

The Yogi Entrepreneur A Guide To Earning A Mindful Living Through Yoga

Shares advice for transitioning away from unfulfilling jobs to embark on adventurous, meaningful careers, outlining recommendations for starting a personal business with a minimum of time and investment while turning ideas into higher income levels. 60,000 first printing.

Yoga, the ancient mind-body practice, is booming in popularity, but there's no attractively packaged overview for the mainstream enthusiast. Introducing *The Little Book of Yoga*. This petite hardcover presents all the basics for yoga lovers of every interest and skill level—beginner or advanced, committed or just curious. The contents, broken into five sections for a customizable reading experience, include illustrated pose instructions and practical wisdom that yields rewards on and off the mat. Authoritative yet approachable, compact yet robust, it's a timely offering for a practice that continues to grow. Fans will recognize it as the only fundamental yoga book and gift givers will rejoice in finding the perfect present for the yogi in their life.

BASED ON NATURAL laws which govern all of creation, this book shatters the myth that success is the result of hard work, exacting plans, or driving ambition. In *The Seven Spiritual Laws of Success*, Deepak Chopra offers a life-altering perspective on the attainment of success: Once we understand our true nature and learn to live in harmony with natural law, a sense of well-being, good health, fulfilling relationships, energy and enthusiasm for life, and material abundance will spring forth easily and effortlessly. Filled with timeless wisdom and practical steps you can apply right away, this is a book you will want to read and refer to again and again.

Basic guide or a guide that can help you understand basic tips and tricks to increase your sales and grow your business to the next level

A mainstream release of a previously self-published best-seller, written by a successful internet traffic developer best known for his record-breaking sale of the Business.com domain name, shares a wealth of insights, tips and strategies for using online resources to build wealth rapidly.

To make the journey into the Now we will need to leave our analytical mind and its false created self, the ego, behind. From the very first page of Eckhart Tolle's extraordinary book, we move rapidly into a significantly higher altitude where we breathe a lighter air. We become connected to the indestructible essence of our Being, "The eternal, ever present One Life beyond the myriad forms of life that are subject to birth and death." Although the journey is challenging, Eckhart Tolle uses simple language and an easy question and answer format to guide us. A word of mouth phenomenon since its first publication, *The Power of Now* is one of those rare books with the power to create an experience in readers, one that can radically change their lives for the better.

Do you want to be an entrepreneur? Are you serious about starting a business? Joel Primus will show you how. From the small country town of Abbotsford to the skyscrapers of New York, this book shares the hard-learned lessons and captivating story of the start-up of Naked Boxer Briefs, a Nasdaq publicly-traded company that had A-list celebrity endorsements, raised over 17 million dollars, and sold its product in department stores around the world, including Nordstrom and Bloomingdale's. Part

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memoir and part entrepreneurial start-up manual, *Getting Naked* reveals when to start your business, how to raise money, what is needed to build teams and hire employees, and why you need to develop a solid brand with objective-based operations and marketing. Just as important, it also delves into the personal sacrifices required of an entrepreneur, exploring the vital links between mental health, family, finding balance, and being true to you who are through it all. The life of an entrepreneur is an uphill road with sharp turns and hazardous road conditions. It's all too easy to lose both yourself and your business along the way. *Getting Naked* is your personal road map to business and personal success.

A down-to-earth guide to meditation and getting high on life. *Heavily Meditated* has everything you need to know to get hooked on meditation for good. Presented in a simple, friendly, accessible style that even the busiest of meditation-doubters can relate to, this book clearly outlines: What meditation is Five fundamental meditation techniques (and which one is right for you) Where, when and how to sit How to deal with thoughts Why meditation is so damn good for you How to measure your meditation practice How to set goals and get hooked on meditation How to upgrade your practice from habit to ritual. Filled with exercises, worksheets, cheat sheets and other practical tools, as well as relatable personal stories to light your way, *Heavily Meditated* is your down-to-earth guide to meditation, and how to turn it into a habit that sticks and reap the benefits of a happier, calmer and more intentional life.

Mogul, Philanthropist, Yogi and New York Times Best Selling author (*The Happy Vegan: A Guide to Living a Long, Healthy, and Successful Life/ Russell Simmons' Laws of Success: 12 Proven Steps to Achieving Happiness and Empowerment/Super Rich: A Guide to Having it All/Success Through Stillness: Meditation Made Simple/Life and Def: Sex, Drugs, Money, + God*) Russell Simmons presents *Eat To Live: A Post- Pandemic Guide to Healthy Living*. Russell Simmons has transformed himself from an overweight/smoking/drug-using carnivore to a healthy, fit, vegan yogi. Distressed by watching his friends, community, and citizens of the world falling victim to COVID-19 at alarming rates, many with pre-existing conditions that put them at higher risk for death, Simmons decided to write a guide detailing the easy changes we can all incorporate into our daily lives to create health (mentally and physically) from the inside out, with an emphasis on plant-based eating -delicious recipes included!

Have you ever been bewildered in yoga class by the terms the teacher uses? What is the deeper meaning of these terms? How can you benefit by knowing them? For passionate and curious yoga students, *The Language of Yoga* offers the definitive A-Y of asana names and Sanskrit terms (there is no Z in Sanskrit!). This interactive set includes more than 200 asanas with illustrated yoga postures and 300 Sanskrit definitions. Sanskrit scholar Nicolai Bachman teaches you how to read and pronounce these sacred sounds with precision, and guides you through seven yoga chants with exact rhythm, tone, and pronunciation. An indispensable reference guide for any serious student of yoga.

New startups are created every day around the world, with many founders dreaming of millions of users and billions of dollars. But the harsh reality is that very few will succeed. How can entrepreneurs stack the odds in their favor? By learning from the experiences of startup founders, executives, and investors who've been there before. That's exactly what *"How to Start a Startup"* provides, sharing essential lessons from

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25+ Silicon Valley insiders who've faced the challenges of starting a new business and come out swinging. Based on a Stanford University course taught by Y Combinator (the prestigious startup accelerator behind companies like Dropbox and Airbnb), this in-depth reference guide features advice from experts like: - Reid Hoffman, LinkedIn co-founder - Dustin Moskovitz, Facebook co-founder - Paul Graham, Y Combinator co-founder - Marc Andreessen and Ben Horowitz, co-founders of Netscape and Andreessen Horowitz venture capital firm - Peter Thiel, co-founder of PayPal and Founders Fund, early Facebook investor - Ben Silbermann, Pinterest co-founder and CEO Nominated as "Book of the Year" by Product Hunt (the leading Silicon Valley community for discovering the best new products), "How to Start a Startup" reveals the secrets to raising money, building products users love, hiring a great team, getting press coverage, attracting customers, growing your business, and more. No matter what type of product you're creating (web, mobile, hardware, online-to-offline, etc.) or what audience you're targeting (consumers or the enterprise), this playbook will give you all the information necessary to launch and scale a successful startup. This book was created independently by the publishers and all net proceeds will go to support charitable causes promoting wider access to opportunity for all.

Contains step-by-step instructions for learning yoga, including preparation, exercises, relaxation, and meditation.

Many yoga teachers are great at teaching but struggle with the business of yoga. The Yogi Entrepreneur is a powerful guidebook for the thousands of aspiring yoga teachers around the world who have a passion for sharing their yoga but resist the business of teaching. Based on decades of experience, Darren Main offers guidance for building classes, leading workshops, and developing an ethical career as a yoga teacher. With more than fifty free and low-cost marketing tips and dozens of resources, this book will help teachers world-wide realize that balancing your checkbook can be every bit as yogic as doing a headstand. Whether you are a new teacher just getting started or a seasoned instructor looking for fresh ideas to breathe new life into your work, The Yogi Entrepreneur is the book for you. More than 50 free and low-cost marketing techniques! Discover how to become an entrepreneur by starting your own small business Do you hate your job? Are you looking for a way to build the lifestyle you want? Do you want to work from home but have no business ideas? Would you like to explore new business opportunities? Becoming an entrepreneur and starting your own business is actually not as difficult as what most people would have you believe. You don't need a MBA or business degree, nor do you need years of experience. Entrepreneurs start small businesses, often highly successful, with a few simple business ideas and not much else. Take Action! and Start your own Business explores why entrepreneurs go out on their own and how they go about it. **** The myths surrounding starting your own business are stripped away. This book will show you: How to start your own business. Where to look for new business ideas. How entrepreneurs take business ideas and turn them into profit. How running a small business can free you from the rat race. How to build your life around your unique purpose in life. Taking Consistent Action is Key to Changing your Life Do you want your own profitable small business that will bring fame and success? Do you desire financial independence and personal freedom? Would you love to improve your relationships and make them more fulfilling by being able to spend more quality time with your loved ones?**** Becoming an entrepreneur and starting

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your own business becomes easy once you know how. You can achieve all of the above, but you must be willing to take action. If you apply the principles taught, you can become an entrepreneur and start a small business faster than what you ever imagined possible. Will this be one of those books that will change your life and start you on your entrepreneurial journey? There's only one way to find out ...Starting a business has never been made this easy!

Candace's approach to yoga, which combines old-world principles with a modern-day perspective comes from her own experience fighting back against a dangerous illness and depression. Her focus on perseverance and overcoming adversity transforms Namaslay into a powerful, motivational guide to help you live your most authentic life. With a distinct visual format, Namaslay guides readers step by step through more than 100 yoga poses. The poses are broken down by experience level into a series of progressions and include modifications for those who can't quite achieve the full expression of a pose just yet. Full-color photos and tips on overcoming common mistakes helps people get the most out of every pose. Namaslay also features three 30-day yoga programs that focus on: de-stress, core strengthening, and back pain. You will also find specific yoga sequences that are customized for everyone from the office dweller to the endurance athlete. Written with heart, humor, and swagger, Namaslay is a book for everyone, from beginners to advanced practitioners and even the simply curious. Namaslay's high-quality, edgy yet beautiful photographs add an artful flair that puts it in a class of its own—as appropriate for a coffee table as a yoga studio!

UNSTOPPABLE takes the most valuable lessons and top commonalities on how to succeed and lays out the 9 principles for unlimited success... in both business, and in life. Proven by author Kelly Roach's award-winning career in corporate and as an entrepreneur, UNSTOPPABLE is set to inspire everyone from the new entrepreneur to the seasoned CEO. In this much anticipated book, Kelly Roach breaks down the top lessons she's learned throughout her award-winning career, blended together with lessons from some of the top industry leaders in the world today in a way that's easy-to-understand and motivating. From NFL Cheerleader to million dollar business mogul, internationally acclaimed entrepreneur, business coach, and rapid results expert, Kelly knows first-hand what it takes to become "unstoppable." "UNSTOPPABLE delivers an exact play-by-play for taking the goals and dreams you have had for years and finally making them a reality. That's what I want for you. I want you to see that there's more out there: more freedom, more fulfillment, more joy, and yes, more money. It's all there waiting for you, if you're willing to go after it." Inside UNSTOPPABLE, you'll discover how Kelly went from immense financial struggle to building millions for herself and others, year after year. The book is divided into three parts, strategically guiding readers from where they are to where they want to be: Part 1: Financial Abundance - Shifting Your Mindset & Setting Yourself Up For Success Part 2: Freedom - Escaping the Madness & Creating Your Ideal Business And Life Part 3: Unstoppable Success - Turning The New You Into Momentum & Epic Impact Kelly's dream is to help others fulfill their own. In UNSTOPPABLE, she is helping thousands of people do just that. You'll discover the key actions, strategies, and mindset to unlock your true potential for wealth, happiness, and success in every area of life, no matter where you are today. It all starts with simple keys that will leverage your time and revenue and allow you to work in your genius zone. These are the same thoughts and beliefs embodied by 6-

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and 7-figure entrepreneurs that will virtually guarantee your freedom, fulfillment, and financial success. This book is praised by top entrepreneurs, CEO's, and brands throughout the world, and brings a combination of motivation with simple, but practical steps that are sure to make an impact on reader's lives for years to come.

Whether you work for an established company and want to trailblaze new products (intrapreneurship), or want to establish your own new venture (entrepreneurship), The Guide to Entrepreneurship: How to Create Wealth for Your Company and Stakeholders supplies invaluable guidance along with concrete action plans. In contrast to academic publications th

- Worksheets for compiling demographic information, templates for market analysis and the business plan, and a grid for analyzing the competition
- Case studies showing how entrepreneurs have used market research information to develop profitable business strategies
- A business-plan template with guidelines for each section
- Tips and insights for completing market research in each chapter
- Online and community resources in each chapter
- Bullet point summarizing steps at the end of each chapter

Thousands of yoga lovers take teacher training courses each year, hoping to share what they learn with others. Many want to make yoga teaching their full-time career, but most training programs fall short in covering business acumen, and they may not equip graduates with the entrepreneurial skills and savvy they need to make a go of it. This indispensable and inspiring book guides both new and established professionals toward maximizing their impact as teachers and achieving their career goals. You'll learn to:

- build a loyal student base
- plan dynamic classes
- optimize your own practice
- become more financially stable
- maintain a marketing plan
- use social media effectively
- create a unique brand identity
- inspire even more students to embrace yoga

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The Wizard of Oz is a story that has touched people of all ages worldwide with the characters becoming a very familiar part of our daily lives. Most can identify with Dorothy's quest for home or the Lions search for courage. And all of us have times in our lives when we feel trapped in the witch's castle. In Spiritual Journeys along the Yellow Brick Road, Darren Main explores this much-loved story from a modern spiritual point of view. Filled with wisdom and humor, this book is a profound guidebook that will take you on your own inner journey along the yellow brick road of life.

This fully-illustrated New York Times bestseller categorizes an astonishing 2,100 yoga poses through photographs and descriptions for optimal benefit including adaptations for all levels of expertise and ages. A thoughtful, inspiring, meticulously-crafted guide to the practice of yoga, 2,100 Asanas will explore hundreds of familiar poses along with modified versions designed to bring more healthful options to yogis of all experience and ability. Organized into eight sections for the major types of poses -- standing, seated, core, quadruped, inversions, prone, supine and backbends -- and each section gently progresses from easy to more challenging. Each pose is accompanied by the name of the pose in English and Sanskrit, the Drishti point (eye gaze), the chakras affected and primary benefits.

Whether you work for an established company and want to trailblaze new products (intrapreneurship), or want to establish your own new venture (entrepreneurship), The Guide to Entrepreneurship: How to Create Wealth for Your Company and Stakeholders supplies invaluable guidance along with concrete action plans. In contrast to academic publications that merely emphasize accounting methods, this guide to intrapreneurship and entrepreneurship focuses squarely on the entrepreneur. Demystifying the process of starting a company from scratch, the book provides aspiring entrepreneurs with detailed guidance that is written in plain English. It explores what constitutes entrepreneurial timber and the leadership skills required to raise all the needed capital. If you are thinking of starting your own company or have already

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decided to take the plunge, this book will help you determine: If you have what it takes to become a successful entrepreneur The value of your idea before funding If you and your team possess the skills required to gain a market advantage How to raise capital effectively Explaining the critical importance of intellectual property to investors, the book covers the fundamentals of business valuations. It also explains how to write winning business proposals. While each chapter is designed to stand on its own, the book chapters are arranged in a manner that makes it easy for experienced entrepreneurs to jump from chapter to chapter as they please. Identifying the unique set of characteristics that are shared by successful entrepreneurs, this guide will be especially helpful to anyone looking to start new ventures that require a high degree of scientific knowledge.

Premodern and early modern yoga comprise techniques with a wide range of aims, from turning inward in quest of the true self, to turning outward for divine union, to channeling bodily energy in pursuit of sexual pleasure. Early modern yoga also encompassed countercultural beliefs and practices. In contrast, today, modern yoga aims at the enhancement of the mind-body complex but does so according to contemporary dominant metaphysical, health, and fitness paradigms. Consequently, yoga is now a part of popular culture. In *Selling Yoga*, Andrea R. Jain explores the popularization of yoga in the context of late-twentieth-century consumer culture. She departs from conventional approaches by undermining essentialist definitions of yoga as well as assumptions that yoga underwent a linear trajectory of increasing popularization. While some studies trivialize popularized yoga systems by reducing them to the mere commodification or corruption of what is perceived as an otherwise fixed, authentic system, Jain suggests that this dichotomy oversimplifies the history of yoga as well as its meanings for contemporary practitioners. By discussing a wide array of modern yoga types, from Iyengar Yoga to Bikram Yoga, Jain argues that popularized yoga cannot be dismissed--that it has a variety of religious meanings and functions. Yoga brands destabilize the basic utility of yoga commodities and assign to them new meanings that represent the fulfillment of self-developmental needs often deemed sacred in contemporary consumer culture.

Many small food business owners dream of seeing their products on store shelves, but how to get onto those shelves is a mystery. Focused specifically on specialty food businesses that don't have millions of marketing dollars at their disposal, this book unravels that mystery for food entrepreneurs, offering tactical tips, insight, and short stories of entrepreneurs who have been in your place and succeeded. Topics include: * Understanding the wholesale industry and the roles that brokers and distributors play * Pricing products appropriately so that you can grow and make money * In-depth insight into a variety of wholesale food channels, covering what you need to know and how you should approach specialty stores, supermarkets, club stores, and even food service and hospitality * How and why you should support your retailers to ensure you stay on the shelf * Information on labeling regulations and packaging guidelines to ensure your product gets noticed by customers and conforms with FDA requirements * Definitions and explanations of common wholesale and promotional terminology * Creating sales sheets that help your product sell-and samples to help guide you * The role trade shows play and how to make the most of them

How many more students would you like in your yoga classes? In *The Business of Yoga* the world's leading sales trainer for the health and fitness industry teams up with an experienced and successful yoga instructor who is also the former owner of an award winning ad agency to show you exactly how to use modern marketing concepts and tools to get more students and enjoy more profits from your studio or as an individual instructor. DISCOVER * Tons of ways to fill your classes with new students ' * How to create dozens of new profit centers within your studio or practice * Key steps to building long term students * How to stop worrying about the competition * The secrets for preventing low revenue periods & maximizing income year round

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Whether you're a studio owner who wants to take your yoga business to the next level, a yoga instructor who is finding it challenging to make ends meet, or just getting started with your career in the yoga business you will find this book to be transformational! You'll get the exact information, marketing methods and tools need to become successful doing what you love most - teaching yoga!

Create class themes with yoga philosophy, inspirational quotes, and simple concepts to inspire and motivate students Experienced yoga instructors Sage Rountree and Alexandra DeSiato give yoga teachers the tools to find their voice and tap into innate wisdom. The authors offer ready-made, detailed themes to use in classes and provide flexible templates for building a toolkit of themes for future use. Teaching Yoga Beyond the Poses offers guidance for both new and experienced teachers starting with a section on voice, authenticity, emulation, phrasing, practice, repetition, and finding inspiration. It continues with a second section that contains fifty-four complete themes that instructors can easily use in their own classes. The final section includes blank templates for instructors to create their own class themes and notes. With a unique angle and practical feel, this workbook will appeal to yoga teachers, teacher trainers, and at-home practitioners who want to move to the next level.

A popular entrepreneur explains that true happiness comes not from wealth but from inner contentment and shares personal stories of his own rise to success and how he never failed to remain grounded during the process. By the author of the New York Times best-seller Do You! Reprint.

Many yoga teachers are great at teaching, but often struggle with the business of yoga. Finding a balance between sharing yoga with the world and running an ethical business can be challenging. The Yogi Entrepreneur is the definitive manual on starting and growing a yoga business. Whether you are an established teacher, looking to expand your student base, a new teacher fresh out of yoga teacher training, or you are simply considering signing up for your first yoga certification course-this book is for you. The Yogi Entrepreneur offers chapters on becoming a yoga teacher, marketing and branding, ethics, leading retreats and workshops, developing a Wordpress website, managing social media like Twitter and Facebook, and many other important skills for success as a teacher or yoga studio owner. With scores of resources, low-cost marketing tips, and time-saving tools, this book is a yoga teachers toolbox. The Yogi Entrepreneur has been used in hundreds of teacher training programs around the world and has helped thousands of yoga teachers to find their audience, define their brand, and share their unique approach to yoga more effectively. Whether your teaching is rooted in more traditional styles of yoga like Iyengar, Kripalu and Integral, or in more contemporary disciplines such as Forrest, Bikram, Baptiste and Anusara yoga, the simple and straightforward tools outlined in these pages will help you to reach your true potential as a yoga teacher. If you are ready to jumpstart your yoga and meditation business then look no further! _____

Darren Main has written another exceptionally practical book for yogis, this one a gem that every yoga teacher should have at his or her fingertips in opening to make a livelihood. -Mark Stephens, Author of Teaching Yoga When I read Yogi Entrepreneur, I was struck not only by Darren Main's thoughtfulness about the topic and his experience in the field, but also by the personal and very real way he conveyed his information. It was more like having a very useful and interesting conversation with a wise and funny friend rather than reading a "how to" book.

-Judith Hanson Lasater, Phd., PT, Author of Yoga Body, What We Say Matters and 30 Essential Yoga Poses For the yoga teacher looking to make a career of doing what they love, Darren Main's book, The Yogi Entrepreneur, is invaluable. We will highly recommend it to our teachers and those in our Teacher Training programs. -Trevor Tice , Founder CorePower Yoga Finally, a much needed book on the business art of yoga. Many of us have the skills and wisdom of yoga to proficiently reach out to people as teachers. Managing the business end of yoga is our downfall. Highly skilled and extraordinary yoga teachers whose careers are shining

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successes ultimately fail due lack of business skills. This book is a powerful guide to facilitate what teachers are qualified to offer and at the same time make a successful living for themselves. -Yogi Amrit Desai , Founder of Kripalu Yoga and author of Amrit Yoga Darren Main has done it again with the Yogi Entrepreneur. His in depth analysis and advice offers unique insight that you won't find in yoga manuals. This masterful book, like his second book Yoga and the Path of the Urban Mystic should be required reading in all teacher training courses. -Darren Littlejohn, Author of the 12-Step Buddhist www.the12stepbuddhist.com Darren Main has created an incredibly clear road map on how to build your career as a professional yoga teacher! The Yogi Entrepreneur is an exceptional resource for new and seasoned teachers alike. We recommend this book to all of our Teacher Training graduates. -Rasha Pensanti Shakeri Director, YogaWorks Teacher Training

You have a job and an idea for a business. What do you do then? Crisp, reader-friendly and practical, Entrepreneur 5 P.M. to 9 A.M. tells you how you can become an entrepreneur even if you have a full-time job and are risk-averse. With facts, flowcharts and illustrations, this is a fast and super-useful read, from which you will come away with a clear and solid road-map for converting your idea into a viable enterprise and taking your venture from zero to launch. With case studies, anecdotes and easy-to-follow guidelines, this book:

Bring the wisdom of ancient Yoga philosophy into your life in a fresh, accessible, and relevant way. In its highest form, yoga is a practice for your body and your mind. Living the Sutras brings the wisdom of classical yoga philosophy into your life in an accessible and relevant way. The Yoga Sutras, a foundational text of yoga philosophy and practice, written by the guru Patanjali over two thousand years ago, are made up of 196 aphorisms that offer potent teachings on how to deal with loss and pain, and guidance on how to lead a healthy and fulfilling life. Kelly DiNardo and Amy Pearce-Hayden offer an entrée to this yoga training for the mind and spirit by introducing a sutra or group of sutras on a related theme, providing a brief commentary, and writing prompts to allow you to reflect on and apply the meaning of the sutras to your life. The book is at once an introduction to the classical philosophy, a quick guide for students and teachers, and an active self-study that helps you to engage with yoga wisdom in a deeply personal way.

"Khwaish- A one-sided love story" Khwaish is a tale of a one sided love. The story unfolds the plethora of emotions the protagonist had to face in order to live through the beauty of love. It portrays emotions and feelings of a one sided lover. How his life turned upside down when she came into his life.

Chronicles the emergence of yoga in Jazz Age New York, tracing the contributions of notorious instructor Pierre Bernard, who trained with an Indian master before introducing wealthy patrons to modern yogic principles from his increasingly profitable Hudson River ashram.

Essential and uplifting advice that will help you get from where you are to who you hope to become. Often referred to as The Traveling Yogini, beloved yoga teacher Stephanie Spence explores what it means to become our truest selves. Weaving her experience as a writer, mother, and PTSD survivor, Spence affirms that not only is the soul's messy and unpredictable journey inevitable, it is essential to our quest to live a life we thrive in. Yoga heals—not just the body, but the heart and soul. Whether you've only dabbled with the idea of trying yoga, or have practiced for a long time, yoga is about you. Physically, it increases endurance, strength, and flexibility. Mentally, it reduces stress and helps you find stillness in a chaotic world. Spiritually, it helps you evolve to your highest potential and live in a space of gratitude and peace no matter what's happening around you. Here, Spence has gathered the wisdom of eighty-five acclaimed yogis to enable readers to live their life to the fullest. Real and raw wisdom from global

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leaders in the yoga community—from classic yoga superstars to today’s rock-your-daily-asana hipsters—will motivate you to live a life beyond your wildest dreams. Filled with universal insights, intimate, comforting stories, and spiritually practical tips, Yoga Wisdom is here to help keep you on the road to truth, authenticity, and balance in all aspects of your life.

This accessible book distills the yoga tradition into a powerful methodology for integrated well-being within the context of the hectic modern world. The Business Casual Yogi makes the practice and philosophy of yoga accessible to the modern professional. Yoga has long been embraced by the Western world for its physical, mental, and spiritual benefits—combining lifestyle philosophy with rewarding physical exercise for internal and external strength, focus, and calm. As yoga pervades mainstream society, its philosophies, frameworks, and techniques are proving increasingly relevant to the modern business world’s obsession with personal leadership development. Filled with physical and mental exercises, personalized guides for diet and lifestyle, and tools such as meditation and breathing exercises, The Business Casual Yogi’s simple framework will help you attain greater happiness, balance, and success. The authors—a successful California technology entrepreneur turned executive coach and a world-renowned Himalayan yoga master with a PhD—have created a practical approach to attaining a better lifestyle without needing prior yoga experience. They leverage their understanding of the needs and priorities of the busy modern professional to present a simple and relatable approach to changing your life through yoga.

This book presents a background to Afrikan Yoga, its origins and why it has been lost to the general public for so long. The guidance and exercises presented in this book, as well as their benefits are being introduced to the Western public for the first time. For thousands of years Afrikan Yogic Masters have taught some of the secrets contained in this book to only a small number of students in esoteric circles.

You hold in your hands a story about a girl who grew up too fast, who tried desperately to be perfect, who tried to make everyone happy and ended up sad, lonely and addicted to chasing all the wrong things. It's a story about a woman hitting rock bottom. A story about a woman refusing to live lies anymore. A story about the power of dropping to your knees and asking for help from forces you just can't see. It's a story about spirit, about faith, about dreams, about becoming a fearless woman on a spiritual mission. A story about guts, soul, healing, recovery, and trusting your Inner Voice, told by Jenny Fenig, an award-winning entrepreneur, soulful coach, yogi, wife and mother. Part-memoir, part-personal growth guide, "Get Gutsy" is unlike any book you've ever read. Jenny lovingly and vulnerably shares the exact process she used to go from lost to living her soul's calling and getting richly rewarded along the way. Now it's your turn to experience the transformation you crave. With a potent concoction of stories, lessons, and simple action steps, you'll get the guts to join forces with Jenny and a crew of soul sisters to discover and do the work you were put on this planet to do. No more going it alone. No more waiting for the “perfect time.” No more playing small and staying stuck in overwhelm. Are you ready to wake up to your calling and live your dream? Are you ready to belong to a tribe of courageous visionaries who are committed to making a massive difference in the world? You get one life. It's time to get gutsy. Leap! Editorial Reviews: “Intelligent, upbeat, heartbreaking and funny, Get Gutsy is one

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of the most inspire-you-to-action books you'll ever read. Prepare to be enthralled and transformed.” —ALI BROWN Entrepreneur, Mentor, Philanthropist, CEO AliBrown.com
“Now this is the kind of book I simply LOVE! Jenny Fenig has written a practical book to help us all reach for and achieve our dreams. It's overflowing with motivation and inspiration to live your GUTSY life!” —HIBISCUS MOON Author, Crystal Grids: How and Why They Work Founder and Director, HibiscusMoonCrystalAcademy.com
“Jenny Fenig's heartfelt book will take your breath away. Her words will penetrate the depth of your soul and help you wake up even more to why you are here on earth. This book is not only a page turner; it is a life changer that will give you the kick start you need to rocking out the life you were born to live.” —AMANDA MOXLEY AmandaMoxley.com
“Jenny Fenig has created what many “self-help” books seek to be, but rarely are: a practical, soulful guide to self-celebration. Raw with illustrative, powerful, personal details that illuminate her own long road home to herself, Get Gutsy is part-memoir and part-toolkit, beautifully woven together for total package of vivid stories, real-life lessons, and powerful techniques that teach each reader how to clearly reflect and learn from her own unique experiences.” —KELLY NEWSOME WhatsYourRitual.com
“In this raw and revealing book, Jenny Fenig fearlessly shares her own authentic truth in order to rally us all to live our biggest dreams. She gives generously: her story, her practical tips and strategies, and heaps of encouragement, inspiration and love. Once you've devoured the message that Jenny has so beautifully and courageously shared, I'm positive you'll never be the same.” —CHRISTINE GALLAGHER ShesGotClients.com
“The beating pulse of this powerhouse book is an unspoken grief, a raw ache – and a radiant heart that won't stop pumping out hope. Grow Or Die. That's Jenny's motto. This revolutionary book will tattoo those words on your psyche. Jenny writes like a fallen angel coming home after a ten-year rave from hell. Equal parts grit and grace, Get Gutsy will change you – if you let it. Run don't walk to buy this book!” —RACHEL RESNICK, Literary Alchemist and LA Times Bestselling Author, "Love Junkie" WritersOnFire.com

Teaching Yoga is an essential resource for new and experienced teachers as well as a guide for all yoga students interested in refining their skills and knowledge. Addressing 100% of the teacher training curriculum standards set by Yoga Alliance, the world's leading registry and accreditation source for yoga teachers and schools, Teaching Yoga is also ideal for use as a core textbook in yoga teacher training programs. Drawing on a wide spectrum of perspectives, and featuring more than 150 photographs and illustrations, the book covers fundamental topics of yoga philosophy and history, including a historical presentation of classical yoga literature: the Vedas, Upanishads, Bhagavad Gita, Yoga Sutras of Pataljali, and the main historical sources on tantra and early hatha yoga. Each of the eleven major styles of contemporary yoga is described, with a brief history of its development and the distinguishing elements of its teachings. Exploring traditional and modern aspects of anatomy and physiology, the book provides extensive support and tools for teaching 108 yoga poses (asanas), breathing techniques (pranayama), and meditation. Teaching Yoga offers practical advice for classroom setup, planning and sequencing classes, as well as the process involved in becoming a teacher and sustaining oneself in the profession. The book has over 200 bibliographic sources, a comprehensive index, and a useful appendix that lists associations, institutes, organizations, and professional resources for yoga teachers.

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From the Trade Paperback edition.

Entrepreneurship: The Definitive Beginner's Bundle Book #1: Small Business: The Rookie Entrepreneur's Guide Discover the huge potential of making it "BIG" with a "small" business in this comprehensive and to the point beginner's guide! In this book you will find just how easy it is to get on the right track when it comes to leveraging that big "small business idea" of yours towards the greatest degree of success. You will learn exactly how the "small" things in life are really the "biggest" when you see the dreams you have envisioned, unfold right before your eyes. Here Is A Quick Preview Of What's Inside... Step One - Idea Generation Step Two - Proper And Solid Research Step Three - The Business Plan Step Four - Getting Your Finances In Order Step Five - Choosing A Business Structure Step Six - Selecting And Registering Your Business Name Step Seven - Necessary Licenses And Permits Step Eight - Location, Location, Location Step Nine - Choosing An Accounting System Step Ten - Promoting And Marketing Your Small Business Book #2: Time Management: How To Get Your Life Back, Increase Productivity And Get More Work Done Stress Free You are about to discover what everyone has to know about effective time management, how to get your life back and get more work done stress free. In this book you will learn all about effective time management and how you can benefit from such a skill regardless of who you are or what you do. You will learn how to set boundaries and when to say no without feeling bad about yourself. You will learn how to create a healthy and productive morning ritual, that will dramatically increase your productivity for the rest of the day. Here Is A Quick Preview Of What's Inside... What Everyone Ought To Know About Effective Time Management How To Set Boundaries And Learn To Say No - Kind People Say No Too How To Create A Productive Morning Routine - Daily Planning 101 How To Master The Art Of Prioritization - There Is A Difference Between Important And Urgent Multitasking - Ally Or Enemy? How To Eliminate Distractions And Get More Work Done In Less Time Book #3: Negotiation: How To Nurture Your Negotiation Skills, Overcome Any Objections In Life And Get The Best Possible Deal Always You are about to discover what every single one of us should know about the art of negotiation, how to improve your negotiation skills and overcome any objections in business and in life! Here Is A Quick Preview Of What's Inside... Negotiation 101: What It Is And Why It Is So Important Preparation Is KEY: Have You Done Your Research? Killer Negotiation Strategies: 10 Ways To Become Extremely Persuasive How To Negotiate Anything, Anytime, Anywhere And 6 Questions You Should Be Asking The 6 Most Common Objections And How You Can Overcome Them Evaluating The Outcome And Closing The Deal - And When Not To Grab Your Copy Right Now

I wish I knew then what I know now. Famous last words. Seven years invested, saddled with a ton of debt, and loads of personal stress, with sadness, I closed my failing yoga studio at the end of 2015. But I found light at the end of the tunnel. I turned around a disastrous situation from all the lessons learned. Now I pass my knowledge on to you. Save thousands of dollars, jump ahead of your competition, and thoroughly understand the business of yoga before you begin. Every bit of business knowledge, I acquired over the past decade, is in this book. I have spared nothing so you can excel. From the best marketing strategies, to building a solid client base, and an unbreakable reputation, you will get to appreciate teaching yoga instead of getting caught up in the trial and error of the first years in business. Sit back, grab a cup of tea, and get

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cracking! Your business is not going to start all by itself you know. Who knew starting a business could be this much fun? Preface Introduction: If I Knew Then, What I Know Now Chapter One: Your Yoga Teacher Training Program Chapter Two: You Are Not A Monk, Unless You Are One Chapter Three: Hey Dharma? What's Your Karma? Chapter Four: Building a Reputation Chapter Five: Marketing Your Way to Success Chapter Six: Your Business Model Chapter Seven: Financial Intelligence Chapter Eight: Opening & Running a Successful Yoga Studio Chapter Nine: Balancing Work & The Rest of Your Life Epilogue

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