



# YOGA BIZ CHAMP

## MICHAEL JAY

# INITIAL BUSINESS SETUP



*Bibi and Austin are the proprietors of Newburgh Yoga Shala in New York, which commenced operations in 2022. They collaborated with Michael for four months before launching at full capacity on the opening day.*

[www.Newburghyogashala.com](http://www.Newburghyogashala.com)

- Business Name Registration
- Business Registration
- Tax Numbers
- Business Bank Account
- Insurance
- Payroll Setup
- Business License
- Building Permits
- Insurance
- Financing
- Payroll Setup
- Lease / Lawyer
- Accountant Bookkeeper
- Operation Manual

MICHAEL JAY YOGA BIZ CHAMP

# BRAND SETUP



Mission / Vision / Values

Logo

Brand Colors

Fonts

Website

Socials Branded

Instructor Photos

Signage

Canva Account

Website Domain www

Facebook Name

Instagram Name

YouTube Name

Tik Tok/Other

Domain Email Setup

Email/Marketing Platform

Opening Soon Banner/QR

Email Funnels

Text Funnels

Guerrilla Marketing

Marketing Plan

WESTPARK  
YOGA

[New Here? Start Now! -> Learn More](#)



*Westpark Yoga worked with Michael for a year before opening their studio in Northern California. Michael created their brand and a community awareness campaign that allowed them to open their doors to 220 pre-sold memberships before ever holding a class*  
[www.Westparkyoga.com](http://www.Westparkyoga.com)

[yogabizcamp.com](http://yogabizcamp.com)



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# THE SPACE

**LISTEN TO INSPIRING STUDIO OWNERS ON MY PODCAST**



[yogabizcamp.com](http://yogabizcamp.com)

- Space Plan
- Flooring
- Wall Colours
- Lighting (dimmable/smart)
- Heating / Air
- Smart Thermostat
- Security
- Sound/AV Equipment
- Reception Area/ Front Desk
- Computer / iPad
- Cubbies & Coat Hooks/Racks
- Outside Brochure Rack
- Class Props
- Class Equipment
- Washroom Supplies
- Cleaning Supplies
- Water Dispenser
- Retail Displays



# YOGA BIZ CHAMP

## MICHAEL JAY

# CLASSES & TEACHERS

Hiring Plan

Interviews

Job Descriptions

Expectations

Onboarding Documents

Staff Training

Pay Rates

Instructor Photos

Instructor Bios

Contractors Own Insurance

Incentives and Perks

Team Communication Tool

Sub Process

Booking Software Platform



## OFFERINGTREE

Policies

Liability Waiver

Class Descriptions

Class Schedule

Course Schedule

Event Schedule

Annual Plan

## Your Avatar

IDEAL CLIENT

[yogabizcamp.com](http://yogabizcamp.com)





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### REVENUE



*Since Tucson YogaPod started working with Michael on refining their pricing, marketing and team leadership coaching, they have had a massive increase in sales, attendance, and membership growth. They are now exceeding their goals and more!*

[www.TucsonYogaPod.com](http://www.TucsonYogaPod.com)

Pricing Strategy

Drop-in Rate \$

Intro Offer Rate \$

Class Pack \$

Monthly Membership \$

Reacuring Membership \$

Sales Process

Sales Training

Front Desk Training

Instructor Training

Expense Tracker

KPI Spreadsheet

Goal Tracking

Workshops

Events

Retreats

Courses

Space Rental

[yogabizcamp.com](http://yogabizcamp.com)

Are you ready to join the next generation of yoga biz champs?

# BOOK A FREE CHAT WITH ME



PODCAST

COACHING

WITH MICHAEL JAY

[YOGABIZCAMP.COM](http://YOGABIZCAMP.COM)