



ACCREDITED TRAINING PROFESSIONAL:

PATHWAYS TO SUCCESS



PATHWAYS TO SUCCESS

The overall goal of membership is for us to understand your business needs and identify the ways we can help you build a successful training business via development, optimisation and growth.

1

Recognition

Recognition for what Trainers do, their experience and the quality of their Training is the number one reason Trainers give for joining us.

The Approved Trainer badge lets the yoga community and potential students visibly recognise your quality and high standards.

2

Course Credibility

With so much Training to choose from, your courses must stand out. Potential clients need the confidence to sign-up with you.

Our Course Accreditation Seal builds trust with your potential clients, providing them with the extra confidence to invest in your Training.

3

Lead Generation

No matter how good your Training is, we all need help generating leads.

We offer multiple options to help with this:

- *YAPTA snippets to let members and potential clients experience your knowledge and training style.*
- *A manual matching process to match our Trainer members with students looking to train.*

4

Business Guidance

We understand your passion is for teaching and training yoga. As a result, many trainers and teachers struggle with business and marketing.

We offer a series of live Training and Educational webinars, business tools and support to help you grow your business.

5

Increase Revenue

Running a successful Training business can be easier with multiple income streams.

We allow you the possibility to create four different types of Training.

- *Foundation Training*
- *Foundation Plus Training*
- *Specialist Training*
- *Accredited Further Training*



6

Industry Insights

Having knowledge and information helps you make the right decisions.

With 9k+ active members, we share insights on what your fellow yoga teachers want, what they are charging, the latest trends etc., helping you successfully grow your business.

7

Community Support

One of the top Human needs we all share is to be part of something greater than ourselves.

We are working together as a community of teachers and trainers to train and mentor the next generation of fantastic yoga teachers.

8

Brand Awareness

Brand awareness is a potential customer's level of recognition and association towards your products and services.

Our insider insights, experience and knowledge enable you to convert leads into customers, clients then finally, RAVING FANS! These raving fans are the foundation of building your BRAND!