



GOOD + BETTER + BEST

How to Make More Money as a Yoga Teacher

Here is a quick checklist of ideas for building your business. Begin by considering what you *need*. Do you need fast cash? Or do you have time to build your brand and build to a launch? Or is it time to build more of a financial footing underneath you? These ideas can do all three.

If you want more info on any of the ideas, including resources (and more on why I rate them as “Good, Better and Best”), go ahead and grab my ebook, which is FREE for a short period of time.

You can get it here: LauraErdmanLuntz.com/MakeMoreMoneyBook

Baseline: The “good, better, best” format is based on the understanding that teaching classes is the worst business model out there - if you don’t work, you don’t get paid (and sometimes have to pay for a sub for you!) AND there is a limit to the amount of hours you can work and how much you can charge per hour. The premise of “good/better/best” is looking at other ways you can add income streams to your teaching that are, well, good, better and best!

Good:

Good ways to make more money help you make MORE money per teaching hour.

- **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!

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It's time to experience more joy!

- **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:

Better ideas help you begin to build passive income - you create a product that keeps paying you after you have done the work. That said, and as someone with *many* passive income streams, it is never truly passive - you have to keep promoting and marketing it or the income slowly dissipates.

- **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! (You can upload it yourself to Amazon!)
- **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:

Building residual income is by far the best idea. Here's the thing, if you are going to spend time on anything, you might as well spend time on something that offers more long-term benefits. Residual income.

- **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.)

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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.SimpleSerendipityCircle.com/Yoga>

Want to join my Young Living community? TinyUrl.com/YLMuseLaura
(Contact me directly if you have questions! I will personally help you!)

Follow me online:

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

Life Coaching Inspirations:

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

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