

GET YOUR DUCKS IN A ROW CHECKLIST FOR A YOGA TEACHER/ YOGA THERAPIST



What kind of impression do you want your potential students to form about you? The tools you use and the systems you set up will help you make an impression of professionalism. Use the checklist below to mark the tasks you have already completed and the choices you have already made to get a clear picture of where you stand.

1. How do you make your initial interactions with students reliable and frictionless?

Make it easy for them to reach you	
Respond promptly	
Minimize the number of steps it takes them to complete the task (filling out forms, scheduling, etc.)	
Make everything you send/give them look professional (with your logo and contact information)	

2. How convenient are your Intake and Waiver forms?

Easy for you to make and change	
Easy for you to send to a potential student	
Easy for a student to fill out	
Easy for a student to send back	
Easy for you to view and store	

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3. What kind of tools do you use to make your teaching practice run smoothly?

Scheduling system (which one?)	
Payment processing system (which one(s)?)	
Yoga sequence builder (which one?)	
Electronic health records system (which one?)	
Professional liability insurance (which one?)	
Email newsletter service (which one?)	

4. Which choices have you already made regarding your teaching practice?

Decided what kind of students you wanted to work with	
Made a list of your services with prices	
Set up a website	
Made a list of people/organizations to collaborate with	
Selected your marketing channels	

5. Do you feel like your teaching practice is organized and put-together?

Yes No Almost

What still needs to happen?
