Tips for Small Functional Group Yoga Therapy Online

By Amy Wheeler, PhD, CIAYT

1. Choose a few niches, and talk about them often. Clients need a way to find you—your niche is how they will connect. Put your niche(s) on the home page of your website. Talk about your niche on social media to gain attention.

   Hint: Think of your niche as a specific way you help a group of people solve a pain point. Then...

2. Once you get them in the door you help to heal the whole person.

3. Choose days and times that you think clients will be able to attend. You can choose to meet once or twice a week and charge the fee accordingly.

4. Create an 8- to 12-week series; clients sign up for the entire series. Plan a beginning, middle, and end to the series. You can modify as needed, but have an overarching plan.

5. Have an automatic calendar/scheduler (e.g., Acuity, Calendly) on your website so clients can sign up and pay online, in advance.

6. Send them an intake form and appropriate waivers. Sample intake forms for various situations are available (I use one from Zmaaya, my client manager software), and your liability insurer may specify or be able to help with waivers.

7. Before the series begins, complete and document an individual assessment of body, mind, and spirit with each person. This will be part of the total fee structure.

8. After each lesson, write up notes on the clients. Take short notes on each person, and keep good records as you go along.

9. Three weeks before the original series ends, set up another group and start from the beginning.

10. Help clients with the technology as needed. You can look for specific tutorials from the platform(s) you’re using and visit user groups for wisdom. Build the time you’ll spend serving as (calm!) tech support into your pricing.

11. When you set your prices, keep in mind all the technology you have to buy, your web designer’s time, your planning and organization time, your time with clients, data transfer and storage time and fees, follow-up time, and helping with technology time. For me, this has come to $17–$20 per hour of actual online time (per client).

12. Don’t forget that they are paying for all of your years of experience and training, which culminates in your ability to choose appropriate tools for them, and for the personal connection to you, a sattvic being.