

2010



ADVANCED STUDIES &
**YOGA TEACHER
TRAINING PROGRAM**

THE BUSINESS OF YOGA:
HOW TO START AND GROW YOUR BUSINESS



WITH **ART TIDDENS**
OCTOBER 2 & 3, 2010

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- Dates:** October 2 & 3, 2010: *Two Days (10 hrs)*
- Times:** Saturday, October 2: 12:15 – 4:45 pm
Sunday, October 3: 12:15 – 5:45 pm
- Place:** Santa Barbara Yoga Center • (805) 965.6045
32 East Micheltorena Street, Santa Barbara, CA 93101
- Prices:** \$185 if *full payment (deposit plus balance) is made by August 21, 2010*
\$225 if *any remaining balance is paid after August 21, 2010*
- Deposit:** \$75 deposit, required to reserve your place, is refundable (minus \$50 cancellation fee) *only until 9/04/10*
- Balance:** Balance is due by, and is only refundable until, *September 4, 2010. NO REFUNDS after 9/04/10*
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The Business of Yoga: How to Start and Grow Your Business

The Business of Yoga: How to Start and Grow Your Yoga Business is a terrific course for the yoga teacher who knows all about yoga and about teaching, but may be less knowledgeable about business practices, and how to organize, run, and grow the business end of teaching yoga and being a small business owner.

Art created this course and manual and has been teaching it at yoga studios across the country since 2002. The course is very interactive, with lectures and workshops, and lots of student interaction. Art's teaching is professional, yet fun and informal, emphasizing results, not convention.

This course will help students develop the basics of starting and growing a successful yoga business or small business. The sixteen hour course includes lectures, workshops, and a 200 page manual (newly revised in 2009) that will serve as a valuable reference during and after the class. The manual contains: specific and detailed information on basic business issues, two sample business plans and a business plan checklist, sample bookkeeping ledgers and spreadsheets, basic tax forms and how to use them, examples of necessary business and license forms, extensive marketing ideas and examples, a step-by-step guide for starting a yoga business, a self-diagnostic checklist for existing businesses, and a reference section for written and online resources.

Upon completion of the course, students should be able to develop a realistic business plan for teaching yoga, or starting their own small business. They should be well versed in the steps involved in opening up their own business including: making a plan, developing financial projections, approaching clients students and studio owners, marketing their services, organizing simple bookkeeping tasks, and renting or leasing space. They will be introduced to the myriad of issues involved in running and growing a small business.



*Art preparing to teach
"Business of Yoga"*

The Instructor:



ART TIDDENS heads *Astraea Corporation*, a small business and investment advisory firm, founded in 1989, and located in Carpinteria, California. The firm evaluates all aspects of businesses and investments for clients. Art holds a doctoral degree from the University of California, Santa Barbara and his Ph. D. dissertation, *Aquaculture in America: The Role of Science, Government, and the Entrepreneur*, was published by Westview Press. He holds a Bachelor's degree in biology and a Masters degree in biochemistry. Art has also done post-graduate work at a joint program sponsored by Stanford and the London Business School. In 2002, Art created the course and book, *The Business of Yoga: How to Start and Grow Your Yoga Business*. Since then, he has shared his expertise all across the country, and continually updates the material for both the book and the course to reflect these dynamic times. Art enjoys sharing this potentially daunting subject matter with a sense of ease and playfulness.
