

# Resource Guide for New Yoga Teachers

By Zach Beach [www.zachbeach.com](http://www.zachbeach.com)

## The “I’m a yoga teacher now” Checklist

- ❑ **Make your website** - it can be super simple at first, just get something up ASAP
- ❑ **Begin a social media presence** - Start a blog, Instagram, Facebook page or Youtube channel. Commit to one or two main ways to connect with your audience. If you start generating content now, not only will it snowball into success in the future, but you will also get better at it as time goes on.
- ❑ **Buy Liability Insurance for yoga teachers** - Google it, get it.
- ❑ **Write your 300 word bio and memorize your 30-sec elevator speech** - who you are and what you offer, for when you are meeting with a studio owner or other interested party.
- ❑ **Take some photos** - All you need is 3-5 awesome photos of yourself: One headshot, one studio shot, and one awesome yoga shot to send to anybody for anything.
- ❑ **Get CPR certification and register with Yoga Alliance** - You *might* need these to work at certain studios.

## Stay in touch with me

- Email: [zach.beach@gmail.com](mailto:zach.beach@gmail.com)
- Website: [www.zachbeach.com](http://www.zachbeach.com)
- Love School: <http://www.the-heart-center.com/>
- Facebook: <https://www.facebook.com/zachbeachyoga/>
- Instagram: <https://www.instagram.com/zachbeachlove/>
- Twitter: <https://www.twitter.com/zachbeachlove>
- Youtube: <https://www.youtube.com/user/zjb407/videos>

## Websites that can help you run things and find opportunities

Some of these websites take commissions, it’s usually worth it since getting people to come is the hardest part of running anything. Be wary of companies that say, “want to run retreats around the world? We are looking for yoga teachers!” They most likely expect you to fill up your retreats on your own, which means, quite frankly, you don’t need their services.

- WeTravel - no commission
- <http://bookyogaretreats.com/> - 15% commission but their SEO is on point
- Retreat Guru - free listing of your retreat
- Trip Tribe - will book venues for you but you have to fill the retreat yourself
- Yoga Trade <https://yogatrade.com/> - find opportunities around the world
- Yoga Trail - monthly fee in exchange for listing and promotions
- <https://www.yovada.com/> - list your retreats and trainings

## Design and Promote your stuff

- <http://canva.com/> for designing flyers and promo material
- <http://pixlr.com/> for modifying your photos online

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- [www.createspace.com](http://www.createspace.com), <https://www.wix.com/>, or <https://wordpress.com/> to make your website
- [99designs](http://99designs.com), <https://www.awesomeweb.com/>, or <https://www.fiverr.com/>, if you want to hire someone for design for freelance work
- Mailchimp or ConstantContact for your email list

## **OpenSource Blogs for your writing and content marketing**

- Elephant Journal <https://www.elephantjournal.com/>
- MindbodyGreen <https://www.mindbodygreen.com/>
- Pick the Brain <http://www.pickthebrain.com/blog/write/>
- Medium <https://medium.com/>

## **Continue Your Education**

- Ancient Scriptures (get yourself a copy)
  - *Taoism*: Tao Te Ching
  - *Hinduism and Vedanta*: The Bhagavad Gita, Upanishads
  - *Yoga*: Yoga Sutras
  - *Buddhism*: The Dhammapada, The Bodhisattvacharyavatara by Shantideva
  - *Christianity*: The Cloud of Unknowing
- Online Yoga Resources
  - YogaGlo <https://www.yogaglo.com/>
  - One O Eight <https://oneoeight.com/>
  - 90 monkeys <http://www.90monkeys.com/>
  - Yoga Alliance
  - [Anatomy Studies For Yoga Teachers \(ASFYT\)](#)
  - SeeBeNow
  - <https://www.yoganatomy.com/>
  - <https://www.pranamaya.com>
- Sequencing
  - Sequence Wiz <http://sequencewiz.org/>
  - Yoga Journal [http://www3.yogajournal.com/poses/sequence\\_builder](http://www3.yogajournal.com/poses/sequence_builder)
- Learn Thai Massage
  - Lotus Palm Thai Massage School
  - Sunshine Network
- US Institutes for higher learning:
  - California Institute for Integral Studies
  - Naropa
- US Ongoing Retreat Centers with incredible programming
  - Esalen <https://www.esalen.org/>
  - Kripalu <https://kripalu.org/>
  - Omega Institute <https://www.eomega.org/>

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- 1440 Multiversity
- Ayurveda Resources (courtesy of [Anita Sundaram](#))
  - The Ayurveda Institute, [www.ayurveda.com](http://www.ayurveda.com)
  - Acharya Shunya, [www.acharyashunya.com](http://www.acharyashunya.com)
  - California College of Ayurveda, [www.ayurvedacollege.com](http://www.ayurvedacollege.com)
  - Kerala Academy, [www.keralaacademy.com](http://www.keralaacademy.com)
  - Loyola Marymount University, [www.lmu.edu](http://www.lmu.edu)
  - The Ayurvedic Healing Institute, [www.ayurvedichealing.net](http://www.ayurvedichealing.net)
  - Dancing Shiva Yoga and Ayurveda, [www.dancingshiva.com](http://www.dancingshiva.com)
  - Diamondway Ayurveda, [www.diamondwayayurveda.com](http://www.diamondwayayurveda.com)
  - American University of Complementary Medicine, [www.aucm.org](http://www.aucm.org)
  - Athreya Ayurvedic Integrative Healthcare, [www.athreyaayurveda.com](http://www.athreyaayurveda.com)
  - Banyan Botanicals, [www.banyanbotanicals.com](http://www.banyanbotanicals.com)
  - Tri Health Ayurveda, [www.oilbath.com](http://www.oilbath.com)

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## Keep Learning Resource List

Many thought leaders have books, blogs, podcasts, videos, retreats, trainings, and more. I encourage you to Google the people that interest you. I have listed here my recommended books and resources for each person, divided by subject.

Person	Recommended Books	Notes
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### Yoga

B.K.S. Iyengar	<i>Light on Yoga</i>	
Bernie Clark	<i>Your Body, Your Yoga</i>	
Dharma Mittra	<i>Asanas: 708 Yoga Postures</i>	
Donna Farhi	<i>Bringing Yoga to Life, Yoga Mind Body and Spirit</i>	
Eric Shiffman	<i>Yoga: The Spirit and Practice of Moving into Stillness</i>	
Georg Feuerstein	<i>The Yoga Tradition</i>	
Jason Crandell		Yogaland Podcast
Judith Lasater	<i>Living Your Yoga</i>	
Mark Stephens	<i>Teaching Yoga</i>	
Mark Whitwell	<i>Yoga of Heart: The Healing Power of Intimate Connection</i>	
Noah Maze		Classes on YogaGlo
Richard Freeman	<i>The Mirror of Yoga</i>	
Rod Stryker	<i>The Four Desires: Creating a Life of Purpose, Happiness, Prosperity, and Freedom</i>	
Simon Borg-Olivier		
T.K.V. Desikachar	<i>The Heart of Yoga</i>	
Tim Feldmann and Kino MacGregor		<a href="#">Kino's Youtube</a>

### Anatomy

Anodea Judith	<i>Eastern Body, Western Mind</i>	
Blandine Calais-Germain	<i>The Anatomy of Movement, The Anatomy of Breathing</i>	
H. David Coulter	<i>Anatomy of Hatha Yoga</i>	
Leslie Kaminoff	<i>Yoga Anatomy</i>	
Ray Long, MD	<i>The Key Muscles of Yoga</i> <i>The Key Poses of Yoga</i>	

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Timothy McCall, MD

*Yoga as Medicine*

## Shamanism, Neo-shamanism

Alberto Villoldo	<i>Shaman, Healer, Sage</i>	<a href="https://thefourwinds.com/">https://thefourwinds.com/</a>
Carlos Castaneda	<i>The Teachings of Don Juan</i>	
David Abram	<i>Becoming Animal, The Spell of the Sensuous</i>	
F. Bruce Lamb	<i>Wizard of the Upper Amazon</i>	
Mark Plotkin	<i>Tales of a Shaman's Apprentice</i>	
Sandra Ingerman	<i>Awakening to the Spirit World</i>	
Wade Davis	<i>The Serpent and the Rainbow, Light at the Edge of the World</i>	Enlightening TED talks

## Modern Buddhism

Dalai Lama	<i>Live a Better Way</i>	
Gil Fronsdal		Compendium of Audio Dharma recordings
Jack Kornfield	<i>After Ecstasy, The Laundry</i>	Founder of Spirit Rock Meditation Center
Joseph Goldstein	<i>A Heart Full of Peace</i>	
Mark Epstein	<i>Going on Being, Thoughts without a Thinker</i>	
Pema Chodron	<i>When Things Fall Apart</i>	
Sharon Salzberg	<i>Lovingkindness</i>	
Tara Brach	<i>Radical Acceptance</i>	Amazing Dharma Podcasts
Thich Nhat Hahn	<i>No Mud, No Lotus</i>	
Thupten Jinpa	<i>A Fierce Heart</i>	

## Western Mindfulness, Meditation, Neuroscience

Antonio Damasio	<i>The Self Comes to Mind</i>	
Dan Siegel	<i>Mindsight, The Mindful Brain</i>	
Jon Kabat Zinn	<i>Coming to Our Senses, Full Catastrophe Living</i>	Founder of MBSR
Norman Doidge	<i>The Brain That Changes Itself, The Brain's Way of Healing</i>	
Richard Davidson	<i>Altered Traits</i>	

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### More Eastern Thought

Jiddu Krishnamurti	<i>The book of life, On Love and Loneliness</i>
Lama Yeshe	<i>Introduction to Tantra</i>
Mooji	<i>The Mala of God, Writing on Water</i>
Shunryu Suzuki	<i>Zen Mind, Beginner's Mind</i>
Sri Nisargadatta Maharaj	<i>I am That</i>

### Westernized neo-tantra

Barbara Carrellas	<i>Urban Tantra</i>
Charles and Caroline Muir	<i>Tantra: The Art of Conscious Loving</i>
Hugh B. Urban	<i>Tantra: Sex, Secrecy, Politics, and Power in the Study of Religion</i>
Madhu Khanna and Ajit Mookerjee	<i>The Tantric Way</i>
Margot Anand	<i>The Art of Sexual Ecstasy, The Art of Everyday Ecstasy, The Art of Sexual Magic</i>
Omar Garrison	<i>Tantra: The Yoga of Sex</i>
Osho	<i>Being in Love</i>

### Secular Spiritual and Personal Growth

Alan Watts	<i>The Book</i>	Alan Watts Podcast
Brene Brown	<i>The Gifts of Imperfection</i>	
Eckhart Tolle	<i>The Power of Now</i>	
James Doty	<i>Into the Magic Shop</i>	
Jeff Foster	<i>Falling in Love with Where You Are</i>	
Krista Tippett	<i>Becoming Wise</i>	On Being Podcast
Michael Singer	<i>The Untethered Soul</i>	
Neale Donald Walsch	<i>Conversations with God</i>	
Paulo Coelho	<i>The Alchemist</i>	
Ram Das	<i>Be Here Now, Be Love Now</i>	
Robert Masters	<i>Spiritual Bypassing</i>	

### Popular Spiritual

Deepak Chopra	<i>Bringing Yoga to Life</i>
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Elizabeth Gilbert	<i>Eat, Pray, Love</i>	
Gabby Bernstein	<i>Spirit Junkie, The Universe has your Back</i>	
Oprah		Super Soul Sundays Podcast

### **Great Mystics and Devotional Poets**

Daniel Ladinsky	<i>Love Poems from God</i>
David Whyte	<i>Crossing the Unknown Sea</i>
E.E. Cummings	<i>E. E. Cummings: Complete Poems 1904-1962</i>
Hafiz	<i>The Subject Tonight is Love</i>
Idries Shah	<i>The Way of the Sufi</i>
John O'Donohue	<i>Beauty: The Invisible Embrace</i>
John of the Cross	<i>Dark Night of the Soul</i>
Kabir	<i>The Kabir Book</i>
Lalla	<i>Naked Song</i>
Meister Eckhart	<i>The Complete Mystical Writings of Meister Eckhart</i>
Pierre Teilhard de Chardin	<i>The Future of Man</i>
Rainer Maria Rilke	<i>Book of Hours</i>
Rumi	<i>The Essential Rumi</i>
Thomas Merton	<i>New Seeds of Contemplation</i>
Walt Whitman	<i>The Complete Poems of Walt Whitman</i>
Wendell Berry	<i>A Place on Earth</i>

### **Branding and Marketing**

(Here's some articles to get you started: [Building your personal brand](#) and [Building your personal brand the right way](#))

Brian Tracy	<i>Success is a Journey, Get Smart</i>
Marty Neumeier	<i>Zag, The Brand Gap</i>
Stephen Covey	<i>The Seven Habits of Highly Effective People</i>

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## **Yoga Playlists**

(while I'm not on spotify yet, here is a screencap of the main ones I use during YTTs)