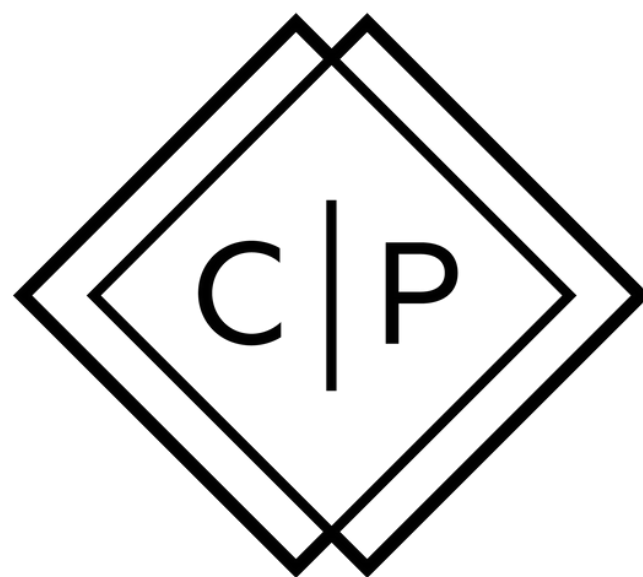


OPEN DOORS

*A insiders guide for Yoga Teachers to get booked,
rebooked and build a thriving career*



Camille Pierson

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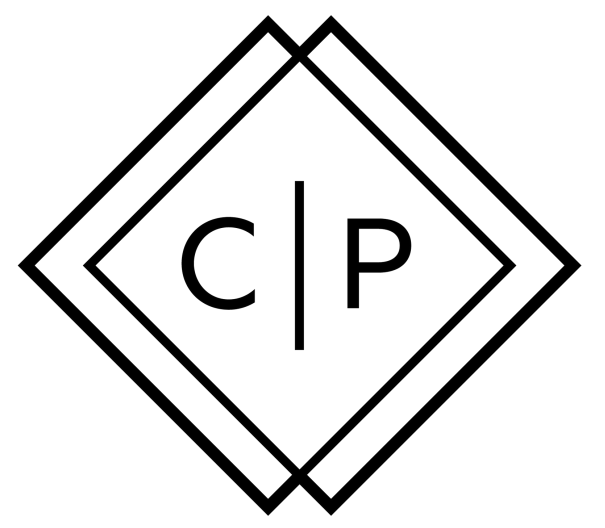
- Time management for teaching across venues

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- Staying resilient in a competitive space

- Growing your teaching journey intentionally



I'm Camille Pierson - a wellness entrepreneur, speaker, and behaviour change specialist with over a decade of experience running Brighton & Hove's leading floatation and yoga centre. While I'm not a yoga teacher myself, I've worked closely with hundreds of them. I've seen what works, what doesn't, and where brilliant teachers sometimes fall short - often through no fault of their own.

This e-book was written to change that.

My passion is helping yoga teachers like you succeed - by building your confidence, growing your visibility, and creating opportunities that align with your values.

Camille Pierson

INTRODUCTION: WHY THIS GUIDE EXISTS

After working with hundreds of yoga teachers over the years; some exceptional, some struggling, many unsure of how to turn their passion into a thriving path-I've seen the same mistakes made time and time again.

From poorly written emails and missing bios to awkward communication and missed opportunities, the biggest issue isn't lack of talent. It's a lack of understanding about how to present that talent professionally and consistently. And that's exactly why I wrote this guide.

I'm not a yoga teacher myself - but I run a successful yoga studio and have worked in the wellness industry for over a decade. Before that, I spent 10 years in marketing, which means I see both sides: the artistry of teaching and the strategy needed to grow a teaching career.

This guide is here to help bridge the gap between your passion and your profession.

Inside, you'll find:

- Where to teach (beyond just studios)
- How to approach and pitch professionally
- How to build relationships, not just one-off gigs
- What makes you stand out - and what holds many teachers back
- Tools to stay organised, market yourself, and grow your opportunities

If you're a newly qualified yoga teacher or someone looking to grow, evolve, and do things differently - this guide is for you.

Let's help you step into your full potential.



MINDSET FIRST: FROM TEACHER TO ENTREPRENEUR

Yoga teacher. Wellness guide. Space holder. You may have trained for all of these - but rarely does teacher training prepare you for the reality of self-promotion, outreach, and business growth.

Yet here's the truth: if you want more opportunities, you need to stop thinking only like a teacher and start thinking like an entrepreneur.

Teaching is a Skill. Growing a Career is a Strategy.

Many yoga teachers believe if they're good enough, the opportunities will come to them. While skill and heart are essential, the reality is that most studio owners and decision-makers receive dozens of vague emails from teachers every month. Very few stand out. Even fewer follow up. The teachers who succeed don't wait to be discovered - they take action with clarity, professionalism and purpose.

Think Beyond the Mat

Your class isn't just an hour on a timetable - it's an experience, a connection, a moment of impact. And that experience has value. But if you don't know how to talk about that value - how to pitch it, share it, and offer it in ways that meet others' needs - then the doors remain closed, no matter how good you are.

Entrepreneurial thinking means:

- Being proactive instead of passive
- Treating every new connection as a potential collaborator
- Understanding your brand, your voice, and your “why”
- Managing your time and energy like a business owner

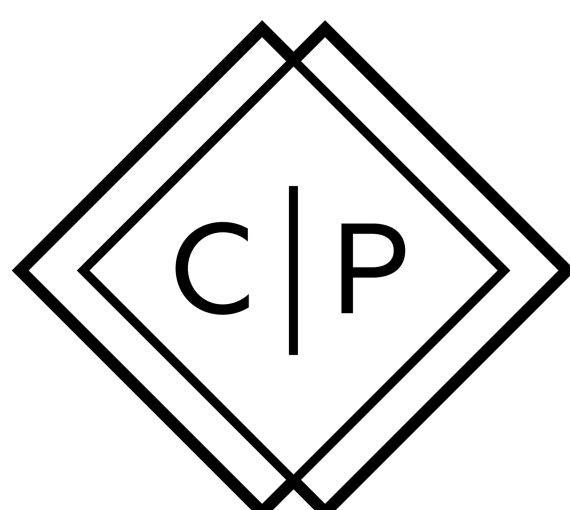
It's OK to Want More

Some teachers feel guilty for wanting to grow, make more money, or branch out beyond traditional studio spaces. But yoga doesn't have to mean struggle. It's not “unspiritual” to desire success – it's smart, sustainable, and deeply needed in a world where wellbeing matters more than ever.

You're not selling out. You're stepping up!

💡 Your Reflection Prompts:

- What's one area of your teaching career that you've been waiting for instead of actively building?
- If you treated yourself as a business today, what would you prioritise differently?
- What unique value do you bring that other teachers might not?



KNOW YOUR OFFERING: CLARITY CREATES OPPORTUNITY



Before you can confidently approach studios, gyms, or corporate clients, you need to get clear on what exactly you're offering - and why it matters.

Too many yoga teachers send messages like:

“Hi, I’m a yoga teacher. Let me know if you ever need cover or have space on your timetable.”

This kind of approach lacks specificity, confidence, and direction. It puts the responsibility on the recipient to figure out if you’re the right fit. In contrast, the teachers who land more teaching gigs are the ones who clearly communicate what they offer, who it’s for, and why it’s valuable.

What Style(s) Do You Teach and How Do You Teach Them?

Yes, you may have trained in Hatha or Vinyasa, but styles alone don’t tell the full story. Your approach to teaching is often more important than the label.

Ask yourself:

- Is your style energising and athletic, or slow and mindful?
- Are your classes strong and physical, or inclusive and gentle?
- Do you work well with beginners, or prefer to guide more advanced students?

The more specific you can be, the easier it is for others to visualise how you’ll fit into their environment.

Tip: Avoid vague phrases like “I teach all levels” or “I’m open to anything.” These sound non-committal. Be clear and grounded in your strengths.

Who Are You For? Define Your Ideal Student

You don't need to teach everyone. In fact, trying to appeal to everyone usually appeals to no one. Think about who your ideal student is:

- Stressed-out office workers?
- Postnatal mums?
- Athletes and runners?
- People living with anxiety or chronic pain?

When you know who you're for, you can target your messaging, your class design, and your outreach more effectively - if this is hard, think of who is your favourite current student.

What's in Your Teaching Portfolio?

Just like a graphic designer wouldn't apply for work without a portfolio, yoga teachers benefit from having a simple, ready-to-go set of materials.

This doesn't need to be fancy. At minimum, create:

- A short, professional bio (100–150 words)
- A one-paragraph class description for each style you teach
- A good quality headshot or teaching photo
- A list of your training and experience
- Links to any relevant social media or online classes

Pro Tip: Put all of this in a shareable PDF or simple webpage so it's easy to send when someone requests more info.

💡 Your Action Steps:

- Write your 3-sentence teaching bio
- Draft at least two clear class descriptions
- Define your ideal student in a single paragraph
- Begin assembling your teaching portfolio

WHERE TO TEACH: EXPANDING BEYOND STUDIOS



Many yoga teachers assume that getting on a studio timetable is the only path to success. While studios are wonderful spaces for community and growth, they're just one piece of the puzzle.

If you limit yourself to studios alone, you're not just narrowing your income—you're missing out on dozens of opportunities where your skills are needed, valued, and often better paid.

Here's where to look:

Studios (Yes - but Think Smart)

Studios can offer consistency, structure and a built-in student base. But they're competitive, and slots are often limited.

Pro tips:

- Offer something distinct, not just another flow class.
- Practice in the studio - enjoy being a student
- Ask about subbing first - this often leads to permanent spots.
- Always show up on time, communicate clearly, and treat it like a job interview (because it is).

Gyms and Fitness Centres

Larger chains and boutique fitness spaces often have yoga on the schedule - but they're usually less about Sanskrit and more about stretch, flow, and strength.

What they want: Confident teachers who can work with beginners, offer safe progressions, and keep energy levels high.

Corporate Wellness Programmes

Businesses are increasingly aware that wellbeing supports productivity, stress reduction, and retention. Offering yoga in the workplace is a growing market and often pays more per hour than studios.

Ideas include:

- 45-minute lunchtime classes
- Pre-work or after-work sessions
- Zoom-based virtual yoga for remote teams

Retreats, Wellness Events & Festivals

From weekend getaways to full-scale wellness festivals, retreats and events are a great way to meet new audiences, earn, and build your brand.

How to get involved:

- Reach out to retreat hosts or wellness event organisers
- Offer to teach in exchange for exposure and a spot on future retreats
- Network with massage therapists, nutritionists, or health coaches looking for collaborators

Schools, Colleges & Universities

More education providers are bringing yoga into classrooms to support emotional regulation, focus, and physical wellbeing. If you're good with younger students or can adapt your style, this can be incredibly rewarding.

What they look for:

- Professionalism, punctuality, and DBS clearance
- Classes that focus on mindfulness and movement, not just flow
- Calm energy and clear communication

Spas, Hotels & Wellness Spaces

High-end spas and boutique hotels are increasingly adding yoga to their guest experiences. If you live in or near a tourist town, this is a huge untapped market.

Pitch examples:

- “Gentle Morning Flow for Hotel Guests”
- “Sunset Stretch Sessions in the Spa Garden”
- “Private In-Room Yoga on Request”

Co-Working Spaces

When you're a sole trader, it can sometimes feel isolating. Joining a co-working community or space can give you both professional support and potential teaching opportunities. Many co-working hubs offer wellness perks or lunch-time classes for their members. Introduce yourself, build relationships, and consider offering a taster session or class series specifically for their working community. Look beyond the obvious and open more doors.

Private Clients & Small Group Sessions

Some of the best income comes from working directly with individuals or small groups. You can teach in their homes, in your home (if insured), outdoors, or even online.

Why it works:

- Flexible scheduling
- Higher rates
- Deeper connections with your students

Online Teaching & Content Creation

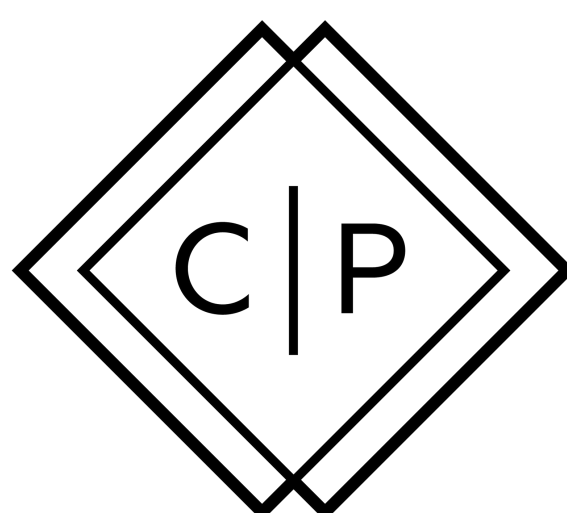
If you enjoy being on camera and want to reach more people, consider building your online presence with classes, tutorials, or short sequences.

Options include:

- Teaching live classes via Zoom
- Creating a subscription model or on-demand library
- Using Instagram or YouTube to build trust and attract clients

💡 Your Action Steps:

- Make a list of five non-studio spaces you could explore this month
- Research local businesses, gyms, schools, or hotels and list one contact for each
- Choose one to reach out to this week—with a clear offering and a confident pitch



HOW TO PITCH YOURSELF: OUTREACH THAT OPENS DOORS



You could be the most skilled, passionate, and intuitive yoga teacher out there but if your communication isn't clear, professional, and engaging, those qualities may never get seen.

Pitching yourself isn't about being pushy. It's about clearly and confidently presenting your offering to someone who might genuinely need it. Most people aren't saying "no" to you - they just don't understand what you're offering. Here's how to change that.

Get Your Introduction Right

Your first message should be brief, clear, and relevant. No life stories. No vague offers. And absolutely no copy-pasted messages with the name forgotten to be changed (yes, that happens more than you'd think). Don't forget to call the studio first, to find the name of the person to email - this goes a long way to making a good first impression.

Example template:

Hi [Name],

I hope you're well. My name is [Your Name] and I'm a yoga teacher specialising in [your style]. I'd love to explore the possibility of working together. I offer [brief summary of your offering], which I think could really benefit your [studio/business/team/community]. I noticed a space [time/date] on your timetable and I could add value to your current offering.

I've attached a short bio and a couple of class descriptions for you to review. I'd be happy to chat further or provide a sample class if that would be helpful.

Thank you so much for your time - I really admire the work you're doing at [business name] and would love to be part of it.

Warm regards,

[Your Name]

[Phone / Email / Website or social]

Follow Up (Most Don't)

Most people send one message, hear nothing back, and give up. Studio owners and business managers are busy, and emails get buried.

It's perfectly acceptable (and often appreciated) to follow up once or twice, spaced a few days apart. The worst someone can say is 'no' so don't be shy it's better to try and fail than not try at all.

Simple follow-up line:

Just checking in to see if you had a chance to look at my previous message. I'd still love to explore working together if the timing feels right.

Avoid These Common Pitch Mistakes:

- Sending a one-liner like "Hi I'm a yoga teacher - let me know if you need anyone"
- Forgetting to include a bio or class description
- Making it all about you (instead of what you can do for them)
- Not customising your message to the recipient
- Being too casual or writing like a text message
- Over-apologising or downplaying your skills

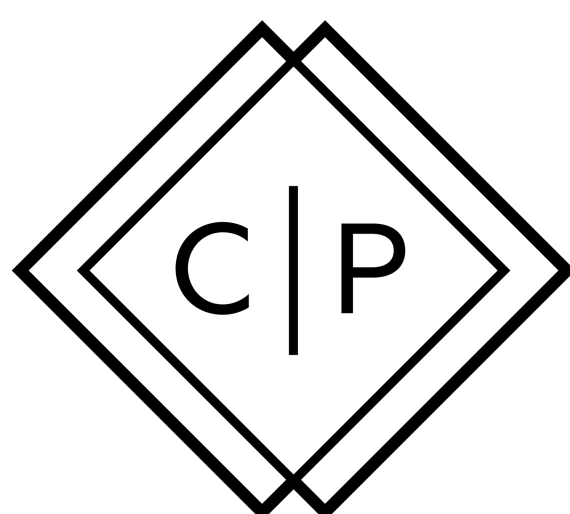
Treat Every Interaction as a Professional Opportunity

Even if you're messaging a friend who manages a gym or chatting with someone at a wellness event, approach it with intention and clarity. You never know who's in a position to open the right door.

Your job isn't just to teach yoga. It's to communicate your value as a teacher - and show how your work can benefit others.

💡 Your Action Steps:

- Draft a pitch email using the template above
- Make a list of 3-5 places you want to contact this month
- Create a simple PDF with your teaching bio, headshot, and class descriptions
- Send your first pitch—and set a reminder to follow up in 5-7 days



BUILDING VISIBILITY: GETTING KNOWN WITHOUT BURNOUT



You don't need a million followers or fancy branding to grow your teaching opportunities. But you do need to be visible. If people don't know you exist, they can't invite you in.

The good news? Visibility doesn't have to mean constant posting, endless reels, or chasing algorithms. It's about being consistent, credible, and easy to find.

Build Relationships, Not Just Content

Teaching is a relationship-based business. People hire teachers they know, like, and trust. Social media can help - but don't rely on it alone.

Start by nurturing relationships where you already are:

- Connect with studio owners, therapists, and PTs in your area
- Attend local events, workshops, or networking meetups
- Keep in touch with your YTT cohort and trainers - they often refer work

“Who knows you” often matters more than “how many follow you.”

Use Social Media Intentionally

Choose one platform you enjoy (Instagram is the most common for yoga) and make it work for you. You don't need to post daily—but you do need to show up regularly and clearly.

Here's what to focus on:

- Show your teaching style through short clips or time-lapses
- Share your class schedule and where people can book you
- Talk about what you teach, why it matters, and who it helps
- Share client feedback, reviews, or testimonials
- Let people see you—not just poses

Pro tip: Add your contact email and city/location to your bio. You'd be amazed how many don't.

Offer Something of Value

Not sure how to stand out? Offer a low-cost taster session. Host a community event. Collaborate with a friend. Give people a reason to experience your teaching.

Ideas include:

- Donation-based class in a park
- "Intro to Yoga" session for beginners
- Collab with a massage therapist or nutritionist for a mini wellness event

These experiences often lead to paid opportunities – and create social proof that builds trust.

Keep Your Info Easy to Access

If someone Googles your name or wants to recommend you, what will they find?

Make sure you have at least one of the following:

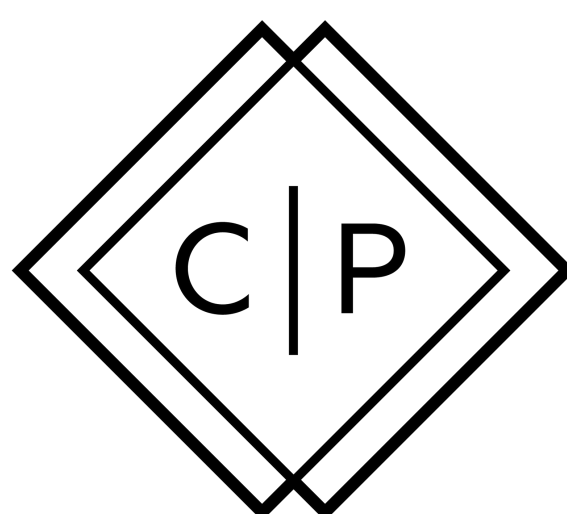
- A simple landing page with your bio, contact info, and class schedule
- Google my business page setup with updated information/location
- A link-in-bio with all your relevant info (Linktree, Beacons, etc.)
- A downloadable teaching portfolio PDF with everything in one place

Stay Consistent – Even When It's Quiet

Opportunities don't always appear right away, but visibility builds over time. Keep showing up. Keep sharing. Keep reaching out. People do take notice, even if they don't say it straight away.

💡 Your Action Steps:

- Audit your online presence: is it clear who you are and how to book you?
- Commit to one visibility activity per week (social post, email, networking, etc.)
- Choose one simple event or offer to create in the next month
- Make a list of collaborators or local contacts to reach out to



CREATING MULTIPLE REVENUE STREAMS: BEYOND THE WEEKLY CLASS



Relying on a few weekly classes to build your income is risky, exhausting, and often unsustainable. What happens when a class is cancelled, numbers drop, or the studio changes its schedule?

The teachers who thrive long-term diversify - so their energy (and income) doesn't depend on a single class or location.

Let's explore how you can do the same.

Workshops & Masterclasses

Hosting a 90-minute or 2-hour themed workshop is a brilliant way to deepen your students' experience - and boost your earnings.

Popular themes:

- Arm Balances for Beginners
- Yoga for Anxiety
- Seasonal Reset: Autumn Yin & Breathwork
- Yoga & Sound Bath
- Introduction to Meditation

You can host these at studios, community centres, or even online. A well-attended workshop can earn the equivalent of several weeks' teaching.

Private Sessions

Working 1:1 (or with small groups) gives students tailored support - and gives you more flexibility and income per hour.

Great for:

- Students with injuries or anxiety about group settings
- Busy professionals needing sessions at home or via Zoom
- Postnatal mums or older clients

Make it easy to book, clear about pricing, and professional in how you manage the sessions (contracts, payment terms, etc)

Retreats & Mini-Retreats

Retreats are powerful, profitable, and deeply rewarding—but they also take planning. If you're just starting, consider running a one-day or half-day mini-retreat locally. Partner with a venue or therapist to keep costs low.

Ideas include:

- Yoga & Brunch
- New Moon Reset
- Seasonal Restorative Retreat
- Yoga, Journaling & Tea

Online Classes, Courses & Subscriptions

Not everything needs to happen in person. If you enjoy creating content, consider offering:

- Live Zoom classes
- Pre-recorded series (e.g. “10 Days to a Stronger Core”)
- Monthly membership for access to a content library

It can take time to build, but online offerings give you global reach and passive income potential.

Affiliate Income or Brand Partnerships

I love this one. If you love certain yoga products: mats, props, skincare, clothing – you can earn affiliate income by recommending them. This works best when you’ve already built some trust with your audience.

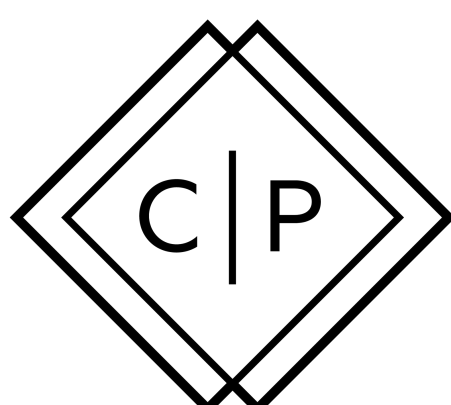
Also: Some studios or brands look for teachers to model for shoots or represent them at events. This won’t be your main income – but it can supplement it.

Teaching Teachers or CPD

This one’s for later; but once you’re established, consider mentoring newer teachers, hosting CPD workshops, or contributing to training programmes.

💡 Your Action Steps:

- Choose one new income stream to develop over the next 60 days
- Brainstorm your first workshop or mini-retreat idea
- Outline a 4-week online class series you could offer
- Review your schedule: how much time can you set aside for building something new?



SYSTEMS TO STAY ORGANISED: SO YOU DON'T BURNOUT WHILE YOU GROW



Teaching yoga is rewarding - but let's be honest, juggling classes, bookings, emails, finances, and your own practice can quickly become overwhelming. Without solid systems, burnout creeps in.

The good news? You don't need to be a tech whizz or have a fancy setup. A few simple tools and routines can free up your time, protect your energy, and help you grow with less stress.

Use a Digital Calendar (and Actually Stick to It)

Whether you use Google Calendar, iCal or a planner, map out:

- Your regular classes
- Travel time between locations
- Admin blocks (emails, invoices, scheduling)
- Your own self-care time (yes, this matters)

Pro tip: Don't say yes to everything. Leave buffer time around classes to avoid rushing.

Track Your Income and Expenses

If you're teaching in different places or offering various services, it's essential to know what you're earning and spending. This will help you:

- Plan financially
- Set better rates
- Prepare for taxes
- Understand what's working (and what's not)

Tools that work:

- A simple spreadsheet (Google Sheets or Excel)
- Apps like Xero, QuickBooks, or Square
- Even a notebook works - as long as you're consistent

Use Booking & Scheduling Tools

Avoid endless back-and-forths with students. Tools like:

- Acuity or Calendly (for 1:1 sessions)
- Momence, MindBody, or Bookwhen (for group class bookings)
- WhatsApp Business for separate, professional communication

Make it easy for people to book you—and even easier for you to manage.

Create Email Templates

You'll save loads of time if you create reusable email templates for:

- Introductory pitches
- Class confirmations
- Workshop bookings
- Follow-ups or thank-yous

Keep them in a Google Doc or Notes app, ready to copy, paste, and personalise.

Organise Your Assets

Keep your teaching materials in one place so you're always ready to send:

- A folder with your bio, class descriptions, headshots, insurance, certificates
- Links to any teaching videos or testimonials
- PDFs or flyers for corporate/wellness events

You'll look more professional - and save hours each month.

Protect Your Energy: You Are Your Business

You are the brand. So burnout doesn't just affect you - it impacts everything.

Make time for:

- Your own yoga or meditation practice
- Days off (schedule them in!)
- Boundaries around work hours, email replies, and social media
- Saying "no" when something doesn't serve your goals

Running your business well is part of your teaching practice.

💡 Your Action Steps:

- Set up a basic income/expense tracking system this week
- Create a folder of key assets: bio, photos, class descriptions
- Sign up for one scheduling tool (free trial is fine)
- Add your personal time and admin blocks into your calendar for next month

FINAL WORDS: KEEP GOING, IT'S WORTH IT



You didn't choose to become a yoga teacher because it was easy. You chose it because something about the practice changed you - and now you want to share that change with others.

That's powerful. But it's also easy to lose sight of that when the emails don't get replies, class numbers drop, or your energy feels stretched thin.

Here's what I want you to remember:

You Are Needed

In a world that's increasingly stressed, overstimulated, and disconnected, yoga teachers are not "nice to have" - you're essential. You help people come back to themselves. That matters more than you know.

This Is a Long Game

Success doesn't come from one viral post, one studio gig, or one good workshop. It comes from showing up again and again, learning from each step, and tweaking as you go.

Every time you reach out, teach with integrity, or make one person feel seen, you're building something.

Build, Don't Chase

Don't chase after what others are doing. Build what works for you - your strengths, your schedule, your values.

That might mean a studio-based life, a retreat-led path, a corporate yoga focus, or something totally your own. That's the beauty of this career: it's wide open if you choose to create it.

You Don't Have to Do It Alone

Find your people - other teachers, wellness professionals, mentors, studio owners (yes, people like me). Ask questions. Take feedback. Offer support. Collaborate. We're better together.

And Finally...

You are not “just” a yoga teacher. You’re a business owner, a space holder, a community builder, and a guide.

Be bold. Be kind. Be professional. Be clear. Be consistent.

Keep showing up - and trust that with the right tools and mindset, the opportunities will come.

I believe in what you do.

Now it’s time for you to believe in it too.

Ready to Take Action?

Revisit the chapters. And most of all - take action, even if it’s messy or small.

Your journey is just beginning.

And it’s going to be brilliant.

