CE WORKSHOP

5 Ways to Navigate Your Business Through the Pandemic
Agenda

• Introduction
• 5 Ways to Navigate Your Yoga Business Through the Pandemic
• Questions & Answers
Introduction

• Jen Palmer, E-RYT 500, YACEP
• Owner & Founder
• Universal Power Yoga Studios
• Universal Power Yoga School
• Norwood, MA
• Wrentham, MA
• Online
• Outdoor
5 Ways to Navigate Your Yoga Business During the Pandemic

1. Teamwork
2. Mindset
3. Take Action
4. Check the Math
5. Community Connection
1. Teamwork

- Know your team
- Strengths are your superpowers
- Weekly communication
- Stay open to suggestions and ideas
2. Mindset

• Embrace change; see problems as opportunities
• Self-care
• Focus on what you can control, and who/what inspires you
• Think outside the box
3. Take Action

• Think first, then act
• Start small, add on
• Progress, not perfect
• Pivot, then show up
4. Check the Math

• Revenue and expenses
• Confident calculated risks
• Do more of what works
• New revenue channels
5. Community Connection

- In service to others
- Stay true to your values
- Consistent connection points
- Meet people where they’re at
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THANK YOU, YOGA ALLIANCE, FOR EVERYTHING YOU DO!