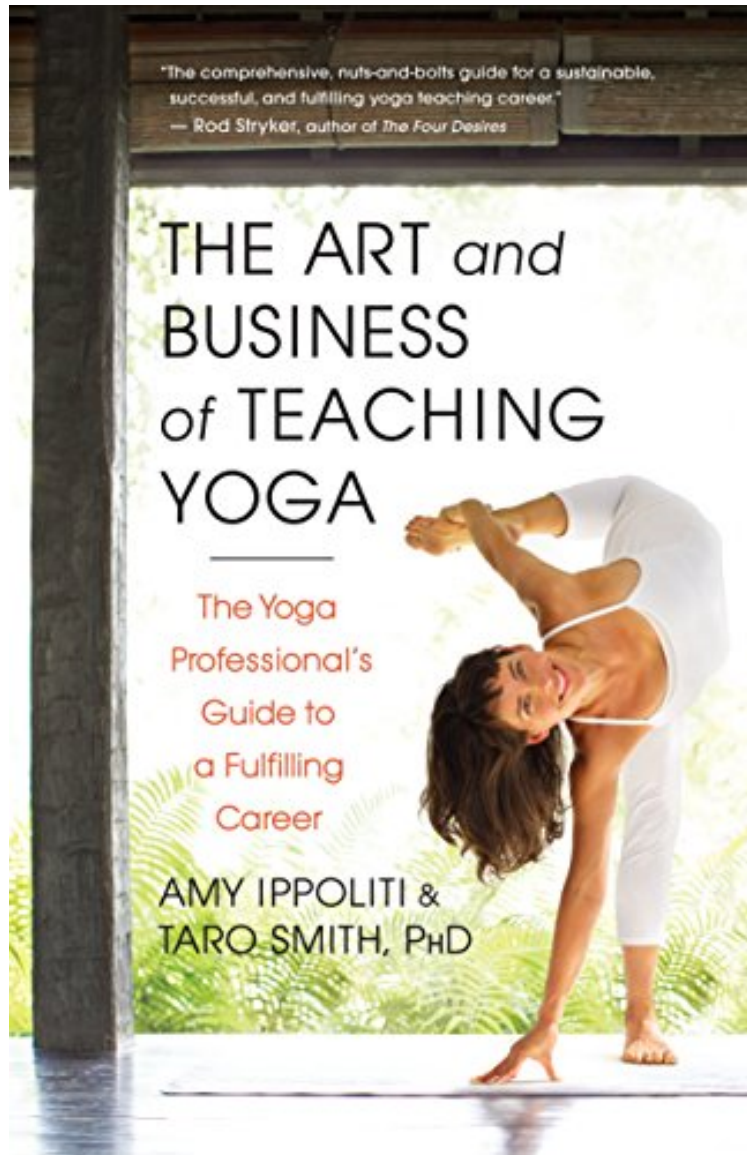


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## The Art and Business of Teaching Yoga: The Yoga Professional's Guide to a Fulfilling Career

Amy Ippoliti, PhD Taro Smith  
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Thousands of yoga lovers take teacher training courses each year, hoping to share what they learn with others. Many want to make yoga teaching their full-time career, but most training programs fall short in covering business acumen, and they may not equip graduates with the entrepreneurial skills and savvy they need to make a go of it. This indispensable and inspiring book guides both new and established professionals toward maximizing their impact as teachers and achieving their career goals. You'll learn to:

- build a loyal student base
- plan dynamic classes
- optimize your own practice
- become more financially stable
- maintain a marketing plan
- use social media effectively
- create a unique brand identity
- inspire even more students to embrace yoga

The comprehensive, nuts-and-bolts guide for a sustainable, successful, and fulfilling yoga teaching career. Rod Stryker, author of *The Four Desires*; Amy Ippoliti and Taro Smith are the ultimate power duo when it comes to combining the worlds of yoga, teaching, and business. Kathryn Budig, author of *The Women's Health Big Book of Yoga*; This book will now be required reading for all my teacher training programs. Jason Crandell, *Yoga Journal* contributing editor; This much-needed resource lays out the fundamentals of teaching yoga in a real and approachable way.... I thought I would never be interested in a business book, but I picked up this book and couldn't put it down. It is a great read from start to finish. Colleen Saidman Yee, author of *Yoga for Life*; Yoga teachers will find plenty of creative and practical ideas for building a viable and rewarding (though rarely lucrative) career that may offer such unusual perks as inner peace and self-awareness. Publishers Weekly