

T H E B U S I N E S S O F Y O G A

presents



5 Things to
Consider
before
Leading a
Yoga
Retreat

Have you always loved to travel?
Do you dream of combining the things you love?
Do you crave freedom?

I . B E A S T U D E N T F I R S T , T H E N A T E A C H E R .

Just like in teaching yoga, we ONLY ever teach what we know. The same goes for Yoga Retreats. Before you consider leading a retreat, it is best to go on at least one or two as a client. You can learn a great deal by listening to fellow retreat goers' likes and dislikes. Apply what you discover into how you want to guide a retreat yourself.

Most importantly, you must investigate the location before guiding others there. You would never talk students into headstand if you yourself had never visited headstand pose. Also consider getting experience by talking to your retreat leader and see if they are open to having you assist them on an upcoming retreat to really understand the behind the scenes action. In addition, take a workshop on How to Lead Retreats with experienced retreat leaders.

try this:

- Register for a Yoga Retreat as a client. Better yet, book a location, retreat center and time of year where and when you're interested in leading a retreat. Make the experience as relevant as possible to your goals.
- Ask a Retreat Business Owner if you can apprentice with them. Specifically seek to learn from the best, most experienced Yoga Retreat Leaders. Find VIP days and Masterminds related to The Business of Yoga Retreats to ramp up your learning.

2 . L E A D I N G A Y O G A R E T R E A T I S N O T Y O U R V A C A T I O N

Clients have paid serious money to learn, transform, relax, try new things, see new places, make new friends and enrich their lives. Creating a solid curriculum for the length of your retreat is like a mini “teacher training”. Each module, each class progressively builds upon the last with coordinated exercises beyond the asana to support your clients’ growth and self-work. This combined with an awareness of how time of day, place, and meals impact exactly when you offer yoga and managing all the unexpected things that arise leaves little downtime for the Retreat leader.



TRY THIS:

- Take time out of your busy schedule to go to the retreat location early for a mini-vacation before you start leading the retreat. This will help ensure you don't build resentment towards your guests and have the most to give them while on retreat.
- Schedule breaks within your retreat itinerary where you can invest in yourself. Get a massage, meditate, practice yoga asana, and take a nap. Keep refueling your tank.

3 . L E A D I N G A Y O G A R E T R E A T I S M O R E T H A N T E A C H I N G Y O G A

You are also guiding. In some places like Europe and South America, the art and skill of “Guiding” is a specialized college degree. The amount of knowledge required to be a really accomplished guide is serious business. Clients rely on you as their contact point for everything: culture, towels, dietary changes, language, where to buy something, Wi-Fi, flights, etc. You should be familiar with detailed logistics of your area to be able to anticipate client needs.

Most important is managing your clients’ safety beyond the asana room, getting waivers signed and keeping an eye out for everyone.

TRY THIS:

- Establish clear boundaries from Day 1 by using the buddy system so you recruit your guests to also look out after one another.
- Be clear about how and where to reach you. If in a foreign country get a local sim card and phone so you are always reachable. While at the retreat site establish “office hours” a place on site you are visible and present to respond privately to their questions.



4 . R E T R E A T P L A N N I N G & P R E P A R A T I O N I S E X T R E M E L Y T I M E C O N S U M I N G

It requires excellent organizational skills, marketing experience and a desire to manage the details for sometimes no profit. By deciding to do a Yoga Retreat, you are accepting another full-time job. You are essentially serving as Project Manager and your own staff at the same time. The hours you spend in designing the trip, administration, negotiating with the retreat center, hotels, restaurants, and other subcontractors along with correspondence with potential clients and promotion is time away from generating revenue for yourself by teaching studio classes.

Teaching a yoga class at home is a known way to make a living; deciding to lead a yoga retreat does not guarantee a profit. Be sure to factor in your basic expenses like airfare and lodging (don't assume that you stay for free even while on retreat). And most of all be 51% certain you want to do this more than once. Otherwise, to be honest it's not worth your time and energy investment.



TRY THIS:

- Spend 5 hours reviewing Best Practices of other Yoga Retreat Business websites.
- Review how well your Project Management systems and technology is working for you. Put your business in good order before adding another.



5. YOU WON'T BE ABLE TO ATTEND YOGA CLASSES AS A STUDENT WHILE ON RETREAT.

Therefore you will benefit from a committed home practice. Self-practice may be the only yoga you will get while guiding a retreat. This along with a strong self-care program is mandatory. You'll find it necessary to cultivate strong boundaries to maintain the energy needed to share with your students. Too often retreat leaders try to do too much or take on too big a group resulting in their own illness or depletion. Take care of you. Make time for meditation, aloneness and quiet. Be sure to plan for the post retreat energy hangover as well. Book time into your schedule to recover, rest and catch-up on your life while away.

TRY THIS:

- Review your current lifestyle and make note about well you manage your energy boundaries. Design a life now that has you practicing excellent boundaries already.
- Design a self-care program and commit to practicing it for 30 days. Get involved with on line programs to help you have accountability like the Receiving Project.

a b o u t S I L V I A M O R D I N I



*Writer. Happiness Coach. Teacher. Healer
Spiritual Vinyasa * Inspired * Playful * Mystical*

With contagious enthusiasm Silvia encourages everyone she meets to love their life. Her expert passion connects people to their own joyful potential. Silvia lives her happiness in such a big way that you can't help but leave her classes, workshops, trainings and retreats spiritually uplifted!

Silvia Mordini is a Writer, Happiness Coach and internationally recognized Yoga Presenter. Her expert passion connects people to their own joyful potential. Born in Ecuador, proud of her Italian heritage and raised as a world traveler, Silvia developed a sense of global citizenship early on. In young adulthood she was run over by a car—a life changing accident that led her

to discover the “Alchemy” of Yoga to heal and transform. A serial Yogapreneur, Silvia had a 13 year Human Resource career, owned 2 Yoga Studios, founded Alchemy Tours, a Spiritual Adventure company and developed the 10 year old international Alchemy of Yoga Teacher Training School. She has been inspiring happiness, global awareness, and joyful living in students for 20 years. She also leads private Dharma Mentoring courses for socially conscious yogapreneurs that aims to calibrate the inner compass for fulfillment and work life balance. This program provides the mechanics to do the work of spirit and be financially successful at the same time. She has been inspiring happiness, global awareness, and joyful living in students for 20 years.

Look for her upcoming book “Happiness Prescriptions,” read her popular blog called Love Your Life (named one of the top Yoga blogs for 2015), along with enjoying her “Loving Your Day” YouTube channel. Her articles appear regularly in magazine such as Mantra Yoga and Health and on various yoga sites such as MindBodyGreen, Yoganonymous, GaiamTV, Daily Cup of Yoga and she is the author of the The Alchemy of Yoga blog on DoYouYoga.com. Devotee of Lakshmi, Silvia loves making Aperol Spritz and cooking tasty vegetarian Italian and Latin infused meals while entertaining friends. She dreams of one day living on a beach “almost” full-time and simplifying her closet by 50%.

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