



International Journal of  
Phoenix Rising Yoga Therapy



# Foundation Series

## 2012 Catalog

Summer-Fall

Online Courses Designed for the Phoenix Rising Professional

# The Foundation Series

Just as the process of becoming a certified Phoenix Rising Yoga Therapy professional takes concentrated and specific training, owning and running a fulfilling Phoenix Rising Yoga Therapy business takes concentrated and specific training, too. And since you are a certified Phoenix Rising professional, you absolutely appreciate and understand the value of just such professional training.

Our Foundation Series exists solely to support you to develop and run your Phoenix Rising Yoga Therapy business. The series offers six online telecourses that provide a useful and dynamic base of business, marketing, and professional development skills – all approached from and grounded in a yogic perspective.

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

## Telecourse Selection

### **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. We build a marketing lens that is the critical, and often overlooked, foundational first step to authentic and successful marketing. Participants finish knowing not only their ideal market but also knowing how to re-imagine it again and again as their practice or studio 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 transmit that clarity, 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. Students 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. And it moves potential clients and students along their journey of becoming actual clients and students for your business.

### **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 business. Students 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. This is the area that most yoga professionals don't want to explore, yet it is the one area that must be explored in order to transform your Phoenix Rising business from one of lack and need into one of health and fulfillment.

### **Business 102 (2 weeks / 3 meetings)**

*Being Clear for Your Yoga Practice or Yoga Studio*

This telecourse takes our re-imagined sense of right view learned in Business 101 and teaches students 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 Phoenix Rising business. We learn about actual supportive Phoenix Rising business models and learn how to re-imagine our business from a yogic perspective.

### **Professional Development 101 (2 weeks / 3 meetings)**

*Thriving in the Paradox*

This telecourse explores one of the primary paradoxes of business (and life): managing the past and the future of your business while working in the present. Students 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 telecourse 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, essential. 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 refined.

## **Foundation Series Telecourse Schedule**

<b>Class</b>	<b>Start Date</b>	<b>End Date</b>	<b>Class Meetings</b>	<b>Times (Eastern US Time Zone)</b>
<b>Marketing 101</b>	<b>August 6</b>	<b>August 20</b>	<b>Mondays</b>	<b>11:30 am</b>
<b>Marketing 102</b>	<b>August 27</b>	<b>September 10</b>	<b>Mondays</b>	<b>11:30 am</b>
<b>Professional Development 101</b>	<b>September 14</b>	<b>September 28</b>	<b>Fridays</b>	<b>12:30 pm</b>
<b>Business 101</b>	<b>October 1</b>	<b>October 15</b>	<b>Mondays</b>	<b>11:30 am</b>
<b>Business 102</b>	<b>October 22</b>	<b>November 5</b>	<b>Mondays</b>	<b>11:30 am</b>
<b>Professional Development 102</b>	<b>November 9</b>	<b>November 30</b>	<b>Fridays</b>	<b>12:30 pm</b>

## Foundation Series Telecourse Tuition

<b>Class</b>	<b>Fee for Subscribers (U.S. \$)</b>	<b>Fee for Non-Subscribers (U.S. \$)</b>
<b>Marketing 101</b>	<b>85.00</b>	<b>110.00</b>
<b>Marketing 102</b>	<b>85.00</b>	<b>110.00</b>
<b>Business 101</b>	<b>85.00</b>	<b>110.00</b>
<b>Business 102</b>	<b>85.00</b>	<b>110.00</b>
<b>Professional Development 101</b>	<b>85.00</b>	<b>110.00</b>
<b>Professional Development 102</b>	<b>85.00</b>	<b>110.00</b>

## Foundation Series Telecourse Registration

It's easy to register and pay for telecourses. Just visit the Educational Programs section of *International Journal of Phoenix Rising Yoga Therapy's* store ([www.ijpryt.com/store](http://www.ijpryt.com/store)). Choose the telecourses 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 telecourse 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](http://www.ijpryt.com/store)**

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