



TEACHER TRAINING
CLARA HORI

Yogi Incubator

The Business of Yoga: Level I

Date: Fri-Sun, July 24-26, 2009

Price: \$250 (\$275 after July 16)

Location: Moksha Riverwest
700 N Carpenter

Clara Hori- Following a successful 10-year career at Microsoft Corporation, Clara has worked to build bridges between the corporate world and Yoga. She is the creator of the Yogi Incubator, a Business and Marketing program that helps Yoga teachers thrive doing what they love. Clara is also the Managing Director of Balance Integration Corporation, a leader in Corporate Yoga and Life Work Balance programs.

Clara teaches The Business of Yoga nationwide and at Loyola Marymount University in Los Angeles. She cites her teacher Rod Stryker, as her endless source of inspiration and guidance.

The Yogi Incubator has been featured in Yoga Journal, Yogi Time and Natural Awakenings. Clara's articles have been published in Yogi Times Business.

REGISTRATION FORM

NAME _____

ADDRESS _____

CITY, St., ZIP _____

PHONE _____

EMAIL _____

\$50 DEPOSIT REQUIRED TO REGISTER

PMT AMT CASH CHECK VISA/MC AMEX DISC PAYPAL

CARD NO. _____ EXPIRATION DATE _____

SIGNATURE _____

OFFICE USE ONLY

OMBASE ENTRY BY _____ DATE _____

REG LETTER MAILED BY _____ DATE _____

EMAIL CONFIRMATION _____ DATE _____

This program fits into the Teaching Methodology category of the Yoga Alliance standards and is designed to help trainees/teachers understand practical aspects of teaching yoga as a career and how to use business as a sacred art of materializing one's vision.

Demistifying ideas such as "if you're spiritual you can't be a businessperson" or "really good yoga teachers don't need marketing", business of yoga expert Clara Hori will encourage teachers to embrace the business side of their teaching and offer superlative tools and strategies to help them thrive, from day 1. Topics include:

- Why should we grow and what kind of dreams should a yogi pursue?
- Sharpening your purpose/vision and using your business to fulfill it.
- Thriving: the intersection between what you love, what you do well and what the world needs.
- Getting started: subbing, volunteering, alternative venues, own studio, and privates.
- Marketing as a way to share and serve. Old and new ways of getting the word out
- Practicalities: personal finances, taxes and liability insurance.
- Competition: from a limiting thought to a motivating concept.
- Preventing burnout.

Teaching methodologies will include lecture/theory (50%), group discussion (20%), hands-on work (30%).

The Weekend's Schedule

- Friday July 24, 2-5pm and 5:30-8pm
- Saturday July 25, 10:00am-12:30pm and 2-5pm
- Sunday July 26, 10:00am-12:30pm and 2-5pm

