

# MyYogaBiz

Tips from the experts to help you grow the yoga business of your dreams.

**This month : Sarah Williams, 35, from Brighton**  
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## STARTING OUT

My first teacher training was a platform for developing my own practice and fuelling inquiry, but I made my fair share of mistakes initially, predominantly financial. Clarity around money can be awkward and I often found myself settling for less than I should. By devaluing myself I wasn't thriving. Subsequent trainings and self-inquiry helped illuminate who I was as a teacher and what I wanted to offer. This meant saying no to classes and workshops that didn't ring true to my authentic voice and instead nurturing myself by seeking creative, growth-oriented opportunities. I now believe it's part of my duty to give back by sharing what I know and supporting those who are newer to teaching.

## MARKETING

My primary focus is on building students relationships. Learning the names of my students has forged relationships and ensures that people feel seen. Yoga can build friendships through classes and retreats and it's great to see that community flourish. Secondly, I show up physically and mentally. Students get attached to their teachers so being consistent is important. When I show up at the yoga studio I do my best, so that no matter what is going on in my life, I am present and focused on my students.



## WHAT'S YOUR NICHE?

With a background in education, it's natural for me to work with long-term curriculum plans and the yoga studio is no different. I made a choice to tailor my teaching to students who are ready to commit to learning about the practice, their bodies, and all that that will bring up over a long period of time. Repetition is the key to learning but starting out I felt pressure to consistently produce new and creative sequences – but the less I tried to reinvent the wheel, the more focus I was able to give to the people in front of me.

## SELF CARE

Having hit burn-out I know self care is non-negotiable. The key for me to staying nourished is threefold: detox from social media regularly; maintain a daily restorative and yoga nidra practice; and find time for things outside of yoga (for me, this is music). Switching off, tending to my nervous system and finding joy outside of my job promotes longevity in my teaching and keeps me living yoga on and off the mat.

## ASKING FOR HELP

Having a network of trusted peers has been invaluable. I have received huge support during some uncomfortable business situations. My workshops for new teachers provide a platform for building relationships and sharing experiences. Support, guidance, content planning and connection with like minded peers is something I wish I'd had when graduating from yoga school.

## HARDEST LESSON

I have the tendencies of a workaholic and it took time for me to develop clear boundaries. There can be a considerable amount of time and effort for not much gain as you establish yourself. Taking on too much can take its toll on your wellbeing. I've learned to be clear, think long-term, plan ahead and prioritise self-practice — it's a long term investment!

*Written and compiled by Claudia Brown ([yogabyclaudia.com](http://yogabyclaudia.com))*