

# MyYogaBiz

Tips from the experts to help you grow the yoga business of your dreams.

This month: Adam Hocke, 37, yoga teacher and blogger at [adamhocke.com](http://adamhocke.com)

## BUSINESS PLANS

I constantly remind myself that teaching yoga is fundamentally an act of compassionate service. It's tough to make a living and you can easily lose your way, seeking popularity, affirmation, and a few more extra quid. Whatever workshop, retreat, or class I plan I know I must meet the needs of my students and my communities. Otherwise, what's the point? In response to this student-focused commitment, long-term loyalty and investment accrue.

## SOCIAL MEDIA

An in-person class is only one of the many points of contact with my students. I think beyond a limited notion of social media and use my blog, mailing list, podcast, videos, and other feeds as an extension of my teaching and an alternative method of content delivery to support the in-person work. I'm not interested in winning popularity contests; my interest is deepening student relationships through meaningful social engagement, home practice resources, and well-researched and robust content for reflection and inspiration.

## WHO DO YOU ADMIRE

My main teachers are Jason Crandell and Bo Forbes, for whom I have an infinite amount of respect and gratitude. I remind myself consistently of Jason's curiosity and willingness to test the limits



of his knowledge. Every time I study with him or assist him he has brilliantly refined a teaching concept, or admitted he learned from someone who knew more than him and had thusly changed his mind. Similarly, Bo supports anything she has to say with a research citation. Following their lead, I know how important it is to stay inquisitive and keep learning, preferably from primary sources.

## SELF CARE

Through my online content, I do my best to discuss the forms self-care takes within my practice in response to my own ups and downs. I am vulnerable. I have failings. I pick up the pieces and get on with it. Letting my students know the reality of the human who I am, rather than just a perceived fully enlightened yoga master, is vitally important in demonstrating the practical applications of what I teach. Right now I'm letting everyone know that I take twenty-minute long savasanas with regularity, and depending on how tired or energised I am, I let my practice respond accordingly.

## HARDEST LESSON

The hardest and most important lesson was recognising the almost sacred responsibility of being a yoga teacher. We are teaching much more than postures, and even much more than individual people. We are helping groups of people learn to breathe, co-exist, and develop compassion for self and community. When I look into a room, I know that somebody is suffering from depression, or an eating disorder, or recovering from cancer, or facing immeasurable grief and so on. I hope as I grow in my teaching and train the next generation of teachers, I can hold a kind, caring, and safe space for all these yogic journeys.

Written and compiled by Claudia Brown ([yogabyclaudia.com](http://yogabyclaudia.com))

