

THE NIYAMAS

LEADING AN ETHICS BASED MARKETING STRATEGY ROOTED IN YOGA

SAUCHA

PURIFICATION

Remove impurities and negative influences in both external environments and internal bodies. Surround yourself with positive mentors, peers, employees, and clients and you will, in turn, become more positive. Positivity leads to productivity, which leads to success.

SAMTOSHA

CONTENTMENT

Contentment promotes inner happiness. Free your mind of expectations. Focus on the present moment and trust the journey. Don't worry about future projects. Concentrate on current projects to minimize stress and avoid becoming overwhelmed.

TAPAS

SELF-DISCIPLINE

Tapas promotes both hard work and effort. When applied with Samtosha, Tapas promotes wise effort. This focuses your energy to replace unproductive habits with those that will better serve you and your work.

SVADHYAYA

SELF-STUDY

Always be learning. In addition to theoretical and practical knowledge, self-reflection is a necessity. By acknowledging your strengths as well as your weakness, you can grow your skill set and grow your business.

ISHVARA PRANIDHANA

(DEDICATION TO SOMETHING GREATER THAN YOURSELF)

Remove your ego and self-centeredness. Don't be too afraid or too proud to take advice or ask for help. Dedicate yourself to the purpose the drives you.



A CURATED COLLECTION
OF CREATIVES.