the new dynamics of teaching yoga

How to teach online and hybrid yoga classes with confidence

momoyoga

the **new dynamics** of **teaching yoga**

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Introduction

t's an uncertain and fast-changing world out there, and yoga teachers are doing a brilliant job of adapting to change. But while many studios made the shift to virtual classes very quickly during the first lockdown, attendance for online classes started to decline towards the end of the year, and into 2021.

Studios, teachers, and yogis have shared confusion over how online and hybrid classes work (both from a technical perspective, and in terms of teaching strategy) and how to make them genuinely beneficial, fulfilling, and relaxing.

The online transition results in a new kind of yoga teacher: a yoga teacher that is ramping up online learning and building a community that reaches beyond their four walls. The yoga teacher 2.0.

This guide will take you through the process of setting up and teaching online classes, one step at a time. We'll give you the practical know-how you need to thrive as a virtual or hybrid studio. And we hope to leave you feeling more positive about the prospect of teaching online, too.

What you do is more important than ever, because people need well-being practices like yoga to help them through the uncertainty and losses they're experiencing right now. The "new normal" is here to stay, and we 100% believe that your yoga business can be successful and continue to enrich the lives of yogis as we emerge from pandemic restrictions.

With that being said, the focus of this ebook is not on difficult change. Rather it's about curiosity, possibility, and growth.



The inspiration behind this ebook

At **Momoyoga**, we have the privilege of working closely with yoga studios and teachers every day. So we're always listening to what's going on with your businesses and learning from you about what's happening in the yoga community, and we want to do everything we can to help you succeed.

Since early 2020, we've had countless conversations about the challenges you've faced as a result of Covid-19 restrictions — and online teaching has been at the center of all those conversations. It's clear that the transition from in-person to online classes is not always smooth.

First, there's the task of putting the tech in place to connect teachers and yogis in virtual studios. With so many options out there, you have to sift through information to find the best way for *your* studio to work online, with everything from cameras and microphones to class platforms and apps to consider. Then studios have to put systems in place for their yogis to book and pay for online classes, and for teachers to see who actually turns up to each session.

Once that's all in place, yoga teachers have to add new teaching skills to their kit, and adapt existing techniques to suit an online class. You have to learn to guide yogis who aren't right there in the room with you and help them experience a fulfilling practice in their own living rooms.

All of this means that the experience for teachers is different as well. We've seen the struggle, and the yoga teachers on our team have felt it too. Yoga teachers are being challenged by the pressure to be a positive element of their students' lives, while they are overwhelmed by the stresses of transitioning to online, and by the impact of the pandemic itself.

If you've found it difficult to stay positive all the time, you are not alone. And we'd like to take this opportunity to tell you that we think you're doing really, really well. We've been consistently amazed by the strength and resilience of yoga teachers during this time.

We're also aware that online teaching is here to stay. While some yogis will head straight back to the studio the moment restrictions are lifted, others won't. Some will be concerned about the potential health impact of in-person classes, while others have simply found online classes more convenient and suited to their lifestyle. Within the yoga community and in the wider world, most of us have made a shift towards digital living and digital wellness; and the yoga teachers of the future will need to be prepared for their work to take place, at least in part, online.

IN SHORT

So we're here to help you make the transition to an online studio or to streamline the processes you've already put in place. Teaching online doesn't have to be complicated. With a bit of planning and organization behind the scenes, it can actually be very simple; and both you and your yogis will feel the benefits of streamlined operations and teachers who feel calm, steady, and ready to hold space.

Teaching online doesn't have to be complicated. With a bit of planning and organization behind the scenes, it can actually be very simple.



Our intention

Our intention is to help you embrace digital teaching. We'd like to be clear about something: we know that online classes will never be quite the same as in-person yoga. **Nothing can replace the power of being there in the room with students**, holding that physical space for them, and practicing yoga with the energy of a room full of focused human beings.

Our team is made up of dedicated yoga practitioners and teachers, and we all really miss going to our favorite yoga studios.

But online classes allow teachers to continue teaching depite global changes, and it allows yogis to keep learning and benefit from the guidance of those teachers. When we open our hearts to it, virtual classes do bring other benefits, too. We'll talk about those unique benefits of online yoga in this ebook — because we intend to help you find a positive perspective on this new way of working, as well as practical strategies to make it work.

Things aren't easy right now. But when it comes to your teaching business, Momoyoga has got your back.

Digital and Hybrid Teaching

o you teach yoga yourself, or run a studio and support a team of teachers? Or maybe you do both?

Whatever your role might be, it's useful to get clear on what it means for a yoga teacher to step into online teaching for the first time. Or to make the mental shift from virtual classes being a temporary thing, to welcoming them as part of your teaching practice long-term.

Starting on Your Digital and Hybrid Teaching Journey

hile fully digital yoga studios have been around for a while, we expect that most studios and teachers will adopt a hybrid approach going forward. Some classes will be held online and in person at the same time. Equally, many students will mix it up and attend some classes at physical studios, and some online.

This is important — because if you know your students are using both online and in-person classes, you know that the online classes don't have to try to replicate everything a yogi gets from being in the studio. You can focus on the things that are really great about online classes, and put them at the forefront of your teaching and your marketing.

So what are the unique benefits of teaching online?

The benefits for yoga teachers and studios

- » A WAY TO REACH THE BUSIEST STUDENTS some people just don't have the time to make it to a studio on a regular basis, but they can find an hour to practice with you in their own living room
- » AND A WAY TO REACH LOW-INCOME YOGIS you don't pay high building rents for a virtual studio, so it's easier to offer concessions and pay-what-you-want classes for those who can't afford standard studio prices
- CUTS OUT THE TRAVEL TIME yoga teachers tend to spend a lot of time moving between different studios and clients to teach. But teaching online cuts out all that time. This also means your effective hourly rate of pay increases, as you should always factor in travel time when you're calculating how much you earn per hour!
- your student base isn't limited by geography although aiming for local business is still key for most teachers and studios, there's new potential for a broader student base too because yogis can join your classes from anywhere in the world
- you can build a community online and offline taking the time to check in with everyone, or even give space for students to talk to each other and learn one another's names, allows you to build a community around your teaching practice; and that

community will be strengthened if/when those yogis do meet in person, as they already have a level of shared comfort from their digital connection

The benefits for yogis

- » IT'S CONVENIENT yogis can choose a class at a time that works for them, and attend without having to even leave the house
- » IT'S GOOD VALUE FOR MONEY the lower overhead costs of online teaching means many studios are offering more affordable or donation-based sessions, which those with less disposable income can access. Plus virtual classes are often recorded for yogis to download and watch again, so they can repeat the class and discover more depth in the practice.
- » IT'S MORE LIKE SELF-PRACTICE while a studio environment can feel daunting or even competitive to some people, practicing at home takes away the pressure; so they feel more comfortable and, in turn, are able to focus their awareness more fully on their own practice
- » SAVASANA CAN BE AS LONG AS THEY LIKE that feeling at the end of a yoga class when the teacher starts to bring you out of Savasana and all you want to do there is stay there in deep relaxation for a few more minutes (or hours)? With online classes,

your yogis can just switch off their device and settle back into stillness

» IT MAKES SCREEN TIME POSITIVE AND HEALTHY — everyone's been feeling the effects of increased screen time during the pandemic, and we need more ways to use some of our screen time to make us feel good, instead of being a drain on our energy.

Virtual yoga studios are a powerful tool for digital wellness, and they're going to become more and more important as we continue to spend more time online. **Take this as a mantra to remind you that there is a real purpose behind your work online** and that it has true value for your yogis: As people spend more of their time in online spaces, I am committed to making sure some of that time supports their health and happiness.



Common Obstacles and How to Avoid Them

longside the benefits, online classes come with their own challenges. Over the last 12 months, we've heard lots of studios and teachers share the same obstacles — so we've collected the top eight common problems here, with simple solutions to overcome or (even better) avoid them.

1. Tech trouble

Many teachers and studios struggle with the first hurdle of online yoga: technology. From the basics of setting up cameras and microphones and choosing a reliable digital platform to teach through; to the frustration of dodgy internet connections, or audio dropping in and out; tech can add a layer of frustration, for both teachers and students.

Unfortunately, you can't control what device your yogis use to tap into your classes, and you can't be sure they'll have a good internet connection. But you can minimize the chances of tech issues by setting up effectively on your side (more on that in the next chapter!).

2. Getting yogis interested in online classes

Just like many yoga teachers, plenty of yoga students are skeptical about the value of online yoga. It's a bit of an unknown, and yogis might be reluctant to try an online class for a range of different reasons — including (but not limited to) feeling uncomfortable about being seen on camera; assuming they won't really get much out of an online yoga class, or that their teacher's live sessions will be no better than the free pre-recorded classes on YouTube, or simply being overwhelmed by everything that's going on in their lives, and not having the headspace to set time aside for yoga.

When you're marketing your classes, focus on the particular benefits (we talked about them earlier) of live online yoga with a real, present teacher. Be empathetic, and encourage yogis to get in touch directly to talk through any questions they have. And crucially, **be really clear about how your virtual classes work** — lay out all the details, from how to book and pay, to how to login to the class, and who will be able to actually see and hear them during their practice.

If you're aiming to welcome beginner yogis or those who have never done an online class before, it helps to explain the structure of your sessions too. Knowing what to expect will ease any nervousness they might be feeling and reassure them that they'll be supported every step of the way.

3. Managing bookings, payments, cancellations, and refunds

Yoga studio admin can be complicated at the best of times, but when you're not seeing yogis face-to-face at all, it's even more important to make sure you have a system in place to avoid confusion for everyone involved. There are lots of variables with online classes, especially if you're a studio with multiple teachers — because, unlike most brick-and-mortar studios, a virtual studio could have 10 different teachers teaching 10 different classes, all at the same time.

Avoid missed payments and booking issues by making the process as simple as you can for yourself and your yogis. Momoyoga is a great solution for this, and we've been working hard to add **features that make virtual studio management even easier**. You'll learn more about how we can help you later in this ebook.

4. Feeling disconnected

Both teachers and yoga students have reported feeling disconnected during virtual classes, without being physically present in a room together. It's not easy to hold space when you're not all in the same space, and this is a real obstacle; because many people go to yoga classes for the sense of community and togetherness, as well as for the practice itself.

There are ways to cultivate a deeper sense of connection in virtual classes. It just takes a little extra planning and effort. Some teachers

do this successfully by setting aside time at the beginning of each class for yogis to share something about their day, or how they're feeling. Others launch an online group to accompany their classes — the Facebook Groups feature works well for this, as does WhatsApp or similar chat apps like Signal. When yogis sign up for a class or course they also get access to a group where they can chat with everyone else on the course, sharing the ups and downs of yoga practice and life, and building a community together.

5. Teaching technique

Teaching online is different from teaching in person. The methods you use have to be adapted to this new format, and you are essentially teaching with your voice alone. Your yogis can see you on the video, but ideally, they won't be spending their entire practice looking at the screen — so your verbal cueing skills need to be strong enough to allow them to become immersed in their practice. Yoga teachers face the challenge of having to learn new skills and adapt to existing ones.

But take a deep breath: you are absolutely capable of doing this. A good teacher in-person will be a good teacher online; you've just got to embrace your curiosity and get creative with how to best support your students when you can't be in the studio with them. Check out the Momoyoga blog for some inspiration to get you started! We've shared articles about how to

teach with props in virtual classes, how to cue

and demonstrate asanas online, how to launch online classes if you're a brand new teacher, and more.

6. Yogis struggling to commit and/or losing motivation

The decline in bookings for many online classes in late 2020 and early 2021 undoubtedly has several causes, but motivation and difficulty committing are definitely among them.

The sense of accountability that you get when you show up to an inperson class isn't quite the same for virtual classes, and even less so if you've never met the teacher face-to-face at all. Online interactions tend to be easier to drop, and in general, practicing yoga at home is harder to commit to as well.

All of the effort you, as a studio or teacher, put into building community and connection between your yogis will help them to stay committed. Offering courses in certain aspects of yoga will also boost commitment and motivation for those yogis who tend to stop showing up to drop-in or one-off sessions, too.

7. Yogis (or teachers!) being interrupted during practice

We've all seen the videos of news reporters having to push chatty children out of the room mid-interview on live TV. It's just what happens when you do anything at home, and especially if you have kids — you get interrupted. While it's no big deal if it happens once or twice, frequent interruptions from other people in the household can disrupt the flow of a class. It's more disruptive if it's the teacher being interrupted, but interruptions on the other side of the screen can also throw off the flow.

Firstly, if you're teaching from home, do your very best to set up a quiet space for yourself and let other people in your house know you're working. Encourage your yogis to do the same; **remind them that their yoga practice is valuable time for self-care** and that they deserve to have this time all to themselves if they possibly can.

Then, with all that said and done, let it go. **Accept the inevitability of occasional interruptions**. If it happens to your students, let them know it's OK — they're still welcome in class. And if it happens on your side? Own it. Introduce your child as your assistant teacher if you have to. The worst interruptions are the ones that clearly make the interrupted person feel awkward or embarrassed; so if you don't make a big deal out of it, it won't be a big deal.

8. Teachers feeling burnt out from time online

Real talk: teaching online is hard. A growing number of studies show that working online, on platforms like Zoom, can cause fatigue and anxiety. You need to know this if you're teaching online or if you're supporting other people who are teaching online: it's totally normal not to love it all the time, and to feel tired or even burnt out.

The solution to this is to make sure that you (or the yoga teachers on your team) schedule in time for self-care. We all know it's impossible to pour from an empty cup, and yoga teachers know better than anyone that making time for self-practice and relaxation makes everything else more manageable. If your own wellbeing is the first thing you let slide when you're busy and tired, you're certainly not the only one; but make sure you care for yourself as well as others.

You could even care for yourself and support another yoga teacher at the same time, by attending someone else's online class. Win-win.

TO SUM UP...

Forward planning and preparation are essential, to enable you to predict and work around potential issues before they come up. So stick with us — we're about to get serious and go deeper into how to set up simple, effective working systems.



How Do You Transition Into a Virtual Studio?

t's time for the practical stuff. Let's go through the most important steps you need to take to make the transition from in-person to (at least partly) online teaching and become a Yoga Teacher 2.0.

1. Set up your tech (and keep it simple!)

You may be completely comfortable with video cameras, microphones, lighting, and digital teaching platforms. But if you're not? Don't worry. There are infinite options out there now, and an abundance of companies trying to sell their complicated gear; but we recommend that you keep it simple and focus on the basics.

What your yogis need is to be able to hear and see you clearly, and to be able to communicate back at appropriate moments.

So; the **built-in camera** on your computer, phone, laptop, or tablet will work just fine. If you do have the budget and the drive to go more

pro with your camera setup, we like the <u>Logitech C920</u> or <u>C925E</u> business webcams, which are easy to set up and can be clipped onto a computer or tablet, so you don't need to buy a tripod to mount your camera. Alternatively, you could use a DSLR camera with vlogging or live-streaming features, like the <u>Canon EOS M50</u>. If you choose a DSLR you'll also need a tripod to mount it on for filming yoga classes; we like the <u>K&F 3-way pan tripod</u>.

The **built-in microphone** on modern devices can usually do the job perfectly well, too; but if you do have the budget to invest in hardware, we'd recommend spending it on a **microphone**, as this will improve your yogis' audio experience and minimize the chances of them being distracted by aural interference, or having to strain to hear you. A midrange mic designed for podcasting will work well; you don't need to spend loads of money. The **Rode smartLav+** microphone is broadcast-grade and wearable; or the **Bietrun 2-in-1 wireless headset** will allow you to move as you teach, without any wires getting in the way. But there are plenty of other great, simple mics out there, that you can connect to your device via Bluetooth or by plugging into the headphone jack.

Then there's your **internet connection**. Make sure you have a good, reliable WiFi connection, and if you don't, consider getting a booster or connecting your device to your router with an ethernet cable when you're teaching, so your connection doesn't drop out.

Finally, set up your teaching **space** and consider the **lighting**. Make your space simple, without distracting clutter. Natural light is best, but if you don't have a well-lit space, or if you're teaching during darker hours of the day, you can use LED lamps or made-for-purpose studio lighting to increase brightness and reduce shadows.

Whether you're teaching in natural or artificial light, make sure that you're not backlit. This means you're never in front of the window, or in front of the light; the lighting is behind the camera.

2. Choose your platform and streamline your admin processes (automate everything you possibly can)

With the basic tech in place, you need to decide which platform to use for your virtual classes. There are numerous options out there now, from Teachable or Vimeo to WhatsApp or Facebook Live; YouTube Live to Google Meets; and of course, Zoom.

You'll also need to streamline your admin processes to make scheduling and organizing classes as easy as possible for you, and booking and paying for classes as easy as possible for your students.

We recommend a combination of Zoom + Momoyoga to do all of the above. Momoyoga also integrates easily with YouTube Live, Google Meets, and Vimeo, giving you plenty



of straightforward options. We've included more detail on how to set up your classes and arrange your schedule later in this ebook, under Using Momoyoga for your digital teaching.

But essentially, the goal is to minimize the admin you have to do. Get a system set up so that yogis can easily see the online classes that are available, book and pay for them, and receive automated reminders — so you can spend less time on email, and more time planning and teaching great yoga classes.

3. Define your pricing structure for live and ondemand classes

Your virtual studio might include live-stream online classes, ondemand classes (that are pre-recorded for yogis to watch back at a time that suits them), and virtual workshops or one-off events. So your pricing structure will ideally reflect these different offerings.

Generally speaking, workshops or one-off events will be at the top end of the pricing plan, with live classes coming next, and on-demand classes at the lowest price point.

But within that, you might want to offer certain classes or workshops on a Pay What You Want basis, or with different concessions for certain individuals or groups.

The great thing about a virtual studio, particularly when teachers are

working from home, is that once your tech is in place the overheads are very low (even for classes with a large number of attendees). This means there's more flexibility to set prices that will work for yogis with lower budgets if you're keen to make your classes more accessible.

Our yoga teachers and studios are all over the world, and working with yogis with a wide range of budgets; so we can't tell you what you should charge (sorry). What we can say is that your prices should reflect what you or your teachers need to earn in order to maintain a sustainable yoga business, as well as reflecting what your yogis want to spend.

4. Put your booking link in front of your yogis (and not just once; do some marketing every day!)

We know marketing isn't every yoga teacher's favorite thing to do. But it is essential to filling your classes and making your business work, and it needs to be relevant to your audience, and consistent.

When you're making your adverts and social media posts, and sharing your virtual classes with your online community or email list, **keep the benefits of online yoga in mind**. What will yogis gain from attending your classes? How will your virtual studio make them feel?

Then consider how your classes can stand out from other virtual yoga studios and teachers. Are you working with local students, offering a hybrid approach with both online and in-person classes? Do you make

time in each session for personal interaction and community-building? Do you limit the number of yogis in your classes to ensure you can give everyone tailored guidance? What's most important about your approach to teaching yoga; or do you focus on addressing a particular issue or experience with your classes?

In an often faceless digital world, **adding authentic personality and connection to your work** really does help you to engage with potential clients as real human beings.

And **once you start marketing your classes, keep going**. Do one thing every day; one social media post, one sponsored ad, one email, one something; keep putting your work out there in front of people's eyes.

5. Learn the teaching skills you need to deliver brilliant online classes

Really, you'll be doing this all the time. You'll be planning digital classes and reading/watching/listening to advice on online teaching while you're still in the process of setting up your tech, streamlining your admin, and marketing your classes. And then **once you start teaching online, you'll keep learning how to teach better**. You'll learn from your yogis; you'll learn from other teachers; you'll learn from your own practice, and you'll learn from the things that do and don't work in the classes you teach.

Just like when you're in the studio, your teaching technique will constantly grow and evolve as you move through virtual classes.

Teaching yoga is a lifelong journey of discovery, and this new era of virtual teaching is a part of that journey.

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Here are the **top six skills that we think are essential for delivering truly brilliant online yoga classes** — taken from our team's own
experiences as yoga teachers and yogis, and from our chats with other
teachers who use Momoyoga:

- » Effective, creative, and concise verbal cueing (and verbal adjustments)
- » Layering starting with the basics of a posture and then using language to build a greater depth to the experience, one layer at a time
- » Knowing when to pause a flow and ask yogis to watch you demonstrate something
- » Being comfortable with awkwardness, and being able to help others get past awkwardness too

- » Remembering names!
- » Knowing how to offer guidance to an individual yogi gently, making them feel supported and encouraged rather than singled out

Teaching good classes will make yogis want to come back, time and time again. In business terms, that's customer loyalty and retention — and it's essential for sustaining your work long-term.



Using Momoyoga For Your Digital Teaching

e already mentioned that we recommend a combination of Momoyoga + Zoom (or Momoyoga + Vimeo, YouTube Live, or Google Meets) to organize and run your virtual yoga studio.

But...how?

You can create your <u>online class</u> in the class schedule in Momoyoga, by selecting: this is an online class. Then you can add a video streaming link to a Zoom meeting, Google Meets meeting, YouTube Live, etc., and add a meeting ID and password to the additional information field if needed. Select to send an automatic email before class starts, and everyone who signs up will receive a reminder 30 minutes before the scheduled class time.

Yogis can book into any class on your schedule using the Momoyoga link on your website or the Momoyoga app. Online classes appear on your schedule with an online class label, and the additional information is only visible after they've booked and paid, so your live link and/or meeting ID and password are safe.

<u>Click here for a step-by-step guide</u> to setting up online classes with Momoyoga.

Features to support virtual and hybrid teaching

Everything we do is driven by our intention to make life simpler for yoga teachers and studios, and give you more time to focus on teaching, and on building relationships with your yogis.

WITH THAT IN MIND:

- Momoyoga enables you to run a <u>hybrid schedule</u>. Online and offline classes can all sit on the same schedule, clearly labeled so yogis can see where and how each class will take place.
- Our pay what you want feature allows you to set up classes with a flexible rate (sometimes called donation-based). Just select the option: Yogis can pay what they want for this class and we do the rest — including sending you email reports so you can keep track of who's paid what, without having to create your own complex spreadsheets.
- You can offer your <u>pre-recorded yoga classes</u> via Momoyoga too, using a video link (YouTube, Vimeo etc.) that enables you to add videos to your studio account and class schedule. Your yogis are able to purchase access to your online video library. The videos will

be available 24/7 and can be used as a standalone video offering or in addition to your online yoga classes.

Plus, our friendly team is here to help

It can be overwhelming trying to get your head around how to launch an online studio while also doing all the other things. We get it.

OUR TEAM IS AVAILABLE FOR:

- Email support as needed, every business day
- A 30-minute demo call for new or trial customers, to guide you through everything Momoyoga can do for your yoga business
- A call to offer you advice on how to use Momoyoga to navigate 'the new normal'. For example, talking about business strategies and helpful best practices.

Try Momoyoga now

Conclusion

e hope you've reached the last page with more confidence to launch your virtual studio, or simplify and improve your online and hybrid classes if you've already started.

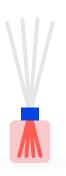
Not everyone loves teaching online, and that's OK. But it is worth taking the time to get your head around the logistics of it and learn to share yoga in a virtual setting. Yoga businesses that steer clear of online work right now may be missing an opportunity; not only to keep classes going in spite of pandemic restrictions but also **to connect** with students at a time when people could really benefit from more yoga. In addition, while we will gradually return to physical yoga studios, hybrid teaching will continue now that so many teachers and students have experienced the benefits of combining online and offline classes. So if you set yourself up for virtual classes now, your business will benefit in the future too.

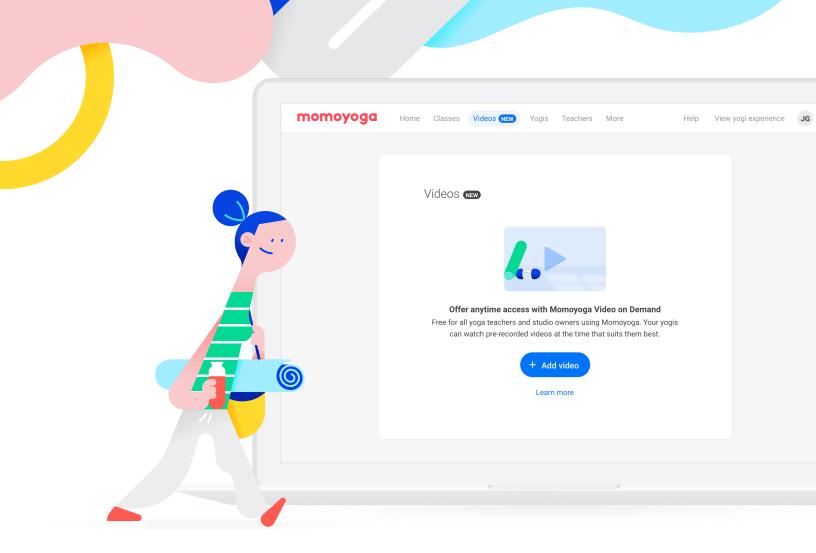
We haven't met a single person who hasn't experienced increased stress, or some kind of loss (small losses count, too) since the beginning of 2020. And although yoga can't solve the problems we're all facing, we do know that regular practice, guided by talented, empathetic teachers (like you!), can help to ease pressure and give yogis the space they need to come to terms with the rollercoaster of life.

So, gently, we encourage you not to give up on teaching online. Even if you tried it a couple of times and it didn't work the way you'd hoped. It's a learning process and **you don't have to do it perfectly**.

In fact, imperfect online classes are sometimes exactly what your yogis need. When we're feeling lonely or disconnected, a bit of laughter and levity online can lift us up — so don't worry if you realize, halfway through a class, that your camera has been pointing in the wrong direction the whole time; or if your dog/cat/child/housemate walks into the room while you're leading a virtual meditation. Own it. Life is chaotic at the moment; for you, for us, and for your students.

We can't wait to take a class with your virtual studio soon.





We want to help people find balance and share the practice of yoga. We do this by creating software specifically tailored to yoga studios. Software that is simple and accessible to all yoga teachers and studio owners worldwide.

Try Momoyoga now

