



# MODULE 10

## How to Set Up Your Business

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- How to Set Up Your Business
- **Unleashing Your Unique Potential:**  
A Self-Analysis Guide for Face Lift Yoga Teachers
- Business Plan for Face Lift Yoga
- Deciding on the Types of Classes to Offer
- Face Lift Yoga Pricing Strategy



# How to Set Up Your Business

Up to this point, you have learned about practicing poses and studying how to conduct classes.

Now, let's leverage your acquired knowledge and take the first step towards success in your business.

## Unleashing Your Unique Potential: A Self-Analysis Guide for Face Lift Yoga Teachers

In the crowded field of face lift yoga and facial muscle training, standing out requires a unique approach.

A self-analysis sheet can be a crucial tool for instructors to pinpoint their strengths, interests, and unique services. By tapping into personal expertise, such as skincare knowledge or community-building skills, and integrating these into your teaching, you create additional value for your classes.

This could mean adding skin assessments for those with skincare background or organizing tea sessions for sociable instructors aiming to foster a community. Emphasizing empathetic listening and mental well-being can also carve out a niche.

Utilizing self-analysis helps tailor a distinctive face yoga practice that not only resonates with your students but also addresses their holistic well-being. This streamlined approach ensures your offerings are not just unique, but also memorable and impactful.

### Self-Analysis Sheet for Face Lift Yoga

#### Personal Information

- Name: .....
- Date: .....



## Section 1: Skills and Expertise

### Professional Skills

- List your professional qualifications and skills related to yoga and wellness:  
.....
- How many years of experience do you have in teaching Face Lift Yoga?  
.....

### Additional Skills

- Do you have any skills outside of Face Lift Yoga that could enhance your classes? (e.g., skincare expertise, nutrition, psychology)  
.....

## Section 2: Passions and Interests

- 1. What aspects of teaching bring you the most joy?**  
(*Examples: seeing progress in students, creating a community, sharing knowledge*)
- 2. What are your personal interests related to wellness and health?**  
(*Examples: holistic health, mental well-being, beauty routines*)

## Section 3: Unique Offerings

**Based on Your Skills and Interests, Describe a Unique Class or Offering You Could Create.**

- Consider how your passions can translate into a special class feature (e.g., *incorporating skincare assessments, group discussions, private sessions for mental well-being*).



## Section 4: Goals and Aspirations

### **1. What are your short-term goals for your Face Lift Yoga practice?**

(Examples: Increase student numbers, introduce a new class type, obtain additional certification)

### **2. What are your long-term goals?**

(Examples: Establish a wellness community, become a recognized expert in a specific area of Face Lift Yoga)

### Closing Thoughts

- Reflect on your unique qualities and how they can make your Face Lift Yoga classes stand out.
- Any additional notes or ideas for future development:



# Business Plan for Face Lift Yoga

## 1. Setting Goals

- Start by clarifying what you aim to achieve and begin with small goals. For example, aim to host 3 classes in the first month or gain 10 students.

## 2. Fundamentals of Marketing

- **Identifying Your Target Market:** Determine who your customers are and plan your marketing efforts to meet their needs.
- **Promotion Strategy:** Utilize friends, family, and social media to gain initial students. Offering open classes or low-cost trial sessions can also be effective.

## 3. Venue Selection and Online Presence

- **Choosing a Venue:** Decide whether to host classes at home, in a rented space, or online (e.g., Zoom), considering cost and accessibility.
- **Building an Online Presence:** Create a simple website or social media accounts to share class schedules, content, and booking information.

## 4. Customer Engagement and Retention

- **Offers to Attract Customers:** Consider attractive offers such as discounts for first-time students or benefits for repeat customers.
- **Pursuing Client Satisfaction:** Actively seek feedback after classes and use it to make improvements.

## 5. Financial Management Basics

- **Budget Planning:** Understand the funds needed to start and keep track of income and expenses.

## 6. Continuous Growth and Networking

- **Keep Learning:** Expand your repertoire of poses by attending advanced courses in Face Lift Yoga, staying updated with new trends and techniques to enhance your skills.
- **Networking:** Build relationships with other instructors and professionals for mutual learning and growth.



# Deciding on the Types of Classes

Approaches to conducting classes can vary among instructors. Once you've set your goals, the next step is to explore what type of classes align best with your style.

Let's delve into these considerations in the following text.

## One-on-One Lessons

These personalized sessions are highly effective, offering tailored guidance that meets the individual needs of each student. This format facilitates a deeper understanding of the student's skill level, physical condition, and specific Face Lift Yoga goals.

It's ideal for students seeking focused attention and personalized improvement strategies that may not be adequately addressed in group settings.

One-on-One lessons allow for flexibility in scheduling and a curriculum adapted to the pace and progress of the individual, making it a valuable offering for those looking to achieve specific results from their Face Lift Yoga practice.

## Regular Group Lessons

Group lessons are scheduled classes that cater to a set number of participants, providing a structured environment for learning Face Lift Yoga's basic poses and techniques.

These sessions aim to improve overall health and wellness, with a group setting that encourages interaction and motivation among participants. This format is particularly suited to beginners who are keen to learn the fundamentals of Face Lift Yoga in a supportive and communal atmosphere.

Regular group lessons can also help build a sense of community and belonging among participants, enhancing their commitment to the practice and to their personal wellness journey.



## Workshops

Workshops are designed as intensive sessions focusing on specific themes or techniques, offering a deep dive into areas such as lifting specific parts of the face or achieving targeted effects like stress relief or enhanced sleep quality.

Workshops are particularly beneficial for instructors fresh from foundational courses, as they provide an opportunity to deepen their expertise in specific aspects of Face Lift Yoga and share this advanced knowledge with participants.

These sessions can range from a few hours to a full day, providing an immersive learning experience that allows for concentrated focus on particular topics or techniques. Workshops can serve as a valuable addition to regular class offerings, attracting both new and existing students interested in expanding their practice beyond the basics.

## Collaborative Events and Themed

Expanding on the concept of workshops, consider hosting collaborative events or themed sessions that combine Face Lift Yoga with complementary activities such as healthy eating gatherings, coffee or tea socials, body massage, sound healing, book clubs, or philosophical discussions.

These events can create unique, holistic experiences that appeal to a wider audience, providing additional value to your students by addressing their wellness needs from multiple angles. Collaborative events can also foster a stronger community, encouraging participants to engage with Face Lift Yoga and each other in more meaningful ways.



# Face Lift Yoga Pricing Strategy

## 1. Comparison with Existing Service Charges

- If your clients are accustomed to the rates you charge for other sessions or therapies, it is recommended to set the price for Face Lift Yoga sessions within a similar range. However, considering Face Lift Yoga offers a unique service compared to other therapies or sessions, you might want to consider setting a slightly higher price.

## 2. Market Research

- For those not offering other sessions or therapies, research the rates your ideal clients are paying for similar sessions, such as Yoga, facials, etc. Given the special nature of Face Lift Yoga, consider setting your prices higher than those of regular Yoga classes.

## 3. Intuition-Based Pricing

- After considering your time, expenses, and conducting market research, decide on a price that feels right for you. Ensure you're not undercharging and that the income reflects the value you provide.

## 4. Comparison with High-End Spa or Facial Salon Prices

- Face Lift Yoga can offer clients the same uplifting effects as a high-end spa or facial salon treatment. Therefore, it's advisable to set your prices comparable to one session of such treatments.

## 5. Offering Bonuses

- If possible, include bonuses such as skincare products or massages in your class fees to differentiate your service. Providing these bonuses can enhance the value of your classes, making them more attractive to clients.

## 6. Selling Package Deals for Group Sessions

- Offering package deals for group sessions at a lower price per session is recommended. This approach allows more clients to experience Face Lift Yoga, offering a cost-effective option and potentially increasing client retention.