

Appearing confident may come naturally to many of us. However, I find that many new yoga teachers may be confident in practicing yoga & even teaching it but very few are business confident.

When you start your own yoga empire, however humble a position you start from, maintaining your own confidence in a wide variety of business areas will greatly help you in achieving your business dreams. You may not see yourself as particularly entrepreneurial (you may even dislike the thought), but if you are sailing your own ship, creating your own destiny & reliant on yourself for the income you generate, you certainly have some entrepreneurial qualities.

Many entrepreneurs share specific qualities that are vital for starting and growing a business. They are passionate, resilient, focused on opportunities & comfortable with risks. But the quality that might have the most influence over an entrepreneur's success is confidence.

You're much more likely to be able to sell yourself & your services if you feel self-assured. Most of the activities a yoga entrepreneur participates in every day (new classes, new venues, social media posting, critical business decisions) require some level of confidence.

If you want to achieve great success, you must believe that you are worthy. I believe you are & you should too. This stuff isn't unobtainable & it isn't built on some inner confidence sales pitch. It is real. You can achieve your dreams but check in with your confidence levels when fear, doubt & insecurity may arise. Do not let yourself succumb to these life limiting feelings: have faith & keep coming back to stillness to call back your power.

## **1. Stand tall**

Such an obvious one for us yoga teachers but so TRUE. Watch your body language, even when you are by yourself & don't slouch when meeting with clients, customers or colleagues. Poor posture may make you appear insecure, lazy or disinterested. Try to make a conscious effort to roll your shoulders back and elongate your spine. Keep your head in a neutral position with your chin slightly raised. Occupy the space around you well. You own it.

## **2. Do your best and worry less**

Entrepreneurs who lack self-assurance often stress about what others might think about them. Negative self-talk can quickly make you feel as though others are evaluating every error and misstep you make. Focus on all the things you do well and hire other experts to take care of the rest. I have always had an admin assistant, a book keeper, a lawyer, an accountant to hand, even if I only paid them very occasionally. It destroys my positivity endlessly trying to master things beyond my ability & understanding.

## **3. Write your mission**

If you find yourself being caught up in the minutiae of daily business, remind yourself to think about your dreams for the future. If you take a few minutes to focus on your goals, you'll be able to refocus on what's most important to you and your business. Write your own mission statement & re-read when your confidence is wobbling.

## 4. Let go of small mistakes

Everyone makes mistakes, and running a yoga business is no different, so don't expect to be perfect or you'll drive yourself crazy. Try not to dwell on small errors. If you make a mistake with a client, don't obsess over what you might have done wrong. Instead, take responsibility. Apologize, fix the mistake as soon as possible and move forward. Don't stress endlessly about social media & delete old posts that are no longer relevant to you, your brand & your self-expression.

## 5. Invest in yourself

A small accomplishment can help boost your confidence, even if it's not entirely related to your business. Make sure you keep up your own practice, take classes with others & undertake further training, even if you don't intend to share it. I find meeting other yoga teachers is a great boost to my own creativity. It is also good to stop & become absorbed in something other than your own yoga thing too.

## 8. Do not compare

Comparison is the thief of confidence. Everyone is better than you at something – fact! I accept that & you must too if you are capitalise on your uniqueness, which ultimately is your USP (Unique Selling Point). Social media demands so much of our thoughts: avoid watching others & comparing yourself to them. Lots of likes, comments & emojis will never really boost your self-confidence in the way someone telling you how your teaching has changed their lives. This is the true reason we teach yoga. A popular post on social media is fleeting: healing others through yoga lasts a lifetime. Put your focus here.

Do remember this from Eleanor Roosevelt: “No one can make you feel inferior without your consent”.

I am excited to share my next musings with you in September. I am working on Calling Back My Own Power and I hope you will be able to call back your own & stay confident in who you are, your path & ultimately know you are good enough, because you are.

**Michelle is a Senior Yoga Teacher with Yoga Alliance Professionals, the Director of the Sandstone Teacher Training Academy and the Founder of Sandstone Yoga & Pilates, a studio franchise model accredited with the British Franchise Association. [SandstoneYoga.co.uk](http://SandstoneYoga.co.uk)**

“Since you alone are responsible for your thoughts, only you can change them.”

Paramahansa Yogananda