

# Do I Need to Specialize?

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I am a new teacher, trying out various styles of yoga, times, studios and student groups.

 

I have zero desire to niche down or specialize right now.

 

I am making great money and I love my schedule.

 

I am well known for my specialty and expertise.

 

I am not afraid to refer students to other teachers when my yoga isn't a good fit for them.

 

My ideal students easily find me and register.

 

I barely have to work to market my yoga offerings.

 

Healthcare providers, friends & family refer students to me.

 

I often get asked to speak about my area of expertise.

It might be time to niche down if you answered False to any of the above statements.

## Would you Rather?

Teach 1:1 or teach group classes

Teach morning or afternoon or evening classes

Teach children or teens or adults or wise elders

Teach men or women or both men and women or gender-neutral

Teach on weekdays or weekends

Teach online or in-person or both online and in-person

Teach in a studio or from home or from a healthcare setting

Teach drop-in classes or registered sessions or have a membership

Teach vigorous or gentle or restorative yoga

Teach prenatal yoga or baby & me yoga or neither of those

Teach the philosophy of yoga or not teach the philosophy

Teach meditation or not teach meditation

Teach yoga with animals in the class or without animals in the class

Teach to 1 person or 6 people or 20 people or 40 people or 100 people