“HOW TO GROW YOUR BUSINESS BY FOCUSING ON WOMEN”

4 Questions To Andrea Learned, The Author
NAMASTA: Andrea, you co-authored “Don’t Think Pink” (AMACOM). This successful book reveals how businesses today can properly embrace the women’s market. You just developed a distance learning course based on the book. How does the course differ from the book?

Andrea Learned:
I have pulled from my personal knowledge of the business of independent Pilates and yoga studios, and tried to present my points with examples that are more relevant to the wellness industry. Dividing the points into individual sessions seemed like a great way to deliver each new concept so that course-takers can mull things over and think about how to apply the knowledge a bit before moving on to the next idea.

NAMASTA: Can you share with us one tip on how to better serve women?

Andrea Learned:
One big tip is to put a simple system into place (using email is a possible solution for this) whereby you are regularly getting feedback from your core, passionate customers. It is amazing how much they can guide you in terms of hours to be open, environment of the office/studio, services and classes they love and don't care for etc.

NAMASTA: Andrea, how did you decide to become a Pilates teacher?

Andrea Learned:
My older sister got so into Pilates a few years back and I really noticed a change in her body. My siblings and I were influenced to maintain regular fitness activities by our parents - early on. When I started practicing Pilates myself, 2-1/2 years ago, I couldn't believe how much stronger and lean I felt -and how quickly transformation occurred. I became a Pilates evangelist by default, so I figured that getting certified was an obvious next step!

NAMASTA: How does Pilates complement your other activities?

Andrea Learned:
Pilates balances out my go-go-go writing, speaking and consulting life. If I didn't have the focus on breathing of Pilates, I'd be so much more stressed and wound up. It is the perfect mind-body balance to my mind-mind work!

The distance learning course “How To Grow Your Business By Focusing On Women” and other courses such as How To Build A Website, How to Organize a Retreat, and How to Grow Your Business With PR without Spending A Dime On Advertising can be purchased online at www.namasta.com and on the phone at 877-626-2782.