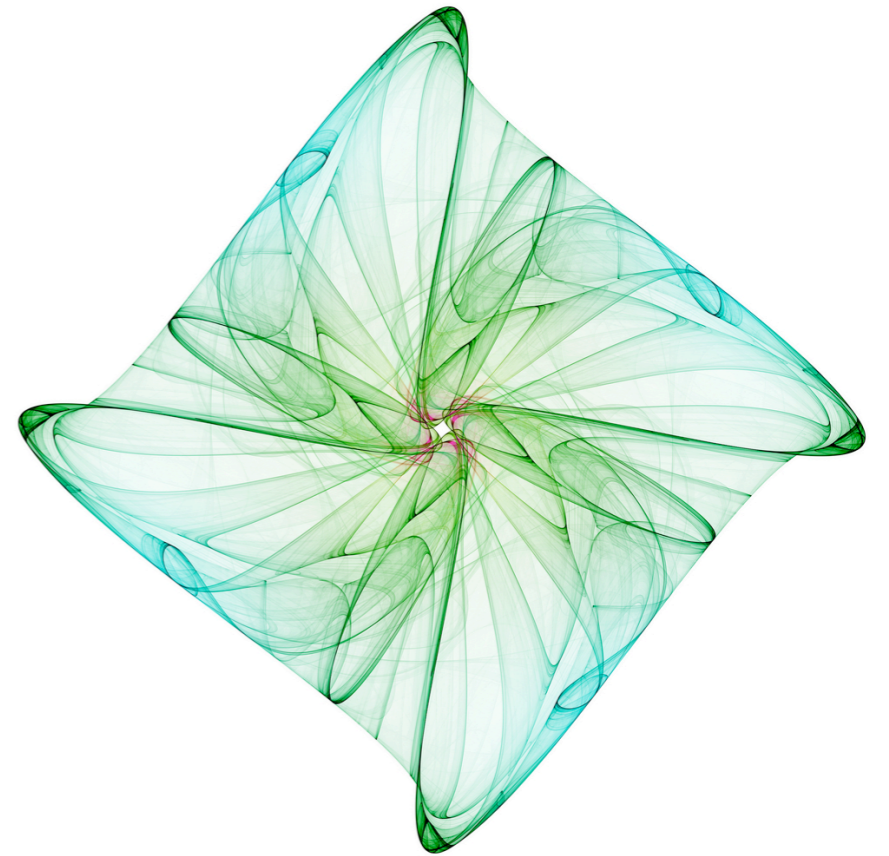


the Way of the
Business Yogini

The DIY Business Yogini Course

Easy-Peasy Quick Start Guide



with Nona Jordan
the Business Yogini



A Business Built with Intention, Yogini-Style

Welcome to the DIY Business Yogini Course Quick Start Guide

This quick-start guide is a mini snap shot of what you will get in the [DIY Business Yogini Course](#). In this quick-start guide, I am going to help you sketch out your Business, yogini-style, including your priorities, aligning your time, finding “your number” and playing with the numbers, followed up with some right action to get some shit done!

There is going to be some breathing and some yoga to keep you relaxed and grounded, because, yogini, to be intentional and get the right shit done, you’ve got to be present and there is no better way to do that than the breath and connecting to your body.

Being Intentional with Your Business

What does your yogini-style business look like? No hype. No gimmick. No platinum programs... the business that is right for you is the one where you can serve your people’s deepest needs and honor and respect your most precious values and priorities without apology.

Only you know what that looks like - no expert can define that for you.

This quick-start guide will help you define the parameters of your business, based on alignment.

One of the keys to creating your business, yogini-style, is alignment (energetic agreement) between your beliefs, your emotions, your intentions, and your actions. Coming into alignment is about being fully yourself without apology - it is a practice (and *not* about perfection)... when you start to come into alignment, your business will flow. When you are out of alignment, moving forward feels difficult - like running through the mud.

Resonance is a state of enlightenment that is expressed perfectly in body, mind, and business.

Remember: your ideal clients NEED you to offer services that play to your strengths.

Your ideal people benefit when you are owning your brilliance and power. It is never a benefit to your clients to follow a formula - unless that formula feels completely true to who you are. Your ideal clients are coming to you because of your experience, your healing, and your unique worldview. They NEED your alignment- including how you express that through your intentional business.

Step One: Relax and Get Grounded

Begin by getting grounded and relaxed. To get in touch with your ideal intentional business intentions, we want to access our natural place of peace beyond the thinking mind's ideas about what is right and wrong for you or your business. An easy way to chill is to take five to ten, full, relaxed, deep breaths- focusing on making the exhale longer than the inhale. Let your body relax and rest in stillness. Then, get started.

Step Two: Your Perfect Priorities

What are your top ten priorities? Let it flow from that place of connection, grounding, and peace. Allow yourself to be surprised.

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Step Three: Align your time

Stay peaceful. Stay connected to you inner wisdom. How much time do you spend each week on, in, and around your business?

In my perfectly aligned intentional business , I work _____ hours each week.

Step Four: Your Perfect Number

From this relaxed and oh-so-connected place, fill in the blank, without thinking about the "how".

In my aligned, intentional business:

my ideal income is _____.

Step Five: Your Business Intention

I, _____, will create an intentional business that is perfectly aligned with my highest personal priorities, working _____ hours per week, making _____ per year.

How does it feel?? Say it out loud. Notice if you believe it. Write down all the thoughts that race into your mind. Drop into your body -- where does the energy feel stuck when you state this intention? *This is valuable information -- to create success will require letting go of the beliefs and unwinding the held patterns of energy in the body that keep you in a state of resistance.*

Yoga Break!

Feeling Overwhelmed? Fan the Fire

Do you feel paralyzed, without a clue what to do next when you read your business intention?

Stoke your motivation and fire to develop focus and get-it-done energy for purposeful action.

Mantra for your mind: *I am capable and strong. I meet new challenges with confidence.*

Yoga for your body: Move with vigor. Focus on asana and breath work that heats up the core of your body. Find a sequence that is heavy on the core development. This may be outside of your comfort zone and that is perfect -- use your yoga practice to activate your 3rd Chakra and prove to yourself that you can, and will, meet new challenges with strength.

Try This: [Cat-Cow](#), [Dolphin Plank Pose](#), & [Happy Baby Pose](#)

Keep the breath deep and fluid during yoga. Repeat your mantra to yourself as you practice. Smile gently to yourself, and, please listen to your body. Don't do anything that creates pain.

Power-tripping? Tame the Flames

Feeling like a 40 hour week won't possibly be enough to whip your business intention into shape?

Tame the flames and bring some peace to your business - it's time to relax and give your business some breathing room.

Mantra for your mind: *I take action with ease, trusting that success will come in right time.*

Yoga for your body: Breathe deeply and focus on relaxing sequences. Now is not the time for power yoga. Find a restorative sequence that moves slowly to nourish you. I know it's the last thing you may want to do, but really check in with yourself. Do you feel like you are getting anywhere with all that excess energy output, or, does it feel more likely that bringing some ease to your business will work?

Try This: [Legs Up the Wall Pose](#), [Shavasana](#)

Maintain a focus on deep, rhythmic breathing without strain. Repeat your mantra and let yourself relax. Smile gently to yourself and please, listen to your body.

Learning to Stay

Whether you are fanning the fire or your are taming the flames, you are learning to stay with discomfort - an important skill for women in business. Stay with the intensity of stretching at your edge of comfort, whether it be to rest and learn to trust the flow, or, whether it be to learn to stay with the uncomfortable sensations of taking risks. This work is critical to building a successful, intentional business. Embrace it.

Aligned action, yogini-style

Action becomes easy (not necessarily effortless!) when we begin to move toward alignment. The right clients who need exactly what we offer show up. When you are more aligned, it is easier to see HOW that might happen.

Go back to your business intention. Play the numbers and think about turning your intention into action, below. Notice where you get stuck - when you tense up, when your thoughts go wild - these are just indicators that there are old beliefs and emotions that require your attention so you can claim your true brilliance and express yourself fully through your business.

Play the Numbers

The number in your business intention? You will reach that when you are in alignment: when your beliefs, your emotions, your intentions, and your actions are all in agreement.

Get out a piece of paper and a calculator. What is your total income number from your intentional business? Take that number and put it at the top of the page. Divide it by 12. That is your target, monthly "intentional income".

For each offer and/or service, do it like this:

I serve 15, 1:1 clients each month at \$400.00 per client for a total monthly income of 6,000 per month.

I sell 25 of my signature eBooks each month at \$30.00 per book for a total monthly income of \$750.00 per month.

With these two offers, this person would have a right-sized income of \$81,000 per year ($6,000 \times 12 + 750.00 \times 12$).

Play with the equation - what it will take to get to your intentional business number? Keep your time + priorities in mind, as well. When you find yourself getting anxious, take three slow, deep, relaxed breaths. Contemplate the following, often:

How can I more fully master a state of alignment to create what I want?

Right-Action

When you embrace your business intention and begin to take action, there is a sense of knowing what requires your attention, now. Yes, lists are great -- I advise keeping them in a way that makes sense for your brain, BUT...

Let your action be driven by your energy, inspiration, and a sense of being in service. If you are overwhelmed, cranky, or paralyzed - step back. Take a meditation break. Move your body. Use your mantras. Go back to your priorities -- are you leaving something out?

Then, take action where it needs to be taken.

What actions are wanting to be taken, now?

1. _____
2. _____
3. _____

Every day, choose three Most Important Tasks based on your projects, your energy, and your circumstances. Act.

Let creating your business be a joy.

Get Clear + Take Action, yogini-style. Sign up for the DIY Business Yogini Course by [Clicking Here](#).

I'm Nona Jordan, the Business Yogini



I'm here to help coaches, healing practitioners, creatives, and teachers heal their relationship with money and business so they can do the work they love and make a great living doing it!

You absolutely can build a profitable, solo business doing what you love to do and create tremendous value for your ideal clients.

But if you feel a sense of “yuk” or anxiety about being in business for yourself, asking for money, charging what you *know* you are worth, or you find yourself at a standstill with your business - it's time to find energetic alignment between you, your money and your business.

As a CPA, coach, and yoga instructor, my work blends yoga philosophy, coaching methodology, and my business and financial know-how. However, what my clients love most, and what is really going to really help you **kick the bushel off of your light, own your worth, right your relationship to money, and get shit done with ease**, are the years I've spent doing my own deep work around worth and my work.

I love to help my clients **create success, yogini-style**.

What Women Say About Working with Me

From the moment I met Nona on Skype, I knew I was in the right hands. She took the time to get to know me and my business and seemed to get me right away. **Almost instantly, she was able to help me plow through some of the blocks I was facing.** Her thought provoking questions and creative approach allowed me to dig around in my stuff to find the answers I was looking for. **Within days of working with her, I was completely clear on my message for the world and with her support, was able to begin taking the steps necessary to move forward in my business.** She is fabulous and with her coaching, **I know that I will live the intentions I have set for my business.**

Christie Inge, [Intuitive Weight Loss Coach](#)