

How to Make More Money as a Yoga Teacher

(without adding classes to your schedule)

P A N D E M I C E D I T I O N



by

Laura Erdman-Luntz

...: YOGIPRENEUR WITH
30 YEARS EXPERIENCE ...:

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by Laura Erdman-Luntz, MA, E-RYT(500)

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Prologue

I originally wrote this book about 10 years ago. I have added, edited, and revised it numerous times over the years.

As I write this right now, we are in the middle of a global pandemic that has left much of the world's population home-bound.

Yoga Studios, fitness centers, corporation, all the locations where we teach our classes are closed or open with limited capacity. I don't think there has ever been a more important time for Yoga Teachers to expand their horizons and find new ways to make more money.

While many of the ideas in the original ebook may not be applicable right now because they refer to in-person activities or travel, I left them in this version so you can plan for your future. I added a

checklist for you at the end of the book to help you narrow down the ideas for what would work right now.

That said, I definitely recommend skipping to the BEST way to make more money now and start there. It is the reason that, right now, I am able to meet our household expenses even though almost all of my classes are cancelled (except the few that went online).

Before the pandemic, I had THIRTEEN revenue sources. Only 2 were effected by the virus. BUT it is the BEST idea I share that is paying my bills right now and allows me to relax.

Yes, it took me time and work to build it up. BUT you are going to work at *anything* you do right now so you might as well work at something that builds a foundation for you.

The work you do now will only continue to serve you when we move beyond this pandemic. Be smart and be strategic.

And let me know if I can support you. You can do this. Believe me.

peace & miracles.

Muselaura



The Point of this E-Book...

I wrote this e-book is to help Yoga Professionals make more money without increasing the number of classes they are teaching. I have been a full time Yoga Professional for over thirty years. At the very beginning of my career I had a fabulous example set in front of me. One of my colleagues, also a full-time Yoga Professional, taught 25-30 classes per week to meet her expenses. While she was deliriously happy, enjoying her full teaching load, I knew I never wanted to teach that many classes. I also knew I wanted to be a full-time yoga professional. So I started doing some math, figuring out what I wanted to earn, what I was willing to teach within my energy capacity and what I could earn with those classes. Then I had to figure out how to make up the difference.

The income I have derived from actually teaching yoga classes has never been more than half of my actual income. As of this writing, it is currently one-fifth of my income and my goal for the next year, is to make it one-tenth or less by increasing my other revenue streams.

You can make a very good living as a Yoga Teacher without exhausting yourself as long as you follow the guidelines I am going to discuss in this e-book. If you want to earn more money without adding classes, you need to maximize what you are already earning and find other revenue streams to make up the difference.

Revenue streams refer to the way money comes to you. Teaching classes is one revenue stream. Perhaps you teach private sessions, another revenue stream. You may teach workshops, another revenue stream.

These types of revenue streams are called “Active Revenue Streams” and it refers to you exchanging money for your time, you are actively doing something for every dollar you earn. While earning money this way is very fulfilling, it is the dumbest business model out there, and I think the current pandemic has made that abundantly clear. But there are other reasons why this model is not a smart one.

There are only so many hours in a day and only so much you can charge per class so you will quickly hit an income ceiling (and you might be there already). Moreover, if you get sick, you don't make money. If you want to take a vacation, you don't make money. AND you may have to pay a sub to teach your class for you.

Because of these limitations, and because you don't get paid if you don't work, exchanging your time for money is actually the worst business model and definitely not the best way to significantly boost your income.

The best revenue streams are passive and residual ones. Passive and Residual Revenue Streams refer to money you make from something you created once that then continues to make money long after you are done with the work. (Like this e-book. I spent time writing it, then it will be done and I will have it out there making money for years to come.)

This e-book will share with you many ideas for maximizing your active revenue streams (so you make more money while you are teaching), increasing passive revenue streams (so you can make money while you aren't working), and choosing residual income sources wisely (so you can have supportive money long after you stop working). In fact, there is a *good* way to make more money, a *better* way, and a *best* way. (If you are feeling impatient, feel free to zoom to page 35 to learn about the best one first!)



Your Magic Number

Let's begin by discovering how much you need to make. Take a few moments to make some calculations:

What income do you want to make? Not what do you feel you are capable of making doing what you do. What do you *really* want to make? \$ _____

By when? (Yep, give me a date.) _____

How much do you want to make teaching classes? In other words, what is your ideal load. I love having about 5-6 classes every week. I LOVE to teach and I need to have that face time with students to keep me filled up. If I have fewer classes, I miss it. If I have more, I get lost in my schedule. So, how many classes do you want to have and how much would you make with those classes?

Class Number: _____

Income: _____

What is the difference between what you want to make and the amount you will (or already do) make from your class load?

Write that number here:

I call it the “Magic Number” because it is the amount that represents freedom to you. It doesn’t matter if that number is just enough to meet your needs or will give you the lifestyle of the rich and famous. It is your number and that is all that matters!

So now you know what you are working with. If you need to increase your class load to reach your ideal load, begin finding classes. And, as you read, you will know what additional income you need to make to reach your magic number.

Let’s get going with some ideas!



First Things First: Get over angst about money

While this topic is a bit out of the scope of this e-book, I just had to stick it in here to get you thinking.

If you have any issues around making money for yoga or anything else you do, it is time to get over it. Those of us attracted to teaching yoga often feel awkward about money, especially if we are teaching more of a spiritually-based yoga. Not only do we love what we do, but we are helping people. That combination is often a recipe for discomfort around money - how can we get paid for service we love that helps people so profoundly?

I felt funny charging for life coaching when I first began since it was something I often did for friends and family members. It was easier once I invested in my coaching education but it still felt strange. While I easily charge money nowadays, I know I am still charging less

than other coaches of my level of experience. (Yep, I am a work in progress!)

But if you are going to live your passion and share your gift with the world, you need to make money doing it AND people want to give you money for it because you are giving them something.

Take a moment to reflect on how you feel around money. How do you feel about making it? Asking people for money? Receiving it? Asking for more? Answer this question for yourself:

I think money is....



Your dream...

I am not here to have you “dream what you’d love to have, create a vision board and stare at it every day until it magically appears”. I totally believe you need to start there (and we will), but then we need a plan. YOU need a plan that you can implement to get there.

While there is always a dose of magic in the world and you will be touched by it when you are clear on where you are going, there is also a good bit of elbow grease that goes into getting what you want.

But, here’s the thing, you are going to work hard doing whatever you are doing. Doesn’t it make sense to work hard getting yourself to where you really want to go?

Then, believe me, the work doesn’t seem as hard, too. Working from excitement and inspiration is a powerful place to be.

But first...you have to figure out where you want to go.

The dream...

What do you WANT, and I mean *really* want for your life? Yes, your yoga career is part of it, but think even broader. If you had no limitations (because you really don't), what life do you want to live?

I encourage you to take this step seriously. Really take the time to let yourself relax and dream. You may already be clear on what you want or you may have never considered it. But if you don't start here, you won't know where to go.

I find there are two general kinds of people in the world, and we all land on the spectrum somewhere between these two:

Dreamers: LOVE to dream! You are clear on what you want to have in life and it is pie in the sky dreaming. BUT nothing ever comes to fruition. You are all dream and no do.

Practicals: LOVE to plan! You can put a plan together with a step-by-step process to create something in your life. BUT you can't imagine much more than 2-3% beyond what you already have. You can't truly dream and imagine magic happening in your life.

If you are a dreamer, this exercise is super easy for you — making it happen will be more difficult.

If you are a practical, this exercise will be tough. You may need to employ the services of a dreamer friend who can help you stretch your imagination.

I recommend taking a period of time, an afternoon or evening, to set aside to help yourself relax and connect to the quiet voice inside. Dig deep and answer these questions to start. Then let yourself go and journal all about the life you know would serve you best:

Where do you live in the world?

What is your home like? Small? Huge? Single family? Condo?

How is it decorated? White? Bright colors? Neutrals?

Who lives there with you? Loved ones? Pets? Do you prefer to live alone? Are you married?

What car do you drive?

How do you spend your days? What are your mornings like?
Afternoons? Evenings?

What is your social life like?

With whom do you study yoga? Do you take retreats? Sabbaticals

Do you have a daily practice? What does your practice space look like?

How are you earning a living in your yoga career? (Make sure it is something you love...Practicals, y'all need a warning here. :-) Even if you can't imagine - right now - how you could make a living with yoga, begin to explore the possibility.) Here are some ideas to consider (beyond teaching weekly classes which you may or may not do in this scenario):

- Leading retreats
- Author: books, ebooks, blogs
- Online classes
- Workshops
- Social media maven (yes, you can make money doing it!)
- Speaker
- Products you could create?
- Yoga Teacher Training

How much do you make each year doing what you love?

Open your checkbook. What is the balance?

What charities/people are you able to help with your time and money?

So, imagine being in this life. Close your eyes and see yourself in this life right now.

- How does it feel?
- Does it feel good enough to take the next step? To actually do something to bring this life into your reality?
- How soon do you want to be living this life? (Yes, put a very specific date to it.) _____

Ready to take the next step? I want to take it with you!



Good Idea: Active Income Ideas

Let's begin by thinking of ways to expand your active income base. Again, active income refers to money you receive for your time. Here are some ideas you can use to help you increase the amount of money you do make for your time.

Classes: Do you have a specialty niche yet? Specializing can help you find classes to teach faster and receive a higher income per class as well.

Here are some ideas for you:

- prenatal/postnatal yoga
- baby yoga
- kids' yoga
- seniors
- MS
- breast cancer survivors
- low back pain

- stress management
- restorative

Find what you enjoy and a population that needs serving in your community. Do some research and ask studios what is working and what isn't. Also ask about what classes for which they receive the most requests. I live in a community that has tons of kids and affluent families but, for whatever reason, kids yoga never seems to make it. It seems like a great idea, but not in my community.

Once you find what you will enjoy, begin doing research. Learn all about your population. Do you need special certification? (Kids' yoga and Prenatal/postnatal have special certifications under the Yoga Alliance [<http://www.YogaAlliance.org>] umbrella). Other areas such as cancer survivors, MS, low back pain, you only need to educate yourself by reading up on the topic. You could also interview physical therapists and chiropractors to learn what you need to know to be considered a specialist (and then they will begin to refer people to you!)

Ideas for my specialty:

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Workshops: Turn your specialty into a workshop. Teaching workshops is a great way to boost your monthly income. With a workshop, you will usually get a 60/40 split with the studio (you get 60% and studio gets 40%) after expenses.

[Note: When doing workshops, be sure to specify in writing ahead of time what the split will be and what expenses are included. I once negotiated a deal (or thought I had) 6 months ahead of a teaching weekend. If I am covering my travel costs, my split is 70%. For some reason, the studio didn't remember that negotiation (and it wasn't in writing) and insisted on their usual 50-50 split after their expenses and not mine. I drove 3 hours to teach at that studio! It was a very expensive mistake and one I will not make in the future, nor have I ever taught at that studio again either.

Also be sure you have negotiated a minimum fee. Another expensive lesson for me. Again, I thought I had but it wasn't in writing. The last minute cancellation I made because I wouldn't make up my travel expenses burned a bridge with a lovely studio.]

To increase the marketability for your workshop, create a variety of formats:

- a quick, 45-min session for corporations, a lunchtime workshop, or an introduction,
- a two-hour session,
- and a longer half- or full-day when you begin to get a really interested following,
- create a workshop for Yoga Teachers that teaches them enough to understand how to help one of your specialty students who comes to one of their classes.

Offer the workshop at studios, community centers, churches, senior centers, mom's groups, hospitals, wherever there are people who fit your population. You can even do these workshops for free if you have a regular, weekly class you'd like to fill. (In other words, do a free, lunchtime class at a corporation and bring First Class Free cards to the class.)

Ideas for workshops and/or places to teach them:

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Teaching online: Have you thought of teaching online? (Side Note: So funny - that is how I phrased it in my original ebook. Left it for humor now.) I have taught at two online studios [that both folded eventually] and now have my studio through a simple Zoom account [<https://www.zoom.com>]. I use to charge everything through Patreon, which is helpful if you want to do a straight monthly fee for all of your classes. Now I charge by class and track it myself. Patreon is a great set up that allows you to do several tiers to charge. With a nominal investment of a good web camera [or just use your phone], I was able to get teaching in a few days. If you already have a following, this is a great way to extend your services. You can also add a camera to one of your current studio classes to teach online at the same time you are teaching live.

Does teaching online interest you? Yes / No

Retreats: Retreats are a great way to increase your revenue. You can make \$5,000-\$10,000 for a week of teaching. It does take time to create a marketing campaign, get a following of students, and learn how to organize a retreat. Once you get going, though, it is a fun way to travel and make money.

I lead two kinds of retreats: true retreats and yoga vacations. True retreats are for taking the time to go inward. Participants are there for the yoga and “inner time” and the fact that we are in a beautiful locale is just a bonus. For vacations, we are there for the location, to be tourists, and the fact that there is yoga is just a bonus.

1. **Retreats:** For retreats, I always go to a center that is set up for yoga and retreats. Food and other activities (eco-tours and massages, etc.) are taken care of by the facility. All the students meet there and we stay for the week. I highly recommend this ease for retreats because *you will work hard*. People think retreats are a fabulous vacation. You are not on vacation, you are working 24/7. It is intense (and incredibly rewarding) leading retreats. I primarily use two retreat spots, both are set up to take care of you from airport pickups to drop-offs and everything in between:

- a. Costa Rica: Samasati (<http://www.samasati.com>) I love Samasati. It is nothing less than truly magical. It is also a bit out of the way so it is perfect for retreats. It is removed from distractions.
 - b. Mexico: Haramara (<http://www.haramararetreat.com>) Yet another magical space, right on the edge of the Pacific Ocean. Ahhh....
2. Vacations: Again, a vacation differs from a retreat by being about the location, not the yoga. I led my first vacation to Italy in the Fall of 2012. We were there for Italy and yoga in the lemon grove on Capri was just a bonus! For vacations, there is far more planning involved. There are hotels and transportation to book, food to plan, and outside activities to organize. That is not my strong suit so I use a fabulous yoga trip planning service called Pravassa (<http://www.Pravassa.com>). They take care of all the planning and negotiation and even the deposits. All you have to do is fill the vacation with your students and show up at the airport. Brilliant!

Would you prefer leading retreats or vacations? _____

Where would you like to go?

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Write Articles: Write articles for magazines. Some magazines still pay authors! It is a great way to expand your student base and get money for it. First, figure out what you want to be known for. Is it teaching teachers? Teaching yoga for breast cancer survivors? Your amazing backbend workshop? Find an audience for your niche to decide where to submit your ideas. It might not be where you think.

My book, *Awaken to Joy*, is based on my year of studying *Ahimsa* (the first of the *yamas*, compassion). Of course, I went straight to my yoga community with it. But my real audience for the book are people who are looking for tools to find more peace in their lives. My yoga community already has those tools. Writing articles for *Redbook* and *Better Homes and Gardens* is a more appropriate audience for articles on my book.

Guest Blogging: You can also write for other blogs. While these gigs don't pay, they can vastly expand your audience. I wrote a weekly business tips column for *Teachasana.com* for some time. I marketed this e-book in the byline and sold a copy almost every week. *Elephant Journal* is also a great site to write for because they accept almost anything! :-)

Do you have any article ideas?

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Where might you submit these ideas?

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Teacher Training: Teacher training can be very lucrative. Of course, the set up is an enormous amount of work, but once you are past the initial set up, it is much easier and can be very fun and stimulating work. In fact, it was one of my very favorite things to do! [Note: Realized there can be regulations at the state level that you need to be aware of. I retired from teacher training because the license I needed in MN became too cumbersome to do, even though I loved teacher training.]

Are you interested in Teacher Training? Yes / No



Better Idea: Passive Income Ideas

So now let's turn to passive income ideas. Again, passive income refers to income you receive and continue to receive after you have done the work once.

Podcasts: While nowadays podcasts are usually a free download via iTunes, I am still keeping it in here. If you have a fabulous product, people will pay money to get it. Create yoga sessions, meditations, *Savasanas*, workshops, whatever you enjoy. Also have free podcasts available for people to sample your work. Charge for the longer classes.

I purchased a fabulous microphone (Plantronics brand has always been a brand I like. I now have a Blue Yeti that is amazing!) and use a freeware called Audacity (<http://audacity.sourceforge.net/>). GarageBand is fabulous as well and is standard software on Apple computers.

I use anchor.fm, for now and LOVE it. It's a full service podcast server - that has a free level that will probably be all you need initially. You record right onto the platform and can produce segments that you can reuse. It's brilliant. AND they will get you posted in all the online listening hubs (Apple, Spotify, etc.)

Other Podcasting Platforms:

- Spreaker.com
- Podbean.com
- Buzzsprout.com

Ideas for Podcasts:

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Equipment I need:

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Questions I need answered to get started:

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Record Videos: Another simple idea is to teach classes via Zoom and record them. It can simply be a class you teach via your online studio and then you can sell the classes. (You can also upload them to YouTube for free viewing.) If you are going to sell them, I recommend Vimeo. Vimeo's baseline service is free, but if you are going to monetize, the fee is around \$90 a year to start..

Does selling videos interest me? Yes / No

More support:

- **WooCommerce:** Is one of my favorite plug-ins for my website ever. I use it on my Wordpress blog for my market place. I can sell my ebooks through it. The only limitation is the size of the file I am selling. When I sell longer e-courses or recordings, the files are too big for WooCommerce to handle and I have to use E-Junkie or Sellfy.com.
- **E-Junkie** (<http://www.e-junkie.com>): I have also used E-Junkie for my online marketplace to sell digital products. I stored my downloads through Amazon. E-Junkie gives the purchaser a hidden URL that connects the purchaser to the URL that I have for the podcast but it keeps my URL hidden. The E-Junkie URL will expire after three tries or five days (you can set the numbers), while protecting my URL so the purchaser will not be able to download it again and again. (Confused? Don't worry! E-Junkie has a GREAT and easy to follow training system.)

- **Sellfy.com** (<http://www.sellfy.com>): A fabulous website that makes selling individual products a total snap. They walk you through each step with ease.
- **Ihanuman** (<http://www.lhanuman.com>) will sell your podcasts if you are unable to do it through your website. (You need to apply to be part of their program.)
- **Audible Yoga** (<http://www.audibleyoga.com>) will also sell podcasts. I have an account on this site and periodically get a lovely check downloaded into my paypal account. Thank you!
- **Blog Talk Radio:** Here is a fabulous, and fun (if you enjoy this sort of thing) way to get your ideas out into the world and create some fabulous podcast traffic. BlogTalk Radio (<http://www.blogtalkradio.com/>) is a free resource that you can use to host regular radio shows. The site is so easy to use and it is so much fun to create radio shows. My show was “Ignite Your Life with MuseLaura”. Each show is then turned into a free, downloadable podcast that you can have Blog Talk add to iTunes to expand your listener base. So, while these will be free, you can use them to increase your following of people who might pay for your podcasts.

Write Books: Before you totally write off the idea as too much work, add it to your possibility list. Writing a book is not as hard as it once

was. Okay, the actual writing of the book is the exact amount of work it has always been. What I mean is getting it published has never been easier. So many books go directly to e-books nowadays. (Ahem...like this one!) Or you can self-publish. I have already decided to make my next book an e-book. I think I will be giving it away for free as well. Plus, spending time immersed in a topic you love can be very rewarding.

Ideas for books:

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More Support:

- **Amazon:** You upload your pdf and you are basically done. Easy. Peasy.
- **Lulu.com:** Through this website, you can sell e-books or print books that drop ship. (In other words, people order from this site and it is printed and delivered directly to them. You do not need to carry stock nor handle shipping. Very handy!) Plus, they have a service that uploads the finished product to Amazon for you. I have a couple of books out there. You can view one of them here: <http://www.lulu.com/shop/laura-erdman-luntz-ma-e-ryt500-and-jill-barber-ryt/yoga-essentials-musélan-s-guide-to-yoga-poses/paperback/product-20371954.html>.

- **Kindle:** Seriously, this couldn't be easier. Basically, you upload the book. Done. (<http://www.amazon.com/gp/feature.html?docId=1000234621>)

ENews Campaigns: ENews Campaigns are a series of eNewsletters on a topic. While I do feel the day of the eNewsletter is coming to an end — we all get too much email as it is — there is always room for a really good one. Perhaps you want to help people get started on meditation or a home practice. Maybe you want to inspire them to make changes in their life. Or a series on the *Sutras* or *Yama* and *Niyamas*. Each email will share more information with your student. You can write a series of emails and even specify how far apart the delivery is spaced (so every two days or once a week) and when someone purchases the series or signs up (if it is free), the first email is automatically triggered.

Can you think of a way to support people or teach people via regular emails? I used to have an online program that followed the chapters in my book. People could purchase the program and receive four weeks of supportive emails for each of the chapters.

To create an ENews Campaign, you need a company that can support Auto Responders. Auto Responders are emails that are created ahead of time and are delivered in the same order at a pre-

designated space of time when someone initiates the responder. Most paid services support auto responders now.

I have used many email services over the years: MailChimp, ConstantContact, Aweber and now I am using ConvertKit and I LOVE it. It is the most versatile service I have ever found. [If you want to sign up, here is my affiliate link. I would appreciate you using it: <https://app.convertkit.com/referrals/l/e2402a6e-9e51-484f-a7c0-ff291e3e5eef>].

Now, that said, it's a paid service. If you want to start free, I recommend MailChimp.

Ideas for eNews Campaigns:

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Products: Are there products you can think of that might be useful in the world? You can easily create all sorts of products at CafePress (<http://www.CafePress.com>) and Zazzle (<http://www.Zazzle.com>). You can set up your own online store and create t-shirts, bags, even iphone cases with your logo and a clever saying or whatever you want. You don't even have to handle the products. People order

through CafePress and CafePress sends the order directly to your buyer. Can't get much more passive than that!

What about other items that might be useful? Eyebags, bookmarks, booklets, anything that yoga people might enjoy. You can sell them at studios, coops, directly to your students. While this idea isn't fully passive it is a lot less work once you get past the startup.

Product ideas:

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Affiliates: Affiliate programs give you a percentage of income received from your recommendation. In other words, if you recommend something on your website and one of your readers clicks through your site to purchase the product, you will receive a percentage. The easiest affiliate program I know of is Amazon (<https://affiliate-program.amazon.com/>). Whenever I recommend a book or other product you can get on Amazon (so basically anything), I use my affiliate link. Anytime anyone purchases from my store, I get a percentage. Admittedly it is small, but it adds up! I get enough to buy a book every 2-3 months.

I sign up for every affiliate program of anything I believe in. I am always telling people about what I use and whether I like it — might as well get paid for it!



Best Idea: Residual Income Ideas

Now let's turn to my favorite source of income and I hope it quickly becomes yours: Residual Income. This income can be stable, regular, and what you fall back on in times of injury, illness, retirement, AND to take a much needed break from life on a sabbatical (something I am planning for two years from now!)

After almost 30 years of being a professional Yoga Teacher, and doing a little bit of about EVERYTHING (owned studios, both brick & mortar and online; led teacher trainings; led retreats around the world; published 3 print books and innumerable ebooks; wrote and taught more than 75 workshops; keynote speaker; Yoga Festival circuit. You see where I am going!), the only thing I regret is not learning about residual income sooner.

I am enthralled with residual income. It is the perfect income source for this profession. Really.

How's that for an introduction??

While many people use Passive Income and Residual Income interchangeably, I do not. I use these terms to differentiate two different ways to create “passive” income.

- **Passive Income:** Income derived from products created. Once the product is created, you continue to receive royalty income from the sale of the income.
- **Residual Income:** Residual income is derived from customers or distributors you have introduced to the product who continue to create sales even if you are not working.

Passive income sources, which I think are fabulous income sources, are *not* truly passive. You may need to edit and update them, you’ll need to fix the website and other marketing and advertising material and you need to continue to market them in order to keep sales up. Plus, gleaning enough sales for it to be money you can fall back on usually only happens to the very elite Yoga Rockstars out there.

While I think this type of income is a good thing and I encourage you to pursue it if you are interested in creating products, know that they aren’t truly passive, “relax-on-a-beach-and-deposit-your-check-once-a-week” type of income.

Residual income can truly become “passive”, once you get the momentum going and it is what I want to focus on in this section.

Network Marketing (NM) or Multi-Level Marketing (MLM) builds residual income. Think of network marketing as grassroots marketing. The company puts all of their marketing budget into paying word of mouth people, paying people who tell people about what they do. You will never see adds for NM companies in magazines or billboards.

NM companies have many benefits. You finally get paid, and continually paid, for recommending a product, which you do anyway. I recommend so many things! My favorite massage therapist, chiropractor, movie, restaurant, book and I don't see a penny. I get affiliate payments from 3 different products I share, but I only get paid once. With my NM company, I keep getting paid for introducing someone to a product I love and would recommend regardless of whether I received a check.

Another benefit is you also receive a thank you check when the people you introduced to the product refer someone. Multi-level refers to earning that income from people on your team that you bring on board. The more you can help the people on your team succeed, the more you will succeed. In fact, in a good compensation plan, you shouldn't be able to succeed unless the

people on your team are succeeding. It is a truly cooperative (and feminine) marketing plan. Think of it this way: If you work on my team, I *want* you to do well. The better you do, the better I do. I will do everything I can to help you succeed.

Personally, that is one of the reasons I am so excited about working with my NM company — feeling a bit “over” the competition thing. Competition is exhausting and it has worn me out. I so prefer to work with people and genuinely want to support people as they go forward.

(PLEASE NOTE: People often confuse MLM and NM with the “Pyramid Scheme” which was a scam from the 80s. The Pyramid Scheme was based on something for nothing. There was no product involved and was a genuine scam and illegal. Network marketing is not a Pyramid Scheme and it is perfectly legal.)

There are literally hundreds of NM companies out there and choosing one for you might feel a bit tricky.

I spent a long time researching a product I loved and a company I could get behind. I needed to find one that checked all the boxes in my long list of requirements.

I found one that is the perfect match for Yoga Professionals. In fact, it is very likely you are *already* sharing some of the products with your students, friends and family members — but not getting paid for it... yet!

I first chose essential oils and non-toxic, essential oil-infused products because it felt right along with what I was already doing — teaching yoga. People in my life enjoy essential oils and are looking for natural and safe ways to support their wellness. I then chose Young Living because I have known they were the gold standard for essential oils for the past 20+ years and I truly believe they are the very best, purest oils on the market.

Young Living also has 300+ oil-infused products, including household cleaners, personal care products, supplements, cosmetics and more that are the cleanest I have ever seen. I love that I am helping people create toxic free homes, one product at a time AND there is such a diverse product selection, I am not limiting my audience. There really is something for everyone.

To get you started thinking about what you want in a company, here are a few questions to ask yourself. (I answered them for myself and Young Living to help you see how great YL is.):

- If you were not involved in the business opportunity, would you buy this product or service anyway? You need to feel passionate about the product and use it yourself. To be in integrity sharing a product, it needs to be one you would share whether or not you received a check.
 - Me, absolutely. These products have changed my life and my family's life, including saving my son's life. Literally. Ask me about it over a cup of tea someday. Also, over 90% of all Young Living members are part of YL just for the product. They aren't sharing or taking advantage of the thank you checks at all. That means people will buy this product, even if they aren't involved in the business opportunity.
- Would you buy that product or service at that price? Or is the price significantly higher than the perceived value? People must want to use your product and be willing to pay the retail price for it.
 - Again, yes. That is why YL is a billion dollar company — and only 10% of the members take advantage of the business.
- Are the products unique and exclusive?: Ideally you want products that were only available from your company, so customers can only get them from you.
 - Yes, essential oils are available in your local stores — even Target carries their own brand now. But you get what you pay for and quality makes a huge difference. YL is the pioneer and the gold standard. They are the only company to own their own fields

where crops are grown to ensure the quality of the oil from seed to seal.

- Are the products consumable? Works better than non-consumables like jewelry, bags, kitchen supplies because people need to buy more often.
 - While the essential oils themselves will last a long time and don't need to be replaced frequently, YL has amazing non-toxic, oil-infused products that are truly potent: laundry soap, dish soap, household cleaner, personal care products, supplements, all products people buy elsewhere anyway.
- What is the initial investment: time and/or money? Some companies have a huge initial investment of either time or money that might not be possible for you.
 - The entry is a mere \$30 for a business training kit AND, I also recommend you invest in some products and begin trying them for yourself, but it's not required.
- How long does it take to make a profit? Are there fast start bonuses to help you make more initially?
 - YL has amazing Fast Start bonuses that make earning money right away possible. (I made a profit the first month.)
- What is the integrity of the company? Do you believe in it? (And be careful with what you read on the internet. In this line of work, if someone didn't fare well in the business - through no fault of the

company - they can be quite vindictive. Instead, ask people you know and trust.)

- The more I work with the company, the more enthralled I get. I am constantly amazed at the level of integrity.
- How long has it been business -- will it be around for your retirement?
 - Over 20 years. Yep, it'll be around!

Once you have chosen your company and product, you want to pick your team. Be particular! You do not need to go with the first person who introduced you to the product. You want a team that is active, supportive, is growing fast, has training material already developed, and is fun! You are signing on with a business partner and they can make or break your success. Remember, you will be spending a lot of time with them — training, conventions, and fabulous trips with your company!

My team is uniquely equipped to support yoga professionals with a training designed to teach you how to share these products and oils with your students as well as family and friends.

We have groups and mentoring just for you.

If you want more questions to ask when seeking out your own network marketing company, you can download them here: <https://lauraerdmanluntz.com/bpwebinar/>.



Summary

I so hope you are now thinking, “Oh, yeah, I got this!!” But if you aren’t, know you totally can do this. I mean it. You’ve got it! It takes planning and work, to be sure. But you are going to work doing whatever you do. Isn’t it worth it to put work into living a life that you only thought was in your dreams?

Print the next page and begin filling it out with your ideas. What makes the most sense for you? For your family?

Remember the vision you had for your life at the very beginning of this process. Also remember the soupcon of magic you get to add. Think in terms of possibilities, not probabilities.



My Action Sheet

Write down one sentence that represents the vision you have for your life.

Remember your Magic Number? Write it again here to inspire you...

Review your notes in the e-book. What ideas were most intriguing to you? Write them out here:

-
-
-
-

Out of all of these, what are the three you will make a priority?

- 1.
- 2.
- 3.

Choose 1 to work on in the next 24-hours: _____

What will you do? _____

Now, GO!

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Checklist

GOOD + BETTER + BEST Ways for Yoga Teachers To Make More Money

Here is a quick checklist of ideas for bringing in some cash during this crazy time. .

Good:

- **Find a niche:** Specialize and you can usually claim a higher income and can make you more desirable for hiring.
 - **Workshops/Trainings:** You can turn your special niche into a workshop or a training for Yoga Teachers and earn even more.
- **Teach online:** Grab a Zoom account and GO!
- **Retreats:** As the world opens up to travel again, retreats can be a great way to earn more and get some free travel in.
- **Write Articles:** Some publications still pay for articles. While it usually isn't much, it's a two-fer for you because it also gets your name out into the world.
- **Teacher Training:** Teacher Training can be very lucrative but it is a lot of work. A lot. And you do need to be well-trained and experienced yourself.

Better:

- **Write an Ebook:** You won't make much off of it, unless you have a viral idea (which you could!) BUT it will keep paying you after this time is over, creating another stream of income AND it can get your name out there!
- **Videos:** Have a video series you want to produce? Your phone is truly a good enough camera these days - go!
- **Podcast:** While most podcasts are free these days, you can use the platform to create recordings you sell.
- **Write a Book:** If you have the extra time! With ebooks as an option, it's easier to publish nowadays than ever!
- **Newsletter Campaign:** With a series of information people will pay for. What is your specialty?
- **Products:** Do you have a product you want to create to sell? There are drop ship companies you can use to make it super easy. (I have suggestions in the ebook.)
- **Affiliates:** Get a small percentage of purchases made via your suggestions. Depending on how big your following is, this can be quite lucrative. Start easy with Amazon. I earn enough for book purchases each month.

Best:

- **Find a network Marketing company:** Seriously, don't mess around. The best idea, times a million. Take it from someone who KNOWS! Residual income will pay you long after you have done the work, (It's my retirement plan), support you when you need time off, when you are sick. Just be sure to find a company you can respect with a generous compensation plan, a product you believe in AND a team who will be a business partner for you. (Not necessarily your best friend or sister.)

The network marketing company I joined is Young Living Essential Oils.

I chose it for a number of reasons:

1. It has a great compensation plan.
2. The product fits in well with my population: I can actually incorporate oils into my classes *and* the natural living products are a natural fit for people who practice Yoga.
3. I believe in the integrity of the products.

**You can learn more about the company and more reasons for choosing it
by checking out the information here:**

SimplySerendipityCentral.com/Webinar

Want more info?

**Power of Network Marketing (Start here if you are hesitant around NM. It
should answer your questions.):** LauraErdmanLuntz.com/MakeMoreMoney

For YTs: Young Living for Yoga Teachers: Teaching with Oils + Business:
<https://www.SimplySerendipityCircle.com/Yoga>

Want to join my Young Living community?

(Contact me directly if you have questions! I will personally help you!)

Follow me online:

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Email: LauraErdmanLuntz@gmail.com

Yoga + Essential Oils:

Yoga + Essential Oils FB Group: <https://www.facebook.com/groups/YogaEOGroup>

Instagram: https://www.instagram.com/yoga_essentialoils

Life Coaching Inspirations:

Podcast: Inspirational Life Coaching with MuseLaura: <https://anchor.fm/muselaura>

Ignite Your Life with MuseLaura FB Group:

<https://www.facebook.com/groups/muselaura>

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About Author Laura Erdman-Luntz, MA, E-RYT(500)



Experienced Yoga Educator, inspiring Life Coach, Author and Business Entrepreneur, Laura Erdman-Luntz, has 30 years experience in the fitness and wellness industries. She uniquely blends her Life Coaching knowledge and vast experience with Yoga to create programs, classes and workshops that truly do bring mind and body together for positive change, inspiring people to live their most authentic life. She incorporates New Thought ideas into classes and programs on positive living, manifesting and changing subconscious beliefs. She has published three books, including *Awaken to Joy* and, *Essential Yoga: Musélan's Guide to Yoga Poses*. Learn more about Laura at www.LauraErdmanLuntz.com.