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REVERSE HYPERTENSION & HEART DESEASE + SEEKING SPIRITUALITY THROUGH RUDRAKSHA + PATANJALI'S YOGA SUTRAS + STRIKE A POSE WITH BAM BAMBOO CLOTHING + SEVEN STEPS TO MAINTAIN AND BUILD YOUR YOGA BIZ + MEDELLIN WELLNESS CENTRE + WHAT'S HOT

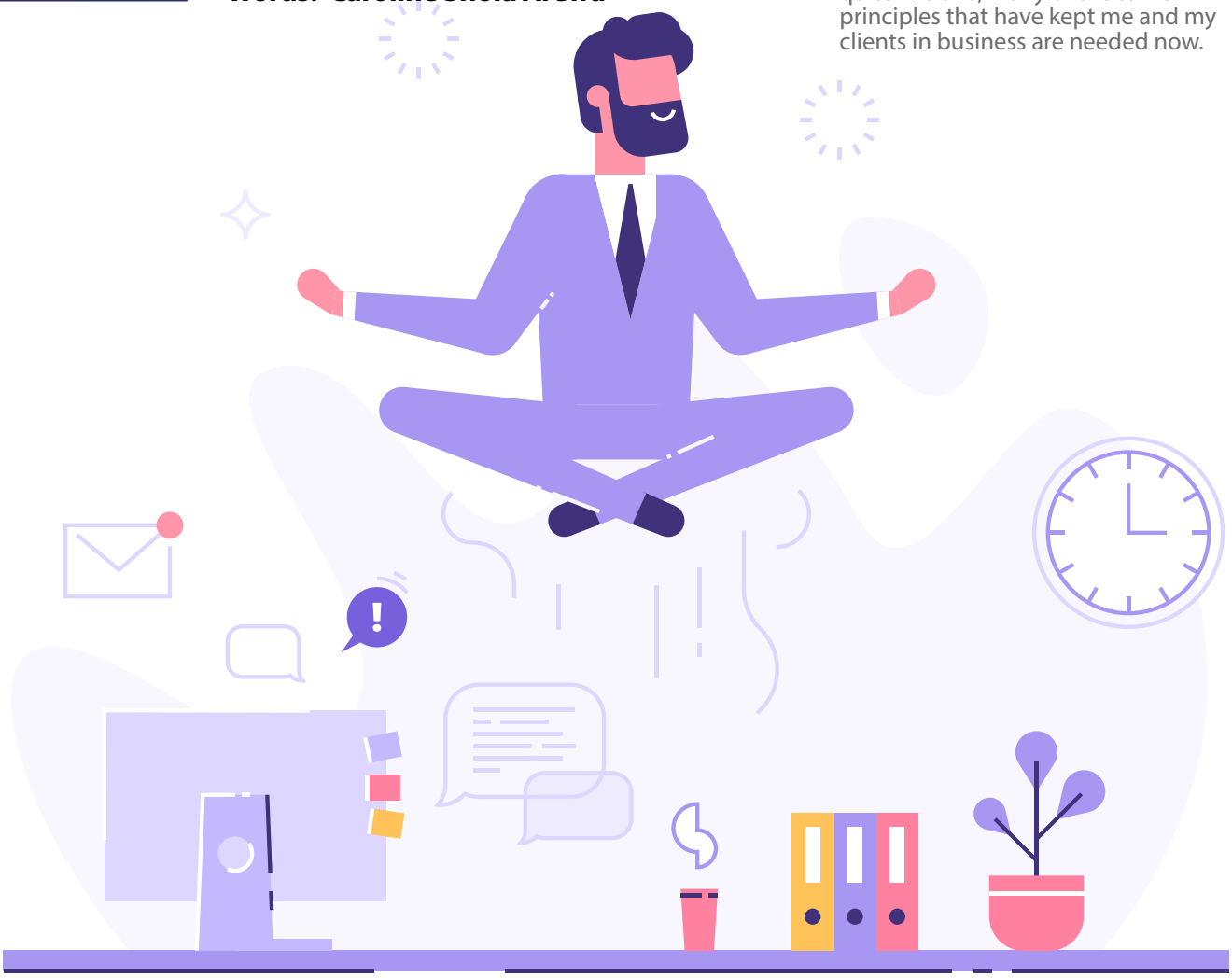
7 STEPS TO MAINTAINING AND BUILDING YOUR YOGA BIZ.

Words: Caroline Shola Arewa

Harvard medical school resources confirm the importance of yoga, meditation and controlled breathing during the current crisis. We know yoga has the potential to relax the body, boost the immune system and calm the nerves; yoga can improve respiration, energy levels and overall vitality. Yoga is so beneficial right now, yet yoga studios have closed worldwide at a time when we all need yoga more than ever.

So if you are a yoga teacher or a studio owner, how can you maintain and even build your business right now? More and more people need ways to reduce anxiety and stay healthy. That means they need yoga, and if you are a teacher, that means people need you!

I became a Yoga Teacher back in 1985, and now mentor yoga teachers on the Business of Yoga. Although I have not seen anything quite like this, many of the same principles that have kept me and my clients in business are needed now.



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1 ALIGN SO YOU DON'T HAVE TO HUSTLE !

Being able to use the skills of yoga to enhance how you work is a great advantage. Taking care of your own mental health is paramount. It's always harder to practise yoga when you are experiencing challenges, but important to do so. Re-establish your Spiritual Practice, even if it is only 30, 10 or even 5 minutes a day. Time spent aligning your system, increases your ability to make decisions. When you reduce stress in your body, you also literally enhance the executive function of your brain. You need to be able to think straight to make changes.

2 ENTREPRENEURIAL MIND

Starting, maintaining and growing a yoga business, requires a unique way of thinking. Along with your yogic mindset, you also need to adopt the mind of an Entrepreneur. You need to develop creativity, strategic thinking and a willingness to take risks. Entrepreneurs are solution focused. They don't waste time worrying about life's problems, and what is not going right; instead they harvest problems, find solutions to them and build successful businesses as a result of solving problems for the benefit of others.

3 WHAT PROBLEMS CAN YOU SOLVE?

Yoga has numerous benefits for physical wellbeing, emotional stability and spiritual ascension. What are you really good at? What aspect of yoga are you most passionate about? Are you great at anatomy and physiology and knowing what *asana* to use to correct physical dysfunctions? Are you more empathic and good at connecting with people and helping them feel more balanced and happy? Maybe the spiritual aspect excites you the most. For me it was always Energy and understanding how we can effect change through shifting energy.

4 DEVELOP YOUR GIFTS

Once you understand what you are really passionate about within yoga, you can start to develop your gifts and hone your specific skill. Create more of a niche for yourself. Any additional training you do should deepen your knowledge within your niche. Developing your unique gifts means you can communicate what you personally offer much more clearly. We are all different and we all have unique gifts to offer. Your energy, your passion needs to be clear so people can easily see the difference you make and amazing value you bring.

5 COMMUNICATING YOUR VALUE

Then of course, when you know your unique passion, you are not simply teaching yoga, you are teaching Yoga for back pain and spinal health, or yoga for emotional wellness, or philosophy of yoga, or workshops for yoga and poetry, or sleep yoga to end insomnia. Now you stand out, and move towards being known and sought after for a specialist area. All you need to do is cultivate your unique passion. The clearer you can articulate the problem you solve for your students, the easier it is for them to find you and for others to refer you clients to you who have the problem you solve. Building your business becomes so much easier, when you learn to communicate the value.

6 CONNECT

Don't be the best kept secret. The days of *'build it, they will come'* are over, I long for the good old days as well, but we are living in a different world, a changing world, and yes, it has just changed once again. We have to keep learning and growing. We have to learn to connect in different ways, and video is king right now. How do people solve problems? We search online videos. Yoga Teachers like all businesses, need to find new ways of connecting. Develop your social media strategy. Get visible, your students are waiting for you.

7 RELEASE FEAR AND EMBRACE CHANGE

Sometimes small changes can make a big difference especially when we release fear and stop resisting. What are your students asking you for? After a mentoring session I had with Sarah, she went away and made two small changes. She changed one of her class days, and started offering a long relaxation at the beginning of class, because students complained of anxiety and not being able to sleep. The students loved it, told their friends and class numbers doubled. And not just that class interestingly, the other classes increased as well. Sarah released fear, embraced change and everything improved.

Yoga is a microcosm of life. And in life change is the only constant. Be willing to step back a little bit, in order to look at your classes and how you run your business. Don't be afraid to change, get support if needed. Take time to create the right plan for you, be flexible, trust that you can do this, and you may find that maintaining and growing your yoga business is easier than we think.

Caroline Shola Arewa, known as the Energy Doctor, is a leading figure in the worlds of Spirituality and Wellness. She's delivered her award-winning Energy work internationally for over 30 years. Shola is a psychologist and the author of five books, including bestsellers Opening to Spirit and Energy 4 Life. Shola is the founder of Enlightened Entrepreneurs; she trains and mentors Yoga Teachers, Wellness Coaches and Heart centred Entrepreneurs worldwide. Working with shola leaves you feeling Energised and Empowered.

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