



# KAY LICENSEE HANDBOOK

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## A. About the KAY Licensee Family

YAY! We are over-the-moon-excited that you have decided to join our family. We are a passionate, driven, creative, fun, diverse, and often times completely wacky group of individuals who share the common mission to ***change the world one peaceful child at a time***. In this handbook you will find all of the tools you need to jumpstart and grow your business. It is our goal to provide you with every ingredient you need to cook up a yummy and satisfying career.

## B. How To Start Your Business

### 1. Don't be Nervous, Walk a Purpose

No one is an expert when they first start something. This, however, does not mean that you don't already have all of the tools you need to start a wonderful, successful career. So walk a purpose! There is nothing holding you back. Don't let your nerves get the best of you. Your KAY training has equipped you with everything you need, minus the teaching experience. Go out there and get some classes! Everything else will fall into place. Having confidence and knowing that you are on the right path will translate into success. As Haris' hubby likes to say, "You're going to like broccoli one day, so why not start now?" Translated into KAY terms, ...You know you are going to be an awesome and successful teacher and business owner one day, so why not start now?

### 2. Be an Entrepreneur

This is *your* business and it is important for you to start thinking about it that way. We will provide you with all of the tools and guidance that we can, but much of your success will be determined by how hard you are willing to work. Success doesn't always come easy. It requires perseverance, dedication, and determination. Don't be discouraged if things don't fall into place *right away*. You have to trust that eventually, things will.



### 3. Be a Karma Yogi

Remember that you are a Yogi and the best way to teach the kiddos in your classes is by setting a good example. Teach your students to serve others selflessly by incorporating Karma Yoga into your own practice. Selfless service is a very important component of KAY, which is why we require our licensees to teach Karma Yoga classes. Selfless service purifies your heart, your life, your soul... it makes you a better person! Those are the kinds of people we want representing KAY and those are the kinds of teachers who will positively impact their students the most.

### 4. Drink the Kool Aid

You don't need to reinvent the wheel. You bought into this program because it has been developed, tested, and proven. If you follow our steps to success you will find your business taking off in directions you never thought possible. Use our system, marketing materials, and all of the other tools we will provide you with. Don't just wet your toes... dive right in!

## C. Spread the Love

### 1. Social Media

Social media is one of the most useful tools as a business owner. It allows you to connect and engage with people and also allows you to be visible locally, nationally, and internationally. **Facebook, Twitter, Instagram, Pinterest, MailChimp...** these are the biggies that we recommend you use on a regular basis. **ESPECIALLY FB!** You just can't run a business without a great FB page. They will all help you build, grow, and expand your business. Read literature (ie. Just do some research on the web!) about these social media platforms and familiarize yourself with them. We will help you with some of this. Our best suggestions for these platforms are outlined below.

#### **a. Facebook**

If you only chose to use one social media outlet, it should be Facebook. Create a KAY Facebook page using the guidelines posted on the back pages of OKAY.

**Tips for a successful page:** Use your page on a regular basis.

Successful Facebook pages are active ones that post interesting and engaging material. Pictures are your best friend... they beautify your Wall and attract people to Share, Like, and Comment on your posts.

The more people that engage with your page, the most visible it will be. Mix it up... every post you make doesn't have to be about kids

yoga. Think of other things that might spark interest and discussion in



your following. Post interesting quotes, funny pictures, questions, etc... get creative with this!

**Interact with KAY Global:** It is in your best interest to interact with the KAY Global Facebook page. The KAY Global page reaches thousands of people every day and when you Share our photo on your Wall, people have an automatic link to you. This boosts your visibility and also ours. When we work together, our reach spreads exponentially.

**A symbiotic relationship:** Facebook is kind of like a game. You must interact with and support other people and pages for them to do the same for yours. Give the love and then get the love... that is how you spread the love!

#### **b. Twitter**

Twitter is a great platform to reach your audience in a quick and direct manner. Post class updates, last minute changes, and time sensitive material here. You can also post questions, thoughts for the day, or single pictures here. Give people a little glimpse into what you are up to at that very moment.

#### **c. Instagram**

Instagram is a photo sharing site. You can upload photos of your class at tag KAY or hashtag KAY. Using hashtags is like a file cabinet in the cloud. Everyone using that hashtag will be able to see all your pics. And then they can share them as well. You can use the hashtag #kiddingaroundyoga #KAY #kidsyoga. Which ever one you like. Just be sure to put your web address in there too to promote yourself.

#### **d. Pinterest**

Pinterest is a great way to file and store ideas and sites for easy access. You can find a ton of things on there for classes, games, and crafts.

#### **e. MailChimp**

Newsletters are a great, personal way to give your contacts an update about exciting things that are going on in your world. We have created a custom made, user-friendly template that makes it easy for you to send out beautiful, professional newsletters. We suggest that you send your letters out every month instead of sporadically. Follow the MailChimp document on the back pages of the OKAY to set up your account and get started. Please note: Everything that you do as a KAY licensee is a direct reflection of KAY Global.



Putting out a nice, clear, well written, edited, and professional newsletter does take a lot of work and requires multiple sets of eyes before it “goes to press.” We are here to help you and would *love* to be a second pair of eyes for you. When you look good, we look good, and vice-versa. Let’s work together on this! Nobody is perfect and people make mistakes but we do expect that what you end up publishing should be *nearly* perfect.

## 2. Your Website

Building a website on your own from scratch takes a lot of time and money. Having a website of our caliber is invaluable to your business. It looks professional and is under the branch of the KAY Global site, which brings you more visibility and foot traffic. Once we make the site for you, you are in charge of updating and making changes to it. There is a ton of tutorials and help guides you can use on the facebook licensee forum and the Licensee resources on OKAY. If you would like further design services, we will gladly get help for you from our private contractor for an extra fee of \$25/hour.

## 3. Marketing Materials

We have created a number of marketing materials based on the needs of our licensees. We work with a professional graphic artist who has experience in marketing and knows how to catch the consumer’s eye. Our beautifully designed products will give you an edge up in advertising your business. We always welcome suggestions so that we can better serve you – if you need something for your marketing that has not yet been created, please let us know! We can custom create pdf flyers for you for the price of \$15.

All Licensee marketing materials can now be found on your licensee resources in your OKAY account. And are priced accordingly. No discounts. Please note: The KAY office is small and there are only a few of us working (very hard! ☺) to make the magic happen for you. Please note the turnaround times listed in the shop for each item and understand that expedited turnaround times come at a greater cost (this is what the P.O charges, not us).

## 4. The Facebook Forum

We take a lot of pride in our awesome Facebook forum, because, well... it is pretty awesome! The forum is like continuing education for our teachers. It is brimming



with conversation, brilliant ideas, support and suggestions. When something great happens in your class, share it with everyone else! When something not so great happens, share that too. The forum is a way for us to help and support each other through our ups and downs. When you have questions about something KAY related, post it in the forum. If, for some reason, your question doesn't get answered in a timely manner or you aren't satisfied with the feedback you are receiving, you can then reach out to our office.

#### D. Professionalism

Yes, we love to Kid Around, but as you know by now, there is much more to KAY than playing games and being silly. For people to take you seriously and respect you, you have to have a certain amount of professionalism. That doesn't mean that you take yourself too seriously... just take pride in what you do! Be organized, be punctual, be reliable, and look the part. Every KAY licensee is representing a name with a great reputation, so don't be a shlub! You should own a few nice pairs of Yoga pants and at least a few KAY t-shirts. It is also expected that you keep your Facebook page(s) (both personal and business) clean. If every other picture is of you drinking and partying, we may ask you to take some of those photos down.

You need to request a KAY email address. It's the professional way to run your business. You are representing KAY therefore we expect our licensees to respond timely to emails. It makes us sad if we hear from a potential student that you didn't respond to their email. Of course we understand that life gets busy and things happen. So our policy is that if you go MIA for two weeks, and after repeated attempts to find you via email, text, or FB, we reserve the right to deactivate your Licensee status and take down your website. If you have a REALLY great excuse we will consider reinstatement with a \$50 fee. Be professional.

#### E. Communicating with KAY Global

All communications about KAY (business related) with our office should be done either on the phone or through email. That means Facebook and text messaging is off limits. When things are discussed over the phone, we expect that you send us a follow up email summing up what we went over. This allows us to keep track of our business interactions with you and means that we have a written record that can be easily accessed in the future if needed. If you'd like to skip that extra step, just email us! We're very good about getting back to people in a timely manner and 9 times out of 10 we can figure out what needs to be figured out through email. Not talking about business? Feel free to text us about where the dance party is! You know how much we love to dance and party.

