

Thriving in the Yoga Industry

El, Pricing, and Diversified
Revenue for Teachers

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Global Educator & Leader, Action
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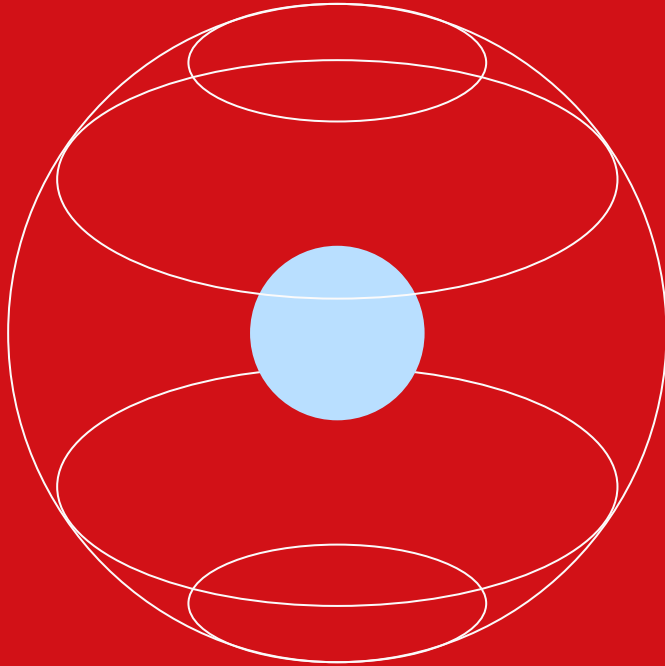
About Me



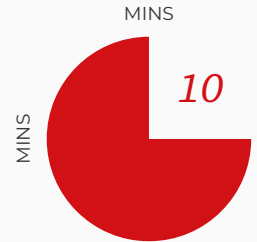
*Marsha D.
Banks-Harold*

- ❑ *Bronze Medal Awardee: 30 years of Outstanding Service*
- ❑ *Owner and Director of PIES Fitness Yoga Studio and PIES' Holistic Yoga Therapy and Yoga Teacher Training Programs*
- ❑ *Certified yoga therapist, trauma-sensitive yoga, energy, and sound healing facilitator*
- ❑ *Creator of "My Body Don't Bend That Way Yoga"*
- ❑ *Retired Executive engineering leader, coach, and change agent*
- ❑ *Published in Yoga Therapy Today*
 - ❑ "Building the Business of Yoga Therapy"
 - ❑ "Reclaiming Humanity & Community: Healing the Trauma, Pain, & Suffering of Prejudice and Disparity"
- ❑ *Contributing author in:*
 - ❑ *Yoga Therapy Foundations, Tools, and Practice: a Comprehensive Textbook*
 - ❑ *Yoga Therapy Across the Cancer Care Continuum*
- ❑ *Served on IAYT and YA Board of Directors*
- ❑ *Boris Lawrence Henson Foundation Integrative Wellness Ambassador, Educator, and Trainer*

How and Where can our Skills as Yoga Therapists be Utilized in Different Contexts?



Turn to a neighbor and discuss your thoughts and suggestions for what skills can be used, and what impact they would bring



Opportunities in the Yoga World

Educational
Environments

Behavioral
Health
Settings

Medical
Facilities

Corporate
Wellness

Correctional
Facilities

Emotional Intelligence Translates to Success

By Using:

- Social Ecology
- Emotional Intelligence
- Trailblazing Leadership

We *allow people to feel full welcomed in the wellness space*, inviting *more people into the yoga practice*

Leading to:

- More people accessing yoga
- More people experiencing yoga's positive impacts
- More people teaching yoga
- A wider community served
- More people accessing yoga = *more career success for us as therapists*



Align with your Expertise & Mission

When brainstorming business to connect with, ask yourself:

- What spaces can my specific skills be utilized best in?
- How can I leverage my network for connection?
- What spaces align with my business mission?



Pricing

Know when your skills carry a *high-value* and stand by that,

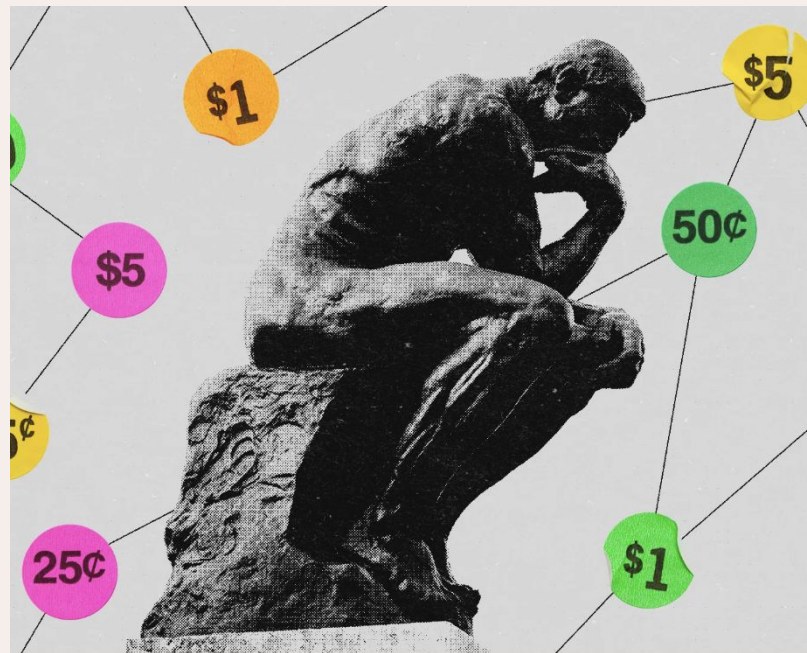
You Deserve It

- Institutions **can pay** to match the level of service you provide

When institutions can't:

- Remember **Social Responsibility**
- Pricing can be adjusted to provide underserved areas with care

Being paid our proper rate by institutions who can afford it, allows us more flexibility to help and serve those who can't



Pricing Factors

Increase prices for:

- Travel Time
- Per person in group sessions
- Additional services (Sound bowls, etc.)
- Increased client needs/Specialization

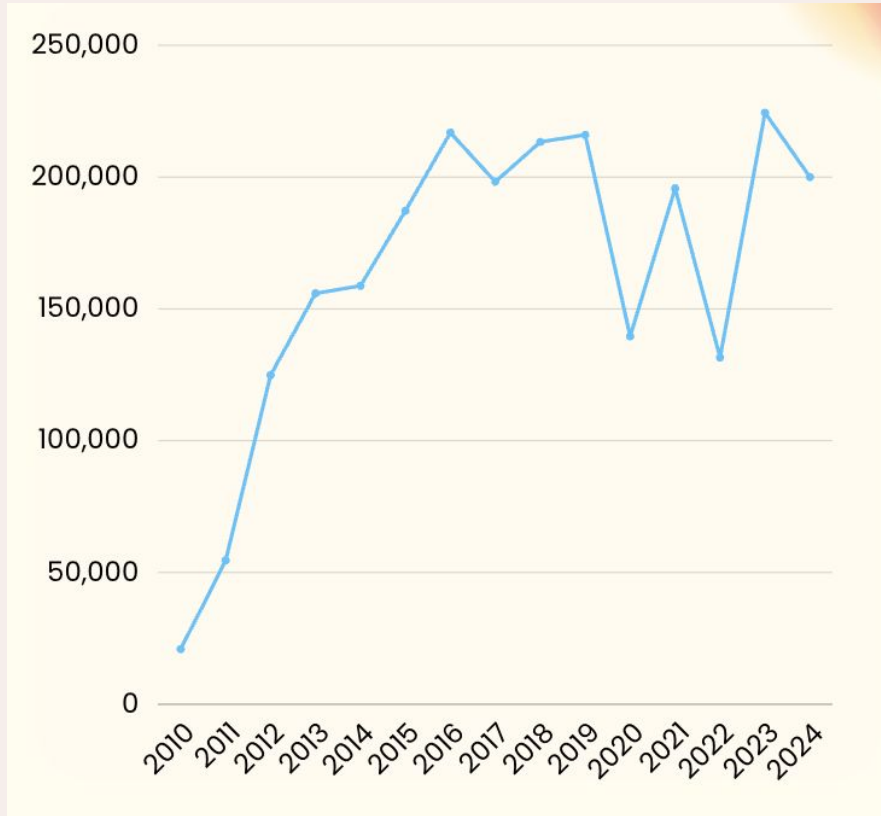
The price should reflect all the additional time, work, and knowledge you bring



Growing Your Business Over Time

Growth takes *time*, be patient with your business and continue to do the work

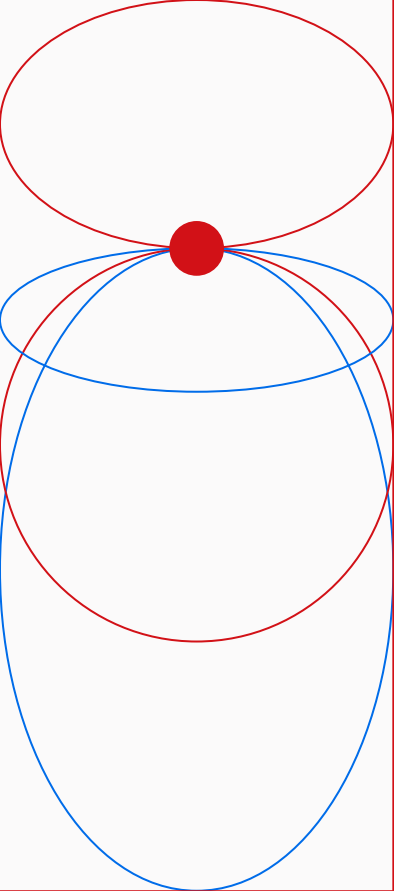
Since the founding of the studio, our income has continued to grow year by year. Even with the troublesome years of 2020 & 2022, during the pandemic, the studio still managed to bring in income and then, in 2023, recovered back to where we were pre-pandemic.



Working Backwards: 6-Figure Model

- ❑ Goal: Make \$108,000 per year
- ❑ Monthly Breakdown: \$9,000
- ❑ Daily Breakdown: \$300
- ❑ Key Question: How can I produce \$300 a day?
 - ❑ 3 \$100 Sessions (1 hour individual)
 - ❑ 2 \$150 Sessions (30 min individual)
 - ❑ 1 \$300 Session (1 hour small group)
 - ❑ Etc. All of this is *adaptable*





*Thank
you*

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