



VISIONING YOUR YOGA BUSINESS

WITH LAURA ERDMAN-LUNTZ, MA, E-RYT(500)



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Please share.

**I want to get this ebook in front of as many people as possible.
Let's help Yoga Teachers around the world envision even *more*
for themselves!**

If you have any questions, please contact me:

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YogaTeacherBusiness@gmail.com

Follow me online (I am everywhere! :-)

Check out our Yogipreneur FB page for more support:

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

Want to become one of my business partners?

<http://www.LauraErdmanLuntz.com/MakeMoreMoney>

**Want to learn more about combining essential oils with your yoga
practice?**

[instagram.com/yoga_essentialoils](https://www.instagram.com/yoga_essentialoils)

It's time to get real

I did not create this freebie for you to add it to the free downloads you have amassed.

Don't get comfortable.

This printable is just that — meant to be printed. **Print it, get a pen, and let's get to work.**

I wrote this and am making an effort to get it into as many hands as I can because **I believe the world will be a better place when Yoga Teachers have more business savvy and make more money.**

I believe you can make enough money to be a full-time Yoga Professional (or at least make more than than you are now). I have done it for 25 years. But, let me be clear, I haven't supported a family of four by teaching classes. I have been creative and found many income streams as a Yoga Professional. You can, too.

An amazing life is there for you, but you need to take the steps to get there.

I'm here to hold your hand and get 'er done so let's get to work.

Your dream...

I am not hear 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 possibly 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!

I offer practical ideas and resources in my latest ebook:

HOW TO MAKE MORE MONEY AS A YOGA TEACHER
(without adding classes to your schedule)

Shameless plug time...I have an ebook out on Amazon that you can get to help you figure out what your next step is. (But this isn't too shameless, I make less than \$1 for each one. It's about getting this info into the hands of good people!)

Here is an outline of what you will receive from that ebook.

I love to teach. I know you do, too. I also know:

**Teaching Yoga is the worst business model because you are exchanging
time for money.**

- If you get sick, you don't get paid.
- If you go on vacation, you don't get paid.
- If you go to your child's play, you don't get paid.
- If you want to take a sabbatical, you don't get paid.
- AND you may have to pay someone to teach for you.

BUT it is, of course, the most satisfying because we love to teach.

So what if we had other ways of making money so we didn't have to rely on our teaching. In case we get sick or want a vacation or a family member needs us. Let's explore some options for making more money.

There are *Good*, *Better* and *Best* ways to make more money. I will summarize each one here. Think about each one to see what you might want to explore.

- **Good:** A Good way to increase your income is to maximize what you can make teaching yoga by specializing in a niche. When you have a

specialty, you can request a premium pay. You can also take the topic and create lunch 'n learn workshops, longer workshops and maybe teacher trainings to make even more money. (BUT you are still exchanging time for money.)

- **Better:** A Better way to create income is to work on a passive income revenue stream via some sort of product. (Don't hesitate. You totally can do it!) Can you think of some sort of product that people want that will generate income after you make it? (In the ebook, I offer a bevy of ideas as well as resources.)
- **BEST:** The very BEST way to increase your income is to create residual income - a simply brilliant way to build a stable financial base for yourself. Wishing I had begun this one long ago, but grateful I am doing it now. This method is truly residual — once you have done the work, you make money even if you aren't working AND there is no ceiling to how much you can make. All you need to do is find a product or service that you love and would share with others regardless of whether you made money off of it. I researched many companies to find the one that fits yoga professionals. This company I found checked all the boxes in my long list of requirements. In fact, it is the perfect match. And, chances are, it is something you are already sharing so you might as well receive the thank you check from the company.

I want to keep helping you!

If you want to check out the *BEST* way to make more money and join me as a business partner, check it out here. (I share my check boxes with you.) Let me continue to support you as you take steps toward your dream life. <http://www.LauraErdmanLuntz.com/MakeMoreMoney>.

If you are looking for Good or Better solutions, you can get even MORE information, including specific ideas and links to resources from my ebook: ***How to Make More Money as a Yoga Teacher (without adding classes to your schedule)***.

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?

NEXT STEPS:

Because it is so much easier when it is spelled out!

Step One:

Looking for the BEST solution? I am always looking for business partners who want to lock arms with me and join me on my path. If you are intrigued, check out the page: LauraErdmanLuntz.com/MakeMoreMoney.

Looking for the GOOD or BETTER solutions? Check out my book on Amazon: [How to Make More Money Teaching Yoga \(without adding classes to your schedule\)](#). I share ideas on what has worked, what hasn't and a bevy of resources to help you take the next step.

Step Two: JOIN our group on Facebook or more support, check out our Facebook page: <https://www.facebook.com/groups/yogipreneurs/>.

Did you enjoy this e-book and want to spend more time with Laura?

My Gift to Yoga Teachers

Need more support?

Join me for a one-time, one-hour yoga business consult at half-off.

~~\$297~~

ONLY \$149

*Laura's knowledge, **experience and creativity are inspiring**. In my first session with her, she observed what I had done so far, listened to what I had to say about myself and my goals and **gave thoughtful, constructive feedback**. She helped me clarify my brand and what I am offering. Laura explained in detail tools I could use to grow my business, how they worked together and which were most important. **Laura presented all this information in a simple, clear, organized way that I could understand and get excited about using.***

Blake Curton
YGO Inc., yoga delivered

information about being a member of Laura's Young Living Team: <http://tinyurl.com/MuseLauraEO>

OR...join her for a Business Consult: Email her directly to schedule:
MuselanLaura@gmail.com.

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. Learn more about Laura at www.LauraErdmanLuntz.com.