



YOGA TEACHERS & THE DESIRE MAP LICENSING PROGRAM

Enrich your yoga teachings with The Desire Map curriculum, serve more people, create robust programs and retreats, and make great money doing work that lights you up.

THE DESIRE MAP LICENSING PROGRAM

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As a yoga teacher, you want to be doing heart-centered work that helps people live more intentional and meaningful lives. Perhaps that looks like owning your own studio or traveling around the world hosting classes and retreats for other mindful souls. But with the increasing popularity of yoga, it can be challenging to stand out in a market already saturated with yoga teachers and studios.

Enter...the Desire Map Licensing Program. This is the program that's going to help you break away from the typical classroom schedule, create your own events, meet more students, and stand out from the other studios and teachers in your area — it will even help you move into the yoga and self-development space full time. Read on to find out how you can make more money, serve more people, and create new offerings as a yoga teacher *and* Desire Map Facilitator.

EXPANDING YOUR YOGA CAREER BEYOND THE WALLS OF THE STUDIO

You want to be filling retreats, inviting women and men on weekend events, and hosting long-form yoga classes so that you can connect with your students, make an impact — all while earning the living you've always wanted. The Desire Map Licensing Program will help you round out your yoga curriculum so that you can make a more *whole and deep* experience that takes into account the body, soul, and mind.

This program will complement your traditional yoga class schedules and take your career beyond the studio. Host a weeklong Yoga and Desire Map retreat in Bali, or rent a cabin and host a weekend yoga retreat with asanas in the morning by the lake and defining Goals with Soul around the fire in the evening. Open up your yoga studio for the full weekend and host a workshop that includes yin and yang yoga, journaling, and engaging group discussion. Create a one-day Desire Map & Yoga intensive you can offer to present at yoga conferences and festivals around the world. All of this is possible, and so much more, when you combine the power of yoga with the business and soul savvy of the Desire Map Licensing Program.

Reach more students, create connections with long-term clients, and facilitate truly meaningful changes in people's lives. This program is ready-made for you to begin as soon as you sign up.

WHAT SOME OF OUR DESIRE MAP LICENSEES ARE SAYING ABOUT THE PROGRAM

” Becoming a licensee opened up levels of power and opportunities within me that I didn't know I could have as a yoga teacher. I really thought that I would teach classes and that's it. Yet I knew that I desired *more*. When I became a licensee, I immediately knew that I *had* to combine Desire Mapping and Yoga! Without question. They are a perfect balance of the mind-body-spirit connection that I crave in my own life. I want other women to experience them, as well. Becoming a licensee gave me the courage to spread my wings as a yoga teacher and share this lifestyle.

Alyssa Kuzins, Certified Yoga Instructor & Desire Map Facilitator

CORE DESIRED FEELINGS:

Alignment, Abundance, Connection, Grace, Worthy.

” When it comes to pairing *The Desire Map* with yoga, in its simplest form, we are peeling back *one more* layer. I've had a wide range of students attend my events (in small local studios, big-scale classrooms like *Yoga Journal Live!* conferences and Wanderlust Hollywood workshops, as well as intimate weekend retreats away from home), and I can say with absolute confidence that this material is accessible to everybody, regardless of their previous experience with yoga or the material itself.

Dani March, Registered Yoga Instructor & Desire Map Facilitator

CORE DESIRED FEELINGS:

Magnetic. Radiant. Reverence.

” Becoming a Desire Map licensee helped me find my authentic voice as a yoga teacher. It helped bring clarity to my core message and purpose as a teacher, and provided content and inspiration for creating uplifting and empowering classes. It gave me tools and accessible language to infuse more soul into my yoga classes.

Chantal Russell, E-RYT Yoga Instructor & Desire Map Facilitator

CORE DESIRED FEELINGS:

Nourish. Paris. Wild Soul. Free. Devotion.

” Yoga facilitates added authenticity into Desire Map work, helping people heal old wounds and clear away clutter before asking themselves meaningful questions.

Sabrina Bodden, Certified Yoga Teacher & Desire Map Facilitator

CORE DESIRED FEELINGS:

Presence. Ease. Warmth. Light. Synchronicity.

YOGA IN THE LICENSING PROGRAM

This program is rich with ready-to-use content so you can set up your yoga retreat, workshop, or class right out of the box. Here is a bird's-eye view of the yoga-specific support and materials you'll get in the program:

Yoga & Desire Map Level 1 and 2 Workshops

In the Desire Map Licensing Guidebook, you will get two outlines for a Desire Map and Yoga curriculum combo for both Level 1 and Level 2. These outlines contain all the essential elements from the Level 1 and 2 curriculum and approximately 90 minutes of yoga — including meditations, visualizations, and two full yoga practices. This curriculum explores the perceptions around ambition, feelings, goal-setting, and external approval — and how we experience those things in mind *and body*. As your class moves through the poses and meditations, they will also be moving toward their Core Desired Feelings and Goals with Soul. Each workshop contains around 8-10 hours of work and could take place over the weekend, or broken up into several weekly or daily modules.

Yoga & Desire Map Retreat

This three-day retreat outline takes the Level 1 Desire Map curriculum and yoga elements and spreads them over a luscious long weekend for a fully immersed approach to Desire Mapping — including chakra work, meditation, and yoga practices. This workshop can easily be adapted to incorporate one or both levels of the Desire Map curriculum. Take this retreat to the beach, rent a cabin for the weekend and curl up with everyone by the fire, or plan an exotic destination trip for a once-in-a-lifetime experience.

Yoga & Desire Map Intensive

This one-day intensive workshop, which has been featured at Wanderlust Hollywood and *Yoga Journal LIVE!* conferences, captures core elements of the Level 1 & 2 curriculum in only 6-8 hours. This is Desire Map workshop concentrate. This intensive gives students a speedy yet profound glimpse of the curriculum while incorporating yoga as the medium for embodying desire.

Soul Limber Yoga Class Lesson Plan

SOUL LIMBER is a detailed yoga practice outline that weaves the thoughtful inquiry of Desire Mapping into a yin and yang yoga practice. This 60-minute Desire Map-inspired yoga class can be used as a soft introduction to your yoga students so you can promote your workshop or retreat. You can use this class just before starting the Desire Mapping process or when you are ready to revisit your Core Desired Feelings and goals. SOUL LIMBER brings the magic of *The Desire Map* right to the yoga studio so teachers and students alike can feel its power — and sign up for more.

Extras!

The Desire Map Licensing Guidebook is full of tips and ideas from other licensees who are already incorporating yoga into their workshops and offerings. You will also get an illustrated Posture & Poses Reference Guide. This is a carefully-crafted list of yoga poses and sequences that you can use as inspiration, build on, or use as-is right in your workshops.

To see the entire curriculum of *The Desire Map Licensing Program*, head to DesireMap.com/yoga

EARNING MONEY

Charging money for transformational work is your divine right. So we designed this program with two things in mind when it comes to making money — let it be lucrative, let it be clean. The Desire Map Licensing Program will enrich your yoga career. Create more workshops, reach more students, and develop solid relationships with clients who will help you spread the word about your work in the world. And any money you earn in the process is all yours to take home. Elegance all the way.

To show you what's possible, here is a scenario, inspired by real-life facilitators, to show you what's possible when it comes to making money as a Desire Map Licensee:

JENNIFER — YOGI & DESIRE MAP LICENSEE

As an experienced yoga teacher, Jennifer decides to integrate *The Desire Map* into some of her existing yoga practice and hosts four in-person workshops per year. At the end of the year, she hosts a Desire Map and Yoga four-day retreat. She uses her Desire Map workshops and yoga classes throughout the year to secure sign-ups for her end-of-year retreat.

Jennifer has twenty attendees at her workshops. She charges \$500 per person, which generates \$10,000 in revenue for every workshop. Every time she delivers a workshop, there is at least one person who is inspired to follow in Jennifer's footsteps and signs up to become a licensee. Her four affiliate partner licensing sales now bring in an annual revenue of \$2,000.

At her workshops, she has a table where she retails Desire Map products (the book, workbooks, journal, CDs, card decks, tattoos, etc.). She also hosts a pop-up shop at a yoga studio to sell additional products and market her events. Her retail sales bring in \$1,000 every quarter. Jennifer also strategically places her affiliate links on her website, registration page, and various social channels to purchase Desire Map products any time, day or night. Her affiliate referral sales bring in revenue of \$500 each quarter.

At the end of the year, twenty-five people sign up for her Desire Map and Yoga four-day retreat at \$1,000 per person for a total revenue of \$25,000.

Jennifer's annual income from the three Desire Map revenue streams is: \$73,000.

	QUARTER 1	QUARTER 2	QUARTER 3	QUARTER 4	TOTAL
Workshops: in-person	\$10,000	\$10,000	\$10,000	\$10,000	\$40,000
Workshops: Desire Map and yoga retreat				\$25,000	\$25,000
Affiliate: licensing	\$500	\$500	\$500	\$500	\$2,000
Affiliate: other merchandise	\$500	\$500	\$500	\$500	\$2,000
Physical retailing	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000
TOTAL	\$12,000	\$12,000	\$12,000	\$37,000	\$73,000

YOUR WORK IN THE WORLD

This program can change your life — and the lives of your students. Becoming a Desire Map Facilitator gives you the freedom to take your business beyond the walls of the yoga studio: you'll be hosting workshops, retreats, weekend getaways, intensives, and filling them up with curious, brave clients who are ready to jump heart-and-soul into their practice and into their lives. This program is an expansion of the heart and your business so you can do more of the work you love in the world.

Become a Desire Map Facilitator

LEARN MORE AT [DESIREMAP.COM/YOGA](https://desiremap.com/yoga)

EARNING DISCLAIMER: This scenario (and any future mentions of possible earnings) is just a sample to illustrate potential earnings. We are sharing these hypothetical mockups to suggest what's possible only, not a guaranteed income.