

The Edinburgh Reporter in conversation with Yogamix

[Yogamix](#) is run by John Campbell and Amanda McKenna and they are currently taking the Edinburgh yoga scene by storm.

Who are you, and where did you come from?

I'm Amanda, born in Ireland, raised in Australia and have been a nomad for a long time until I found beautiful Edinburgh.

I'm John a yoga teacher and remedial therapist. I was born in Edinburgh but have lived all over the world since I was 11, from New Zealand to North Wales and various places in between until recently moving back home.

What do you think are your business strengths and weaknesses?

A – I have a degree in International Business and Marketing and although this has laid the foundations for my business knowledge I believe my best business strength is my ability to build relationships. Actually getting to know someone instead of just seeing them as your client not only breaks down barriers but also sets you up for ongoing business.

One of my bad weaknesses is I don't switch off. As my partner and I run our own business I always have my phone or iPad near me. It can leave you pretty exhausted.



What was the defining moment on your career path that has got you where you are now?

A – Handing in my notice at an investment firm in London. I said I would never be stuck behind a desk, swimming in paper work and watching the days slip by, in meaningless work that I had no passion for. It was time to do what I love most – yoga

and travelling.

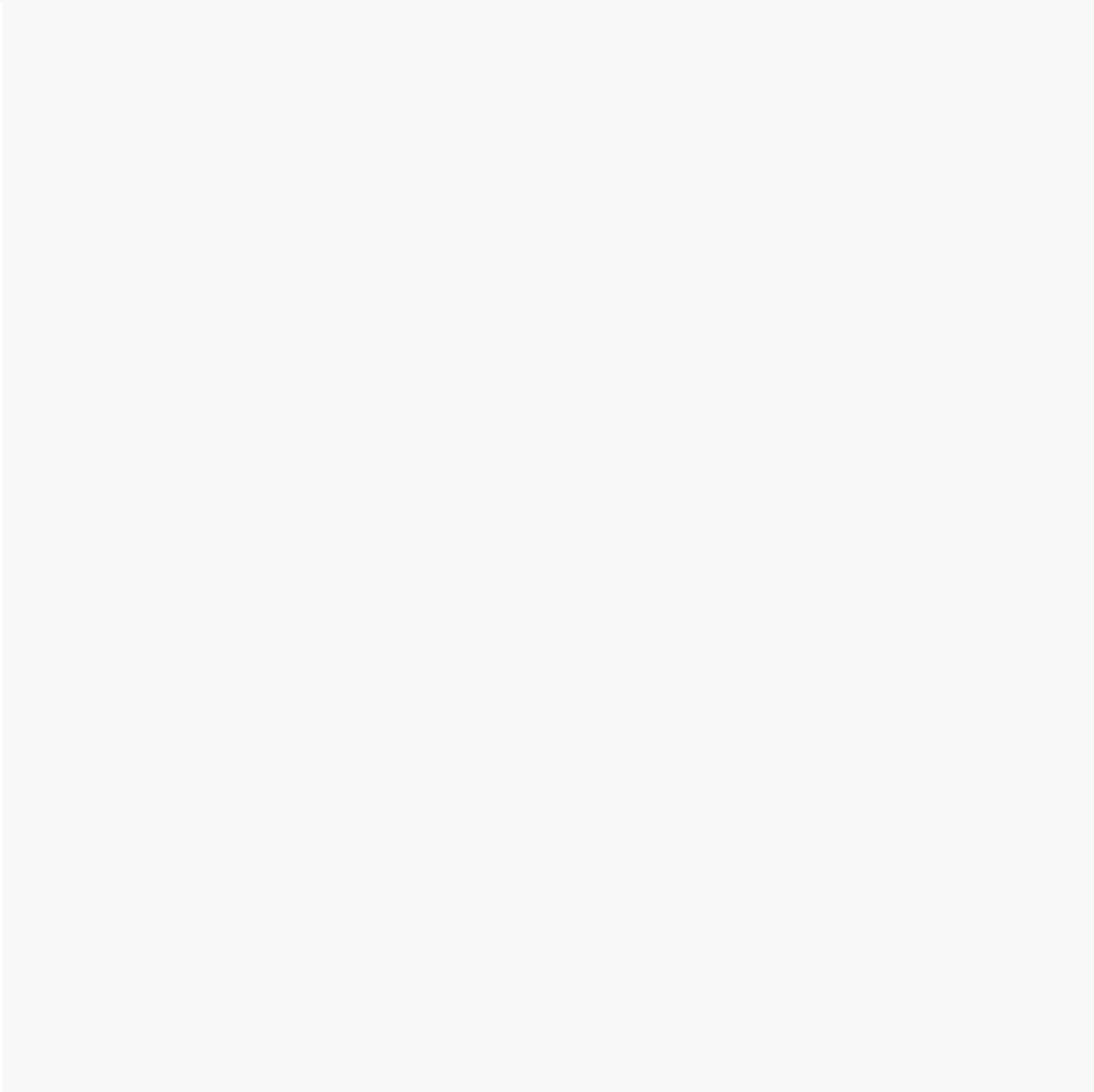
J – There have been two defining moments to get me where I am now. The first moment was the realisation I didn't want to work in an office environment. 10 months of working in an office, of which during the last three I didn't have a day to myself I decided to do something that was more than just a way to earn money.

My second defining moment came when I was working in a big boxing gym in Aberdeen as a trainer. I was shocked to find the discomfort my clients went through in everyday life including while exercising and they were ok with it. I took my background in exercise, anatomy and physiology to rebalance the body through corrective exercise and found this unrefined approach had great results for my clients. This led in further study of Remedial Therapy, Yoga and Pilates to help the body maintain balance and fight the strains of modern life and help prevent injury.

How do you spend your spare time?

A – Going on mini adventures, hiking, skiing, cycling, going to gigs, having lots of dinner parties and making raw vegan treats...so more eating!

J – I love to cook but if I'm being honest I prefer eating. Doing whatever I can outdoors mainly hiking, running, cycling and skiing. Looking forward to the weather getting a bit warmer to get the surfboard out! I love practising yoga and other body weight exercises to constantly progress my personal practice and keep me functional to enjoy life and keep my clients' practice fresh.



Day adventure – hiking up our first Munro together. Ben Lomond (974m)
#adventure #scotland #benlomond #travel #mybootsstillfuck

A photo posted by Yoga Mix (@yogamixuk) on Feb 19, 2015 at 1:55am PST

Do you think you achieve a good work/life balance?

A – Yes. I've made the decision that life means more to me than work so I chose a job that I thoroughly enjoy and on most days I wouldn't say it's work as I love doing it. For instance recently I was really lucky to be able to teach yoga in the morning, go to Glenshee Ski Centre and let loose skiing for half the day and then come back to Edinburgh and teach more

yoga.

J – I definitely do. The work I do doesn't feel like work as I'm constantly learning from my clients, my own practise and studying. I do occasionally find myself at midnight still answering emails or going to see a client or teach a class at the crack of dawn, but it is all in balance. I try to make the most of a good day even managing to get up to Glenshee Ski Centre for 2 or 3 hours of skiing between morning and evening classes.



What makes Edinburgh the best location for you to live and/or work?

A – The sea and mountains are on your doorstep for countless adventures, add in the many festivals this city delights us with and a community that is open to try new things including yoga, you get an amazing location to live and work.

J – I love the topography, it allows me to enjoy so many outdoor activities. But at the end of the day Edinburgh is my home, my parents only live a 10 minute walk away.

What is your special area of Edinburgh, or special place in Edinburgh and why?

A – I love Inverleith Park on a summer's day. Everyone is out having a BBQ, the pipe band is usually practicing and the view to the castle is beautiful. Good friends, music and food with a view is always special.

J – I love the ruggedness of Arthur's Seat and the Craggs. Best enjoyed on a clear night looking out over the bright lights of Edinburgh and across the Forth.

Who are your business heroes?

A – Two businessmen top my list of business heroes. Richard

Branson founder of Virgin Group and Yvon Chouinard founder and owner of Patagonia Inc. We all know who Richard Branson is and what he does but not as many know Yvon Chouinard.

Yvon is a legendary climber, surfer, entrepreneur, environmentalist and philanthropist. He knows how to combine work, play and social duties and be even more successful as a result.

Which networking groups in Edinburgh have you found particularly useful?

J – Lululemon and the other yoga teachers in and around Edinburgh.

☐ **What are your business goals for the next year?**

A – As I'm still relatively new to this city and our business Yoga Mix is less than a year old in Edinburgh, my business goals for the next year are to continue growing our client base, run successful yoga retreats and really getting our name out there in the Edinburgh community.

We have been extremely fortunate to be a part of some amazing projects last year including the Morning Gloryville Rave at Edinburgh Fringe, Red Bull Foxhunt with Rachel Atherton and teaching classes for the community at lululemon.

I want to continue growing and making yoga accessible to anyone that is willing to have a go and now that [Canning Street Yoga](#) has opened I feel we have a great venue to pursue those goals.

J – To establish a Yoga Mix client base and community in Edinburgh, run [retreats](#) and make Canning Street Yoga a yoga and social hub.

Describe your typical day for us.

A – There is no typical day. But if I had to describe what a day might look like it would usually include at least me teaching two yoga classes, spending a fair amount of time doing administration work which can include marketing, client relations or even building websites. I would try and get my own yoga practice in everyday and typically go out for a hike or cycle to get the blood pumping.

J – I would say I don't have a typical day, but roughly I have 2 scheduled yoga classes a day and up to 5 treatments which can be spread throughout the day. Between class and treatment I usually work on sequencing/self-practice and write up clients notes. I do add to the blog on occasion but Amanda is responsible for most of the great content.

Best job advice you ever received?

A – “It is better to have a short life that is full of what you like doing, than a long life spent in a miserable way.”
Alan Watts

J – A brief summary of Alan Watts as shown in the video below – Do something that you can be passionate about and engage with fully, and if you are good enough at your chosen vocation you will have a market and a living.

Your plan of attack for the next 12 months?

A – Teach, teach, teach!

If you would like to find out more about starting yoga then contact Yogamix [here](#).