



Yoga Shelter Executive Summary

The root of yoga means to unite or integrate. On every level and in every personal exchange at the Shelter, there must be a consciousness that is created, to constantly associate yoga, wellness with the name Yoga Shelter. To wait until the class experience begins, in order to deliver the 'product' is underdeveloped, missing many opportunities to 'layer' into the clients consciousness an inescapable feeling, presence and awareness that extends beyond the physical attendance at the Shelter.

Since yoga is not a tangible product, it is crucial to make available a message and material that reflect the essence of yoga and create an environment that engages all the senses. Since we are in the business of creating consciousness, creating a greater consciousness for the Shelter ought to go hand in hand with creating it on the mat. There is no separation.

The Shelter's presence is evident, however everything must be synthesized and collated; a complete vision and unified expression from beginning to end. Currently, there are good ideas and opportunities, however things are too random and untargeted. It is not enough to throw a ball up in the air and hope it lands where you want. The Shelter's message must be clear and indelible.

According to Yoga Journal, yoga is now the fastest growing exercise in America. Approximately 17 million people practice yoga on a weekly basis-- a 144% increase since 2001. Americans spend some \$6 billion a year on yoga classes, equipment, clothing, holidays, videos and more. An impressive 71.4% of practicing yogis are college educated and 44% earn over \$75,000 a year.

With this information and multiple locations for the Shelter, creating an image that is inspiring, healing, smooth, sexy, savvy, accepting, and endless -- everything the mind/body connection represents -- is key. The body/mind experience is cutting edge and the image of the Shelter should be nothing short of that.

Translating benefits into an emotional connection for their lives is the hook.

- Advertising on quality material: good card stock and glossy finish for trips, teaching training, special high end events etc. Getting away from posters. Must be something the client can pick up, hold, take home -- tangible.
- Providing high quality information that translates effectively to the target audience.
- Creating genuine interest with a consistent vision.
- Offering events and special classes at the Shelter that connect with national and international holidays (Valentines Day, Earth Day, Ocean Day etc.)
- Developing a tag line and/or catch phrase for immediate association that reflects a specific image, value, promise.
- Creating brand awareness that reflects a specific image and value.
- Fine tune the current mission statement.
- Fliers that have a uniform layout, and easily give out the key information.
- Changes in the environment to enhance the atmosphere and mood.
- Do monthly podcast on the radio about yoga featuring different teachers.
- Community Relations and Public Relations.
- Projects that create and develop business and awareness: a workshop in which proceeds go to a charity. People want to be part of something bigger. Shelter could provide a venue for this.

These are just a few ideas to intrigue them, inform them, excite them, win them.

My core competency lies in:

- Effective oral and written communications: web, newsletters, PR etc.
- Expertise in marketing to target audience
- Developing projects and events
- Creativity and strategizing
- Product development and company image
- Building relationships
- Creating value

I demonstrate success in being:

- Insightful and innovative
- Quick on my feet
- Understanding how things translate over to the client
- Aware of the industry and market trends

Prepared by Leah Collmer for Yoga Shelter owner Hannan Lis