



Module One: How to Get Started Like a Success – The Art of Heart-Centered Business Mastery

Mindset

Yoga is a \$6 billion business and yet many teachers don't have a business mindset or even know how to get hired or started.

The first step is to actually have an entrepreneurial mindset – that is a willingness to serve AND be successful. Entrepreneurs look at how they can add VALUE first and foremost.

Great entrepreneurs have a very different mindset than employees or perhaps we should say entitled employees. In fact to be successful, you can't think of this as a job at all, and you certainly can't leave it up to the studio owner or your "boss" to make this successful for you. Consider this your opportunity to share your gifts as you help others tap into their wellbeing, happiness and joy! What mindset would that require?

Successful Mindset	Entitled Mindset
I am honored to add value.	You owe me.
I look for opportunities to add value and to serve.	What are the opportunities you can give me?
I serve the greatest good and ensure this is win-win for all.	What can I get from this?
I am in charge of my own success.	You need to make this successful for me.
This is a blessing. I am blessed.	This is a J O B.
I seek out successful mentors and guides to help me grow.	You should do it for me. It's not on me.



Many Yoga teachers don't actually consider teaching Yoga a valuable service so they downgrade the WAY in which they offer themselves and the way they approach potential teaching opportunities. This has a lot to do with worthiness and probably some money blocks which we will talk about more, but it is good to be aware of.

It also has a lot to do with an "employee" style mindset.

Alternately, you don't want to think of yourself as a prima donna or a rock star. Teaching Yoga and being apart of a Yoga studio community is a huge blessing, and humility it always an essential ingredient. Again, the greatest good for all is a wonderful approach.

We may also have some real fears about putting ourselves out there so we keep it small, contained and disorganized which can come across as unprofessional, unmotivated and inappropriate.

Consider:

How do I feel about teaching Yoga?

Have I adopted any "employee" or "entitled" mindsets that I may want to heal? *(No shame, just examine them with love.)*

What fears do I have about teaching? How are they showing up?



How to Add Value

You might be saying I get all the mindset stuff but how do I add value?

The answer is actually pretty simple.

First, remember that a Yoga studio, fitness center or athletic club is a business. Most of the time in spiritual communities we have some tension around this, so let's just observe that. But if there is no exchange, there is no service. There's no Yoga.

Yoga is a service, heart-based business and if you are offering it as an exchange, which I think adds value to it, then we have to consider it from a business perspective. Today, the exchange is usually dollars versus living in my home and doing my laundry in exchange for my teachings as your guru. If there is no exchange then the business does NOT exist in short time. The exchange breaks down and that's not good for anyone especially students who need this service.

Studio owners want teachers who understand this. Plain and simple.

Secondly, this is a spiritual mission, and hopefully the studio or club you want to serve understand this and has a mission themselves.

A mission is sort of the reason for being, and it helps the Yoga studio stay clear on whom they serve and how they serve.



For example, At Balanced Life Yoga we have a mission to help people shine (it's pretty simple!) through the practice and teachings of Yoga and we deliver that through the classes, training and services we offer and how we BE with all our students and team members.

We don't have a mission to help people lose 20 pounds or meet their soul mate. These might happen as a by-product, but you can feel the difference in the mission. Our mission helps us stay clear, and magnetize teachers and students who want to be apart of this.

Any studio you wish to be apart of will have a mission whether it is said or unsaid.

Ways to Figure Out the Mission or What the Studio Values:

- Check the studio's website or in-studio posting for things that say *Mission, Vision, or Values*.
- Notice HOW they talk about what they do, and who they serve.
- Notice the images used in advertising, website and promotions.
- Notice who comes to the studio and who already teaches there.
- Notice what they already offer in terms of classes, but note that this does NOT mean they won't be open to your idea.

Once you understand that the studio or club is a business that wants to offer valuable service to its members AND that it does so with a particular mission or "flavor" then you can determine if that studio or club is the right place for you to share YOUR mission.

Again, this is also why it is important to actually be apart of the community. You want to know if their mission is actually exciting for you, and at the very least aligned with your values.

You can then connect with that studio or club in a shared mission and value based intention. Trust me, you will stand out if you demonstrate an understanding and appreciation of their mission, and want to add value to their community and enterprise.

Adding value then means CONTRIBUTING to the purpose and mission of the community you wish to be apart of as a Yoga teacher. In turn, you have an opportunity to share your gifts, inspire others and share your passion for Yoga. Oh, and yes, you can get paid to do that too 😊

Action Step → Right now, make a list of what you perceive are the missions or values of a studio you wish to teach at or even a teacher you admire.

Next Step → Listen to the heart's desire meditation and continue on page 6.

Your Heart's Longing

Now that you have completed the *Heart's Longing Meditation*, ask yourself what is really important to you, and what you long to share.

What is your heart's longing? Your soul's mission?

Where does that seem to fit? What studio, fitness center or athletic club would appreciate this and see it as valuable?

What types of students would LOVE to receive this?

Your Values

We have talked about how Yoga studios and fitness centers approach this, but let's also talk about what is important for you.

Where do you see yourself?

Is there a strong community vibe or more individualistic?

Does the studio or club demonstrate the values you hold?

Do you want support and guidance or do you want to do this more on your own?

There's no "right" answer, only what's right for you.

Powerful Exercise to Create a Heart-Centered Value Focused State of Mind

1. Uplevel your sense of your own value

Take out a fresh sheet of paper and make a list of everything that has contributed to the value of your work (even non-Yogic work). Be sure to include:

- Trainings and apprenticeships
- Schooling, degrees, etc.
- Life experiences
- Natural talents and skills
- Skills and talents that you have honed & developed over time
- Systems you've created
- Books you've written
- Positions you've held
- People you've helped and specific results they've achieved
- What students and other people in your life value about you
- What you value and cherish about yourself
- Anything you want to put down!

Once you have your list, allow yourself some quiet time to go into a meditative state. Then read them out loud, slowly and carefully, letting every word sink in.

Really allow yourself to receive your greatness and feel into an expanded state of mind!



2. Uplevel your SELF-Talk

For the next 3 days, pay close attention to the words and messages that you're telling yourself. Jot down your self talk as it comes up. Approach this as a journalist would, recording "just the facts" without judgment.

Then look at your list and notice how much of it is disempowering to you.

Notice, too, that underneath what we're telling ourselves most of the time are hidden beliefs about what is really possible. When the truth is, those beliefs are just a perception, a filter and just ONE of infinite possibilities that exist.

So in the place of each piece of self talk, ask yourself one of more of these questions:

- What other possibilities exist?
- What new belief could I take on that is more empowering?
- What if I could?

Also: as of right now, eliminate these two disempowering, inaccurate messages from your self talk:

- I can't do this.
- I have nothing to share/offer.

Share your aha's and insights in the Facebook group, and keep going. The world needs your passion and service! We are truly blessed