Welcome to your “Big 4” overview. Below you will find the four essential, must-have areas of your business. A little time spent in each area on a regular basis goes a long way.

Notice you don’t see email listed as an essential component of your business? It’s a necessary part of your day-to-day communication, but not an essential part of what is going to take your business forward. Ever notice how you can spend the whole day emailing but not seem to get anything done? The Big 4 (and their subcategories) actually help you make progress.

**Operations:** the structural components of your business

- Your schedule
- Time management
- Your team
- Insurance
- Licensing/Registration
- Legal structures
- Data management: filing and storage needs
- Systems: software, email provider, eCommerce solutions
- Assessment: what’s working, what’s not

We recommend making a task block on your schedule in each of these areas once a week to ensure true progress towards important goals for your yoga business.
**Strategy**: the direction of your business

- Goal setting
- Goal refinement
- Research
- Event planning
- Product concepts
- Pricing your products
- Packaging your products
- Your hot 20 list
- Your favorite brands list
- Meetings

**Marketing**: getting the word out about your business

- Learning/Studying marketing
- Posting on social media
- Writing copy for newsletters
- Writing copy for pitch letters
- Designing hard copy collateral (things like postcards or business cards)
- Scheduling event marketing
- Taking pictures
- Making videos
- Product creation
- Updating website

**Finances**: how your business is doing

- Quarterly revenue analysis
- Annual revenue analysis
- Bills
- Taxes
- Preparing invoices
- Collecting payments