

Grow Your Ayurvedic Business

Association of Ayurvedic Professionals of North America

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Everyday Ayurveda



Opening Preparation & Meditation

- Turn off all distractions: phone, email, instant messaging, and create a quiet focused space
- Calm your breath and your mind and come into the present moment with So-Hum
- Open your body and feel our group and our Ayurvedic community, and allow yourself to be felt
- *Gayatri Mantra*



Chat and Questions

- You can chat with each other as we are going through the webinar
- You can ask a question to me directly
- At the end of the session, we'll have time for questions and answers by chat and by phone

About Everyday Ayurveda

- *“We help Ayurvedic practitioners build successful and transformative practices for themselves, their clients, and their communities!”*



The Grow Your Ayurvedic Business System

Each step builds on the step before it:

1. Know Your Market
2. Build Your Program
3. Build Your System
4. Build Your Marketing
5. Grow Your Partnerships



Step 1: Know Your Market

1. Pick a Niche
2. Research the Niche
3. Create a clear “What You Do” statement

Step 2: Build Your Program

1. Create your “theory of change.”
2. Create your “key behaviors.”
3. Practice the Integral Ayurveda methodology for long term sustainable results.

Step 3: Build Your System

1. Build your “theory of change” into free content.
2. Create a free live community talk, teleconference, or webinar around your content.
3. Create a free session offer and enrollment process that builds value, uncovers challenges, and turns prospective clients into committed paying clients.



Step 4: Build Your Marketing

1. Identify marketing and networking opportunities with a high concentration for your target market.
2. Build your website and landing page so that it converts visitors to subscribers that you can keep in touch with and invite to your talks.
3. Run targeted PPC advertising campaigns to send traffic to your landing page.

Step 5: Grow Your Partnerships

1. Start some group programs to build a collective culture and system around your health program.
2. Create an inspiring and concrete mission and vision for your business.
3. Identify potential partners who also serve your target market and create win-win-win relationships with them.



Take Action: Join Us!

1. Subscribe to the Everyday Ayurveda practitioners list for tips and tools to grow your business at www.everydayayurveda.org. (You can opt-out any time, and your information will never be sold or shared).
2. Get my *Grow Your Ayurvedic Business* ebook to get all of the details and templates for my 5 step system, and join our next program.
3. If you represent a school or company that serves or trains Ayurvedic practitioners, partner with us!



Questions?

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