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Teachers & Alumni Newsletter

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Dedicated to enriching your life through the art, science and philosophy of yoga.

January 2019 Newsletter

Dear Yogi,

A Message from Val

How to Succeed as a Yoga Teacher, Part II

Yoga & Business— Why Yoga Studios (and Businesses) Fail

Tips I've acquired while coaching studio owners across Canada and from 40 years of running small businesses successfully.



Valery Petrich

Director
Yoga Studio College of Canada
(est. 1996)

1. Losing sight of the customer.

It's the same old adage. The customer is always right. If you always view your service and experience through the eyes of the customer, you can't go wrong. Sadly, this is not always done. How do they feel when they walk in the door? Eye contact? Remembering their name? Do you know their needs or are you guessing? Businesses survive on repeat customers and marginalized customers don't return. When their needs are met, they will return. Find out their needs and expectations and fill them.

2. Consistent experience.

Your customer does not want a "surprise bag" of classes. A consistent, well thought out, repetitive curriculum allowing for gradual progress is best. Sadly, too often teachers and studio owners do not impose a solid curriculum. See point #1.

3. Bad leases and signing personal guarantees.

Remember, your landlord needs you more than you need them so don't be intimidated. Start by asking for everything. Learn to read leases. Although I would never advise NOT to get a lawyer to review your lease, another businessperson sometimes will catch things lawyers miss. Personal guarantees are to be avoided at all costs, or ask to be released from them after you have proven your credit. Signed a bad lease? Remember, EVERYTHING is negotiable.

4. No cushion for a rainy day.

Don't undercapitalize your business. You need to SPEND money to MAKE money but a cushion will take you through the inevitable surprise events, no matter how solid your business plan.

5. No business plan.

Not having a business plan means you are flying by the seat of your pants. Project your sales in a three year plan, anticipate what could go wrong and have solutions in advance. Review and tweak your plan monthly.

6. Going home at 5pm.

To succeed, you must work long hours, at least initially. Good thing we love yoga so we don't notice how many hours we "work"! No, really, you won't likely reach success working 9-5, at least in the beginning.

7. Establish a brand.

AND THEN STAY WITH IT. Never, never change your branding. You dilute your credibility in the eyes of the customer. Read *The E-Myth*, read *Onward* by Starbucks' Howard Schultz and *Little Black Stretch Pants* by Lululemon's Chip Wilson.

8. Err on the side of generosity.

When there is a money dispute with employees or customers, leave something on the table. It creates goodwill and keeps good energy flowing.

9. Perseverance.

Stick to your plan, don't jump around when you feel discouraged. Dig in and don't give up. Welcome and survive competition. Add simple, well thought-out innovations. Strive for excellence. God really is in the details and your customer will notice.

Grad News

Michelle Rice

Hi, I'm Michelle, a graduate of the 2007 YSC training program. I returned to my hometown of Rocky Mountain House to build a yoga studio and a yoga community. When I found myself with breast cancer in 2012, at the age of 35, my perspective changed and I was drawn to teaching gentle, restorative classes. After I took the Yoga Thrive program with fellow graduate Tyla Arnason, my classes attracted many cancer survivors. It is dear to me and I teach from my heart, creating a space where people can feel at ease and experience a natural healing process. I invite you to attend one of my classes if you are ever near Rocky Mountain House!



Jill Novak

You gotta love what talented grad Jill Novak of Cochrane is doing to market her yoga programs. Join her in Mexico! Check out her website for more info: jillnovakyoga.com

Eleanor Gallant

Hot off the press: see graduate Eleanor Gallant's amazing teaching results. She's featured in the **Charlottetown** newspaper, *The Journal Pioneer*. [Click here](#) to read the story!

Upcoming Events & Workshops

There are still a few spots left in the [Gold Therapy Teacher Training](#).
We start this Friday, January 11.
The experience of a lifetime!
And Debby Sereda's [Yin Training](#)

How to Give Adjustments In Asana, with Val Petrich

March 16 - 17, 2019
1:30pm - 5:00 pm | \$100 + gst

Learn how to give proper adjustments in asana for deeper openings and strong release of body habits. We will cover 36 classical poses for you to give your students no matter what style of yoga you teach.



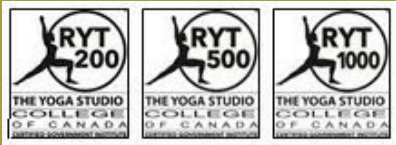
The Bhagavad Gita: A Guide to Navigating the Battle of Life, with Dr. Ravi Ravindra

April 16, 2019 | 7:00pm - 8:30 pm at Yoga Studio North

Learn the spiritual lessons outlined in the ancient epic referred to as "the Gita" from one of Canada's foremost scholars visiting from Nova Scotia. Not to be missed! Registration opening soon. Check out ravindra.ca



The **Yoga Studio College of Canada (YSC)** is a Canadian alliance of yoga teachers and yoga therapists. Register with us to have Canada-wide recognition and improve your employment opportunities. Graduates may use the insignias below. [Contact Valery Petrich](#) for your designation. YSC is not a member of Yoga Alliance.



Are you a grad of the Yoga Studio College of Canada? [Join our private Facebook group](#) and connect with your fellow alumni!



The Yoga Studio College of Canada

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