

The Good Hustle

13 March 2018

'Bhakti business' book release at Krishna Village Retreat Centre

By *Henrike Schreer*

Author Polly McGee is coming back to where her inspiration was sparked to do a very special launch of her new book, "The Good Hustle", at the Krishna Village Eco Yoga Community.

The author, entrepreneur and digital strategist completed her yoga teacher training at Krishna Village in 2016 and loves tapping back into the yogi spirit which has become her home-away-from-home and creative inspiration.

Energetic and inquisitive by nature, McGee decided to embark on a yoga teacher training to take some meditation-and-yoga time away from a busy life revolving around corporate and start up gigs as well as teaching commitments. Always the entrepreneur though, she immediately connected the dots between yogic teachings and her business mindset, seeing how naturally they related and could be presented in a way to support each other.

"I think because of who I am and my background in entrepreneurship I had this really strong flash that the path to enlightenment, as it was stepped out in Patanjali's yoga sutras, was very similar to being an entrepreneur and getting a start up going." she shares.

The 'yoga of business' classes that form an essential part of the Krishna Village yoga teacher training sparked a series of fruitful discussions around the idea of applying yogic mindset and ethics to the creation of sustainable, successful businesses that can make a powerful impact out there in the 'real' world. The idea of those classes is to expand the idea of building a heart centred business from merely 'finding a way to make money, doing what you love' to 'living a life of service' and 'making a powerful impact by sharing who we are and what we do best'.

Having taken away some decent 'food for thought' from her training, Polly pitched the book to her publisher at Murdock Books, and wrote 'The Good Hustle,' released in February 2018.

The book seeks to empower her readers through a process of business creation that starts with asking themselves some fundamental questions first: "Who am I?", "What am I here to do?", "What are my intrinsic skills and where do I find joy naturally?" – questions, that relate to the Vedic concept of *dharma*, the science of finding our own, inherent nature. From there, she then shares a specific step-by-step process, tied in with ancient yogic wisdom, to start and grow a business that combines joy and inspiration with realistic 'worldly' success metrics.

McGee wants her book to be an instruction manual, which rather than saying "here are the lofty ideals of what this should be like" actually steps people through the process, showing them what the hard work looks like, but without being a mere box ticking exercise.

"It's one thing to be all caught up in the passion or excitement of discovering what you want to do in the world and it's another thing to actually have the tools to make sure that you do it happily and sustainably, The Good Hustle is that pathway," she says.

***** **Save the date:** Media 'Meet and greet' at the **Krishna Village Yoga Hall on Wednesday 4 April 2018 at 2-3pm**. A delicious vegetarian lunch will be provided.

Please RSVP by email to info@krishnavillage-retreat.com by 3 April at the latest.

NOTE TO EDITOR:

Krishna Village has also recently launched a new 'press & media' page with material for interviews, photos and more. Please have a look at <http://krishnavillage-retreat.com/press>

Dr Polly McGee: 0488301143, website: px@pollymcgee.com, email: px@pollymcgee.com

Henrike Schreer (Director Krishna Village): 0450 246 542, email: info@krishnavillage-retreat.com

Background:

The Krishna Village Eco Yoga Community is set on an organic farm and provides a blueprint of a simple, mindful, spiritually based lifestyle. It focuses on health and wellbeing in a friendly, spiritual, supportive community.