I want to know more about yoga. But had I actually been looking for a career change, this book covers everything my teacher training didn't that's crucial to making a career as a yoga teacher: marketing basics, balancing types of teaching opportunities, getting along in the workplace, and a bit on long term lesson planning basics (i.e. planning tons of classes, not just one). It's all very clear and easy to read, but none of it goes very deep, quite possibly because I get the sense this is essentially a taster for the authors' consulting business. Some of it also has a really obnoxious American cultural vibe of 'being organized and on top of everything all the time is the most important thing ever! Do. Not. Show. Weakness', but couched in this touchy feely yoga world vibe which is all about being responsible and caring (for yourself and/or others). I find that cultural attitude quite pernicious, but that's just me. As I've learned from yoga, you can't have everything, and this is still quite useful in understanding what the reality of being a yoga teacher is all about.

Tracey says

Good information!

Donka Kostadinova says

Great! Down to earth, succinct and helpful.
