HOMEWORK

BUILD IT UP WORKSHEET & REVENUE ASSESSMENT

Homework: Complete your "State of the Union" Analysis and Revenue Assessment Analysis.

What You Will Learn: How to properly assess your existing yoga business based on what you have right now, and what you do not. You will begin to cultivate early thoughts around what you want more of in your yoga business, and to begin to see how simple shifts and focus can help you dramatically increase your business.

Goal: To provide clarity and key insights into your existing yoga business, to enable you to properly create a road map to take your business forward. Each area on the worksheet corresponds to an area on your pyramid and these are the building blocks of your yoga business.

Knowing the exact "State of Your Union" allows you to own where you are, maximize your existing opportunties, and to make the most of what you have right where you are—providing space to create build a bridge from where you are to where you want to be.

LET'S START BY DEFINING THE COLUMNS ON YOUR WORKSHEET:

- **Analysis:** This is where you insert the actual amount—or lack—of business you have in this area. Where are you at right now? For example, if you have two private clients, you will write that in the 1x1 cell. Or, if you have inconsistent newsletters or never post on social media, you will write that in the GIVE cell.
- **Revenue Analysis:** This is where you insert the amount of money you are generating or spending in this area. For example, if you currently earn $150/week, $600/month, or $7,200 per year from those two private clients, you will write this information

there. If you are spending $75/month on an email provider for those newsletters you never send, write that in the GIVE cell under revenue analysis.

- **First Bridge:** This is where our strategies to grow your business in this area will be input later in the course. This strategy is the bridge we will use to get you from where you are now to your first set of 12-month goals.
- **12-Month Goal:** This is where you will put your first 12-month goal: where you will be in one year's time
- **Second Bridge:** This is where our strategies to grow your business in this area will be input later in the course. This strategy will be the bridge we will use to get you from where you are now to your 24-month goal, using your 12-month goal to get there.
- **24-Month Goal:** This is where you will put your 24-month goal: where you will be in two years' time.

THINGS TO THINK ABOUT FOR THIS EXERCISE:

- What is happening/confirmed/on the books—or, not happening—in each of these areas?
- Are you satisfied with where you are in each area?
- What's working and what's not?
- Are there very ideal things about where you are in this area (like great pay for that 1x1 session!) or are there not-so-ideal things about where you are in this area (such as a terrible schedule for the 1x1, the client is always late, or the client cancels often)?
- **What can you do to make this area of your business more profitable or more satisfying?**
- **What questions do you have about certain areas? What is standing in your way from having more, or beginning in a particular area? Write that in your cell.**
- It's OK to not have something in every area. Many yogis do not "do it all." The point is to look at what you do have going on right now, as well as look at simple shifts you can make to create more opportunity and revenue for yourself.

Usually what we need to become much more successful is to tighten up what's not working in a particular area and to create a simple bridge strategy to increase your business.

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ROAD MAP	ANALYSIS	REVENUE ANALYSIS	BRIDGE	YEAR 1	BRIDGE	YEAR 2
1X1						
PRODUCTS						
MERCHANDISE						
RETREATS						
TRAININGS						
IMMERSIONS						
CONFERENCES/FESTIVALS						
WORKSHOPS/MASTERCLASS						
GIVE						
POINT OF CONTACT						
BRAND YOUR WEIRD						