

(Caption Test)

This is a test.

SPEAKER:

What you think of when you think of yoga? Poses only met? Perfect alignment? Reaching far beyond your toes.

The beauty of yoga is that it's much more than a sequence.

SPEAKER:

Thank you so much for joining us.

SPEAKER:

Yoga is awesome, and also activism.

Yoga is about a quiet, internal journey. And a growing powerful outward voice. Yoga is action, curiosity, empathy.

Join us as we celebrate yoga. The diversity of the millions that practice it, and the power it gives us all.

Because we are all for yoga, and yoga is all for us.

CRISTAL SHARMA:

A very very big warm welcome to all of our viewers today. If you are joining us live, or you are watching the replay, I hope that you are somewhere very comfortable, and just ready to soak in so much knowledge.

Namaste, my name is Cristal Sharma, I am your host for today's exciting conversation with Michelle. I hope you have your notepads ready, your pen ready, because I know it is going to be filled with so much greater knowledge and takeaways for you to just really expand your teachings.

So we have a wonderful presenter here today, and if you have not met her before, I'm excited for you guys to get to know her and all the wealth she brings.

Michelle is a highly experienced and trained your educator and instructor. She has a background in education, and specialized working with individuals in eating recovery and cardiac rehabilitation.

She really focuses on yoga, mindfulness, (Unknown Term), nutrition and biochemistry. So much great information is about to come at you from her over 20 years of experience.

But the focus of her conversation today is going to really be on the technology part of it.

So I know many of us, myself included, over the last several years had leaned into technology as part of yoga as either a student or as a teacher.

And the calls for her program, or webinar today, is to give you a nice overview of how to start online platforms, marketing, financials. Giving you a good insight into how to get started in the online world of yoga.

The path that I as a yoga educator, teacher and studio owner have embarked on myself. So I am excited to join her on this conversation.

But without further ado, before actually remember, you always get that location little pop-up so we get to know where you are joining us from. When you see the PAVA punishment go ahead and let us know. As always I enjoy you from the East Coast.

Michelle, the platform is yours and we are excited to hear conversation.

MICHELLE YOUNG:

Thank you Krista for having me, it's an honor and a privilege. I wanted to just take a moment to turn inward and center and ground before we embark on this conversation.

So maybe just softening your gaze, placing one hand on the heart, one hand on the abdomen. Just take a moment to bring your awareness to your breath.

And to bring yourself back to your overall intention for teaching yoga.

Taking a moment just to ground yourself in the reason that you chose this path.

And I am coming from a place of heartfelt compassion. And peace.

Gently open your eyes, and we will begin our lecture today.

Thank you again for having me. I'm excited to share with you the principles that I have used to develop an online yoga business.

And I know that and barking on a journey towards teaching online can be a little bit overwhelming, so I tried to break this down into some consumable pieces so that we can have a more advanced conversation as things arise for you that are relevant to your business and your particular market.

So today we are going to be providing you with skills and tools necessary to launch your online career successfully, and hopefully will be able to take away some more information on the current online yoga landscape and the different platforms and tools that are available within that landscape.

We will also be talking about how to develop strategies for marketing your online practices, and how to build your client base.

We will briefly touch on client acquisition tools, this is a topic I am happy to elaborate further on. And we will look at different ways to create a global community.

We will provide guidance on how to create engaging online classes, and content to keep students motivated and connected. And we will provide some practical training on how to use online teaching tools like videoconferencing platforms and how to deliver high-quality classes that are easy for your clients to stream or access.

Hopefully we will be able to help you create a sustainable and profitable online yoga business with this information.

First and foremost, there are so many different tools and technologies available. Let's look at the overview of the online teaching landscape. How did we get here in the first place. Let's discuss the pros and cons of teaching online and better understand the needs of our students.

Because definitely the online landscape is different than the in person. The landscape here in the online world has definitely changed due to COVID-19. A lot of our consumers have moved to a work from home environments. And what we are seeing in studios and gyms across the nation is a decrease – decreased patronage in the brick-and-mortar locations, and an increase in online content and the conception of online content.

The reason being is that it's just more accessible, it's convenient, there is more variety, there's more flexibility and their varying levels of connection. That's one of the things that's been most interesting over the last three years. Everybody has a different sort of desire for connection, and connection means different things for different people.

Some people want and in person connection, some people want autonomy over the relationships and want to have a little bit of a boundary, and order. So the online space that only provides them without - with that and gives them the opportunity to interact in a way that feels affable and authentic to them.

Is also the aspect of affordability for online is scalable, there's very little overhead associated with the online landscape. So whether you are producing the content or whether you are consuming the content, it makes it more affordable. It makes it easier to access.

Now students can learn more about yoga from the comfort of their own home. Practitioners can determine what levels of interaction they want to have with her teachers and others.

This is a really big deal for people. Community during the lockdowns and the pandemic was important, and it helped to support people's health and well-being. I think that people have really come to lean into the virtual communities that supported them during that time.

You also have so much more flexibility when you're accessing content on a virtual platform.

You can do it based on your schedule, you can fit it in between dropping off the kids at school, running errands, or having her lunch break.

And people like that, people like tracking able to curate their own wellness plan with these different apps and technologies. Also, to find community there.

All of these factors coupled with the affordability and scalability of on their platforms makes online yoga a viable option for many people. This is in my opinion a getaway to a deeper practice. What we have seen, both in our online community at My Vinyasa Practice and our brick-and-mortar community is a lot of people will start online, and once they feel comfortable, and they feel more confident and practice, they will come into the studio. So it definitely does support people in deepening their practice.

There are so many options available, I know when I first started in the online world, it felt overwhelming.

I actually started are only arm of the business several years before COVID started. 2016 we lost our first online programming, and we were very successful, but it was so interesting because a lot of people in the brick-and-mortar and personal world didn't understand the appeal of it. Bun wants -- once we were all forced drop out of doing and come back to sort of our own base during the pandemic, I think people started playing with it and really found it very viable.

Ultimately, when we start talking about developing a business or building up a business, especially from a yoga lens, it's important for us to go back to our values before we really embark on this journey so that we set ourselves up for success. Because it is so overwhelming, sometimes our personal hero and limiting belief – beliefs can create challenges that prevent us from embarking on this type of journey.

I know that many people that I counsel and give business advice to, they tell me they don't know where to get started. And they feel like there are so many options in the marketplace that their offering will not be viable.

So I would love to stop right here, take a moment, and see if there are any questions, concerns, or any feedback from the audience or even from Cristal about this particular part of the online landscape.

How did you feel when you first started thinking about going online?

CRISTAL SHARMA:

I love the topic because I feel like when I first started teaching, so I began teaching over 20 years ago. And there was no social media, there was no YouTube. You show up in a brick-and-mortar studio and your options were probably very limited.

And now we have grown into such a beautiful world of yoga, where every quarter has probably some option for you, and the online world is now not as scary.

So in the beginning I was probably more hesitant of how the experience was translate, and would it create the same feeling that we get to create so pitifully in a studio setting.

And I love the journey it took me on, because it allowed me to maybe deal with any of my own judgments about it, or my own fears about it, or my own hesitations, and will acknowledge that maybe that was coming from a place of not knowing. And as I got comfortable with the platforms, the uses of the technology, I find it to be, I think how you explained it beautifully, that sense of autonomy. That I think every yoga teacher loves to be able to have their own stamp, their own impression, role style, their own character, however we like to describe it. I think you really address that point beautifully.

If you like the comments we are getting back in the Q&A, and remember to those of you watching, please engage through the Q&A, it is how I and Michelle know what is on your mind, what are you receiving? What are you still leaving with questioning.

His insights or questions about the finances and fee structure. There is interest for you to talk more about how to set up a fee structure for online classes given that the cost for that is less than with the overhead you have in a brick-and-mortar's place. -- Space.

MICHELLE YOUNG:

Yes, we will definitely dive into monetization as we look at the different platforms. I think that you have to identify what you need to make as a yoga teacher, and back yourself in that way. You can't really say that an online class should be nine dollars, five dollars, \$15, whatever. I think it is more important to say this is what I need to be able to serve the community in this way, because there is an energetic exchange, we do have to acknowledge that. Then I think backing herself in.

I remember discussions years ago, someone was talking about teaching online, when it first started. 2015, 14, 16, somewhere around there. People were pioneering the industry.

She said online, I can teach a private for \$25 an hour online because I don't have to drive anywhere, I don't have to get a babysitter. I don't have to adjust my schedule. There are so many opportunity costs that I do not have to spend that I would have to spend if I was doing it in a brick-and-mortar or studio, that Holly really had to do was back into how much I need, and that that's where she came up with her price.

I think ultimately looking at the opportunity cost is important. And then recognizing when we release our attachment to what we're going to get in return. I'm not saying we give it away for free, but when we release the attachment to it, and say, because really I'm giving from a place of unconditional love and the desire to uplift.--" Then we great abundance and prosperity.

It is deftly something that might not be what we think it is, it might be a combination of worklife balance, and enough to pay the bills, XYZ. I think the finale it gives us a different lens, and releases us

from the struggle of the hustle. I'm not vying to get a certain amount of money or a certain amount of students, but I am rather allowing and unfolding.

We will touch base more on monetization because each platform does have a different fee structure.

If you want to for example decide you wanted to white label and app, and we will talk about what is white labeling, what does it mean. If that's where you were going with this, then you might say, "I'm going to do a perception model for subscription model. One people to pay nine dollars, \$10, 20 calls a month even." It will get these library, classes, online coaching, whatever your personal and professional offerings include. And then you are working to gather more subscriptions to sustain your business rather than one on one drop Ensor paying for individual classes. So there are many different fee structures will take a look at as we move through.

CRISTAL SHARMA:

Let me add a follow-up Michelle before you jump to the next, because it seems like there's also a question regarding what we talk about monetization. The element of --free.

Your thoughts on offering free classes, and I love this question, how do you compete for free.

MICHELLE YOUNG:

People these days, their students yes, but they are consumers. And we are providing content online, we are providing a digital product that people are consuming. And it's a product they are consuming in through the gates of the senses.

People want to try it before they buy it. But that isn't necessarily a green light to make -- make everything free. Setting prices that are in line with your values and system user can continue to offer the service of holding space for the yoga practice, I think that's important, so I typically offer one thing for free or something... A portion of...

People sort of get to know the teachers that they are going to be experiencing. Maybe that is a short Instagram real or a short video. YouTube is doing these little shorts now. Where the teacher is talking about how they came into the practice, how they Q Asana, how they teach philosophy, etc., etc. People don't get to know the teacher -- people get to know the teacher and discern if that is the person they want to continue to move forward with.

And there is really no shortage out there. I think we have to be careful about buying into scarcity mindsets. So many people have so many subscriptions to so many different yoga channels for example. Or different streaming channels.

I, how many of us have Netflix at HBO? People do that with you as well.

And I've seen it, and people say, "I love this online course, I took this other online training over here for they did this, you did this, this was great, it married so altogether."

Then you get to see there is no competition because we are all just complementing one another.

So fleet that answers that question, and again, I'm happy to dive into any questions about this that resonate with you all. This is really your time.

CRISTAL SHARMA:

I agree. There's always the element of free which I'm aware. I only brick-and-mortar space, there is always the concept of free.

Free has a cost, and putting yourself as the teacher, the same thing we do in our teacher training programs. Remembering you need to first identify what works for you, what is the exchange you are comfortable with, because everything costs time, energy, knowledge, and there is an exchange.

And once you can find a place of becoming aware of it, and then accepting it. That interrelationship you are happy to embark on.

So I agree that the scarcity mentality sometimes can limit how we look at the opportunity, just an open sea of engagement that is out there waiting, waiting for you. At the end of the day each person does have something very unique to share. In resonate with the different communities they come into contact with.

MICHELLE YOUNG:

Absolutely. And this really does lead us right into our next sort of topic.

It's like, OK. We have to identify what her intention is for teaching. And then we can back into the finances of that. My intention is to uplift the collective consciousness. So I'm going to teach and create a business, for me personally it was to create jobs. I wanted to create a sustainable yoga business that was capable of supporting yogis and teachers in a big way. Because otherwise, we are all hustling between studios, and it's really hard to make a living as a yoga teacher.

So that grew my intention. Everyone will have their own intention and coming home to that intention within yourself is really important.

Then as you are going through this process, identifying your intention for teaching, and backing into how much you need to make to sustain the service you are offering, then you are ultimately -- and ultimately limiting beliefs will come up. You will be hit with scarcity mentality. You will be hit with I can't do it, not tech savvy. He will be hit with either really enough, is there really a market? Is the market saturated?

And these are opportunities. My teacher, I am so grateful and I love her so much. She really gave me the gift of seeing these limiting beliefs as opportunities for awakening into a deeper relationship with yourself and your lived experience. Succumbing to a place where we can use that intention to identify what is coming up for us, and maybe what is a block to embarking on this journey, that is one of the things I wanted to discuss.

So this is an example of what I see all the time. I do a lot of business coaching after people graduate from our program. And we see this happen frequently. A yoga teacher wants to teach yoga online, but she doesn't know where to start. She doesn't like social media because it activates her vulnerabilities. She has bought into a belief she has to have a large social media following to be successful at online yoga teaching.

There are two ways we can handle this from a yoga perspective. We can apply some self compassion and we can recognize social media doesn't dictate our self-worth. And we can go back to the sutras, and also identify which collations are present.

Maybe I say, I don't know enough about social media marketing, what is that? It's a video, I can use (Unknown Term) to help neutralize that limiting belief. I can say actually I can learn new things, I can adapt. Or maybe the limiting belief that is coming up is my network isn't large enough, I don't have enough followers, or that a sort of my ego there. Maybe I counter that with offering to cause people who were supposed to receive it.

Just creating an opportunity for (Unknown Term) and Tapas will help us create a foundation that is in alignment with our personal values, our personal practice, and the ethics of yoga.

By addressing these limiting beliefs we are empowering ourselves. We are learning how to empower others, and we are removing any obstacles that might be in our way. By doing our internal work to fortify our intention to serve in the community. Ultimately in my expense, not only personally but with other teachers and counseling, coaching them professionally. This is really a viable way to enter into the online space because what people don't understand is online is very very complicated in terms of its energy, it's either element, and there's a lot of exchange that happens online, even though we might not be aware of it. There's a lot of psychic materials had transfers for online social media, etc., etc.

So really, doing this work prepares us to go into the space in a clean way so we can hold space for others. The way we want to hold space for others.

Let's talk about the pros and cons of teaching online. Now you set your intention, you identified any things you need to work through, he worked through them, you feel empowered, you feel strong. Now let's be realistic.

The pros are authentic connection. You can believe yourself. You don't have to be anyone else. People will gravitate to people that resonate with them. So ultimately, authentic connection is key.

You can leverage the affordability of these online platforms. I also own a brick-and-mortar, we are about to open a second one. And brick-and-mortar's more expensive. There was a lot of overhead. But online you can get in for relatively little money to start, and then as you make money you can scale with the technology and increase your tech staff based on what your student populations needs are.

Accessible, there are so many different platforms. We are going to talk about being strategic here

because we don't want to try to start an online business on every single platform overnight, that would be a lot. But ultimately over time, you have so many different options, so many different ways to package your content, and to build that community, and that speaks to scalability's. It is more scalable than in person for sure. There are 200, 300 people on, ethics 364 with us today, and that is just a small fraction of the people who will see this webinar.

Ultimately we have to realize, I could never have gotten 360 people in my brick and mortar studio. Max I could fit 90. So we are limited when we are in a physical plane, but once we start and barking in the user, we really do expand our capacity to reach individuals.

It ultimately it is sustainable for teachers of all facets of yoga. We teach philosophy, we can teach Asana, (Unknown Term), we can teach everything and we don't necessarily have to burn ourselves out. We'll talk more about burnout later. Because I think that's definitely an important thing to talk to yoga teachers about.

But definitely it's sustainable. We can turn it off, we can have more of your work life balance because we are able to reach more people, and potentially increase revenue in a way you might not have been able to do in a brick-and-mortar.

The cons are it requires a little bit of technical aptitude. It may feel overwhelming, and it's difficult to ensure student safety. It's not impossible but it is difficult. And it's difficult to teach proprioception.

From my perspective, one of the primary jobs when we are teaching Asana is to teach proprioception. Which if you aren't familiar with the term, it is the ability to know where your body is in time and space, and to have an awareness of how you are moving through time and space. And we can't physically adjust, or we can see people in three dimensions, it makes little bit challenging.

So I'm going to stop right there and see if anyone has any comments. If Cristal has any questions, or anything she would like to add.

CRISTAL SHARMA:

I think the point I keep seeing and it echoes the sentiment I think you just really started talking about, I agree. I feel when you are teaching in person, your eyes on students is very different. You can see the form, you can see nuances, you can support them in new ways. Then the transition of teaching online becomes challenging because it -- because it will always depend on the camera angle. I don't know if you have this Michelle. I remember in the beginning of the pandemic I was probably looking at everyone's feet, because no one could figure out the right camera angle of how they wanted to set themselves up. He would have these conversations with them, the camera higher, put it over here. So it is a learning curve I think for both student and teacher.

The questions were getting from the audience right now or in respect to that, do you need to carry liability insurance, and how then do you work on teaching hybrid classes where if you are teaching may be the same class in studio but it is being streamed online, how do you navigate safety in those settings?

MICHELLE YOUNG:

Absolutely. I would always recommend liability insurance when you are teaching yoga. Whether it is in person, online, any which way. It is just an important thing to have when we are in business.

When it comes to teaching hybrid classes, we did that in RStudio during the pandemic. It was really interesting. It was super challenging.

We had set up an iPad, and I will actually talk about this in a second when we talk about using multiple devices. When you are streaming live classes, it's really helpful to use at least two devices. Want to capture you -- one to capture you as a facilitator who is demonstrate, because often times cues don't translate the same way online than they would in studio because you don't have anyone else to look at. You are online, you are a new Yogi, maybe you aren't quite sure what that means.

So it is important for the teacher to demo, so you need a good angle for that. It support and for the students in the class to be able to see and hear you. It's important for the students online to be able to hear you. For that reason, typically what I will do is use either my air pods, or use a microphone to ensure clarity of speech, and I always keep my phone right next to my MAC Inc is anybody used to be that into the zoom room, people drop off. We have technical issues. People are late, etc.

This is another point I will make right now, if you are using zoom, I'm not as familiar with Google Meet but I do use zoom from LFOs to if you are using a streaming service, and meeting service like Zoom or Google Meet, make sure you enable the waiting room and you are letting people in. It is to protect the energy of all of the participants.

First of all, you need to know who was in that space, and if you don't know iPhone 5, let them send you anymore that they could not get into class and let them know why they didn't get in. Because you have to contain that space.

We have had some pretty interesting things happen online. Should be on the cons list you all. At another recent online is difficult, somehow school surprise you in ways you don't want to be surprised. Maintaining the integrity of the space is important.

When you are teaching hybrid, again, make sure you have a good camera set up on you when you are demoing at all times. Make sure you have a microphone connected to your streaming service, and make sure you have another device you can use to either let people in or maybe read the chat. Symptoms people will drop a note in the chat and say I didn't hear that, what did you say, this hurts, how about five? That's another good thing to do as well.

And as always, really tried to encourage people to keep the cameras on. People love autonomy, but when you are teaching Asana, it's not the time, and I really encourage my students were taking online classes to keep the cameras on so that I can continue to monitor them. That's why having the second device in front of you is great, because you can see them and they can see you.

CRISTAL SHARMA:

What I would offer here, specially for those who are going to get number two online, be mindful of your timing on this, because all these elements, what Michelle is talking about so seamlessly, they are going to be time suckers, time vampires here. And you do have to be respectful of her students time in the same way you would be if they came into the physical space.

So your attention is now going to be split in multiple ways. Checking the waiting room, checking camera angles, is the audio OK? All these things can foster you and of course take away from the experience.

So if at all possible, and you have a second person who can help you with this. Sometimes it is beneficial, and I have done this in the beginning when we were transitioning to online. One person is the backend person like we have here today. Our wonderful backend support to make it look so seamless. Who can monitor maybe the chat, or take a look at the technical elements so you can focus on the class.

No different than if you were in brick-and-mortar, someone is doing sign in and you are in the room.

Be mindful of that, because your attention always needs to be on your students, and that is where your focus has to be. So all of these elements is worth doing a practice run, semi you would if you would quotation a studio space, you gather your friends. "I'm teaching a free class," teach a free online and go through some of those kinks.

MICHELLE YOUNG:

Absolute. I can't agree with you more. There are so many benefits to doing those practice runs, re-watching them, seeing what the quality is like. How do I cue that, will they understand, definitely a lot of great points Cristal is making as well.

CRISTAL SHARMA:

You have some great questions here, we are going to get into the nitty-gritty.

Does a lot of entrance -- there is a lot of interest on how to monetize YouTube, should you to be used as a platform for gaining news obstructions? Should it be live? Should it be prerecorded? What you think about instrument?

There's definitely a lot of interest in how to get started, but you have a lot of viewers today who are more seasoned and would love your input on maybe some of these more detailed pieces of it.

MICHELLE YOUNG:

Yeah, I think YouTube...

It's interesting because YouTube is similar to some of the other social media platforms in terms of the algorithms that they use.

And I'm actually going to stop screen sharing for just a moment and we will just flow organically for a little bit.

YouTube is great if you can commit to posting videos regularly and consistently. If you can't commit to doing that, I would not recommend doing YouTube because it's looking for keywords, is looking for consistency, edits looking for volume.

So the machine is actually going to pick up things that have those elements before it picks up things that don't. So what sort of depends.

Vimeo was actually my favorite when we first started because it allowed you to monetize very easily. It was much more user-friendly when I was in that sort of space, and it allowed you to create your own channel, and people could subscribe to your channel, and that was actually – people loved that. I member we had quite a few subscribers back in the day to the Vimeo channel. And it was a great way to also store your on-demand content for future as well.

CRISTAL SHARMA:

So I agree with you about the consistency, so let me pick your brain a little bit then. Do you do your posting yourself or do you have help to stay consistent. Because I agree. I think it's a Cynthia's the child with the only space.

MICHELLE YOUNG:

Its consistency across the board. Every platform you're on, your branding has to be exactly the same. And you are posting, everything has to be exactly – pretty regular.

We post on Instagram for example every other day. And we use scheduling services sometimes when we are promoting brick and mortar, it's a lot more organic. We will take reels, we will do fun things after a class or something like that. Definitely consistency is king.

This goes back to what is your intention for an online offering? Are you doing lives? If you are doing lives I have a different rhythm addition altogether.

Lives, you can go one of two ways. You can create your own expense, create your own adventure I guess you could call it. Using zoom in to PayPal or different payment processors to take money and things like that, or you can go with these apps that white label like Uscreen is a great example. There are several Yogi set up as a Christian -- subscription services that do quite well with it. And it's quite affordable for what it's offering, the platform that it offers.

So those are two really great options if you're looking to do live, subscription, on-demand type things.

I do feel YouTube is a little limited in terms of what it offers in commercial content. It's really hard to get commercials off your content on YouTube. And that distracts students and takes away from the experience. They are downward dog and all of a sudden a commercial comes on. It's like, what's happening right now?

Facebook Live, some people like that. Facebook is starting to do a lot more with monetization and helping people to monetize. Instagram is also starting to do more with helping people to monetize their Instagram channels. These are all different options, but again I think it goes back to your intention.

It is our intention to connect life with students? If so, how tech heavy do you want to be? Or is your intention to create content that gives you passive income? Because these are two very different things. You can do both of them simultaneously, or you can do one or the other, it just depends on how much energy you want to put into it.

CRISTAL SHARMA:

I think he started hitting on the next question that seems like it was circulating about equipment. Lighting some people struggle with, or sound quality, microphone. If there is anything you want to offer about equipment, because I completely understand that is a different wheelhouse altogether. Getting comfortable with it.

MICHELLE YOUNG:

Oh gosh. It is a journey. Sometimes it's trial and error, sometimes it's not.

I think it really depends on what you want to film on.

You can use a high-quality MacBook Pro, PC, that has a high quality video card in it installed in a high-quality camera. You would still want a megaphone.

The microphone is the single member one important piece of equipment I think you need because clear cues and clear communication is one of the builders of excellent teaching.

Connecting with students progress at the planet receptively, you need to be able to communicate clearly. If it is muffled or there is data, or the air conditioning is on, people will get frustrated.

And ultimately that is another thing about this whole market. People don't have the attention span they do in person. You come to an in-person class and you are there, but online if the quality of the video is not great or the quality of the audio is not great, I will find someone else. So that's the consumer mentality that we have to keep in our mind.

It doesn't mean you have to be perfect, because authenticity is key. People want to see you, they don't want to see something you are pretending to be. They want to experience your style, they want to experience who you are and how you represent yourself. And hopefully, you were teaching through that lens and encouraging them to see the reflection of themselves. So they can go deeper, they can do their internal work.

I definitely think that audio is the most important.

Lighting is important too, especially on on-demand content. This gets a little into the editing

conversation, which I'm happy to go into because we do a lot of our editing in-house and it's been a long learning curve, and people have been very patient. But yeah, it's a lot of work. Lighting is a huge consideration.

I typically tell people, you can get the ring lights, I'm sure everyone's seen them, they are advertised on every Instagram channel in the world. Or you can get the bigger LED lights that are on big kickstand.

I don't like umbrellas, I don't like trying to diffuse the light. So I prefer to work with Adobe Pro on the backend to adjust lighting if I need to, or just scrub out any static or sound, incongruities, so the consumer gets the best quality product that I can deliver.

Because again, we're in this age of AI, everyone is talking about AI, everyone is talking about XYZ.

The content I put out is me, it's my content, it's my voice, my editing, that's what I'm talking about. It's authentic to me and that's what people want.

I have one person say to me on the video lecture, "I'm an actress and I live in Greece, I was so upset because you had messed up on something in the video. Then you said, you know it doesn't matter, we are just divine beings in a human expense. She said I was blown away because I realize it doesn't matter if I mess up."

We are really nearing everything we do to our students. So again, don't be hard on yourself a stop don't let it stop you from going into the online world. But just know that it's going to be a little bit challenging. There are going to be some learnings that you are going to have to maybe research, find a resource for.

CRISTAL SHARMA:

I agree with you. If you like the learning curve, I think when you get to a point, and I think we have similar background of teaching for so long and varied expertise, if you like when you get into a physical space you are like, "OK I know how to handle the situation, and how to handle this level. Something comes up."

The online rodeo, the wild wild West, it takes up so much of your time and energy to learn the equipment, to learn the proper angles. To reevaluate were set up. Do you have the right amount of space, distance from your screen? Do you need to make sure everyone is out of the house when you're recording? You have to go somewhere else?

Going back to the topic of free, I think this kind of reinforces the point you made earlier, both you and I agree on.

Instead think about before you give away your classes for free, because so much more prep work is going to go into creating your online class that that does have a value.

Identifying what you are comfortable with obviously, but realizing it is going to require a lot of energy, effort, and investment on your part. Because the equipment does start becoming extensive.

MICHELLE YOUNG:

-- We have about 15 minutes left so let's talk more about agreement because this is definitely, it seems like it's what the community is wanting.

CRISTAL SHARMA:

They want to know your microphone, you want to know your lighting, I got some good questions here at the end about how long classes should be, because typically online they see shorter snippets of 10, 20 minutes versus an hour. They are going all detail oriented now.

MICHELLE YOUNG:

Excellent. I will tell you, getting a nice camera is a plus. But you can start with just a regular camcorder. I prefer camcorders to like the point and shoot that have video because the point and shoots that have video typically will only record for 15 to 20 minutes, so get smaller pieces but with the nice digital 4K cameras, you can video for hours. Then you can chop it up and create all sorts of courses, were all sorts of different pieces of content.

I definitely think investing in a cameras important. And I don't know, are we going to be sharing the link to the presentation after the webinar?

CRISTAL SHARMA:

I believe that's up to you if you want to share your slides.

MICHELLE YOUNG:

We will deftly share that. Chemfun (?) microphone.it's a wireless microphone, click on the side of my topper my pants. It works great. I have made them a lot of money because I have sent everybody to them. It's a great microphone, it's a nice flesh-colored microphone. It's not too bulky. Gives you that Britney Spears confidence that you might need to get on camera. That's definitely a great tool.

And then again like I said, used the ring lights, used the larger LED lights. I will share links in the slideshow for you as well.

Going back to the topic of timing, how long should the classes be? I would do a variety. 15, 30, 45, 60. And I'm going to give you some tips on filming these classes. This might be the most valuable information I can share with you actually.

When you film, if you filming a 60 minute blocks, to each of your 50 minute chunks of class. Let's say we do set up and warm up, we set up the breath and we warm up. Then we do a flow peak, then we do inversions and back bands, then we do a cooldown in Savasana.

Set each one of them up where you pause at the end of 15 minutes and let's say child's pose. Just pulling something out of my – thin air.

You pause and child's pose, then I get back up and go into flow NP, then get back up, go to the back band, inversion series, then I pause, then I do the same thing.

Now have a 16 minute class, -- 60 minute class and have 450 minute pieces. You chop them up into pieces, work smarter not harder my friends.

You have to figure out have to -- how to optimize your time so you get the most bang for your buck. It's hard, I can't tell you how many times I filled an entire -- class or lecture, and the audio is off. That's delightful.

Be patient with yourself, and be patient with the technology because it is not always going to come out perfect the First Temple stop

When reviewing livestock, it's OK if you mess up because people want to see the human in you. They want to relate to you. No one can relate to something perfect all the time because that's not how life is. Being true to what is rising I think is key.

CRISTAL SHARMA:

I agree with you, I think that was such a valuable offering you gave about the repurposing of content.

I feel we struggle with that as yoga teachers, I will speak for myself, I know I always wanted everything to be original and authentic. I went through that, each one has to be its own unique experience. And you realize there just aren't enough hours in the day or exactly what you said, something technology wise doesn't go through. The lifestream did in work.

Recognizing the same one hour can free up so much of your time as you can take that content and exactly, maybe make it into a real or a short, for now it's the topic of a blog post or a post.

It opens up a new level of creativity, which at the beginning, when you don't have your bearings with the technology, it's going to feel overwhelming.

To find that balance of that one piece of content. The repurchasing of it, giving it new life, opens up more of you which is phenomenal.

MICHELLE YOUNG:

Absolutely. What you are saying is so valid. With all the technology in front of us today, it can be hard to pick what will be relevant for you.

Just remember, remember your target audience. If your target audience is 35 to 55-year-olds. Mothers of children. TikTok might not be the place to advertise, or your place to promote yourself forever. It might be Instagram, Facebook, whatever.

Being aware of what is relevant in taking the content that you have and using it is optimally as you can.

I love the repurpose in conversation. Chris

--

SPEAKER:

If you could repeat the name of the microphone.

MICHELLE YOUNG:

-- KIMAFUN.

CRISTAL SHARMA:

There seems to be also conversation around how to navigate the local studios or the bigger boxes. Who offer online offerings and maybe do it unlimited for a very low amount.

Again, conversation of competition again. But how to create. Maybe let me focus on a question that phrased it better. About how to find new subscriptions in the online world, because there are so many people out there.

MICHELLE YOUNG:

There are a couple of different things you can do. I will also include some of the links in there as well for these tools and resources.

There client acquisition tools you can use for individual clients and then click that. I used thumbtack whenever started, there's all sorts of different client acquisition tools.

Vendors also relationship you can have with bloggers, with different all my providers in the marketplace.

We typically will promote new students who have maybe an online offering, we will let them post our message boards or something. Facebook can be a great place to do that. Again Instagram stories is a great place to do that.

I would also say the online subscription model... To work with a blogger, you reach out to them.

Basically what you do is Google online yoga subscriptions, and you are going to get some blogs that pop up. And reach out to them. You say, "Hey, I noticed you featured some online blogs. I noticed you featured some online yoga classes, or subscribe and services, I would love for you to feature me as well. How do we start that conversation?"

And some of these people are just bloggers and that's what they do, and some are what are called affiliate marketers, and affiliate marketers will help you promote your business or your offering in exchange for maybe a dollar off every subscription or something like that.

There are a lot of plug-ins on the backend of websites, that's another position for another day, that allows this to take place mostly.. Something you have to necessarily worry about. It can all be also

done so you don't ever have to cut us a check or do anything different. But they have such high SEO rankings that they are driving traffic to your offering.

Yeah, you might be listed with six people. But the person that looks at that article may be looking for exactly what you are offering, but with someone else's. So there's really not competition here, is just everybody has their unique lens.

CRISTAL SHARMA:

I think that's well explained. I agree with you. I think it becomes another element of again, understanding the bandwidth of your energy, time and resources. To start availing the opportunities that are out there, the element of collaboration is really vibrant in the online world. So bringing that into your space allows you to feel more connected with your community. I do think that seems to be a comment that was going through the queue and days. Not feeling connected, or how to greet the communities. This conversation around collaboration ethic allows the creator, as well as the people who are digesting the information to feel like they're part of the whole world.

MICHELLE YOUNG:

Absolutely. A final note on community and helping to foster community, especially around subscription services. This is something we do internally. We offer community events. Once or twice, maybe three times a month we will offer community events.

One of those events is a weekly (Unknown Term). It's an opportunity to talk about yoga philosophy, to come together as a group. And again, it's a zoom room and everyone gets the option to talk and commute, and to be in community. We are in (Unknown Term) together, so let's begin at together.

And that does keep people coming back and staying active, and staying engaged.

Whatever you do, whether it's a 30 day and challenge -- 30 day challenge, weekly guided meditation with Dharma talk, whatever it is you do as well service, as your (Unknown Term) to the community. That will also help to foster engagement and help people to feel more connected.

CRISTAL SHARMA:

I have loved every part of this conversation. I think what I appreciate the most because I think for those that have embarked on it, and other recent information out there. It really requires a lot of planning and organization.

There are elements of this where you have to map out the way maybe your week is going to look like, your month, what kind of content you are going to focus on. But once you feel comfortable around said, it goes back to the point he made at the beginning about autonomy. And it really allows the teacher to feel successful in offering what they want to to the community how they wanted to be received. So there's really no censorship or filter.

I think you have taken us down a beautiful conversation today, so I really appreciate and thank you for all the knowledge that you shared.

I always love to when I get to the end of hosting is allow you to offer up how can people find you, and any tidbits, knowledge you want to leave them with before we sign off.

MICHELLE YOUNG:

Absolutely.

You can find our offerings, but also more information about business and your band all the things. We have a pretty extensive blog. My Vinyasa Practice.com.

I also offer complementary business coaching. I do 15 minute sessions, especially for internal students. If you are ever interested in getting on my calendar, just picking my brain, I'm happy to do it. And we do offer a lot of support courses and materials and things like that to help teachers succeed in the online space.

CRISTAL SHARMA:

Thank you again, my name is Cristal Sharma, I'm from Power Yoga. I love to talk all things about the South Asian lands in the philosophy. So I hope you leave today with great information about how to be a successful online yoga teacher. You reach out to Michelle, myself, and you come back here and watch the next webinar said really make you a full rounded student and teacher.

Thank you so much, Namaste.

MICHELLE YOUNG:

Namaste.

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