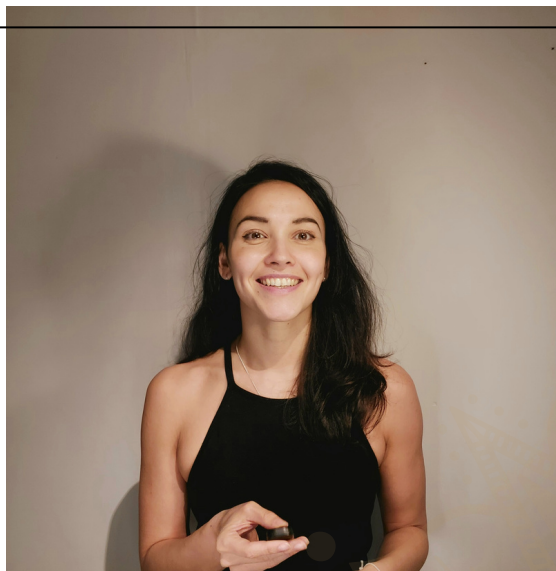


AWAKEN TO YOUR PURPOSE: A YOGA TEACHER'S STARTER GUIDE



www.breathewithjessmarie.com



So often, I hear yoga teachers say “I felt the huge gap between qualifying as a yoga teacher with my 200hrs and actually knowing where to start and what to do!”

New yoga teachers are often faced with information overload. They are unsure of where and how to start and what the most important thing is to do first.

Their main concerns are:

1. how to get classes and clients
2. how to teach authentically and offer something meaningful
3. developing their skill in sequencing and assisting
4. how to pace and structure a class - and more!

So once you've qualified - what now?

This guide is your roadmap to embarking on this exciting journey, of becoming a yoga teacher and finding your unique purpose within this. I will share with you the importance of mindset, practical advice around the day to day of getting set up, and how defining your purpose changes everything, allowing you to build a sustainable dream business that you and your ideal students resonate with.

If you've completed your 200hr and need some guidance in navigating this whole new world of yoga teaching - this guide is for you.

LET'S BEGIN!

WELL COME

MEET YOUR COACH



Jessica Marie

Coach, yoga teacher & breathwork facilitator

@breathewithjessmarie



With over 10 years as a yoga practitioner and teacher, I support new yoga teachers in integrating yoga teaching into their lives. Through a combined approach of coaching and breathwork, I help you to find clarity around your purpose, and to find deeper resonance in your offering and in who you are. I am here to help you connect to intuition and insight. With clear vision and action aligned to your passion and purpose, you can step into your power to transform your life and build your dream yoga business.

I am a trained yoga teacher, coach, counsellor and breathwork facilitator. I studied a MSc in the Philosophy of Mental Disorder, where I studied in depth the psychological intricacies of the mind.

I hope this helps! if you need extra support, reach out to me!



MY STORY

Back 2011, I stumbled upon yoga in my university gym. In the midst of a rising personal mental health crisis, it helped me ground in my body and provided a sense of inner connection, calm and stability. A few years later, I found myself quitting my desk job and taking off for Rishikesh, the yoga capital of India, with a rucksack and yoga mat on my back. *I was ready for change!*

I graduated from my TTC at the end of 2016, but instead of feeling like a seasoned yogi ready to take on the world, I felt overwhelmed and like an imposter. I had stepped into a whole new reality, in which there was so much I didn't know. I wanted to do this 'yoga thing' full time, but where did I start? How would I find paid work? How could I get my first classes and succeed at auditions? What exactly should I offer? And why did I feel so alone?

After a lot of trial and error, though, things finally started to come together. I found the yoga community and I found my way.

But you know what? After years building up my yoga business, I was burned out from my workload, irregular work hours and too much time spent rushing between classes. It left me wondering if there was a better way to do it.

So I trained and qualified as a coach.

But something was still missing.

Breathwork. Breathwork showed me how to dig deep, tap into my inner wisdom, and clear out all those mental and emotional blocks keeping me stuck and disconnected from my purpose. The deep healing power of conscious connected breath changed my life.

I now offer coaching for yoga teachers and breathwork sessions to help yoga teachers find that same sense of clarity, so they can step into resonance with their soul's purpose. I have put as much as I could of what I've learned into this guide.

So, let's get started. Let's figure out this 'yoga thing' together.






THIS GUIDE

This guide will provide you with practical tips on the foundational business and marketing skills needed as a yoga teacher, and offer insights on how to overcome self-doubt and uncertainty and find your voice. You will learn strategies to develop confidence in your teaching abilities and explore what is at the essence of effective yoga sequencing.

Through this guide, you will discover how breathwork and coaching techniques can help you find your true purpose and unlock the potential within you. These tools will help you to confidently step into the world of yoga teaching so you can build your dream yoga business.

It's natural to feel a sense of excitement mixed with apprehension as you step into the unknown, but remember that happiness comes not from what you have but on who you become. Self actualisation comes from shedding away the ego layers and old patterns that are misaligned with your true self and soul purpose. Keep growing, trusting and supporting yourself with loving thoughts. This is just the beginning of an exciting new chapter of your life!





MINDSET

So, you want to help others and you want meaningful work that gives you financial freedom. You want to make an impact, to live a life that allows you to live in alignment with your spiritual purpose and attract others that resonate with your message. You want to integrate yoga into your life, to find your voice and purpose, increase your impact and earnings and create meaningful connections. You want to magnetise the right students for you, and work in a deeper capacity to support their healing, growth and development.

This requires organisation and planning, commitment, perseverance, patience, aligned action, clarity and vision. But first? It comes down to mindset. Often the biggest limitation - more so than skill, because it can limit our ability to 1. set out to acquire the skills, or 2. implement the skill - is self belief.

Limiting beliefs, often conditioned from childhood, are rooted in feelings of limitation and lack - *I am not good enough, I'll look stupid, Who am I to try? I would never say something like that. I'm a fraud...*

So this journey is partially an identity shift from limitation to expansion. From confusion to clarity, from doubt to hope, and anxiety to faith. There needs to be a desire to break free from old patterns, and a willingness to let go of parts of yourself that are out of alignment with your core spiritual identity. It will also require a willingness to try, and face feelings of rejection ('only four people liked my post!') and failure ('well, I guess I better give up now!')

I know what it's like to be stuck, because I was completely paralysed by these blocks and limiting beliefs until I found breathwork. If you too feel blocked by fear of failure, I encourage you to explore breathwork more deeply as a way to get in touch with deeper feelings of limitation so you can release and rise above them. You also can use a vision board, affirmations or visualisation to really see this life you want to step into as your own (more on this in the next few pages!)

Once you shift your beliefs to the mindset it will be easier to take action and see results. Don't let yourself stand in your own way!

SELF BELIEF AND ALIGNED ACTION

Self-belief is the foundation of moving in the direction of your dreams, goals and desires. Without it, you remain in the same place and your dreams remain dreams. Perfectionism is a common way to mask one's lack of self belief. Perfectionism hinders progress and serves as a barrier to taking action. So, rather than fixating on flawless execution, focus on believing in yourself and your abilities. Take a chance on something less than perfect. Experimentation is a way to grow. In the face of overwhelm, take things step by step. Aim to do your best while acknowledging that mistakes and uncertainty is part of the learning process.

Align your actions with your purpose by keeping in mind your overall goal for the month or year. As you encounter limiting beliefs along the way - which you will - confront them with compassion and resilience, viewing them as opportunities for self-discovery and personal development. **Understand the nature of limiting beliefs** and **learn strategies** (like [breathwork!](#)) to help you to go beyond these beliefs.

Build yourself a morning routine that gets you in a positive mindset for the day. I love to use a short morning breathwork practice to help me focus and connect to myself, and a longer practice for inner exploration, emotional detoxification and healing. Keep an eye out for some short breathwork practices to integrate into your morning routine that I'll be adding to my [website](#).

You can utilise mantras to reinforce your focus and confidence. It can help to surround yourself with others who are just as inspired and motivated, interested in breaking out of old patterns and elevating to the next stage.

Stay organised, simplify your approach, and minimise distractions to maintain clarity and focus. Through a commitment to progress, you can move forward with confidence and purpose.



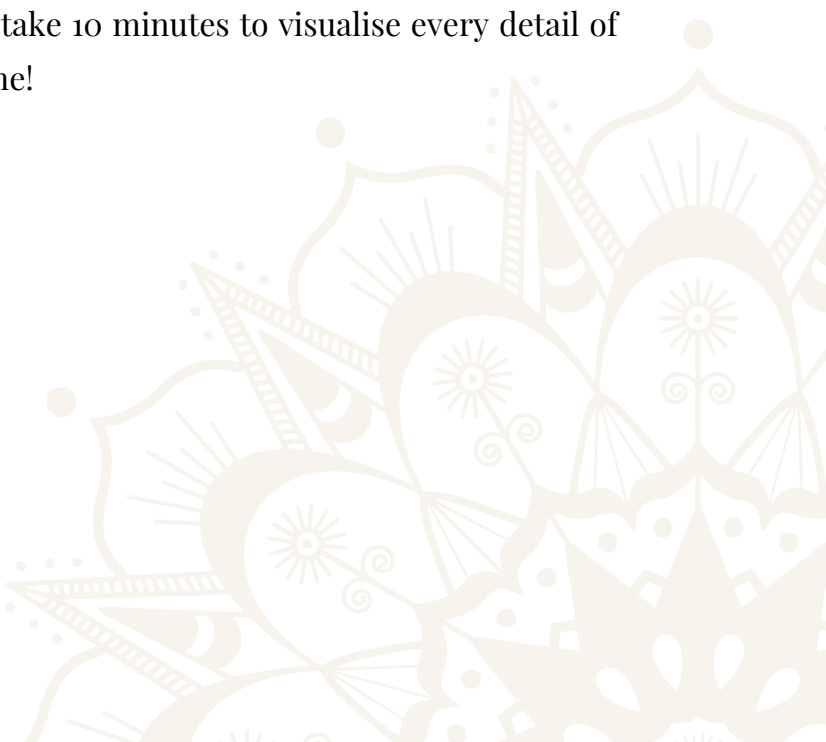
VISUALISATION & MANIFESTATION

Incorporate visualisation into your life, alongside organisation and planning and taking aligned action. Whether you desire to become a yoga teacher running sell out international retreats, an Instagram influencer, or traveling full time and teaching, visualisation is a key tool in manifesting your desired reality. Set some time aside every day or every week and make this a focused practice.

Envision yourself in the position you aspire to be in, allowing yourself to truly *feel* the experience as if it's already happening. If you struggle to connect with this vision, it may indicate internal blocks that require inner work and exploration - again, breathwork is an amazing tool to work through any blocks or limiting beliefs.

In addition to visualisation, consider incorporating practices such as creating a vision board, setting intentions, practicing gratitude, using affirmations, journaling and surrounding yourself with supportive community. By combining visualisation with these practices and staying aligned with your inner truth, you can effectively manifest your dreams and keep creating the life you desire.

At the end of this guide is a short coaching exercise to support you in creating a one year plan. Fill this out, and then take 10 minutes to visualise every detail of where you want to be in one years time!






GETTING STARTED

Completing a teacher training program is a significant milestone, but it's just the beginning of your journey. The road you take after qualifying can present new challenges in establishing your business, such as crafting your unique teaching style, remaining true to your purpose, and connecting with students who resonate with your offer. As you begin this entrepreneurial venture, be prepared to take on multiple roles - from teaching yoga to managing customer service, marketing, and business operations.

If you've trained locally, you may already have valuable connections and insights into your area's yoga industry. However, if your training took place abroad, such as in India or Bali, you may need to network and familiarise yourself with your local yoga community. Before diving into building your brand and refining your offer, start by teaching wherever and whoever you can. Whether it's family, friends, or volunteers, every opportunity to share your practice is valuable. Consider becoming a 'karma yogi' at a studio to gain firsthand experience and understanding of studio dynamics.

And don't forget to make the most of social media platforms like Instagram to showcase your teaching style and attract potential students - there will be people out there looking for a teacher like you!

Remember, the key is to take that initial step forward - the journey begins with just one action.






HOW TO FIND PAID WORK

You can expand your teaching opportunities by making connections with the yoga teachers at any studios you practice at. Many teachers will be happy to help and pass on the contacts of the studio manager who you can reach out to.

Additionally, explore online platforms for yoga teacher advertisements and cover opportunities—check job sites, join relevant Facebook groups, messenger threads, and local WhatsApp groups. Leverage social media channels like Instagram and Facebook, or optimise your website to attract potential clients. In the physical realm, distribute posters or business cards in desired areas, and explore advertising in yoga studios, coffee shops, and community notice boards. Alternatively, consider starting your own class by renting a space or teaching outdoors to broaden your reach and establish your presence in the community.



STUDIO CLASSES

Studios often advertise teaching opportunities online, whether on job websites, their own platforms, or social media. Alternatively, you can proactively reach out to studios via email or Instagram, or leverage connections through friends who teach there.

When contacting a studio, highlight your qualifications, experience, passions, and future career aspirations. Once you establish rapport and confirm the studio's interest in hiring, they may request an audition. Every studio is different, where some might ask you to teach a full length class that they attend. Some might only request a short video of your teaching.

Often in London, studios might invite you to a group audition, where you teach a short sequence lasting between 5 to 20 minutes. A group audition means that it includes multiple teachers auditioning for the studio 'coverlist' (a list of teachers who will cover classes when the regular teachers are away), and since the studio can take on as many teachers as they like, this fosters a supportive environment rather than competition, where you can even make new friends and connections.

While nerve-wracking, auditions provide an opportunity to showcase your teaching ability. I recommend you do your best to:

1. lead confidently (project loudly and clearly)
2. provide clear cues (no one should be confused what to do)
3. be mindful of the language you use to guide your class on the day (ie. are you speaking to beginners? or does the studio mainly offer power yoga? designing your sequence to show you are in alignment with the studio will give the best chance of success if you desire to teach there)
4. demonstrate safe adjustments (on the participants)
5. add your unique style, eg. incorporating less common postures or techniques can help you stand out. Music can also communicate your style
6. be friendly and approachable - have fun!


Consider structuring your audition around a theme - eg. the breath, the vagus nerve, or a specific chakra or body focus (hips, shoulders). When what you teach is in resonance with both you and the studio and its ethos, that will bring you the best chance of success.



TEACHING CONFIDENCE

Teaching confidence is cultivated through a blend of practical experience and knowledge. This includes spending ample time instructing, demonstrating, and adjusting others in yoga flows, as well as participating in classes led by fellow teachers to understand effective teaching techniques. Understanding yoga philosophy, including Sanskrit terminology, and having knowledge of anatomy and physical safety are also essential components. However, confidence ultimately stems from believing in your own competence and expertise (*GOODBYE imposture syndrome!*) and letting go of the belief you are here to please everyone. Achieving teaching confidence requires a balance of ongoing practical experience, a solid foundation of learned knowledge, and a mindset rooted in self-belief.

To foster confidence, it's crucial to regularly teach others, even if initially limited to friends and family, while also attending various yoga classes to expand your understanding. Additionally, practice articulating yourself as a yoga teacher until it feels natural and authentic to you - balance being instructive (impersonal) while speaking from your heart. This combination of experience, knowledge, and mindset will ultimately empower you to teach with confidence and authenticity.





TEACHING SKILLS

You will build your teaching skills over time and your style will change and develop. Remember that you are not just there to give mechanical instructions, but share your energy with your class. Be warm and approachable. Yes, be a real person when you connect with your clients.

Essential teaching skills include voice projection, clarity of instruction, demo-ing, hands on assists, flow and pacing, sequencing and class structure, time keeping, challenging students but also keeping them safe and philosophical knowledge. Also, physical skill and competence, teaching confidence and presence - and so much more.

To improve your voice projection, you can practice vocal exercises - perhaps explore vocal coaching or singing! You'll use your voice a lot as a yoga teacher and space holder, so proper projection technique can do a lot to soften any jaw tension or vocal fatigue.

When you are giving verbal instruction, try to be very specific, so someone could follow along with their eyes closed. Get comfortable leading the class with just verbal cues (no demo-ing). This is most relevant with more advanced practitioners. For beginners, even the clearest of cues can go over their heads! When demo-ing remember to always face your students - never demo with your back to them.

There is too much I could say to go into enough detail on these topics here, so look out for my longer eBook, which will be an expansion of this guide. Join my mailing list on my website for an update on when it is released!

CLASS PLANNING, PACE & STRUCTURE

It isn't usually necessary to plan every detail, but it's helpful to prepare a loose sequence of the poses you are planning to take your class or client through. This can help with pacing and timing, and depending on class style, be beneficial for the flow of the class. In a vinyasa flow class, be mindful of transitions (smooth transitions help maintain the flow of the class and keep students focused) and coordinate breath with movement whenever possible.

It's worth considering a focus for your class - will it be primarily hamstrings or hips? Or shoulder opening with a focus on the throat chakra? If so, thread poses with this focus throughout the class and refer back to this at a number of points so students understand where to place their attention.

For an hour long vinyasa class, I teach the first 0 -15 minutes as a warmup and 15 - 40 / 43 minutes as active movement. By 43 - 50 minutes I like to slow things down, keeping 50 - 53 minutes for a supine twist to decompress. That leaves 53 - 57 minutes for a 4 minute savassana, and the last few minutes to bring the class back to seated to close the session. I might shorten the sequence to 51 minutes total and transition into savassana with a breathing exercise (for example, a few rounds of box breath or 3 breath holds).

Know in advance if you need to let your students know to grab props. Consider the experience level and any specific needs or limitations of your students, including options, variations and modifications. I like to remind students at the start of practice that they choose the intensity level of their practice, and they are their own guide.

Before teaching the class, you could practice the sequence yourself to ensure it flows well and feels balanced. Give yourself a bit more time than you think, but always have a few poses on hand to add in if you realise you have extra time. Planning your yoga class is a multi-step process to ensure it's well-structured, well-paced, safe, engaging and beneficial for your students.

SEQUENCING

Generally, in a vinyasa practice, you will start either seated or lying down (although you could start standing or in a standing forward fold, too). I like to start in a seated meditation, or lying down for a few minutes, encouraging students to get out of the thinking mind and into the feeling and sensing body. I will always bring the awareness to the breath so students always start with connection to their breath.

Whether its wild thing to a pigeon, shiva's twist into a ninja squat or easy twist taking off into revolved half moon, creative sequencing is a key element of vinyasa practice and component a lot of students (usually intermediate - advanced) enjoy. (For beginners, complex surprises and challenges are more of a cortisol spike than a dopamine hit unfortunately - so keep your class or client in mind when you're planning). To develop your sequencing:

1. practice doing interesting transitions in your self practice - you can get on your mat and explore what flows
2. browse creative transitions on instagram and recreate these
3. go to other teacher's classes to explore new variations.

If you are used to separating standing, balancing and seated sequences, try mixing them in together to make things interesting. Remember, transitions should feel smooth, comfortable and easy to an experienced practitioner, not clunky, awkward, or even dangerous!

You might choose to build up to a 'peak' pose, eg. forearm balance - in this case, you could do shoulder opening and strengthening, and perhaps some hamstring stretching in the build up. Or, you can intersperse challenges throughout the practice, perhaps giving crow as an option in the first third of the practice, the splits at the second third, and then headstand to close. I tend to prefer the latter, but if your class is full of beginners, the former may be the better choice.

An additional top tip to keep in mind is that when your class is full of beginners your sequence will take longer to teach - so be prepared to shorten the flow when necessary, or bring in extra poses if the class is moving swiftly through it. Longer holds can also make the sequence longer, if you don't want to increase the postures you are teaching.



STRENGTHEN YOUR PRACTICE

To strengthen your yoga practice and develop your confidence and skill, consistency is key. Dedicate regular time to your mat, exploring various styles and techniques to deepen your understanding - either at home in self practice by moving intuitively, learning from an online resource, or at the studio, guided by a teacher. Supplement your practice with resources like books, Instagram, and YouTube tutorials for inspiration and guidance. Consider immersing yourself in the birthplace of yoga, India, to delve into its rich traditions and teachings. I recommend visiting Rishikesh as it is a yoga and spiritual hub (and it has a special place in my heart!) or Mysore, the home of Ashtanga yoga. Expand your knowledge through workshops, seminars, and advanced training programs. Reflect on your practice to identify areas for improvement and set achievable goals. Embrace challenges by experimenting with new poses, meditation methods, and breathwork techniques. Keep learning and stay humble!

PURPOSE

I want to talk about *purpose* before class planning and structure and even before finding your voice. I feel as though most of us start teaching before we have defined out purpose (which I think is good - its important to start!) But we continue teaching for too long without identifying this, and that leaves us teaching in the dark. We try new things at random, copy other teachers or crowd please, basing our class primarily on what we believe our students want.

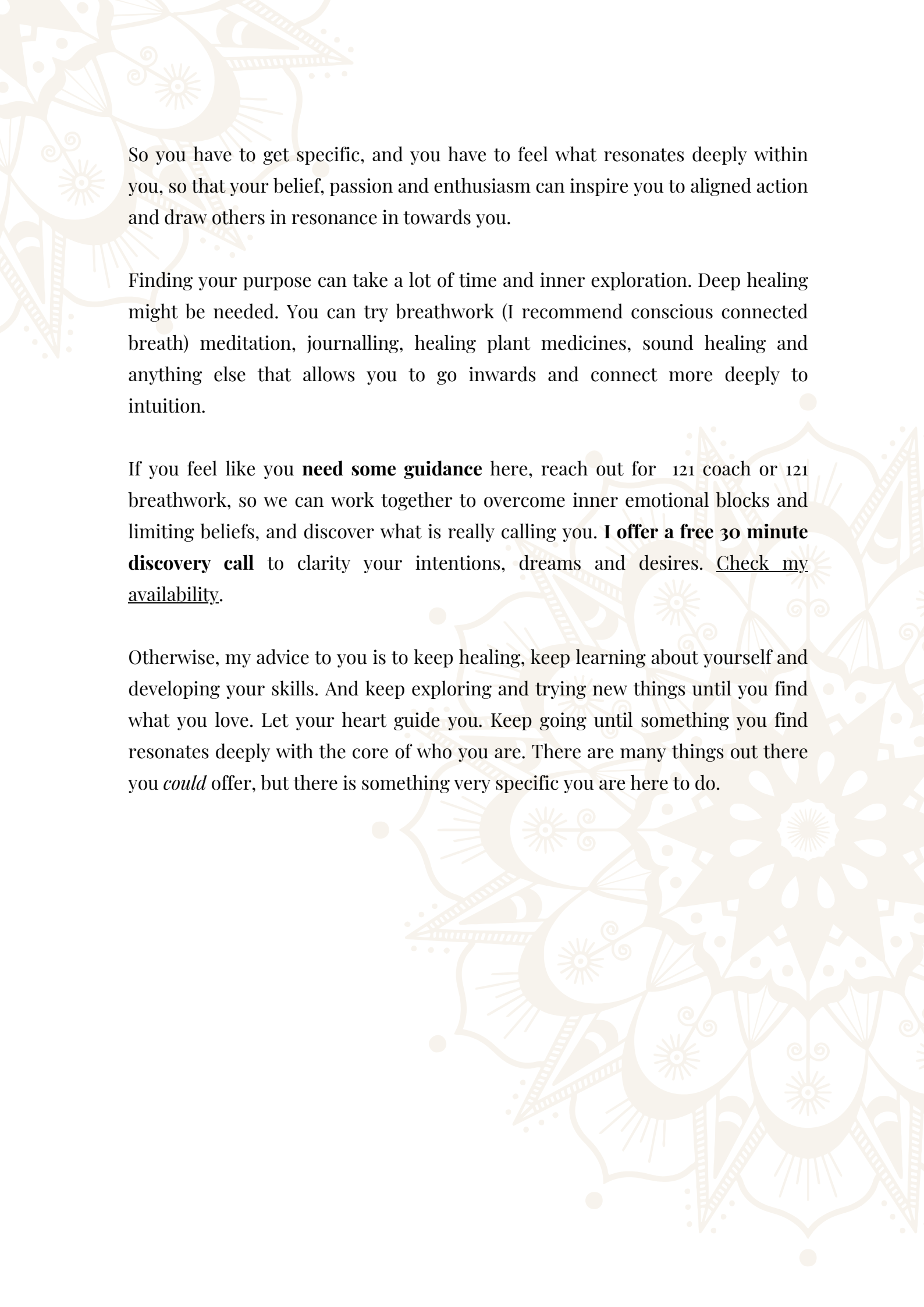
We are not truly aligned to the essence of what each one of us is uniquely here to provide. But when you identify your *purpose*, your class and sequence will be something that forms part of this larger whole, and your purpose will help to guide the parametres of what it makes sense for you to include in your classes. It will guide the language you use and the choices you make around styling, what workshops you go on to offer, retreats, etc.

So, what is your purpose?

As a yoga teacher, your purpose is not just to teach a large number of yoga classes a week, zipping around a busy city and opening and closing down studios. This is often an essential part of the yoga teacher journey, providing experience and connections, but is ultimately just a stepping stone to a higher purpose.

What you are moving towards is creating a unique offering that is in deep resonance with the core of who you are, which empowers you to serve others in line with your natural gifts, talents and passions. When you have awoken to your innate gifts and then employ them in service of changing lives, you will be living in alignment with your true spiritual purpose.

In less sexy business terms, this is called 'Finding your niche.' It is something specific and unique to you, and will speak to a specific type of person with a specific need. Often, when we start, we try to appeal to everyone - and at best end up with a mixed bag, and at worst, ends up attracting no one. You cannot just offer 'yoga', you need something that truly represents *you* - or, in business terms, your own personal 'brand.'



So you have to get specific, and you have to feel what resonates deeply within you, so that your belief, passion and enthusiasm can inspire you to aligned action and draw others in resonance in towards you.

Finding your purpose can take a lot of time and inner exploration. Deep healing might be needed. You can try breathwork (I recommend conscious connected breath) meditation, journalling, healing plant medicines, sound healing and anything else that allows you to go inwards and connect more deeply to intuition.

If you feel like you **need some guidance** here, reach out for 121 coach or 121 breathwork, so we can work together to overcome inner emotional blocks and limiting beliefs, and discover what is really calling you. **I offer a free 30 minute discovery call** to clarity your intentions, dreams and desires. [Check my availability.](#)

Otherwise, my advice to you is to keep healing, keep learning about yourself and developing your skills. And keep exploring and trying new things until you find what you love. Let your heart guide you. Keep going until something you find resonates deeply with the core of who you are. There are many things out there you *could* offer, but there is something very specific you are here to do.

FIND YOUR VOICE

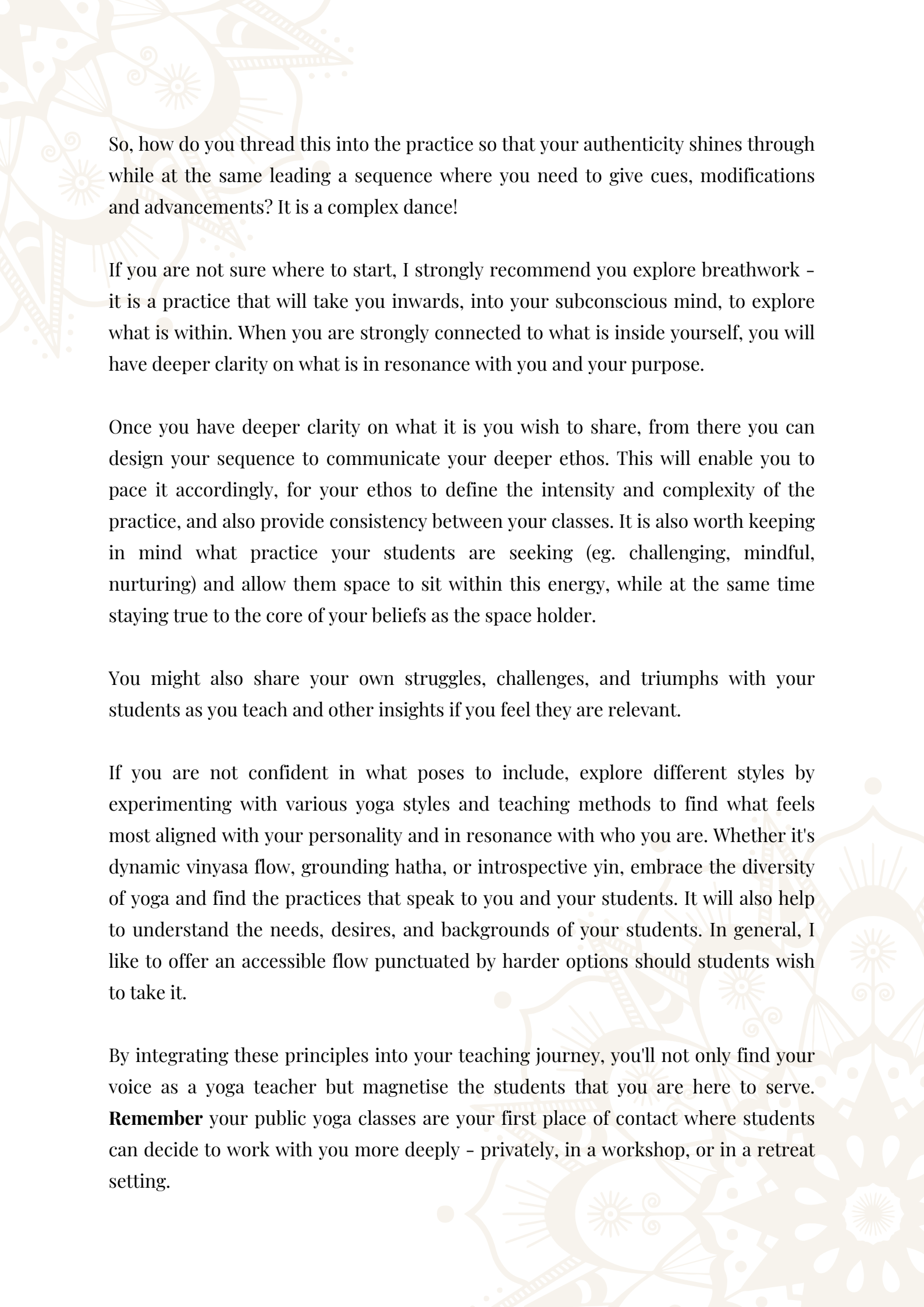
Discovering and developing your voice as a yoga teacher is a journey exploring your personal truth more deeply and a challenge to develop your confidence to speak it.

You want to develop a consistent and meaningful message. Define the core message or theme that underpins your teaching philosophy. It could be cultivating mindfulness, fostering self-compassion, or working hard and playing hard - just something that resonates as deeply important to you. Whatever it is, ensure that your message is consistent across all aspects of your teaching, from class themes to social media presence.

Part of this includes being brave sharing who you are and what you believe in. Share your personal philosophy of yoga - what are the important aspect of yoga as you see it? Why is it important for you to teach? What do you believe is important to share in your one hour together, that might make a difference to their day, and possibly even their life? What is the energy you wish for them to take away with them? This is part of your message.

Your philosophy doesn't need to be structured as a 20 minute verbal explanation - students come to class go move and this is usually a big frustration. Rather, you can weave it into the practice.

For instance, if the breath is important - guide students to connect to their subtle sensations during child's pose. If you want to emphasis that it is important not to worry too much about 'achieving' each pose, pick a pose to guide them deeper into the 'felt' experience of the posture, encouraging them not to worry too much about where they are 'supposed' to be. Or, if you feel that yoga is essentially a practice of inner awareness, you might say 'Choose the option that serves you best. Check in with yourself and ask how the practice can truly meet your needs today.' The language you use to guide the flow of movement and awareness will define the message the students take away about yoga.



So, how do you thread this into the practice so that your authenticity shines through while at the same leading a sequence where you need to give cues, modifications and advancements? It is a complex dance!

If you are not sure where to start, I strongly recommend you explore breathwork - it is a practice that will take you inwards, into your subconscious mind, to explore what is within. When you are strongly connected to what is inside yourself, you will have deeper clarity on what is in resonance with you and your purpose.

Once you have deeper clarity on what it is you wish to share, from there you can design your sequence to communicate your deeper ethos. This will enable you to pace it accordingly, for your ethos to define the intensity and complexity of the practice, and also provide consistency between your classes. It is also worth keeping in mind what practice your students are seeking (eg. challenging, mindful, nurturing) and allow them space to sit within this energy, while at the same time staying true to the core of your beliefs as the space holder.

You might also share your own struggles, challenges, and triumphs with your students as you teach and other insights if you feel they are relevant.

If you are not confident in what poses to include, explore different styles by experimenting with various yoga styles and teaching methods to find what feels most aligned with your personality and in resonance with who you are. Whether it's dynamic vinyasa flow, grounding hatha, or introspective yin, embrace the diversity of yoga and find the practices that speak to you and your students. It will also help to understand the needs, desires, and backgrounds of your students. In general, I like to offer an accessible flow punctuated by harder options should students wish to take it.

By integrating these principles into your teaching journey, you'll not only find your voice as a yoga teacher but magnetise the students that you are here to serve. **Remember** your public yoga classes are your first place of contact where students can decide to work with you more deeply - privately, in a workshop, or in a retreat setting.



BUILD A COMMUNITY

Clarity of purpose and authenticity are key. Once you are clear on your purpose, you will be clear on what type of person forms your community.

Clearly articulate your vision, values, and unique offerings as a yoga teacher - this is your message. When your message resonates with authenticity, it attracts like-minded individuals who share your beliefs and aspirations. Be transparent about your intentions and passions, and let your genuine enthusiasm shine through in your teaching and interactions.

Building a community while teaching yoga is not just about leading classes; it's about creating a tribe of individuals who resonate deeply with your offerings and your message. Establishing this community is essential for making a meaningful impact and fostering a supportive environment for personal growth and transformation - both in yourself and others.

Beyond the physical practice of yoga, create opportunities for deeper connection and engagement. Host workshops, retreats, and special events that delve into specific themes or aspects of yoga philosophy. These gatherings provide a platform for community members to bond over shared interests, experiences, and aspirations.



BUSINESS SKILLS

Running a business that provides stability, satisfaction, and freedom is a dream for many spiritual entrepreneurs. However, it might feel like there's a lot to learn at first (because there is...!) Take it step by step and ask for help when you need it (from a mentor, coach, online group or website).

To build strong foundations for your business, you'll need skills such as communication, financial management, marketing and sales, networking, administration and customer service skills.

Develop strong financial management skills to track expenses, manage income, and ensure the financial health of your business. Cultivate excellent client relations by prioritising clear communication, responsiveness, and personalised service (respond on time!). Continuously educate yourself and seek mentorship or coaching to refine your business acumen and navigate the complexities of entrepreneurship with confidence.

Creating plans and schedules may not seem glamorous, but they're invaluable tools that can significantly simplify your life. It's worth taking the time to understand how to develop both a marketing and business plan. A marketing plan outlines your strategies for promoting your services and reaching your target audience, while a business plan provides a comprehensive overview of your business goals, strategies, and financial projections.

Additionally, having a simple and easy-to-follow social media schedule can streamline your online presence, making it easier to stay visible and engage with your audience effectively. By investing time in crafting these plans and schedules, you'll set yourself up for greater success and efficiency in managing your yoga business.



MARKETING SKILLS

In essence, marketing is about telling people about you are you are and what you do. These skills hinge on clearly communicating to people what you offer and what your mission is. Pick a name but don't stress too much over it, feel into it and accept what you choose might evolve over time. The basic components you will need are:

1. your business name
2. colour palette and logo
3. your story
4. choose your channels

Your name will be the foundation of your brand. When it comes to branding, selecting 3 - 4 colors that embody your values and principles is essential. This colour palette will help establish your brand identity, making it recognisable to clients and conveying your essence clearly. Additionally, consider creating a distinctive logo or visual symbol that encapsulates your brand's identity and can be easily associated with your business.

Moreover, craft a compelling brand story that authentically reflects your journey, values, and mission. Sharing this narrative with your audience fosters connection and resonance, strengthening your brand's impact. By incorporating these elements into your branding strategy, you'll cultivate a strong and memorable brand presence that resonates with your audience and helps you to stand out as uniquely you.

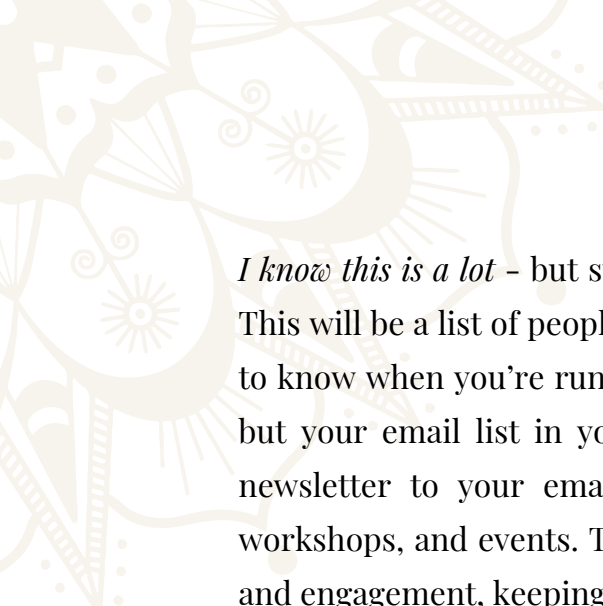
ONLINE SKILLS

Marketing takes us straight into online skills. It's important to recognise the significance of online presence and communication skills in today's digital age. And with so much happening in the online world, it's crucial to start with strong foundations and keep things simple.

The first step to establishing your online presence with a simple website that clearly communicates who you are, your offerings, mission and how to contact you. No need to over complicate things! Ensure that it is easily accessible and user-friendly. I use Squarespace because of its smooth functionality, but there are free options like Wordpress if you are just starting out.

Selecting one or two social media channels to concentrate your efforts on is crucial for effective marketing. Instagram, with its visual-centric platform, is often a top choice for yoga practitioners. To market your yoga offerings on Instagram, start by creating a visually cohesive and aesthetically pleasing feed that reflects your brand identity and values (don't overthink!). Use high-quality images and engaging captions to showcase your classes, workshops, and retreats. Incorporate relevant hashtags to increase visibility and reach a wider audience. Additionally, leverage Instagram's features such as Stories, IGTV, and Reels to share behind-the-scenes content, yoga tips, and inspirational messages. Engage with your followers by responding to comments, hosting Q&A sessions, and collaborating with other yoga influencers or brands. By consistently sharing valuable content and engaging with your audience authentically, you'll strengthen your presence on Instagram and attract potential clients to your yoga offerings.

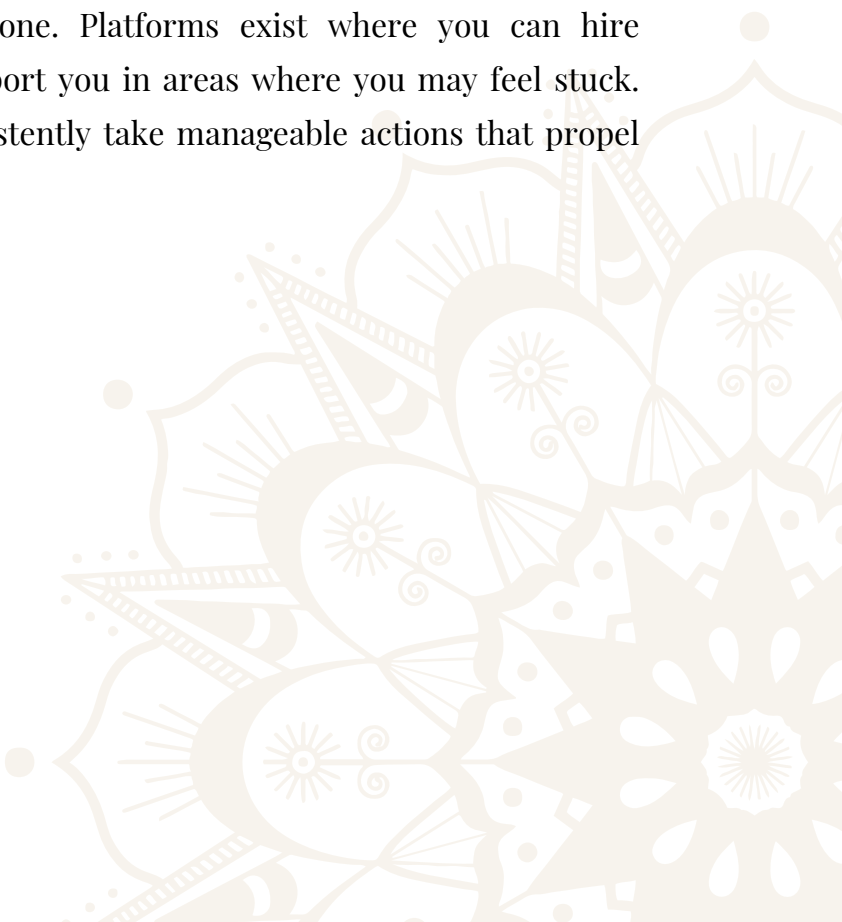
Use Instagram to showcase your yoga journey and connect with potential students. Be visible! Share insights, teachings, and glimpses into your practice as you develop your unique voice and purpose. Regularly engaging with your audience can help build a loyal following and attract clients who resonate with your message. Consider creating a simply monthly plan to keep you on top of your online schedule.



I know this is a lot - but stay with me. Build your email list from the beginning! This will be a list of people that are genuinely interested in your work and what to know when you're running events! You do not really own your social media, but your email list is your own. You could consider sending out a monthly newsletter to your email subscribers, highlighting your upcoming classes, workshops, and events. This provides an additional avenue for communication and engagement, keeping your audience informed and connected.

By establishing a strong online presence, you create opportunities for studios and clients to discover and connect with you. Whether it's through your website, social media channels, or newsletter, make it easy for them to reach out and explore the possibilities of working with you. Remember to stay authentic, consistent, and true to your values as you navigate the online landscape as a yoga teacher.

A variety of design, email marketing, and AI tools are available to streamline your workload. Personally, I rely on Canva.com for design tasks and leverage ChatGPT for assistance with copywriting and blog writing. Consider exploring programs like Preview and other scheduling tools for social media management, which can significantly simplify your tasks. Remember, you don't have to navigate this journey alone. Platforms exist where you can hire freelancers and specialists to support you in areas where you may feel stuck. The key is to persevere and consistently take manageable actions that propel you towards your dreams.





FIND YOUR TRIBE

As you embark on your journey as a yoga teacher, you might find yourself meeting many people every day - but only for an hour at a time, and the path can sometimes feel solitary. To nurture a sense of connection, actively seeking out like-minded individuals and build your tribe within the yoga community.

Forge connections with fellow yoga teachers, as they understand the unique joys and challenges of this profession. Attend workshops, trainings, and retreats where you can meet and collaborate with other teachers. By forming friendships and staying in touch with those you train with, you create a supportive network of peers who can offer guidance, inspiration, and camaraderie.

Consider co-hosting workshops and retreats with other teachers, pooling your resources and expertise to create enriching experiences for your students. Collaborative ventures not only expand your reach but also foster a sense of community among participants.

Engage in coaching programs or attend events specifically tailored to yoga teachers and wellness professionals. These platforms provide opportunities to connect with individuals who share your passion for yoga and holistic living. By actively participating in these communities, you'll find support, encouragement, and a sense of belonging on your journey as a yoga teacher.

Remember, building your tribe takes time and effort, but the connections you cultivate along the way are invaluable. Embrace the opportunity to learn from others, share experiences, and grow together as you navigate the joys and challenges of teaching yoga.



STAY ON TOP OF YOUR FINANCES

Financial blocks are common, can be debilitating and often come with hard lessons. As yoga teachers, we can under charge for our time and find it hard to put a price on help, service and healing. Often we absorb attitudes from parents or societal that makes money feel bad, that makes it feel scarce or that it must be hard won. These are blocks that stop us from living in abundance! We have to associate money with *feeling good*.

At a practical level, financial management also requires sound admin skill. Efficiently manage your finances by promptly filling out and sending invoices on the last day of each month. This practice not only streamlines your billing process but also facilitates timely payments and financial clarity. To maintain organised finances, I recommend either an accounting app or something free like Google Sheets to record the details (class style, client, date, and earnings on a month-by-month basis). Familiarise yourself with what expenses are tax deductible, and keep copies of your receipts for 5 years! Have a different bank account for your incoming pay and your expenses. Pay yourself a salary and set other finance aside for tax, pension, and what you want to pour back into your business.

If you live in England, one of the initial steps you'll need to take is to register as a sole trader with HMRC, a process that can be easily completed online. Remember to note your Unique Taxpayer Reference (UTR) number as it's crucial for your tax return and may be requested by clients for payment. In England, the tax year spans from April to April, with end-of-year accounts due by January of the following year. If you live elsewhere, do your research!




MANAGING YOUR ENERGY

As a yoga teacher, it's crucial to prioritise managing your energy to avoid burnout. When you are teaching studio classes, corporate sessions and private 121s, more often than not, this means giving sessions outside of regular work hours. This can mean early mornings and late nights.

Ensure you maintain a balanced schedule - for example, some people find 3 classes a day to be their maximum - work out what is comfortable for you and stick to that! It's so important to balance your energy by ensuring late nights are combined with easy mornings, and not early ones! Give yourself time to rest and reset. You might consider sticking to *only* early mornings, or a schedule that finishes a little later - but not both!

Travelling to and from classes can also be exhausting and even take up a lot of time. I like to balance my schedule by only teaching classes that are close to where I live.





HOW CAN BREATHWORK HELP YOU

In a guided breathwork session of 1 - 2hrs, rhythmic, circular breathing can be employed as tool to explore a deeper layer of one's awareness, going beyond your ordinary state of consciousness to a heightened state of inner awareness and self-connection.

The conscious mind holds conditioned blocks and limitations which greatly impact your thoughts and feelings about yourself, your life, and your wellbeing and mental health. Fortunately, the subconscious mind is a reservoir of intuition, inspiration, intuitive intelligence, and problem-solving.

When you are guided safely into this space in a breathwork session, you enter a space of deep feeling where repressed and lost emotions are able to be recovered by the conscious mind. When these feelings of anxiety, rejection, failure or hopeless and recovered, reintegrated and released, the root of any limiting beliefs (emotional or mental blockages) dissolve.

This process of going deeper into your mind (and heart!) allows for an expansion of consciousness - new thoughts, ideas, and beliefs can arise. Perceptions can shift, possibilities feel suddenly within reach, and creative blocks are released, alongside stagnation and stress. When these are cleared, you can more easily feel into states of inspiration, motivation, joy, laughter and inner resonance.

When you create space in your awareness for long untouched and unfelt parts of yourself to surface and give your compassionate attention to what comes up, magic can happen. When you change the way you feel about something, you change the way you think, and your mindset shifts. Suddenly, what you did not believe was possible before, even unconsciously, now becomes possible, and new doors open.



HOW COACHING CAN HELP YOU

As you move beyond the safe container of your TTC, the journey is just beginning. While your TTC provided you with dedicated support and guidance, once it's finished, you may find yourself navigating the next steps alone. As there's a lot to absorb and process, and it's natural to feel overwhelmed or unsure about your path forward. It is easy to become stuck. This is where coaching can be invaluable.

Coaching offers a structured framework and accountability to help you navigate this next chapter effectively. Your coaching session will provide you a supportive space to break your goals down into manageable steps, ensuring that you make tangible progress. By working with a coach, you can identify and address subconscious blocks that may impede your growth, empowering you to confidently step into the next stage of your journey.

Moreover, coaching can facilitate the necessary identity shift that will enable you to release limiting patterns, unearth your innate gifts and identify your soul's purpose.

At a practical level, coaching can provide that support to get set up, organise marketing, social media and business plans, refine your message, and honing your unique offerings. With tailored guidance and support, coaching serves as a catalyst for transformation, ensuring that you not only set ambitious goals but also produce tangible results, taking the theoretical the knowledge you gained from your TTC and putting it into practice.



BE KIND TO YOURSELF

Regularly congratulate and encourage yourself. Be your biggest fan and cheerleader. not an unhappy, nit-picky and impossible to please boss. The biggest thing that stand in people's way is the tendency to judge themselves much more harshly than they judge others.

I recommend identifying your primary goal, what you are working for and what you wish to manifest. Then break it down into smaller tasks. If you are feeling blocked, start with the smallest thing to enable you to move forward. Print the plan I have included for you at the end of this guide and stick it up somewhere you'll be able to see it every day.

Change will always be uncomfortable, and identify shifts can bring up anxiety and imposture syndrome. I remember how hard it was for me to start thinking of myself of a yoga teacher until I started saying over and over again to people 'I'm a yoga teacher!'

Sometimes we can come into blocks, especially when it comes to social media, feeling self conscious and overwhelmed. But do you want to look back and say you never took a chance on something because you were worried Jane from your old workplace four years ago might think its weird you're now posting about yoga and the benefits of engaging your pelvic floor? No one is watching you as much as you are watching yourself!

Life is a process of rising and falling, and you can try to resist or you can allow life's flow. The universe wants to support you. Find others who having the same goals, desires and dreams and want to make it happen. Work alongside them.

Consider joining me for a 121 coaching session. You can find out more at www.breathewithjessmarie.com or [book your free 30 min discovery call](#) directly.

COACHING

In your journal or planner, answer the following questions. This exercise will help you focus your year and break the tasks down into manageable part. Often for yoga teachers their first big goal is to run a retreat, but it could be to work and travel, become a social media influencer or launch an online course! Tune into your heart and feel into what is right for you

Where do you want to be in 1 years time? Pick ONE thing to focus on. *Add the date you'll complete it*

What is your 6 month milestone that indications you are on track to manifest your goal into reality? Pick ONE thing to focus on. *Add the date you'll complete it*

What is your 3 month milestone that indications you are on track to manifest your goal into reality? Pick ONE thing to focus on. *Add the date you'll complete it*

What core task will be completed at month 1? Pick ONE thing to focus on. *Add the date you'll complete it*

What core task sits after month 1, but before month 3? Define your task to complete at month 2 Pick ONE thing to focus on. *Add the date you'll complete it*

What four tasks need completing in month 1 to get you started? Pick ONE per week. Define the other months if that helps you get clearer and more confident on your path forward. *Add the dates you'll complete them*

What will keep you accountable? List THREE ways

And now - BEGIN!

PLANNING

YOGA TEACHING TIMELINE

01

**Make the
decision to train**

02

**Complete your
200hrs!**

03

**Get/Setup your
first class/clients**

04

**Run your first
workshop**

05

**Host your first
retreat**

06

**Build your first
online course**

This is isn't where your yoga journey has to go, just a possible way it might evolve!



NEXT STEPS

Book your free
discovery call



In this space between coach and client, we can prioritise organisation, empowerment and implementation and aligned action, cutting to the core of what you need to move yourself forward, to align with your soul's evolving purpose.

Thank you!

I am here to help you move through blocks and make the changes in your life you know you need to. You deserve to expand, awaken and flow.

[BOOK NOW](#)

breathwithjessmarie@gmail.com

www.breathewithjessmarie.com

[@breathwithjessmarie](#)



SERVICES OFFERED

Found this guide helpful and would like 121 support? Work with me!

01 Online and in-person coaching sessions

02 Online and in-person breathwork sessions

03 In person coaching and breathwork workshops

[Contact](#)