

***"Inspired Yogi"***  
**Business Plan**  
**Draft Outline version 1.0 – May 2012**

## **BUSINESS DESCRIPTION**

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Use this space to describe the what: your vision, mission and inspiration.

Explain why it is needed, where and how you will implement it.

List objectives you wish to obtain.

- Inspire others
- Help people.
- Be the best teacher ever!

## **TARGET MARKET**

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Describe who you envision as your students or the community you plan to serve.

**Break down** what needs you will fill for these target markets/populations.

## **MARKET OPPORTUNITY**

Compare your plan to other organizations/teachers that exist and make a case for your style/mission.

Also be sure to list who you see as your competition. For example:

*"Although we are distinct in our offerings and support services, we believe our clients will also consider these..."*:

## **CLIENT EXPERIENCE and OFFERINGS**

Here is where you get into more details by sharing either what you aim for the student to experience and/or what specifically you will offer. Put in all details to complete a picture.

## **LEADERSHIP and ORGANIZATION STRUCTURE**

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If you are starting a yoga-based non-profit or just wanting to organize yourself as a teacher you will put biographies here. (Pictures are good to.) If you are starting a non-profit also put the positions and their job descriptions here.

## MARKETING

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*"Based on the identified market segments, our marketing strategy is a combination of social networking,..."*

Describe your strategy to get yourself out there. Below are a couple examples of avenues.

### Social Networking

### Traditional Advertising

### Network Referrals

## CRITICAL SUCCESS FACTORS

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Outline what will attract and retain students or participants in your program, factors critical to your success.

## FINANCIAL MODEL

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### Start-Up Capital

Summary of what "the ask" is. What you will need to begin to teach. For many teachers this just getting certified and creating business cards, but there maybe other steps you want to do. (see full list below)

### Revenue/Profit Assumptions

If you plan to make this your full-time work it would be good to look realistically at:

- how you will create income
- price the amount you are likely to be paid

This is especially critical if you are staring a yoga non-profit and want to pay your staff.

### Expense Assumptions

#### Marketing

- Brand Identity
- Website (initial design)
- Website (updates)
- Manifesto Video
- Newsletter
- Conference Attendance/Travel
- Advertising
- Business cards
- Brochures
- Letterhead, envelopes

#### Technology

- Ongoing online presentation
- Hardware and software
- Peripherals printers
- Software
- Tech Support
- Application Development
- Phone

#### Product

- Apparel (inventory cost)
- Human Resources**
  - Payroll
  - Benefits
  - Medical
  - Dental
  - Short Term Disability
  - Long Term Disability
  - Payroll Taxes
  - Insurances
- Transportation**
  - Gas
  - Mileage
- Office Supplies**
  - Monthly allowance
- Market Research**
  - Books, resources
  - Competitor and/or vendor trips
- Professional Memberships & Industry Subscriptions**
- Vendors**
  - Legal
  - Accounting
- Taxes**

snagged this at: [TheYoke.Yoga](#)