

The Yoga Teacher Economy

Why the people who create all the value earn the least — the real numbers behind studio teaching, and the honest math of running your own practice instead.

\$31/hr average U.S. group-class teaching rate	\$30–75 typical pay for a class you fill yourself	67% of teachers teach fewer than 10 hours a week	45% say teaching income covers their cost of living
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The studio model, honestly

Walk into any studio class and count the room: 15 students at \$25 is \$375 of revenue in a single hour. The teacher who trained for years, planned the sequence, built the following, and led every breath of it typically takes home a flat \$30–75 of that. The studio keeps the rest — that's the model. It isn't malicious; rent and front desks are real. But it produces three hard truths for teachers:

- 1. Your earnings are capped.** A flat rate means a packed room pays you the same as an empty one. The upside of your own popularity belongs to the building.
- 2. You are the brand, but not the beneficiary.** Students come back for *you*. They follow *you*. Yet the relationship — the schedule, the payment, even the contact list — is owned by the studio.
- 3. Full-time is barely livable.** Even at a heroic 20 classes a week, flat-rate teaching lands around \$30,000–45,000 a year before taxes — which is why most teaching stays a side job, and why so many gifted teachers quit.

The same two classes, two different economies

	Teaching for a studio	Teaching for yourself
What you teach	2 group classes / week	The same 2 classes
Who pays you	The studio, a flat rate	Every student in the room
The math	2 × \$50 flat	2 × 10 students × \$25
Weekly income	\$100	\$500
Your ceiling	Your hourly rate	None — it grows with your audience

Five times the income for the same hours on the mat — not by charging more, but by being paid the way the room actually pays.

What a first year can look like

An illustration of steady, unglamorous growth — two online classes a week to start, priced modestly, audience compounding through class passes and word of mouth. You set your own prices and pace; this is arithmetic, not a promise.

Phase	Classes / wk	Avg students	Price	Weekly
Months 1–3 · first students	2	5	\$20	\$200
Months 4–6 · regulars form	3	7	\$22	\$462
Months 7–9 · passes kick in	4	8	\$25	\$800
Months 10–12 · full rooms	4	10	\$25	\$1,000
Year one, ~4 hrs/week of teaching				≈ \$32,000

The same effort at a \$31/hour flat rate is roughly **\$6,400 a year**. The difference isn't working harder — it's owning the room. And unlike a studio schedule, this scales past geography: your room is anyone, anywhere, with your link.

What it takes (less than you think)

The traditional blocker was never demand — it was operations: a booking system, payments, scheduling, reminders, passes, a professional page. That's the part Kuleo runs. One link holds your studio: students book real class times, pay you directly, get confirmations and calendar invites automatically, and receive a follow-up after class that grows your reviews and rebookings while you sleep. **Kuleo takes zero commission on your classes** — you pay a flat subscription (\$7.50/week, \$15/month, or \$90/year) and keep everything you earn, minus only standard card processing (2.9% + 30¢). Free 1-on-1 onboarding with the founder is included with every plan.

Why this matters beyond money

When teachers earn properly, everyone wins: classes get more accessible (you can price a \$12 community flow and still out-earn a studio rate), students get direct relationships with the person actually guiding them, and great teachers stay teachers instead of burning out into other careers. The teacher is the heart of yoga. The economics should finally agree.

Start your studio at kuleo.io — set up in an afternoon, booked this week.

Sources & honesty: compensation figures from published 2026 U.S. yoga-teacher pay surveys (PayScale; brettllarkin.com teacher income guide). All Kuleo earnings figures are illustrative scenarios — teachers set their own prices, class sizes vary, and results depend on your audience and effort. © 2026 Upshift Solutions LLC, operating as Kuleo.