



The Business of Yoga: A Step-by-Step Guide for Marketing and Maximizing Profits for Yoga Studios and Instructors

Casey Conrad, Howard VanEs

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How many more students would you like in your yoga classes?

In *The Business of Yoga* the world's leading sales trainer for the health and fitness industry teams up with an experienced and successful yoga instructor who is also the former owner of an award winning ad agency to show you exactly how to use modern marketing concepts and tools to get more students and enjoy more profits from your studio or as an individual instructor.

DISCOVER

- Tons of ways to fill your classes with new students
- How to create dozens of new profit centers within your studio or practice
- Key steps to building long term students
- How to stop worrying about the competition
- The secrets for preventing low revenue periods & maximizing income year round

Whether you're a studio owner who wants to take your yoga business to the next level, a yoga instructor who is finding it challenging to make ends meet, or just getting started with your career in the yoga business you will find this book to be transformational! You'll get the exact information, marketing methods and tools need to become successful doing what you love most – teaching yoga!

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