

THE YAMAS

LEADING AN ETHICS BASED MARKETING STRATEGY ROOTED IN YOGA

AHIMSA

NON-VIOLENCE

Keep judgment, criticism or anger out of your business decisions and approach your marketing strategy with rationale. Understand that each client you work with, each customer you target, is a person – just like you. Do not cause harm just to make a buck or two.

BRAHMACHARYA

NON-EXCESS

Sustain your energy. Look to build a marketing strategy with longevity and balance.

ASTEYA

NON-STEALING

Do not use another person's ideas or words without their permission. Do not exploit others for your own gain or the success of your company.

SATYA

TRUTHFULNESS

Approach your marketing strategy from a position of truth. Do not use lies or deceit to meet goals.

APARIGRAHA

NON-GREED

Do not allow your judgment to be clouded by greed. Include charity or volunteerism into your marketing strategy. You can give back to your community and help others in need while promoting your own business.



A CURATED COLLECTION
OF CREATIVES.