



**ABERCORN BUSINESS SALES**  
SUCCESSFULLY SELLING YOUR BUSINESS



**Yoga Teacher Training School Specialising in Yin Yoga Teacher Training and Yoga Business Mentorship for Sale.**

Fully Remote Business

**Asking Price: £100,000**

Reference: EB02-ABS | Confidential Memorandum

Turnover: Circa £115,000 p.a.

Gross Profit: Over the past 3 years average of £90,000

## 1. Executive Summary

Abercorn Business Sales is delighted to present this exceptional opportunity to acquire a profitable, fully remote business specialising in Yin Yoga teacher training and yoga business mentorship.

Established in 2017, the business has developed a global reputation, particularly in the UK and USA, for delivering in-depth, transformative online teacher training programmes.

Operating entirely online, the company provides multiple training pathways across five Yin Yoga courses and one yoga business programme, serving a growing international community of yoga teachers and practitioners. The business is supported by a robust marketing and sales infrastructure, proven lead generation funnels, and a 20,000-strong email database.

With consistent revenues in excess of £110,000 per annum and strong profitability, the business offers immediate income and significant potential for expansion. The owner is seeking a sale after more than a decade in the industry, citing a personal desire for change.

### Investment Highlights:

- ? Established and respected brand with over 50 five-star reviews.
- ? Fully remote business model – can be run from anywhere in the world.
- ? Proven and profitable sales funnels generating approx. £500k historically.
- ? Significant growing online presence with over 12,100-member Facebook group and 20,100+ email list.
- ? Five structured Yin Yoga training programmes plus a profitable business mentorship course.
- ? Well-documented systems, SOPs, and automated platforms in place.

## 2. Business Overview

Founded in May 2017, the founder's extensive experience teaching yoga internationally and identifying gaps in traditional yoga teacher training. The business has grown organically to become a trusted provider of professional Yin Yoga training, offering a unique five-dimensional teaching methodology.

In addition to its Yin Yoga teacher training, the business runs a dedicated programme designed to help yoga teachers build and scale their businesses. This "business in a box" approach has proven particularly popular, enabling the company to serve not only yoga professionals but also the wider wellness sector.

The company operates entirely online via a dedicated training portal, supported by a professional website, automated CRM, and integrated marketing ecosystem.

## 3. Key Strengths & Opportunities

Key Strengths:

- ? Specialist Yin Yoga methodology offers deeper training than competitors.
- ? Business mentorship programme – a unique value-add and upsell.
- ? Scalable online model requiring minimal overheads.
- ? High levels of client satisfaction and repeat business.
- ? Strong reputation and global reach.

#### **Opportunities for Growth:**

- ? Increase ad spending to scale client acquisition.
- ? Expand email marketing campaigns across the full training portfolio.
- ? Develop automated sales funnels for both high and low-ticket offerings.
- ? Introducing new wellness or yoga training programmes.
- ? Leverage existing audience to grow memberships and subscriptions.
- ? Explore partnerships, retreats, or hybrid in-person/online formats.

#### **4. Clients & Markets**

The business has welcomed approximately 700 clients and maintains a growing database of over 20,100 contacts. Clients are predominantly women aged 35+ based in the USA and UK, though demand exists worldwide including Europe, Australia, and New Zealand.

Demand is driven by the continued global growth of the yoga and wellness sector, with increasing interest in Yin Yoga as a specialist discipline and a rising number of yoga teachers seeking structured professional training and mentorship.

#### **5. Staff & Operations**

The business is structured around a lean, remote team of freelance professionals:

- ? Sales Setter – managing lead generation and initial client engagement.
- ? Virtual Assistant – supporting administration and operations.

All courses are delivered online via a dedicated training portal, ensuring low operating costs and scalability. The founder currently oversees strategy, sales, and marketing, with SOPs and training resources in place for a smooth transition.

No physical premises are required, allowing the business to remain location independent.

#### **6. Financial Summary**

Turnover:

- ? For Year ending 2024/2025: £114,243 (per financial year)

Gross Profit:

- ? For Year ending 2024/2025: £102,201 (per financial year)

Notes: The business has reinvested significantly in marketing, sales systems, and development in recent years, supporting strong long-term profitability.

## 7. Growth Opportunities

A new owner will inherit a well-established, profitable platform with significant potential for expansion:

- ? Scaling Facebook advertising to accelerate revenue growth.
- ? Targeted email campaigns across the existing subscriber base.
- ? Developing additional yoga and wellness training products.
- ? Expanding geographical targeting beyond the UK and USA.
- ? Automating sales funnels to improve efficiency and conversion.
- ? Leveraging partnerships within the global yoga and wellness market.

## 8. Reason for Sale

After more than 11 years in the yoga industry, the owner wishes to pursue a new direction and lifestyle change. While passionate about the foundations built, they no longer have the energy to continue leading the business and are ready to hand over to a new custodian who can take it forward.

## 9. Conclusion & Next Steps

This is a rare opportunity to acquire a profitable, established, and scalable online business in the growing yoga and wellness sector. With a proven reputation, global reach, and significant growth potential, the business is well-placed for an entrepreneurial new owner to expand further.

All enquiries are handled with strict confidence by Abercorn Business Sales. Interested parties will be required to sign a Non-Disclosure Agreement (NDA) before receiving further details



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## Next Steps & Contact

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