

# STEP 2:

**Reverse Engineer Your Bigger Vision**

**With Our**

*Soul-Alignment Questionnaire*

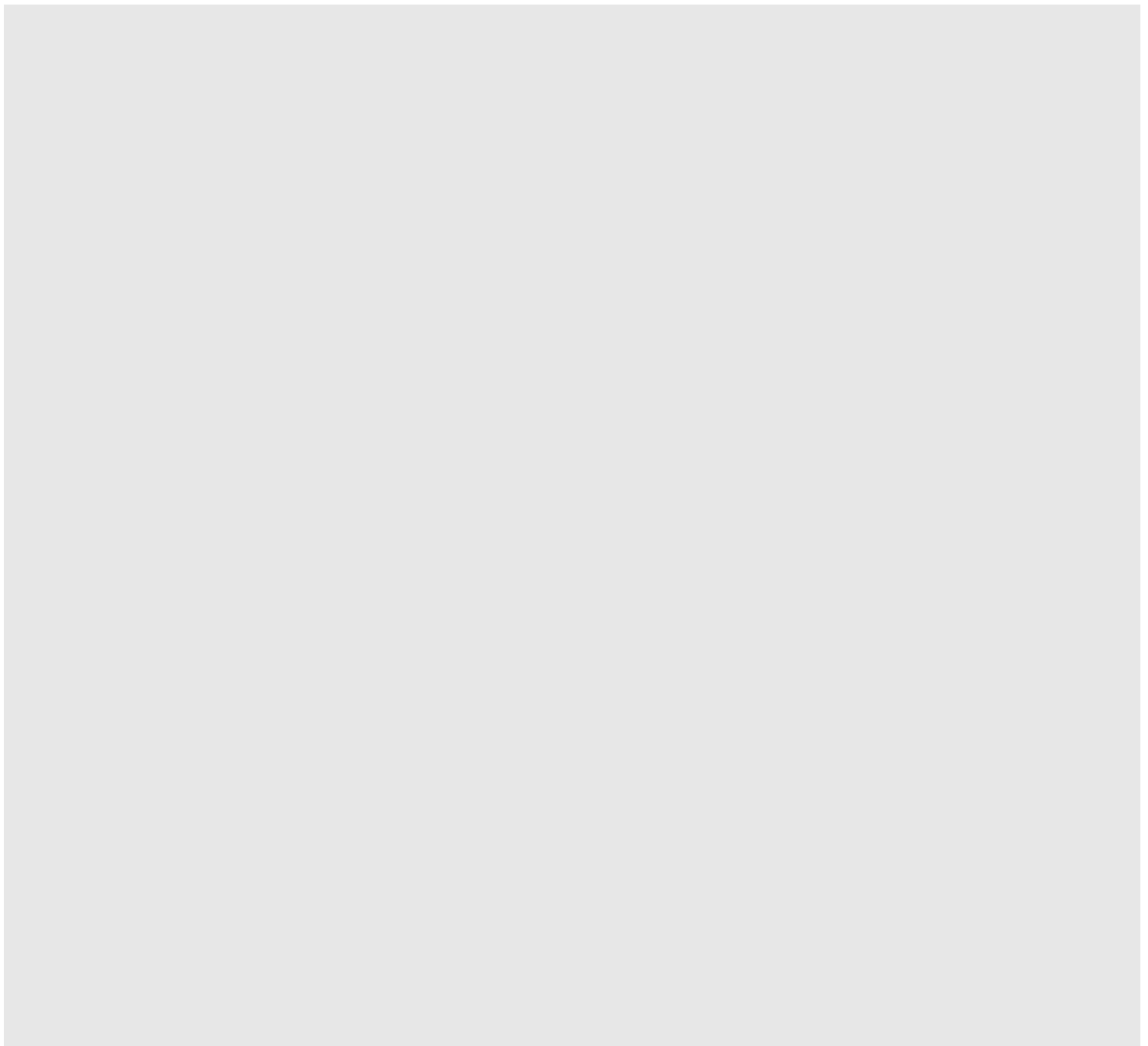
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### *Section 1: Understanding Your True Desires*

#### **1. The Soul Alignment (tingles/synchronicities) Question:**

When do you feel you are most soul-aligned, feeling fully connected, deeply passionate, and making the most amount of impact in your life and business? And why?



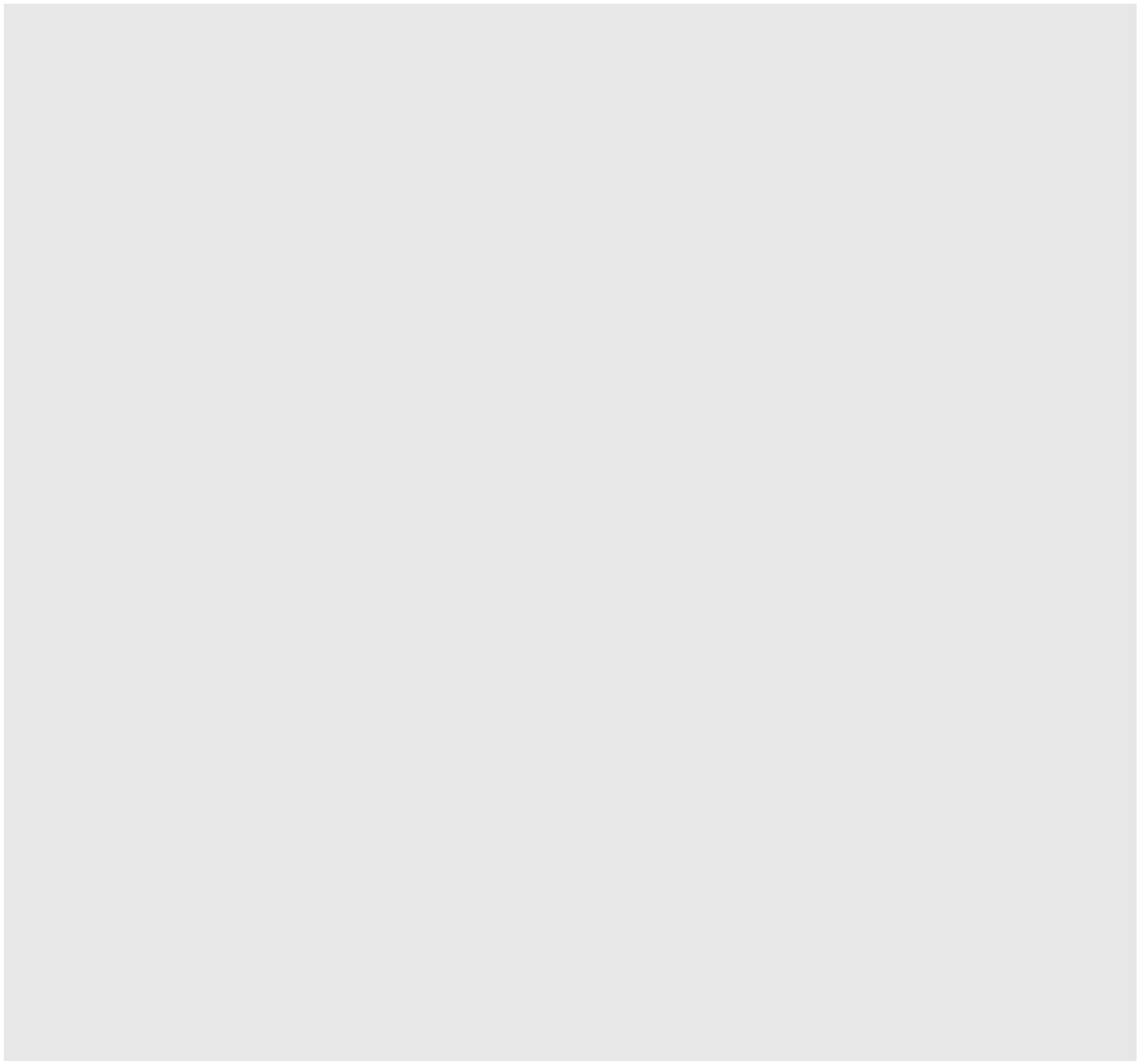
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### 2. The Big Picture Vision Question:

If you could sprinkle a little Yoga Magic\* into your life - What is your 'Bigger Vision' for your absolute dream life and business? And Why?

What does it look like, feel like? What kind of impact are you having? What kind of success are you experiencing?



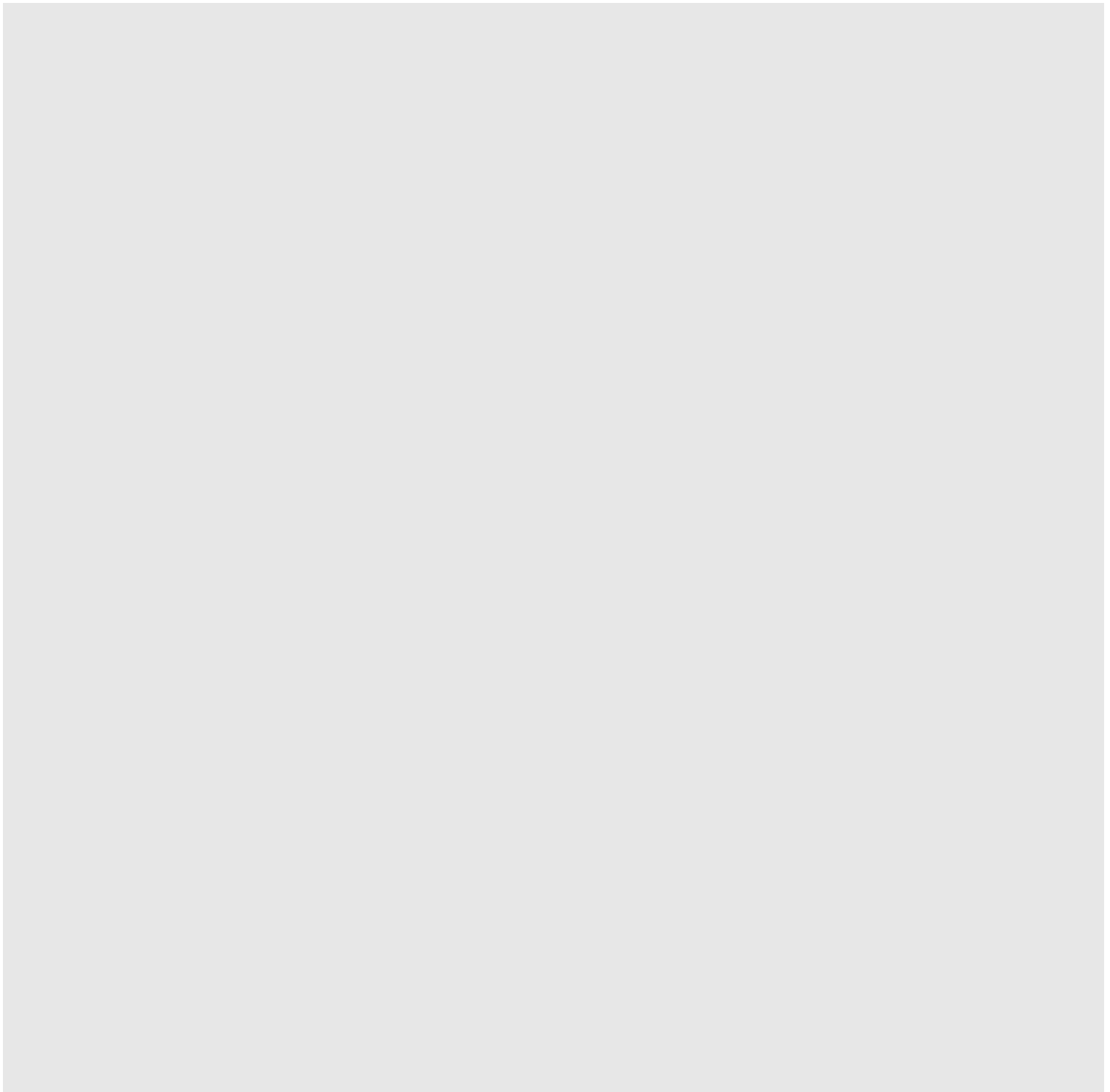
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### 3. The Time Freedom Question:

Describe in detail what your ideal week looks like? How many classes are you teaching? What are you doing? Who are you with?

Describe what time freedom and flexibility looks like for you and why?



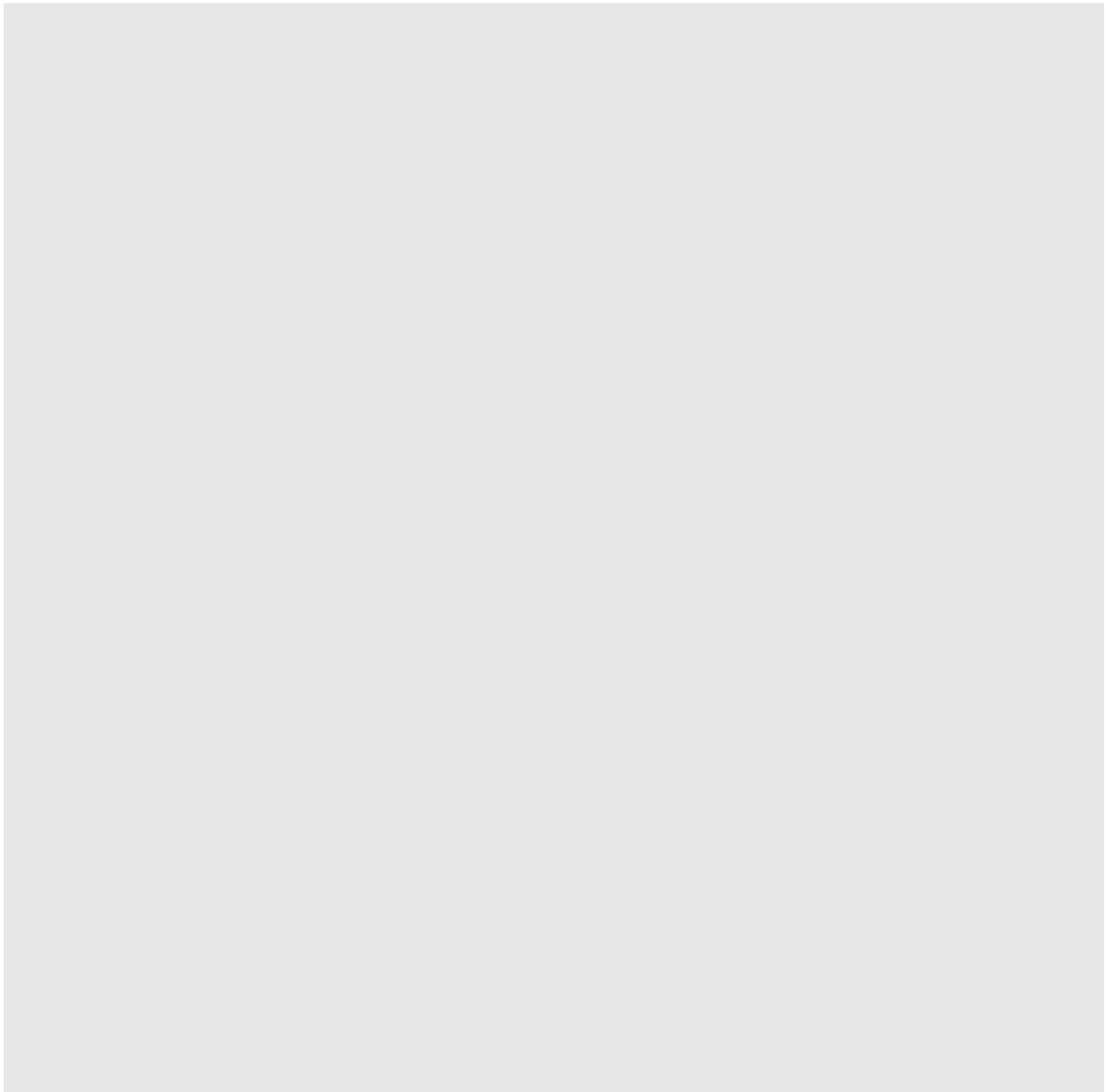
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### 4. The Location Freedom Question:

How important is travel and/ flexibility for you and Why?

Do you want to live and work remotely in exotic locations? Do you want to hold on-location or virtual retreats? If yes, why do you want to do these things?



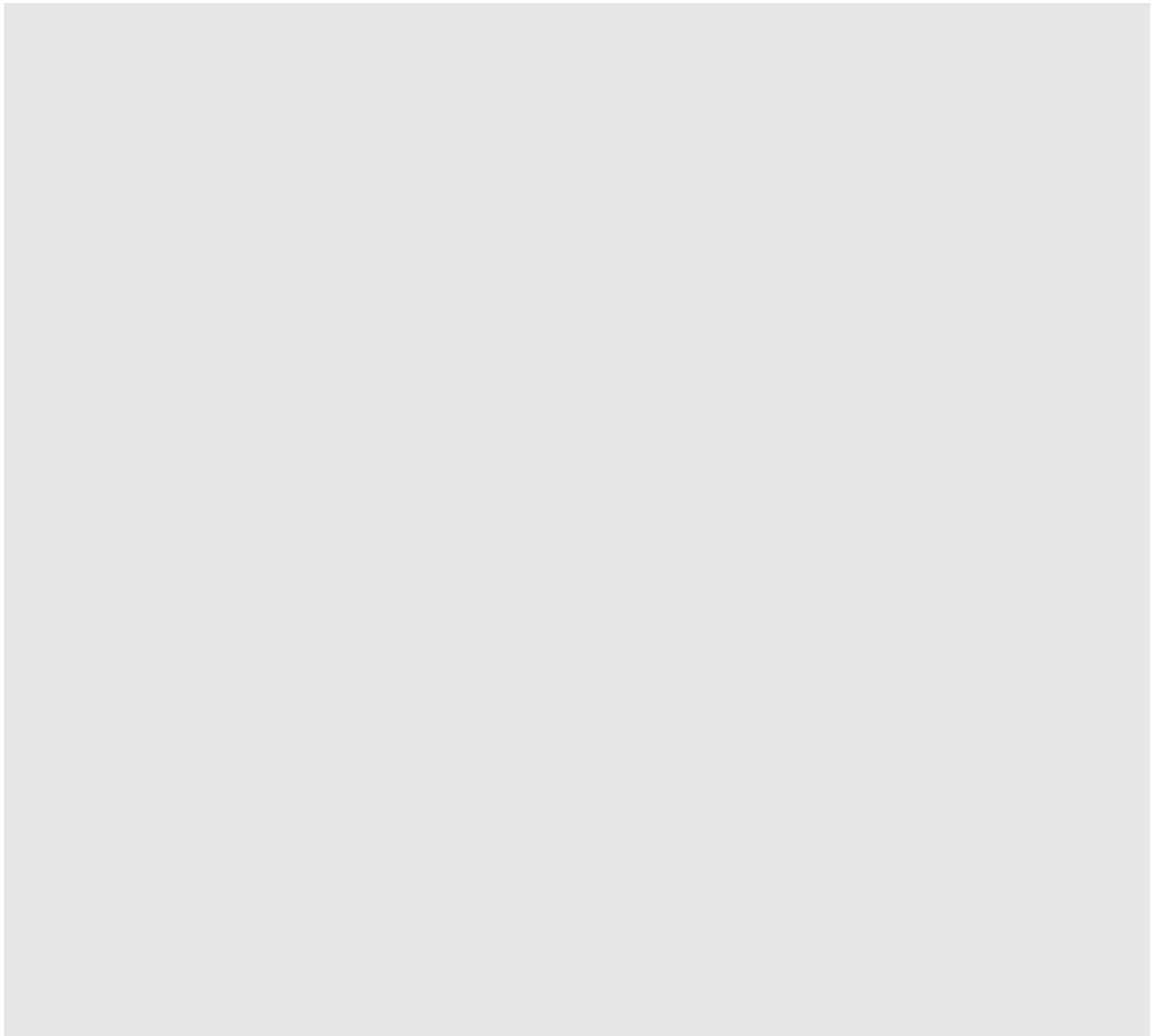
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### 5. The Money Question:

If you could for just a moment, drop all 'yoga' guilt or preconceived ideas around what you 'should' earn as a Yoga Teacher/ Spiritual Entrepreneur, to truly live your 'Bigger Vision' as you have specified above...

How much money would you require and absolutely love to receive directly into your bank account each and every month, to live out your 'Bigger Vision'?

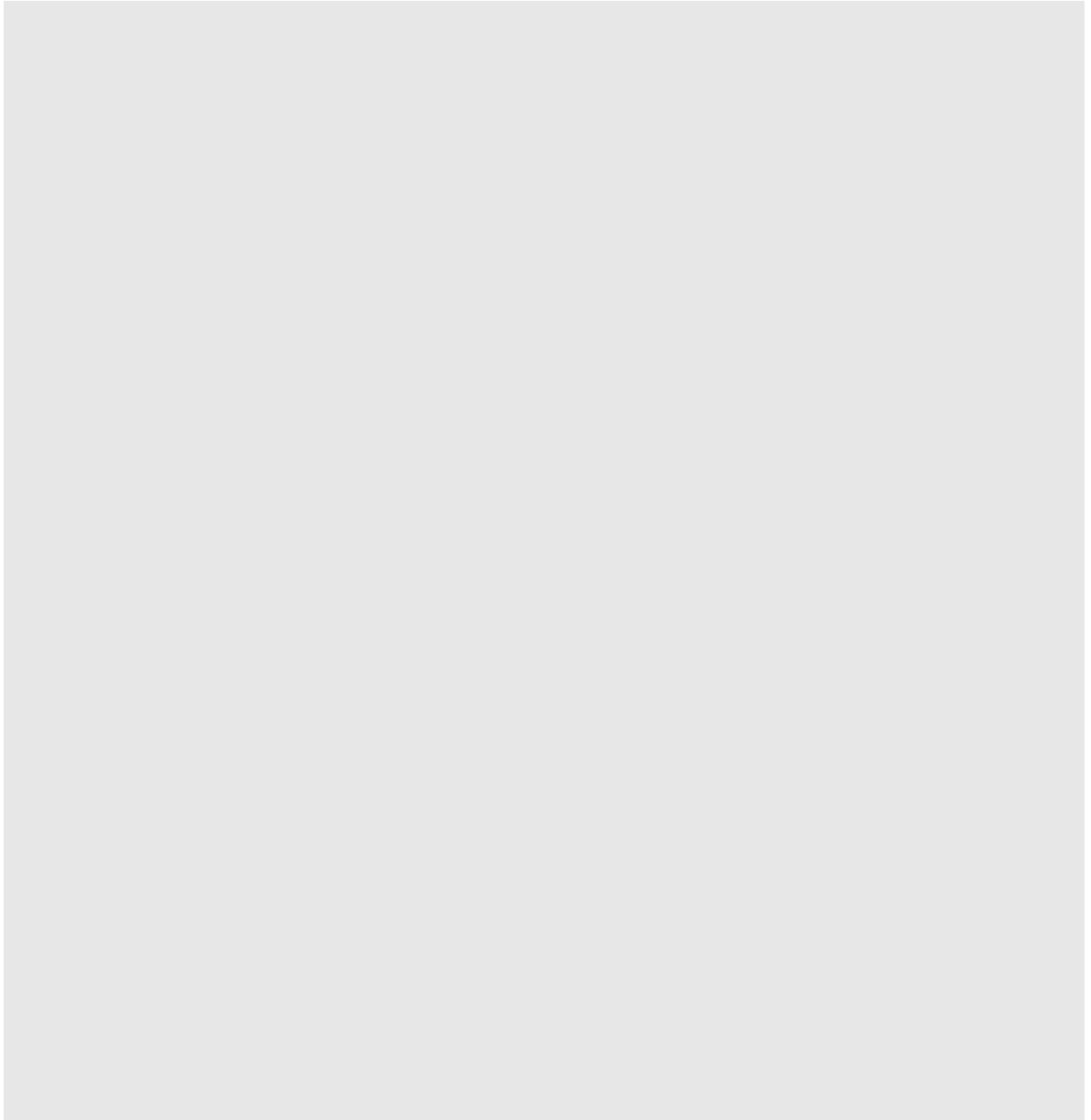


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### 6. The Honesty Question:

How many yoga classes or workshops, can you physically teach or do you desire to teach weekly/monthly to receive that amount of money? And Why?



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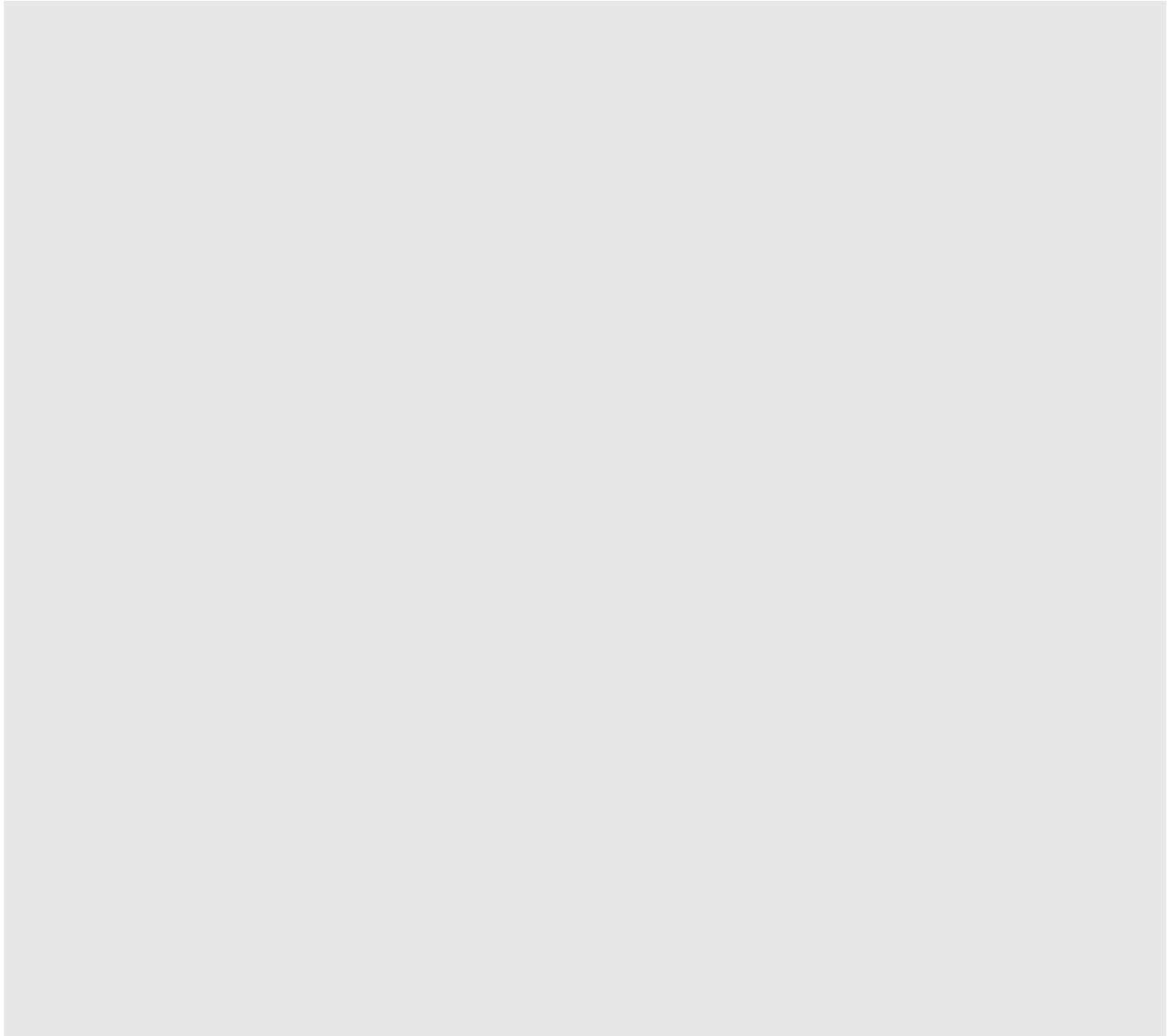
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### 7. The High Ticket Question:

Remembering what was discussed in the video in Step 1....

Can you unpack all of the elements of your personal journey that could monetize 'Your Unique Yoga Love Story' and create an incredible product that could truly transform the lives of your people?

What steps did you take? Write them out below.





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### *Section 2: Crafting Your Ideal Yoga Business Plan*

**Based on your answers above which of the following Yoga Business Plans would be most beneficial in helping you to create your bigger vision, choose from below and explain why:**

a) 100% Yoga Classes (Low Ticket)

b) Combination of Yoga Classes & Online Courses &/ Coaching? (Low & High Ticket)

c) 100% Online Courses &/ Coaching (High Ticket)

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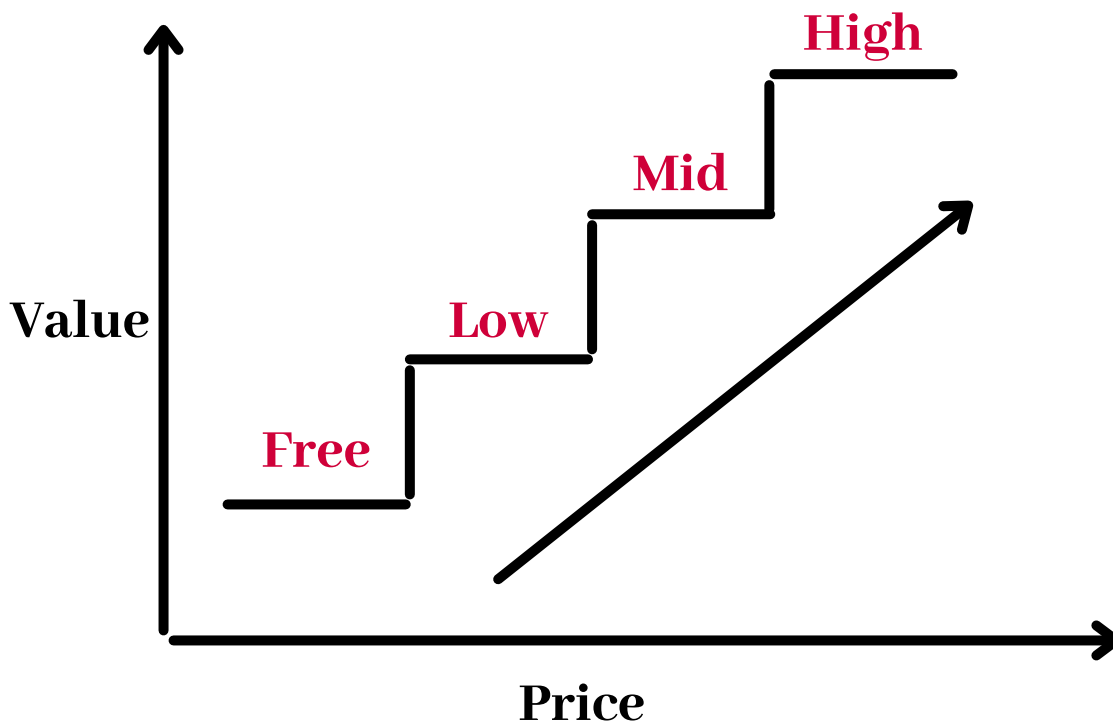
### Section 3: Crafting Your Value Ladder

#### What is a value ladder?

A value ladder is a lineup of offers (products and services) that increase in price and value to meet your people where they are on their journey to becoming or continuing as your customer/ student. It's a great way for you to build trust over time and continue to serve your people in the best way you can with a range of products and services to meet their needs.

When your customers/ students know, like, and trust you it's very common they will want to deepen their relationship with you. Having your value ladder in place, helps you to not only serve them at deeper levels but also helps you to create a more sustainable business model with products and services ranging from Low to High value. A well-constructed value ladder will give you a lot of options for new ways to serve customers that you otherwise wouldn't have had the opportunity to serve.

#### IMAGE OF VALUE LADDER



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### *Section 3: Crafting Your Value Ladder*

#### **Your Value Ladder is an Essential Part of Your Business Plan**

As well as helping you to better meet your customer's needs having a range of products on your value ladder can better help you plan your business and meet your financial goals.

**With your bigger vision and your answers above fresh in your mind, please list out your value ladder below.**

- Example:
- 1) Free 15 minute meditation
  - 2) Yoga Classes £10
  - 3) Workshop £200
  - 4) Online Coaching Program £2000

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*Notes*

