



BUSINESS OF YOGA

by nina @youralignedspace

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AGENDA

1. About me
2. Your Brand
3. Your Marketing
4. Income Streams
5. Coursework



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ABOUT

I'm an E-RYT 500, Yoga, Meditation, NSDR & Yoga Nidra Teacher and Teacher Trainer, Brand & Marketing Director, Founder of [youralignedspace](#)

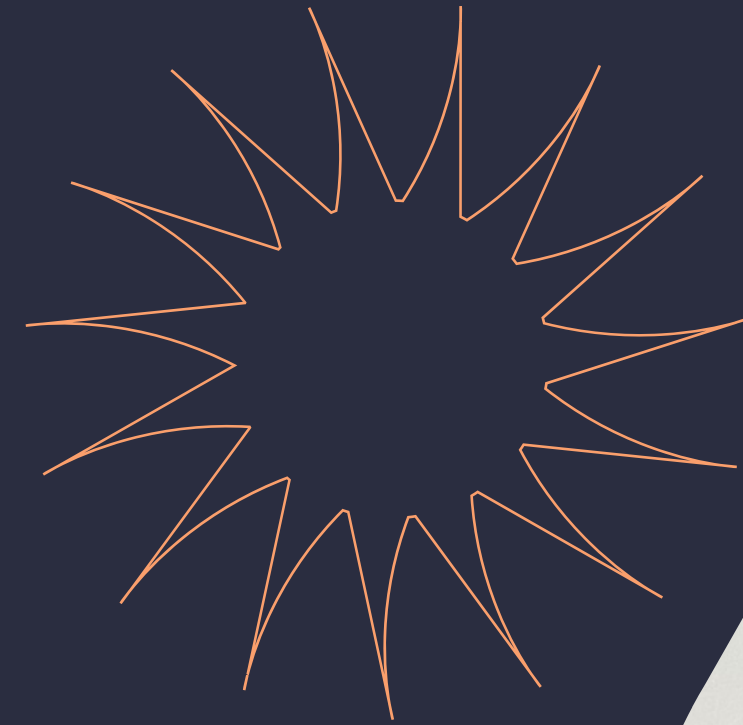
My mission is to support business owners & starters with brand foundations, marketing & business strategy without the **hustle, overwhelm, and burnout**

aka turning your passion into a profitable business

Instagram: [@youralignedspace](#)

Join my [newsletter](#)

[Podcast: alignment is the new hustle](#)



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YOUR BRAND

1. Your WHY & WHO (YOU)
2. Your STORY
3. Your VALUES
4. WHO (your customer)
5. Your UNIQUE BLUEPRINT

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YOUR MARKETING

1. Email
2. Social
3. Website
4. Podcast

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INCOME STREAMS

Passive income streams

1. Yoga Classes (studio/gym or renting a room)
2. Private 1:1s
3. Corporate Yoga
4. Workshop (online/offline)
5. Online Yoga
6. Continuing Education
 - a. Courses
7. Retreats
8. Studio Owner
9. Teacher Trainer/Facilitator

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COURSEWORK

1. Define your WHY and your STORY
2. Define your VALUES
3. Based on your Why, STORY, and VALUES, create a social post or email and share it with your audience.
4. Brainstorm on the INCOME STREAM section. Where do you see yourself and where could you have recurring revenue streams?



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