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Yoga Therapy Disclaimer

The yoga therapy components of Eva Norlyk Smith’s teaching and experience are based on her education as a Ph.D. in Psychology and yoga therapy certification and is not derived from her status as an E-RYT 200, RYT 500, YACEP with Yoga Alliance Registry.
Creating Courses: The Key to Attracting More Students

Presented by:
Eva Norlyk Smith, Ph.D., CMT, E-RYT 200, RYT 500, YACEP
Agenda

- Understand the pros and cons of teaching yoga in courses vs. individual classes
- Learn how to tap into unmet needs in the yoga market
- Learn how to determine the main audience for your course
- Learn how to apply basic principles of curriculum development to structuring your yoga class and course
Who Are We and Why Did We Start Teaching Yoga Wellness Courses?
About

Eva Norlyk Smith, Ph.D.

• Ph.D. in Psychology
• Health Writer, Author
• CMT, E-RYT 200, RYT 500, YACEP
• Co-founder of YogaUOnline
• Co-creator of the Healthy Back, Healthy Body Yoga Program
Why Did We Start Teaching Yoga Wellness Courses?

- Fill the growing needs of aging clients
- Developed consecutive modules over time
- Almost 5,000 student hours of testing done so far
Courses vs. Classes: PRO’s

What is a course?
- Typically series of 6-10 classes
- Structured around a learning theme

Sample themes:
Building a Home Practice, Yoga for Posture Improvement, Yoga for Better Sleep – Journey to Subtle Yoga - Exploring the Chakras, Yoga for Better Balance, Yoga for Lymphatic Health
Courses vs. Classes: PRO’s

- Benefits of teaching courses
- Enables more in-depth, progressive learning
- Can better meet some of your students’ common needs
- Forces students to make a commitment
- Enables you to stand out, offer something unique
- Enhances student motivation, retention
Courses vs. Classes: CON’s

- Forces students to make a commitment
- Requires more advance preparation
- Requires more marketing (initially)
Where to Start: Answering the Why

- To attract students to your course(s), you need to offer something they can’t find in regular classes.

- To determine what that is, you need to understand the unmet needs of your audience.
Yoga in America: 2016 Survey

Conducted by Yoga Journal and Yoga Alliance

• The number of yoga practitioners increased from 20.4 million in 2012 to more than 37 million in 2016.

• That’s a growth of about 20% per year.

• At the current rate of expansion, the number of yoga practitioners is set to double every five years.
# Yoga in America: 2016 Survey

<table>
<thead>
<tr>
<th>Region</th>
<th>23%</th>
<th>Age</th>
<th>Gender</th>
<th>28%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northeast</td>
<td></td>
<td>18 to 29</td>
<td>Male</td>
<td></td>
</tr>
<tr>
<td></td>
<td>23%</td>
<td>30 to 39</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Midwest</td>
<td></td>
<td>40 to 49</td>
<td>Female</td>
<td>72%</td>
</tr>
<tr>
<td></td>
<td>32%</td>
<td>50 to 59</td>
<td></td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>22%</td>
<td>60+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Flexibility and Stress Relief and Reduction are the Two Top Reasons Practitioners Began and Continue

50% of respondents cited improving overall health as a reason to start and to continue practicing.

**Motivation to Start Practicing**
- Flexibility: 61%
- Stress relief/reduction: 56%
- General fitness/conditioning: 49%
- Improve overall health: 49%
- Physical fitness/getting in better shape: 44%
- Strength: 42%
- Mental health: 37%
- Spiritual development: 24%
- Weight loss: 21%
- Physical therapy: 18%
- Medical condition...: 10%
- Prenatal health: 8%
- None of the above: 2%
- Other: 1%

**Motivation to Continue Practicing**
- Flexibility: 59%
- Stress relief/reduction: 53%
- General fitness/conditioning: 47%
- Improve overall health: 48%
- Physical fitness/getting in better shape: 42%
- Strength: 40%
- Mental health: 35%
- Spiritual development: 23%
- Weight loss: 20%
- Physical Therapy: 14%
- Medical condition...: 9%
- Prenatal health: 8%
- None of the above: 3%
- Other: 1%

Q. Which of the following personal reasons motivated you to start practicing yoga?
Q. Which of the following personal reasons currently motivate you to practice yoga?
There are 208 million non-practitioners in the U.S.

Practice of Yoga

- Nevers (85% = 208m)
- Practitioners (15% = 36.7m)
  - <6 months
  - +6 months
- Lapsed practitioners (13% = 31.8m)
- Never tried yoga (72% = 176m)
# Lapsed Practitioners and Never-Practitioners Experience Different Barriers

## Why Haven’t You Practiced Yoga Recently (or Ever)?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Lapsed Yogi</th>
<th>Never Tried Yoga</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unsure if it’s right for me</td>
<td>16%</td>
<td>28%</td>
</tr>
<tr>
<td>Other</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Do not know how to get started</td>
<td>10%</td>
<td>19%</td>
</tr>
<tr>
<td>I don't exercise</td>
<td>5%</td>
<td>17%</td>
</tr>
<tr>
<td>I feel out of place</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>No place locally to go</td>
<td>11%</td>
<td>20%</td>
</tr>
<tr>
<td>I do/did not enjoy it</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>It is too expensive</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>My body type is not right for yoga</td>
<td>7%</td>
<td>12%</td>
</tr>
<tr>
<td>I find it too challenging for my body</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>The &quot;spirituality&quot; aspect of the practice bothers me</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>I didn’t do very well</td>
<td>4%</td>
<td>12%</td>
</tr>
<tr>
<td>Yoga is too hard</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Not a tough workout</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>It is too easy</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>I do/did not like the teacher</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Never tried yoga people point to barriers to entry and lack of information.

Lapsed practitioners point to convenience, cost and experience barriers.
Key Challenges for Beginner and/or 50+ Students

• Lack of body awareness
Key Challenges for Beginner and/or 50+ Students

- Lack of body awareness
- Lack of flexibility - The Kinetic Chain Conundrum
Tight Hamstrings Show up in Many Ways

Creating Courses: The Key to Attracting More Students
Hosted by YOGA ALLIANCE
Tight Hamstrings Show up in Many Ways
Key Challenges for Beginner and/or 50+ Students

- Lack of body awareness
- Lack of flexibility - The Kinetic Chain Conundrum
Key Challenges for Beginner and/or 50+ Students

- Lack of body awareness
- Lack of flexibility
- Lack of strength
Key Challenges for Beginner and/or 50+ Students

- Lack of Strength
  - Lower stamina
  - More prone to get discouraged
  - More prone to injuries
  - Warm-ups and sequencing critical
Key Challenges for Beginner and/or 50+ Students

- Lack of body awareness
- Lack of flexibility
- Lack of strength
- Lack of commitment, motivation
- Lack of vision of what yoga has to offer
Challenge vs. Opportunity?

• Teaching courses, not classes
• Forces commitment
• Enables progression
• Cover a curriculum of structured steps of learning
• Keeps class progressing together
Yoga Courses: Typical Format

- Eight sessions
- Six weeknights, two weekend days
- 1.25 hrs. /1.5 hrs.
- First 10-15 minutes – theme
- Theme appears throughout practice
Sample Course Themes

- Finding Your Body Power – learn how to tap into your body wisdom for improved general well-being
- Yoga for Core Integrity
- Yoga for Posture Improvement
- Yoga for Healthy Aging - Balance
- Yoga for Stress Relief - Breathe, Relax & Renew
New Yoga Alliance Guidelines:
Yoga Therapy Vs. Wellness

- Yoga therapy includes working with people with existing disorders or chronic diseases.
- Teaching is typically done on a one-to-one basis and often integrated into a health care setting.
- The focus here is to help manage or relieve a condition.
- Requires extensive additional training.
Yoga Therapy Vs. Wellness

• Yoga wellness courses focus on educating people about how to live better in their body.
• The focus is on how to enhance general health, not treating an existing condition.
• In contrast, working with disease conditions as a yoga therapist requires extensive additional training.
Yoga Therapy Vs. General Health and Wellbeing

Yoga Alliance Guidelines

"Therapy usually means the treatment of physical or mental illness... Yoga Alliance Registry Standards... do not include instruction in diagnosing or treating a mental or physical injury or illness."

"Therapeutic benefits of yoga," by contrast, suggests that yoga promotes general wellness. Wellness is generally understood to be the quality or state of being in good health.

“Yoga may reduce the chances of developing health conditions and can increase wellness or general health, but it is not a therapy.”

https://www.yogaalliance.org/Yoga_Therapy_FAQ
Therapeutic Yoga Courses/
Yoga Wellness Courses

General Health education courses with two goals:
- To teach students how to enhance an aspect of their general health and wellbeing.
- To teach yoga teachers the yoga teaching methodology needed to teach this group of people.
Understanding Your Scope of Practice

- Yoga for Back Pain
- Yoga for a Healthy Back
- If you want to deal with disease conditions, becoming a yoga therapist is essential.
- If you want to help people learn how to live more effectively in their bodies, teaching yoga that enhances general health and wellbeing or general health education courses can be a great niche.
Structuring Your Curriculum

Within Class Learning – Address Key Student Needs
• Lack of body awareness
• Lack of flexibility
• Lack of strength
• Lack of commitment, motivation
• Lack of vision of what yoga has to offer
Structuring Your Curriculum Within Class Learning

Address Key Student Needs

1. 5-10 min. Theme-Learning Intro Talk:
   - Vision of what yoga has to offer
   - Motivate, inspire

2. 10-15 Min. Body Grounding
   - Build body awareness, motivate, inspire

3. 45 – 55 min. Yoga Practice
   - Focus on building body awareness, flexibility and strength relating back to class and course theme

Creating Courses: The Key to Attracting More Students
Hosted by Yoga Alliance
Structuring Your Curriculum Across Class Learning

- Build progression around key student needs
- Course
- Example: Finding your body power – Tap into your body wisdom for improved well-being
<table>
<thead>
<tr>
<th>Session</th>
<th>1st Session</th>
<th>2nd Session</th>
<th>3rd Session</th>
<th>4th Session</th>
<th>5th Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>theme</td>
<td>Understanding Interoception</td>
<td>The Role of Breath</td>
<td>Attuning to Sensation</td>
<td>Parasympathetic vs. Sympathetic Functioning</td>
<td>Holding Space</td>
</tr>
<tr>
<td>INTAKE</td>
<td>Forms/waiver. Intro: Building Self awareness; honor/listen to body</td>
<td>Following up on last week/notice any difference?</td>
<td>Changes noticed?</td>
<td>Greater awareness of the body during the past week?</td>
<td>Greater sense of body's signals?</td>
</tr>
<tr>
<td>Theme Talk</td>
<td>Importance of interoception - Understanding the 5 Ws</td>
<td>Yoga heals by freeing prana in the body, the breath is the main vehicle for facilitating the flow of prana</td>
<td>Different kinds of body perceptions - proprioception, interoception. Subtle sensations as gateway to body wisdom</td>
<td>Hyperarousal and difficulty shifting from sympathetic to parasympathetic functioning</td>
<td>Riding the wave - understanding the ebb and flow of sensation</td>
</tr>
<tr>
<td>Body Awareness-Grounding</td>
<td>Introduce supine pelvic tilt</td>
<td>* Supine Pelvic Tilt with Ab engagement, Intod Aw of Diaphragmatic Breathing *Bridge arm lifts</td>
<td>Supine Pelvic Tilt with Ab engagement, build to breath retention, notice sensations *Bridge arm lifts with breath retention, notice sensations</td>
<td>Before- After Pelvic Tilt and Bridge Arm lifts with Breath Retention: Notice the path of the breath/ light areas</td>
<td>Supine pelvic tilt sequence - Bridge lifts with long holds, holding space for buildup of sensation</td>
</tr>
<tr>
<td>Postures - B.A., Flexibility-Strength - Building towards DD</td>
<td>Supa P Sequence</td>
<td>Full yogic breathing in postures</td>
<td>Lifting, opening the heart</td>
<td>Focus on retaining lumbar curve in postures as appropriate</td>
<td>Stihira and Sukham - Maintaining Ease in Challenging Postures</td>
</tr>
<tr>
<td>BA, F</td>
<td>Sphinx Pose - S.A. engagement</td>
<td></td>
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<td></td>
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<tr>
<td>BA, F</td>
<td>Anahata Asana - Spine lengthening</td>
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<tr>
<td>S</td>
<td>Sunbird -</td>
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</tr>
<tr>
<td>BA, S</td>
<td>Mountain</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>BA, F, S</td>
<td>Wall Dog - Aw. of lumbar curve</td>
<td></td>
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<tr>
<td>BA, S</td>
<td>Mountain ---&gt; Extended Mountain</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BA, S</td>
<td>Chair Pose on Wall</td>
<td></td>
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<td></td>
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<tr>
<td>BA, S</td>
<td>Warrior 2 on Wall -</td>
<td></td>
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<tr>
<td>BA, S</td>
<td>Crescent Lunge - hands on hips</td>
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<td></td>
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<tr>
<td>BA, F</td>
<td>Standing Widelegged Forwardbend</td>
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<td></td>
<td></td>
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<tr>
<td>BA, F, S</td>
<td>Downward dog on wall</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Cool Down</td>
<td>Sphinx, supine twist, Supported Bridge</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Summing It All Up

• Yoga teachers stand before a tremendous opportunity to fill a need and be of service
• With continuous learning and dedication to your craft, you can make a real difference
• Teaching in courses takes more in-depth learning and preparation, but it can start you on the path of a lifelong, solid teacher.
Q & A

Eva Norlyk Smith, Ph.D. E-RYT-200
www.YogaUOnline.com
For class handout, send a note to Eva at Admin@YogaUOnline.com
Learning Sequence for Pelvic Neutral

• Session 1: Simple Supine Pelvic Tilt
• Session 2: Add low abdominal engagement: “Draw hip bones towards each other.
• Session 3: Add pelvic floor engagement: ”Draw pubic bone toward tailbone.” Then combine with low ab engagement.
• Session 4: Still supine. Learn how to use the combined action to avoid splayed ribs, dumping into low back.
• Session 5: Review everything in supine, then introduce same principles in Tadasana on the wall.
• Session 6: Review pelvic neutral principles in Tadasana on the wall, then take into Vir 2 on the wall.
Thank you!

Eva Norlyk Smith, Ph.D. E-RYT-200
www.YogaUOnline.com
Admin@YogaUOnline.com
Video Library: 50+ Recordings

https://www.yogaalliance.org/Learn/New_Video_Library

- Log in to your Yoga Alliance account at www.yogaalliance.org
- Click on Benefits, Publications, Video Library
- Find videos on:
  - Teaching and Program Design
  - Legal
  - Marketing/Communications
  - Operations and Studio Management
  - Personal Development

Creating Courses: The Key to Attracting More Students
Submit Your CEs

• Log in to your RYT account at: www.yogaalliance.org

• Go to: My Training Hours from your Dashboard

• Currently, YA does not require a CE Certificate of Completion
Upcoming Online Workshops

Using Bhavana to Keep the Yoga in the Asana
Presented by Jafar Alexander, E-RYT 500
Wednesday, November 02 at 2:00 p.m. ET

Panel Discussion: Business Planning the Yogic Way
Presented by Kraft, E-RYT 500 Darlene Maclachlan, Kellie Adkins, Jason Campbell, and Joan Dwyer
Tuesday, November 15 at 2:00 p.m. ET

7 Tips for Creating and Marketing Engaging Workshops
Presented by Amy Kraft, E-RYT 500
Tuesday, December 06 at 2:00 p.m. ET

My Best Playlist: Creating a Soundscape That Represents You
Presented by Sadie Nardini and DJ Taz
Tuesday, December 13 at 2:00 p.m. ET
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