

Phoenix Rising Yoga Therapy
Professional Support Services

Foundation Series 2012 Catalog

Spring-Summer

Online Classes Designed for the Phoenix Rising Professional

The Foundation Series

Just as becoming a Phoenix Rising Yoga Therapy professional takes concentrated and specific training, owning and running a successful business takes professional training, too. And as a Phoenix Rising Yoga Therapy professional, you understand the value of just such professional training.

Our Foundation Series exists to support you develop and run your business. The series offers six online classes that provide a useful and dynamic base of business, marketing, and professional development skills.

Each of our Foundation Series classes will meet in our virtual classroom once per week, with each class period being 60 minutes. Total number of class meetings depends on the class you register for.

Marketing 101 (2 weeks / 3 meetings)

Getting Clear

This class opens with developing a spacious understanding of marketing as it applies specifically to the Phoenix Rising professional. First we get clear about marketing. Next we get clear about right relationship. Then we can get clear about our ideal clients and students – our market. It is the critical, and often overlooked, foundational first step to authentic and successful marketing. Participants walk away knowing not only their ideal market but also knowing how to re-imagine it again and again as their practice grows.

Marketing 102 (2 weeks / 3 meetings)

Being Clear

This class builds upon the work done in Marketing 101 *Getting Clear*. After having gotten clear about ourselves and our ideal clients, we now learn how to be clear in our marketing efforts. We do this through learning how to focus on the dynamics, the energetics of right relationship. This becomes the engine that takes our marketing to the next level. Participants finish the class with a skill set that supports the creation and maintenance of a personalized, successful marketing approach that is built on compassion, integrity, and personal authenticity. It's a tall order, but it can happen.

Business 101 (2 weeks / 3 meetings)

Getting Clear About Finances: Re-imagining right view

Understanding the ebb and flow of energy in our lives is essential to our relationship to money. It is essential to developing authentic relationships with our personal and professional finances. It is part of the foundation of a successful Phoenix Rising Yoga Therapy practice. Participants finish this class with an honest snapshot of their financial relationships as well as an understanding of the role of ebb and flow within personal and professional finances.

Business 102 (4 weeks / 5 meetings)

Being Clear for Your Phoenix Rising Yoga Therapy Practice

This class takes our re-imagined sense of right view learned in Business 101 and teaches participants how to apply it to other important areas of their business, including: priorities, time management, boundaries, (relationship to) change – all key components to running a successful Phoenix Rising practice.

Professional Development 101 (2 weeks / 3 meetings)

Thriving in the Paradox

This class explores one of the primary paradoxes of business (and life): managing the past and the future of your business while working in the present. Participants explore a particularly yogic approach to what often is a stumbling block to becoming and being a *joyful* and *successful* business owner.

Professional Development 102 (2 weeks / 3 meetings)

Integrating the Parts: Balancing the Professional and the Personal

This class moves students to the next step in creating and maintaining a healthy business and a healthy personal life. Such a balance – one which fosters healthy, right relationships – often seems elusive. It is, nonetheless, integral. Students spend time learning and exploring a yogic approach to balance, which is dynamic and quite the opposite of static. Through exploration of this yogic balance, all-important skills for creating and maintaining business momentum are learned and honed.

Foundation Series Class Schedule

Class	Start Date	End Date	Class Meetings	Times (Eastern US Time Zone)
Marketing 101	May 7	May 21	Mondays	11:30 am OR 6:30 pm
Marketing 102	May 28	June 11	Mondays	11:30 am OR 6:30 pm
Business 101	May 9	May 23	Wednesdays	11:30 am OR 7:00 pm
Business 102	May 30	June 27	Wednesdays	11:30 am OR 7:00 pm
Professional Development 101	June 8	June 22	Fridays	11:30 am
Professional Development 102	June 29	July 13	Fridays	11:30 am

Foundation Series Class Fees

Class	Fee for Subscribers (U.S. $)	Fee for Non-Subscribers (U.S. $)
Marketing 101	85.00	110.00
Marketing 102	85.00	110.00
Business 101	85.00	110.00
Business 102	165.00	225.00
Professional Development 101	85.00	110.00
Professional Development 102	85.00	110.00

Foundation Series Class Registration

It's easy to register and pay for classes. Just visit the *International Journal of Phoenix Rising Yoga Therapy* store (www.ijpryt.com/store). Choose the class or classes you want to register for. Then pay with your credit card. It's that simple.

After we've received your payment, we'll send you your class materials. Be sure to read through the materials to prepare for your first class meeting.

And that's it. All that will be left for you to do is to call into your class at the appointed time and day.

Register Today

www.ijpryt.com/store

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