



Yoga Shelter Affiliates

*We all want to do
what we love.
But it's impossible
to do it alone.*

*Join the Yoga
Shelter family and
find **SUCCESS**.*

Learn how to attract more students, create retail and workshop activity, gain a guiding philosophy to drive your entire business, all while continuing to teach yoga... become a Yoga Shelter Affiliate.

YOGATM
SHELTER



The Yoga Shelter Story

Created in 2004, the Yoga Shelter has successfully integrated its teaching philosophy and business foundation into a steady revenue stream that exceeds \$1.75 million in sales volume and 150,000 students annually. The combination of the Shelter's philosophy (Vedanta) and its business practice has created a system that carefully analyzes, modifies and constantly improves every segment of its operations. These include the following:

- Creation and management of a website that is informative, navigable and which converts visitors to join a mailing list, make purchases or pre-register for class. The website averages more than 13,000 hits per month.
- Creation of a marketing program that creates new students and converts them into long-term committed students in a predictable model. The Yoga Shelter averages more than 1,000 new students per location annually and converts a sizable percentage into students who continue beyond the introductory offer.
- Institution of Web 2.0 campaigns that are personalized and support membership efforts. Yoga Shelter currently maintains an active list of more than 16,000 email addresses.
- Development of a monthly newsletter, Shelter Shout-Out, which is printed and also sent electronically to promote events, highlight students and introduce teachers.
- Staff Training program, documented in a complete binder and support system, to guide them toward membership recruitment, workshop offerings and other endeavors.
- Life and Teacher Training retreats that are life-changing and –enhancing and open to everyone. Yoga Shelter has an alumni list of hundreds of participants who have had profound, life-altering experiences at Training and who keep coming back. Yoga Shelter Training is rooted in the philosophy of Vedanta and teaches people to think, contemplate, reflect and question.

Yoga Shelter offers more than a bunch of poses on a mat. We offer Yoga in its essence and a lifetime relationship – and we do it in an efficient, revenue-generating way. You can, too. Our goal is to build a community of acceptance and non-judgment with the hope of changing the very way people conduct business and their own lives for a healthier, more focused planet.



Programs

Yoga Shelter Affiliate Menu of Programs

Life Training

We are the architects of our fortune or misfortune. Life Training gives us the tools to make what we want of our lives. Life doesn't come with a manual; if we want to get anywhere, it's up to us. Nowhere else will you find real training for facing the challenges life throws your way. In this 5-day retreat, we become students of ourselves, seeking higher knowledge and the path of freeing ourselves from addictions, depression, anxiety, eating disorders, unhealthy relationships and fear. This training will also help you to fall in love with any career you choose you made or take the proper steps in creating the career of your dreams. Peace comes from within; Life Training sets our feet on the path toward achieving peace and prosperity.

Teacher Training

Once you realize your own authentic power, you become able to lead others on their search. Become a teacher in Yoga Shelter tradition. To teach, we must learn to listen – to ourselves as well as others. In this segment of training, we learn about the role of posture, flow, music and dialogue in a class. We learn how to engage a student, and we teach people how to communicate, how to carry a message throughout class, how to create sound bites that keep students engaged, how to thread a theme and build a theme through class so that students are able to walk out of class having learned a real powerful lesson. In Teacher Training, we learn to look for signs from students, indicating where they're at, physically and mentally, and we learn about ourselves - about how people hear us, how people see us, how people respond to us. We work on voice, attitude when teaching a class, and a teacher's role in a student's life.

Transformation Train

In one intense workshop, start to change your life! Humans are the only species that can transform their inner core and outer shell. This is a gift that must be used or the consequences could be severe. Lose weight, get toned, burn fat, eat right – and more. If you're willing to lay it on the line – physically, mentally and spiritually – you won't be sorry. This course is for people who are ready to rock their world and for those who will go to great lengths to find themselves. It's a great appetizer for those who have not taken Training and it's a great way to keep people who have been through Training on their path.

Yoga Rocks

This special class, taught by Eric Paskel, is a cross between an electrifying concert, a kick-ass boot camp, a sweat lodge and group therapy. It's also a great way to get a taste of Yoga the Yoga Shelter way! Eric's style of teaching is raw, edgy, empathic and thought-provoking – and there are moments of laughter and release as well. Yoga Rocks features musical favorites, from R&B to rock, hip hop to heavy metal ballads, and you'll come out, dripping in sweat, enlightened and elevated. No competitive element, everyone's welcome, no levels or hierarchies or qualifying poses. Everyone is welcome.

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Goddess Workshop with Lisa Paskel

While working with women for the past 20 years, Lisa Paskel has come to realize that the Goddess lives in every being. She is our infinite, natural, divine self. She is alive in the simplest gestures of loving kindness and in the ways we respect ourselves and others. The Goddess can often be hidden by illusions and distractions, though.

We can reconnect to who we truly are as women, free of blame or resentment. Through yoga, healing sharing circles and self-assessment, we begin to bridge this gap.





Community

Leaders with vision. The same vision, based on a foundation of meaning and principle. Clear direction, streamlined processes, a place where you are accepted simply because you walk through the door.

The Yoga Shelter is a community of individuals who are dedicated to self-change, elevation and striving for the best life they can possibly live. We use yoga to teach us to face challenges, to grow stronger, to empower ourselves, our families, and our endeavors. We learn to not run away, to find our voices, and to be of ultimate service in the most powerful way.

In the presence of a collective energy and spirit, anything can happen. Wind blowing in one direction, water carrying along on its mission, focused light to illuminate whatever it shines upon. At the Yoga Shelter, we live by the motto, I can't – We CAN.

Sanga Yoga

Eric Paskel created the concept of Sanga Yoga, on which the Yoga Shelter is founded. Sanga is Sanskrit, meaning a community of people who support each other's spiritual growth.

Yoga is a way of life; a yoga practice is an opportunity to prepare oneself for living our best lives. It's about opening your eyes to living deliberately and about coming together to create a collective of authenticity.



A photograph of a man with long, wavy hair, wearing a dark blue tank top and dark pants, performing a handstand on a wall covered in graffiti. He is holding a black bag or piece of fabric with his right hand. The background shows a building with a white facade and a dark roof.

Speakers Bureau

Founded upon ancient philosophies and guided by the wisdom of amazing leaders, the Yoga Shelter offers its founders, leaders and other inspirational guides as speakers throughout the year. We'll make available to you key speakers to inspire your students and expand your reach.

Swami Parthasarathy

Swami Parthasarathy is an acclaimed exponent of Vedanta, the ancient philosophy of India. He has a multidisciplinary academic base with post-graduate work from London University. His life is spent in dedication to the study, research and propagation of Vedanta. His resolve has emerged into four distinct fields of service:

- **Vedanta Academy** - Swami founded the academy in January of 1988 in Malavi Hills, 108 km. from Mumbai, India. It offers three-year residential courses for students from around the world.
- **Public Discords** - His lectures on Vedanta and its practical application in life have captivated global audiences for more than four decades.
- **Corporate Seminars** - Parthasarathy has been a distinguished resource for the Young Entrepreneurs Organization, Young Presidents Organization, World Presidents Organization, The World Economic Council and several international corporations.
- **Writings** - He has published a number of books presenting terse scriptural insights in contemporary thought and language. Two of them have earned best-selling status.

Gautam Jain

Gautam Jain is an accomplished young philosopher and a premier disciple of Swami Parthasarathy. Gautam is based in the US and heads the efforts of the Vedanta Cultural Foundation, a non-profit organization dedicated to self-management educational programs. Gautam had completed a brilliant academic career in the US. Upon graduation, he declined lucrative corporate offers to return to India and spent more than a decade in full-time study and research under Swami Parthasarathy. He has conducted programs for leading corporations, management bodies and universities, including the Young Presidents Organization, AT & T, Honeywell, Columbia, Princeton, and MIT. Gautam has written for India's leading spiritual column, The Speaking Tree, in the Times of India. He initiated the Vedanta program at Ananda in the Himalayas, the world's premier destination spa.

Eric Paskel

Eric Paskel has devoted his life to seeking Highest Knowledge and being a daily student and teacher of Life since 1986. His personal and professional philosophy led the way for the creation of the Yoga Shelter in 2004, after owning two previous yoga studios; Eric's brand of Sanga Yoga begins with the human being and continues that focus of striving for an individual's edge and living a life of authenticity, on the mat and off.

Eric has taught thousands of yoga classes, trained hundreds of people to teach yoga and leads retreats and workshops throughout the world. During his career as a licensed clinical therapist, certified sports counselor, yoga teacher, actor and business owner, Eric has taught stress reduction and management for Chrysler Corporation and was the inspiration for the book, *Real Men Do Yoga*. He was the first yoga teacher in the state of Michigan to remove Sanskrit from the studio and teach entirely in English, the first to play mainstream music in class and is the only western yoga teacher to be blessed to lecture on Vedanta philosophies by the great Indian yoga leader, Swami Parthasarathy.

Eric created Xflowsion™, a unique program combining yoga, martial arts and dance which has been featured in *Shape*, *Fitness* and *People* magazines, among many other media outlets, and is now one of the most popular DVD series sold worldwide. He also founded the Yoga Shelter, whose four studios he co-owns with Steve Feldman. Eric is based in Los Angeles, where he and his wife, Lisa Paskel, run a Studio City, California, Yoga Shelter. He is actively involved in teacher credentialing and training.

Lisa Paskel

"Life is just so grand no matter what you've got going on... Oh the possibilities!" Lisa Paskel has been working as a facilitator on the healing path for more than 15 years. Through her own yoga and life experiences, she has created a style of teaching and work based on the idea of letting go, shedding baggage, tearing down walls, forgiveness, compassion and love – she calls this philosophy, "Getting Present."

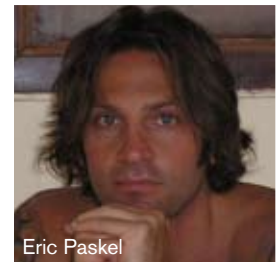
Lisa has traveled around the world, leading people of all ages in yoga, Goddess workshops and healing journeys in nature. It is her desire to create a space that is challenging, safe, nurturing and loving. Lisa lives in Los Angeles with her husband Eric and their two beautiful daughters. She has a B.A. in psychology from Antioch University and a Master's in Postural Integration (Body/Mind Integration) from the Body/Mind Institute of Southern California. She worked as an actress for 13 years, but it was in yoga that she found her freedom.



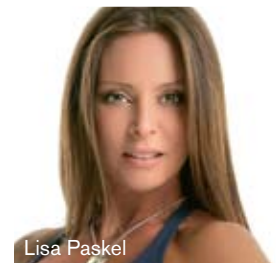
Swami Parthasarathy



Gautam Jain



Eric Paskel



Lisa Paskel

Next Steps

Becoming a Yoga Shelter Affiliate...

1. Schedule a Yoga Shelter orientation.
2. Experience Yoga Shelter classes.
3. Fill out an Affiliate application.
4. Invest \$250 (annual dues).
5. Receive opportunities to invite Yoga Shelter speakers, experts, gurus to be part of your network.
6. Attend Yoga Shelter Trainings. Refer students, colleagues and friends and receive commission for each participant.
7. Receive monthly Teacher Talk newsletter, quarterly Yoga Shelter
8. Business Tips newsletter, access to Eric Paskel podcasts.

This affiliate status provides a way for your studio to...

- build business
- build community
- gain wisdom from our teacher and spiritual guide, Swami Parthasarathy, and our founder, Eric Paskel enrich your students
- find inspiration, guidance and easy steps for running your yoga business
- tie into a network that can help you convey your message and attract new clients
- increase your ability to retain students and expand your student population
- discover ways to expand revenue streams





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www.yogashelter.com