

Chart of Yoga Revenue by Combining Corporate and Private Yoga Training

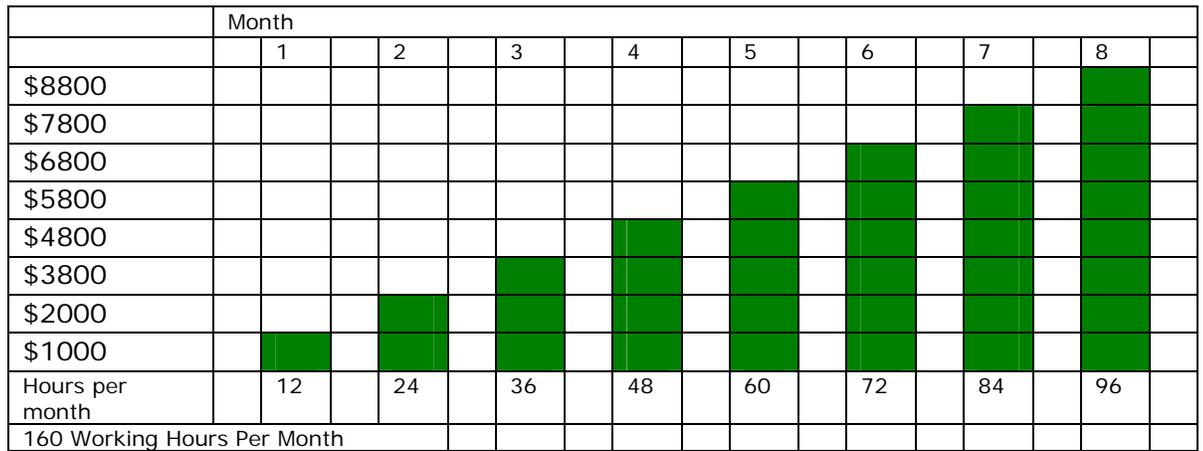
Month	\$ per month Each Corporate Client \$100 per class	Hours per Month	\$ per month Each Private Client From Corporate Client Taught 1x Week. \$75 per client	Privates per week	Hours per Month	1 Workshop Per Quarter Each Employer	Total \$ per Month on All
1	400	4	600	2 @1x wk	8		1000
2	800	8	1200	4 @1x wk	16		2000
3	1200	12	1800	6 @1x wk	24	800	3800
4	1600	16	2400	8 @1x wk	32	800	4800
5	2000	20	3000	10 @1x wk	40	800	5800
6	2400	24	3600	12 @1x wk	48	800	6800
7	2800	28	4200	14 @1x wk	56	800	7800
	7 hours per week			14 hours per week			
Point where you might want to take on another teacher							
8	3200	32	4800		64	800	8800
9	3600	36	5400		72	800	9800
10	4000	40	6000		80	800	10800
11	4400	44	6600		88	800	11800
12	4800	48	7200		96	800	12800

This model supposes adding 1 corporate client per month so that by the 12th month you have just 12 corporate onsite clients that your company service once a week for 1 hour (45 minutes).

It then has you translating just 2 clients from each corporation into your private practice. This number is conservative. Because you are onsite once a month, you have an opportunity to translate many more into private clients than this chart reveals. Then add additional clients from referrals; your practice could be full in less than one year – if done with the right marketing and sales approach.

By 6 months, you could be earning nearly \$7,000 per month. Too much business? Too many hours? No problem, hire other yoga instructors who simply want to teach but don't want to build or run a business.

Here's a graphic view of the same data stopping at 8 months of growth.



By marketing for corporate clients, your pool of possible private client leads is vast. The above model is based on gaining 1 corporate client per month and 2 private clients per month from that corporate lead source.

For studios, this is both a revenue channel and a marketing channel.