

# The Digital Yogini

## Growing Your Yoga Business Online

### Creating Your Yoga Business Plan

To **CONFIDENTLY** grow your Yoga Business Online, it's so important that you know what you would like your end result (**Your Bigger Vision**) to be so that you can work backwards to create this.

Ask yourself the following questions to help discover what you truly desire so that you can start to create the steps to get there.

**1. If you could sprinkle some Yoga Magic ✨ in your life - What is 'Your Bigger Vision' for your absolute dream life and business?**

**2. Does this vision include more time freedom and flexibility?**

**3. Does this vision include geographical freedom? Travel? Retreats? Location Independence Etc.**

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**4. Does this vision include/ require more financial freedom?**

**5. Would you love to teach:**

- a) Many yoga classes per week?
- b) Just a few?
- c) None at all?

**Be honest with yourself, there is no judgement here.**

**6. How do you feel about creating online courses or coaching? Is this something you would like to pursue?**

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**7. Do you want to focus on creating online retreats, workshops or teachers training?**

#### **Points to Note:**

**The beauty and true power of working online is that it provides a lot of flexibility in terms of time and geographical location.**

**However, if you are looking to create a business that is financially sustainable long term, it is desirable to have multiple income streams and preferably income streams that vary in price point.**

**For example:**

- **Focusing on High ticket offers (Retreats, Online Coaching, Offers >£1000+) can provide a very comfortable income.**
- **While focusing on purely Low Ticket offers (Yoga Classes, Workshops, Offers >£5) ) require a lot of work for quite little return.**
- **The goal is to create a combination of High Ticket and Low Tickets Offers to create a solid, sustainable business model to help you structure your business in a way that meets your financial goals and helps you to create your Bigger Vision.**

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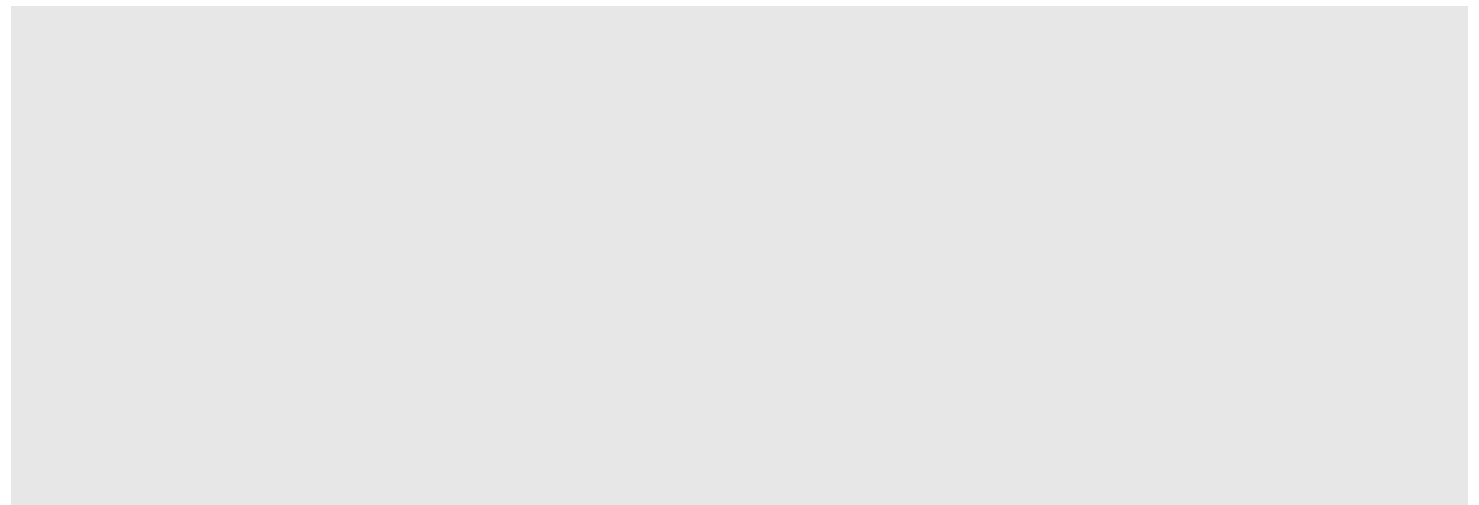
**8. Based on your answers and your personal feelings which of the following plans would be most beneficial in helping you to create your bigger vision, choose from below and explain why:**

**a) 100% Yoga Classes (Low Ticket)**

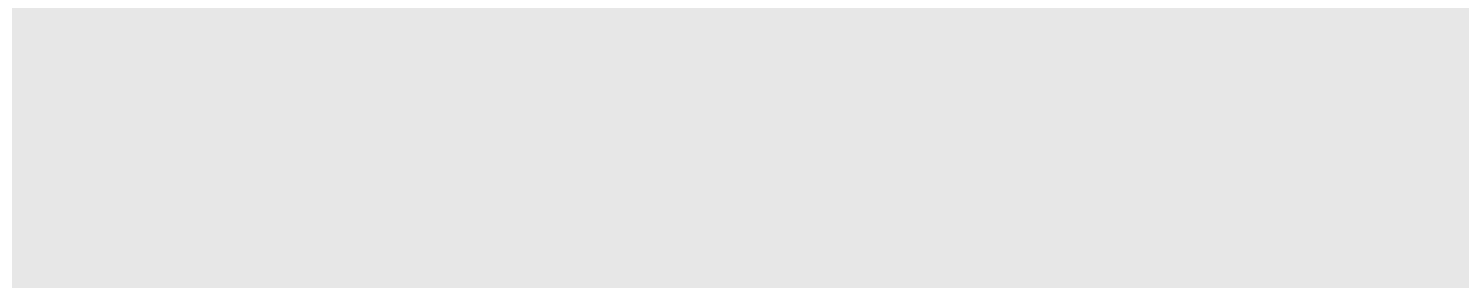
**b) Combination of Yoga Classes & Online Courses &/or Coaching?**

**c) 100% Online Courses &/ or Coaching (High Ticket)**

**Again, be completely honest with yourself, there is no judgement here.**



**9. Having answered these questions, do you feel you need support to create this Bigger Vision for your life and business and to grow your Yoga Business online?**



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If you answered 'Yes' to needing support, get in touch to book a Free Discovery Call today. Either message me directly or email [niamh@thedigitalyogini.com](mailto:niamh@thedigitalyogini.com).

Together can formulate Your Personal Yoga Business Plan and discover exactly what training and support you need to build the life and Yoga Business you have been dreaming of.



## Meet Liz

"Very excited and inspired by @the\_digital\_yogini's coaching program and the impact it is having on all areas of my life."

- Liz Szilagy  
@greenomlet

When we started working together in November 2020, Liz was teaching yoga in Germany but she dreamed of moving to Thailand and having a more flexible Yoga Business that would give her more time and financial freedom. She knew teaching physical yoga classes was not sustainable long run and wanted to create a combination of yoga classes and an online coaching program. We got very clear on what Liz desired and created the steps to make her dream a reality. Very excitingly, Liz is now living her dream! Despite the pandemic, she moved to Koh Phangan, Thailand from where she now teaches yoga and she has just launched her high value online coaching program and already has her first paying clients.