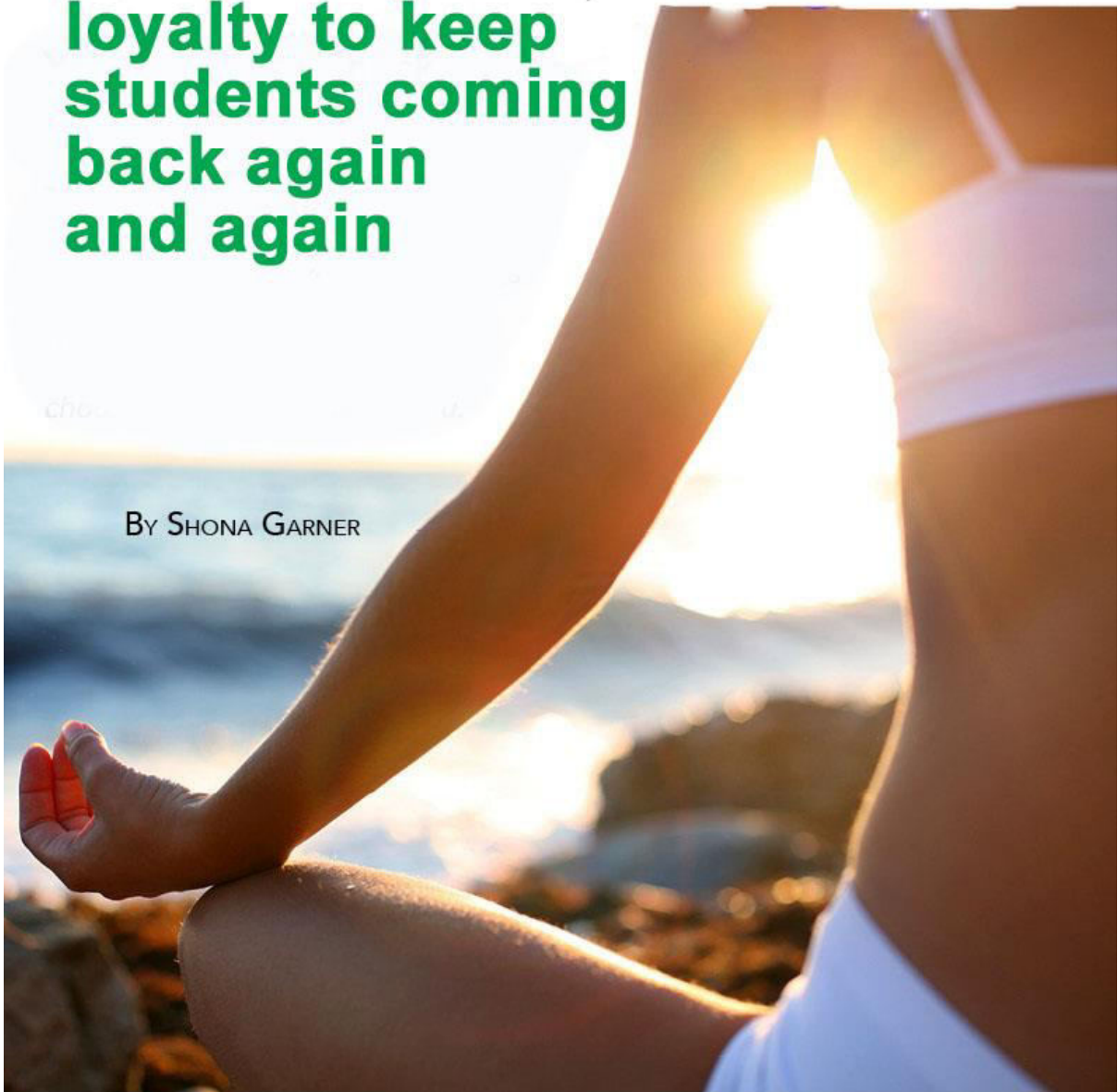


30 DAYS TO £30K AS A YOGA TEACHER

Examples of how
I have helped create
loyalty to keep
students coming
back again
and again

BY SHONA GARNER



CREATING LOYALTY AND INCREASING PERCEPTION OF VALUE (AND YOUR CREDIBILITY) IN YOUR TRIBE

It may be a challenge to get new students to come to your classes (although, if you've followed the steps this course has taught you so far, that challenge should be a lot easier and FAR more effective!).

However, here are some things you **really** need to be aware of and think about:

- It is far **easier** to keep a customer than to find new ones.
- It is generally far **cheaper** to keep existing students than to find new ones!
- Remember – your students want an **experience**.
- Remember, price is a **perception** of value and **you** get to control that perception through the experience you create for your students.
- Whether you are setting up classes, workshops or retreats, courses or other packages – taking time to really think about how you can “add value” will ensure students come back.
- Adding value doesn't have to take too much of your time, and certainly doesn't have to cost you much at all.
- ***When you are able to create loyalty amongst your tribe, they will get better results - when they get better results, they tell their friends!***

So, DON'T ignore this part of the preparation you take.

In this bonus booklet, you'll find real life examples of things I have done or do on a regular basis in order to try to add value to my students.

Take a look, and then do the exercise at the end of the booklet to start to plan how you will add value and create loyalty!

8 EXAMPLES OF HOW I HAVE CREATED LOYALTY

1. Through incentivising student commitment with different membership options.

Setting up ways in which, if a student commits to a certain package with you, they get a better deal than if they just “drop in.” Ensure your drop-in price is high enough to deter students from choosing that option, and the alternatives look more attractive.

2. Through offering flexibility.

I have 5 payment offerings on top of the courses I run – so there’s a lot of flexibility there for my students. I also allow students to attend any class any place I run classes.

3. Create monthly direct debit options with a minimum 3-month option (mine is 6 months minimum).

My monthly paying students can attend as many classes as they like for that same monthly commitment. ***(NB: Do think this through carefully – you need spaces which will accommodate this, and to be running at least 5-6 classes a week I think to make this be perceived as real value, but it has paid off handsomely for me).***

4. Through developing courses for a specific sub-set of my niche.

Courses are honestly a great way to go to help incentivise commitment and loyalty as well as helping give you a cash boost!

YOU decide on the course – depending on your niche and what you learn about their needs. YOU decide on the length – remember you are creating this around your life, so if a 12-week course means you’d have to work over half term when you’d rather be with your kids – think about either an alternative – or split it into two 6 weeks with a break in between! You’re in control – and if your students already know, like and trust you, they will accept your terms! I set different terms for these courses – with less flexibility – but again, YOU decide how they work.

5. Produce handouts for courses or retreat days.

I love this one! Yes, it takes some work – but guess what? **You** learn too, because in the research and writing for the course/handout you are increasing your own knowledge, skills and confidence.

They don’t need to be professionally printed – but do make them look professional – with your logo, etc. – rather than some scrappy bit of paper.

In the Appendix to this booklet you’ll find some of the handouts I have used. Please don’t copy these (note copyright!). Apart from anything else, your work needs **your** voice all over it, not someone else’s – and your students will know! Retain your authenticity.

6. Write a newsletter for your students!

Not for everyone maybe but as the webinar training explained, I have written newsletters now for almost 3 years. I write one a month – only taking a break if I know I am going to be away for an extended period, or often write the July/August one as a joint newsletter as numbers tend to drop that time of year anyhow, and I like to focus those quiet months on working on other projects like my book or this course! As with example 5, this takes some work, but the benefits are in my mind totally worth it! You gain credibility, your students take them home and many keep them (I have one student I know of at least who tells me she started a file for them and has kept them all over the last 2 years she has been a member!).

They always have a small section with information about current classes/courses or even the day retreats coming up so students always know when classes are. And I even get students asking if they can take one for a friend they've been talking to about me!! They're a lovely way of promoting yourself which does what this section is all about – ***adds a perception of value to the student.***

You'll find 2 examples of newsletters I have written in the Appendix – again – use this to simply provoke thought about what ***you*** could write for ***your*** niche.

7. Set up some online support for your students/develop an audio or other support.

Now this does take work – although recording a yoga nidra or guided visualisation and uploading an mp3 for your students shouldn't take too much to time, and once it's done, offer it only to regular members! I created a whole online library which you saw in the training session – still in its infancy, but it's definitely increased student perception of value! What could ***you*** offer?

8. Develop a retreat day.

I often get asked about retreats – or hear some teachers say they have tried to run workshops or retreats thinking they would be a great cash boost – which they are, but ***only*** if you actually get enough students to them!! And that can be the challenge! This training challenge does not go into detail about running a successful retreat – that would be another challenge in itself as there is a LOT to consider. However, I have done a separate bonus piece in your resources which gives you some food for thought and a checklist to consider before you attempt offering retreats of any description.

Clearly retreat days offer flexibility – anything which gives another offering is flexibility. But why do retreat days increase loyalty? Because your students go deeper. Because they spend even more time in a more intensive setting with you, getting to know, like and trust you more, as well as benefit from a much more immersive experience. I have now run 9 retreat days – and we hardly have to advertise any longer – because almost all available spaces are pre-reserved by the end of the previous retreat!

So, now it's YOUR turn! Here's an exercise for you - answer the following questions:

- 1. What membership options could you offer your students?**
- 2. What flexibility can you build in to your offering?**
- 3. What courses could you offer as a sub-set to your niche?**
- 4. What additional handouts or other publications (such as a newsletter) could you utilise to add value to what you teach/offer?**
- 5. Any other added value offerings you can think of? Online support? Packages with additional treatments/therapies? Private sessions with a course? Let your mind get creative!**

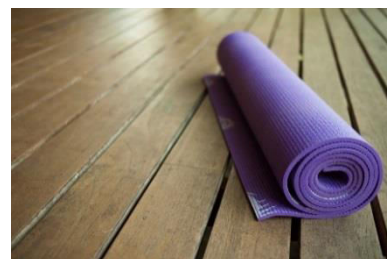
APPENDIX

Examples of my newsletters and handouts

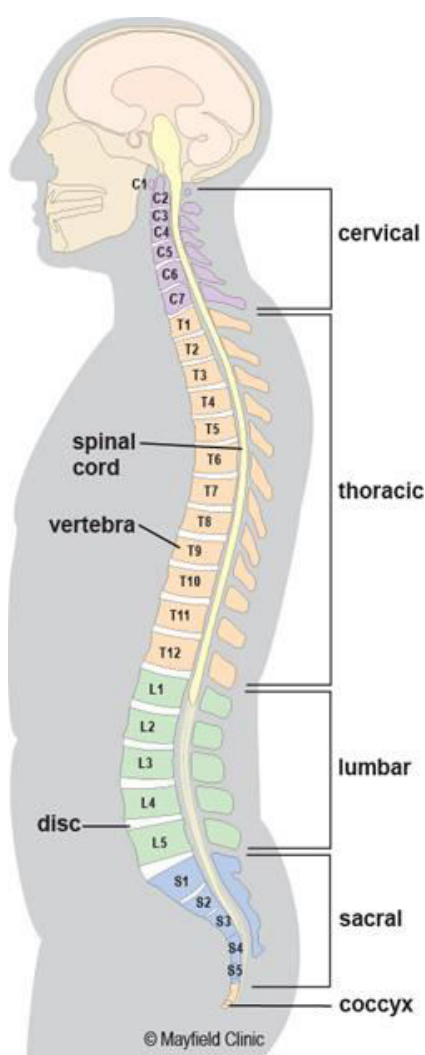
Handout one for my back and neck course



Yoga for healthy back and core programme



Useful information for you to know



Your spine is an interconnected complex of

- Bone
- Nerves
- Muscles
- Tendons
- Ligaments

Any of which can become damaged and cause pain or neurological symptoms or loss of mobility.

Typical problems

- Large nerve roots which go to legs or arms can become pinched or irritated.
- Smaller nerves may be irritated due to inflammation or degeneration.
- Large paired back muscles (your erector spinae) can be strained due to injury or overuse.
- Bones or ligaments can be injured.
- Disc space between vertebrae may be painful.
- Joints can degenerate which leads to pain.

Pain can concentrate in the neck, back, extremities or be referred to other parts of the body.

Poor posture can:

- Change the spinal curve.
- Negatively impact on our digestion.
- Increase our chances of cardiovascular issues.
- Cause varicose veins (too much sitting – especially with legs crossed or bent – your blood doesn't flow as well to the heart – which can lead to varicose veins).

- Cause back pain.
- Impair respiratory function – creating a poor habit of quick, shallow breathing.
- Overworks the muscles of the upper back.
- Cause chronic fatigue.

You will learn

- Which muscles to work on to help you gain mobility and strengthen and stabilise your spine.

- Which yoga postures can be most helpful to reduce symptoms or prevent problems.
- Techniques to reduce pain – and why that can help your condition.

Please note: Due to the way this course is structured, you will gain maximum understanding (and hopefully benefit) if you attend all sessions.

We will be following the following acronym over the course B.A.C.K., which serves as a useful way to remember what is important in terms of alleviating any current aches or pains you might be experiencing – AND helping you to prevent future degeneration or problems.

B.A.C.K: A little more detail

So, let's look at this acronym in a little more depth.

Breath: Our breath:

- **Directly** impacts our nervous system.
- Conscious focus on extending our exhales has a calming effect on nerves.
- This acts as a natural muscle relaxant and analgesic.

Relaxed breathing in a position of comfort is the starting place to ease ANY chronic pain. DO NOT UNDERSTIMATE THE POWER OF YOUR BREATH. The course will encourage you to continually be aware of your breathing, and how to use your breath to both help you stretch and strengthen.

Alignment – this matters hugely if you suffer from structural pain.

Imbalances in alignment cause what are known as “pockets” of strain in our bodies which can lead to chronic pain and susceptibility to injury. Continued misalignment so easily becomes a habit – slouching, constantly crossing the same leg over the other, wearing a shoulder bag always to the same side - all common examples of how we get into poor postural habits which – over time – can have a dramatic impact on the health of our core and back.

You will learn how to become more aware of your posture – the importance of “neutral spine” and dramatically increase your awareness of any habitual misalignments you may need to change in your daily life.

Core:

Our core is made up of **far** more muscles than most of us realise. Think of these muscles a little bit like a girdle or corset – which are there to support our spines, hold us erect, protect the skeletal structure and enable us to move.

You will learn a little more about these muscles and which yoga asanas can help us engage and condition them more effectively.

Kinesthetic awareness

This simply means becoming aware of your body in the space and how it feels. “Tuning” in like this is exactly what kinesthetic awareness is all about. It is where you learn about your body through how it **feels** rather than through how it looks or how you think about it intellectually. **Studies have shown that developing greater proprioceptive awareness can lessen pain.**

You need to know this course is not a fast-paced yoga class! Be prepared to take your time as you move or even as you sit, lie or stand! With each technique or pose, you will be encouraged to bring your full attention to how your body feels – noticing your alignment, and “torque” or tightness, so you can better begin to understand where your own individual weaknesses lie and meet your body's own needs.

SOME KEY TIPS/THINGS TO BE AWARE OF:

1. DIAGNOSIS IS KEY.

I'm hoping if you have back issues you have checked with your GP that it is OK to do yoga. More importantly, if you have suffered with aches and pains for a long period, **I highly recommend you push for a diagnosis.** Your pain is a symptom – until you know the underlying cause it is difficult to treat it correctly – and which yoga poses might be best for you is no different to which medical treatment a physician might choose.

2. AVOID EXCESSIVE FORWARD BENDS IF YOU HAVE A HERNIATED DISC – USE PROPS SUCH AS THE WALL OR CHAIR.

3. **IF YOU HAVE ANKYLOSING SPONDILITIS FOCUS ON WORKING YOUR LEGS AND ARMS.**
If you know you have this condition – check with your GP/physio and if your movement is severely limited because of the condition focus on strengthening moves which work your arms and legs rather than the spine.
4. **IF YOU HAVE SPINAL STENOSIS (narrowing of spinal cord) AVOID EXCESSIVE EXTENSIONS (such as locust or cobra).**
Side bends are particularly good for you.
5. **STRENGTH AND STABILITY ARE ACTUALLY MORE IMPORTANT THAN STRETCHING.**
You will find this course focuses far more on movements which will strengthen your muscles and encourage stability in your spine and core. This means slow movement and longer holds – all whilst focusing on the breath and how your body is feeling. In some cases, the movement may seem small – but I promise you – they are effective!
6. **SET A PERSONAL GOAL TO DO THE POSES WHICH FEEL BEST FOR YOU ON A REGULAR BASIS AT HOME.**
It's likely you're undoing regular bad habits – commit to starting new, more beneficial ones!
7. **AND FINALLY – AS ALWAYS – LISTEN TO YOUR BODY! ANYTHING WHICH IS MORE THAN DISCOMFORT – STOP!** You can always try again as time passes – and as your body responds to your practice.

Namaste: *Shona*
shona@yogaover45.co.uk Tel: 07904 262877

Handout one for my yoga for deep relaxation course



Yoga for deep relaxation

A 6-WEEK PROGRAMME
TO HELP YOU TRULY UNWIND



SERIOUSLY...WHY SHOULD WE LEARN HOW TO RELAX? (Don't we already know?!).

Most of us know that feeling “wired,” tense or stressed for long periods of time can increase our risk of hypertension, anxiety and insomnia – and most of us understand how that can lead us to being more prone to colds and flu.

But, did you know studies are increasingly showing:

- **High levels of tension increase the risk of ageing related conditions – due to accelerating the ageing process at cellular level.**
- **Genes responsible for cancer progression (such as pro-inflammatory cytokines) are up-regulated when our bodies are tense or stressed.**
- **Reproductive functions are negatively impacted.**
- **The immune system doesn't do its job as well as it could – and this can have profound consequences.**
- **Tension affects our gut – with all sorts of problems ranging from IBS type symptoms to ulcers.**
- **Tension negatively impacts our brain – reducing our ability to think coherently and can literally kill brain cells.**

But, lounging on the sofa, reading a magazine or other leisure activities are NOT the same as deep relaxation. (And drinking alcohol is definitely not!!!).

Don't get me wrong – some of these activities help. But if you've ever taken some time out to do any of these leisure activities and still found yourself feeling “wired,” you'll know that these activities are more superficial. We feel good temporarily, but often our bodies seem to go back to that sense of tension very quickly.

These leisure activities are distractions, NOT deep relaxation.

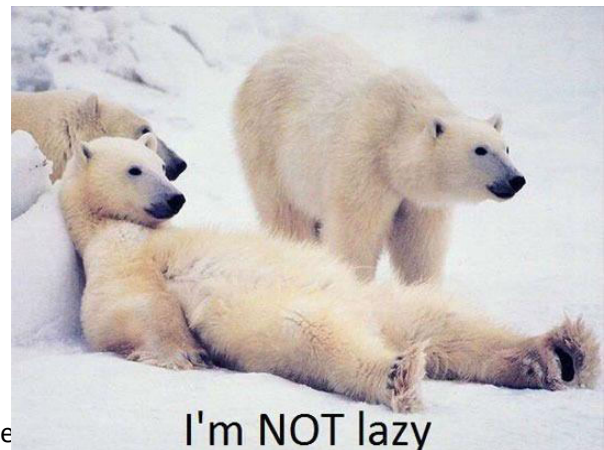
“People look for retreats for themselves; in the country, by the coast or in the hills.....there is nowhere a person can find a more peaceful and trouble-free retreat than in his own mind....so constantly give yourself this retreat and renew yourself.” Marcus Aurelius

For some of us, tension has almost become the natural state – constantly wired, constantly “connected” to the outside world, constantly comparing our lives to those of others, constantly tired, constantly pushing ourselves in a culture where “being really busy” is worn like a badge of honour!

One article I read recently put it this way:

“Relaxation is about mindfully and intentionally taking the time to identify, isolate and exorcise (correct spelling!) whatever physical and psychological demons are giving us grief.”

DEEP RELAXATION IS ABOUT INNER AS WELL AS OUTER WORK.



I'm NOT lazy

I'm HIGHLY motivated to do NOTHING

So, this programme is about learning techniques which, when practiced regularly, can systematically impact on the inner, as well as the outer work. It's about developing a resilience to what can seem to be the ever-increasing demands our lives put on us. **It's about learning how to do nothing...well!**

PLEASE BRING A COUPLE OF PLUMP CUSHIONS OR PILLOWS AND SMALL BLANKET WITH YOU TO THIS COURSE.

HOW WHAT WE DO IN THIS COURSE WILL IMPACT YOUR AUTONOMIC NERVOUS SYSTEM

This system controls your heart, liver, intestines and other internal organs, and has 2 branches:

1. Sympathetic nervous system (SNS).

PNS stimulates the production of your stress hormones – such as adrenaline and cortisol designed to help prepare your body for what it feels is a stressful situation – so your blood pressure, heart rate and sugar levels go up, digestion is slowed down so more blood and oxygen can be used to help you run from the perceived “danger.”

Staying in this state of “high alert” for long periods of time causes significant long-term damage to almost every organ in your body.

Some studies state that over 70% of our immune system is in our intestines – which would help explain why chronic stress produces all sorts of issues with gastric problems and our inability to ward off colds and infections.

2. Parasympathetic nervous system (PNS) (Often actually called the “Relaxation Response.”).

Tends to slow the heart and lower the blood pressure – allowing your body to recover after a stressful event. These periods of recovery are vital for your overall well-being.

Your aim – and the aim of this programme - is to learn ways of turning OFF the stress tap hormones and turn ON the relaxation response.



Learning how to “switch off” can be tricky! Especially if you are what is sometimes known as a Type A, highly-driven personality! People who are constantly “on the go,” who feel guilty if they are doing “nothing,” or who simply find it hard to sit still, may find this programme a little more challenging!

But the quickest way to change your state is through your physiology – in other words through how your body holds itself, moves and breathes. All things yoga focuses on.

So, over the duration of the programme you will learn:

1. Breathing techniques.

Honestly? Learning to master and regularly use these simple gems will make a big difference to understanding how to turn off that stress tap quickly – no matter where you are and in

any situation.

2. **Focused moving flow sequences.**

Sometimes our bodies are on such high alert we need to move a little to help expend some of the nervous energy - then we can be more receptive to releasing tension and slowing down.

3. **Restorative and long hold postures.**

Asanas which give you the time and support to allow your muscles to fully relax and surrender their tension. We hold tension deep in our muscles – these postures create space for the tension to subside.

4. **Mindfulness, meditation and guided relaxation techniques.**

Focusing more in the “inner work,” these techniques include the deeply nourishing Yoga Nidra (yogic sleep) and progressive muscle relaxation.

Namaste: *Shona*
shona@yogaover45.co.uk Tel: 07904 262877

An example of two of my newsletters

Tel: 01302 865253 or 07904 262877



Visit: www.yogaover45.co.uk

NEWSLETTER. Issue 25: February 2018



Helping you stay fitter,
stronger - for longer.

Beating the winter blues with yoga

How does winter make you feel?

Whilst so far I have been lucky not to succumb to any nasty bugs or viruses, I admit I find the period between the beginning of November and the end of March a particularly challenging time of year for me. The miserable and grey weather; the lack of sunshine; the cold; and most of all – those short days and long periods of darkness, make me want to curl up and hibernate!

It always makes the news doesn't it? How winter will increase pressure on the NHS; and concerns about cold and flu epidemics. For some, S.A.D. (Seasonal Affective Disorder) can wreak havoc with their mood too. All in all, it can be a challenging time of year and judging by the number of students who have not been able to make classes over recent weeks because of feeling poorly, or who are struggling with coughs and blocked sinuses my students are feeling the pressures too.

Can yoga help? In this newsletter I'd like to look at what I believe are 2 key issues:

1. The importance of our Immune system

At the risk of tempting fate, I'm going to declare I can't remember the last time I had a bad cold – and I think I've only had flu once in my 65 years to date. Whilst there are, of course lots of practical things we can do to avoid flu, our best defense is our immune system, so doing what we can to strengthen that vital system can only help.

2. The importance of our emotions

How you feel is directly interlinked with the state of your physical body – everything from your posture; breathing; the health of your internal organs/systems: ***your physical condition will directly impact – either positively or negatively, on how you feel.*** So if you suffer with tiredness, low mood or more debilitating symptoms of S.A.D. this newsletter will give you some tips on how a few simple changes to your physiology can actually quite quickly turn a rather low mood into something more positive.

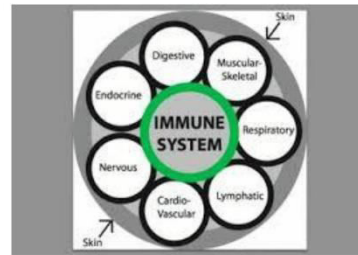
Namaste
Shona

What's in this issue?

- What weakens your immune system?
- How yoga can help
- Update on classes for February/March

What weakens your immune system?

First – let's start with some interesting facts about your immune system.



Your immune system is made up of a network of cells, tissues and organs that work together to protect the body against infection and maintain overall health. Think of the

immune system like the military: there are different branches, each serving a different function. Some literature suggests 80% of your immune system spends most of its time around your gut.

What can weaken your immune system?

1. Chronic stress

Stress raises cortisol – your stress hormone, and reduces the effectiveness of your immunity. Regular yoga, practiced mindfully, can keep your body from going into chronic stress mode.

2. A poor diet

If 80% of your immune system operates in your gut, imagine what highly processed foods with little nutritional value will do...doesn't take Einstein really! More plant based, less processed foods will serve you and your immune system well.

3. Not enough sleep

Without adequate (and "good") sleep your immune system doesn't get enough time to rebuild...enough said!

4. Inactivity

During moderate exercise, blood flow increases, helping to expel toxic waste from your body.

See how yoga might help overleaf.

Take care of your body: it's the only place you have to live. Jim Rohn

How can yoga help?

Inactivity:

The truth is ANY movement will help strengthen your immune system – that I'll admit. But the beauty of yoga is it doesn't need a special time, special equipment or special space. As long as you have a few feet of space – you're good to go. More importantly, whatever your level of ability or current fitness, yoga doesn't mind. There is *always* something you can do.

Poor diet:

How on earth can yoga help you improve your diet you might well ask? Here's my experience. Yoga starts a process of encouraging you to become more aware of your body and how it feels. That awareness leads to awareness of how you fuel your body and realizing you feel better eating certain foods than others. It can be a subtle process – but it's a lasting one – as you begin to feel the benefits why would you go back to your old ways? Next thing you know, you're making lifestyle choices which can dramatically improve your health....

Feeling stressed/not enough sleep?

Whether you feel stressed, have a mild case of the winter "blues", or are prone to Seasonal Affective Disorder, your emotions are in a negative place – and the quickest way to change a negative state of mind is through your physiology – the state of your physical body and organs.

Here is where I think yoga excels. If you've even just done one class with me, and felt the instant sense of calm and relaxation standing in mountain pose and taking some nice, deep, 3 part breaths can bring, you'll have realized just how powerful your breath can be in helping you feel calmer, and more relaxed.

Your breath is the quickest way to turning off your stress hormone tap – and turning on your happy hormone tap! And when you're relaxed, you'll sleep better too. Double benefit!

Some useful yoga exercises to help boost your mood

Mountain pose with 3 part breath

Simple as this is – mountain pose with this wonderfully deep breath can help lift your mood, bring a sense of calm and help increase your circulation.

Standing forward fold or similar semi- inversions

Why are inversions good for the immune system? Because inverted poses increase the circulation of lymph, the clear, watery fluid which picks up harmful bacteria or viruses and filters them out via the lymph nodes. *(Your lymph has no circulation support – the only thing which moves it is your movement – so what are you waiting for?!)*

So if you can do shoulder stand – or even a slightly elevated legs up the wall (hips resting on a blanket) you'll stimulate your lymphatic system.

Chest openers and arches – such as cat/cow; sphinx or cobra; seated forward fold; fish or plow.

Did you know your thymus is situated directly behind the sternum in your chest – and plays a vital role in your immune system, training and developing your white T-cells? Any poses which help you increase blood flow and stimulate the thymus are helpful – so give them a go!

Savasana/relaxation

This is such an underestimated pose! Even just a few minutes breathing deeply, and allowing your muscles to just let go can be enough to help give your immune system the rest it may badly need – maybe prelude with child pose for extra calming.

News and updates

Thank you to everyone who came on our workshop last month!

On Saturday the 20th January, Carmen Bratton and myself ran our 6th retreat day. Thank you to everyone who came. You helped make it a resounding success.

You'll find more about our workshops at the website under "Workshops", but for now here's a collage of the day.



NEXT WORKSHOP ALREADY PLANNED FOR SATURDAY 21st APRIL 2018.

Want to be on the reserve list? This does not commit you but you will receive first invitation before we open up to the wider community, giving you first refusal for a place. **If you would like to be on this list please let me know – and I'll make sure you're on that reserve list and have first refusal.**

Hopefully see some of you there! More details of what the theme for the day will be will come next month!

FEBRUARY CLASSES

Regular classes remain the same:

Cantley Methodist Church: 3 REGULAR classes. (Beginners welcome)

1) Thursday: 7.30 to 8.45 (Mixed level.)

2) Friday Class 1: 9.15 to 10.30 am (Mixed level)

3) Friday Class 2: 10.45 to 12.0 noon (Mixed level)

Tickhill Pavillion: 1 REGULAR class.

Mondays, 10.30-11.45 (Mixed level: suitable for beginners)

NEXT 6 WEEK COURSES START AFTER EASTER

Easter is very early this year!!

As a result I have decided to wait until after Easter to begin the next sets of 6 week programmes, rather than try to split them up as I did last year.

Courses will begin week commencing the 9th April

Further details next month of which courses will be running.

Namaste.

Shona

Take care of your body: it's the only place you have to live. Jim Rohn



Visit: www.yogaover45.co.uk



Helping you stay fitter,
stronger - for longer.

Inflexibility: an inevitable part of ageing?

One of the most common reasons students say they come to me is because they want to increase their flexibility. In this newsletter I'd like to look at what flexibility actually is; how we can lose it and what we need to do to both prevent loss of flexibility and regain flexibility we may have already lost.

So let's start at the beginning!

What exactly IS flexibility?

- Flexibility refers to the range of movement your joints can actually make.
- Flexibility varies considerably between individuals.
- Many factors are taken into account when assessing individual flexibility: joint structure; ligaments; tendons; muscles; tissue injury; fat tissue; body temperature; age and gender ALL affect our flexibility.

How and why do we lose flexibility?

- Loss of water in our tissues and spine
- Increased stiffness in our joints, sometimes through conditions such as arthritis – but also through our sedentary lifestyle.
- As we age collagen structure begins to make the connective tissue stiffer and decrease. Collagen is a protein found in the connective tissue. As it decreases it begins to stick together

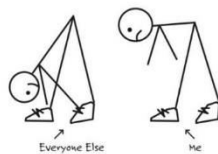
Is it inevitable we will stiffen as we age?

There does seem to be a belief that as we age, becoming stiffer is inevitable – think of the road sign for old people! **But, the truth is, unless there are underlying causes or injury, ageing is NOT responsible for the stiffening of your body.**

Instead, the ageing process will intensify as the body gets stiffer. The worst thing you can do is nothing!

You have the ability to make a difference so let's look at what you CAN do to stay flexible well into old age!

Namaste
Shona



What's in this issue?

- Fascia and its role in flexibility.
- Which yoga poses will benefit your fascia?.
- Update on classes from November

Fascia and flexibility

Most people understand the importance of muscles, tendons and ligaments for helping us with our flexibility and range of movement. But have you ever heard of **fascia**?

Fascia, which means "band" or "bundle" in Latin, surrounds, connects and supports our muscles, tendons, ligaments, bones and other structures of the body.

Similar to the membrane around each section of an orange, fascia separates and connects body parts at the same time. Containing nerves, these layers also serve as a layer of protection and body awareness.



Because fascia envelops our muscles, when it is tight it decreases the amount of space your muscles have to move and contract, which in turn restricts your flexibility.

**Fascia accounts for just under 50% of your flexibility!
So it is important!!**

Many factors in our daily life can tighten our fascia including

- Poor postural habits.
- Stress induced muscular tension
- Limited movement
- Dehydration
- Injury

Imagine Velcro! As your fascia tightens it becomes like Velcro, sticking together and difficult to separate, restricting the ability of muscles and organs to perform. As a result, movements which can help reach this deeper layer of tissue can be really beneficial to improve your flexibility. In the next section we'll look at some of the things you can do to help you find some relief and work at this deeper level.

Take care of your body: it's the only place you have to live. Jim Rohn

Which yoga poses will benefit your fascia?

Specific yoga asanas can lengthen various fascial lines in the body but there are two really key aspects of how you do the postures when you want to work at this deeper, fascial level:

Two keys to fascia release:

1. The importance of holding the pose for longer

Try to hold these poses for between 60 to 90 seconds or around 10 to 15 breaths.

2. The importance of breath as you go to your "edge."

Any student who has been with me for some time will have heard me say (more than once!) to go to their "edge" in a stretch. This is the point at which your body can feel it is being challenged but there is no pain. Moving slowly into poses helps you find this "edge", and it is here it is really important to use the breath to help you relax into the stretch.

If you can sense the body "resisting" or tensing up in the area being challenged, this is *precisely* where the breath can help. Using your exhales, and focusing your awareness on the muscles being challenged, you give yourself the opportunity to relax in the posture, till you feel the muscles soften and ease.

The other thing to note is that *fascia runs in interconnected lines* through the body and we'll look at 5 here and the poses which help them:

1. Superficial back line – down dog pose



2. Superficial front line – Camel pose

3. Lateral line – Extended side angle pose



4. Superficial arm front line – seated wide leg or gate pose

5. Spiral line – Alternate leg over stretch



Class news and updates

REGULAR CLASSES FROM NOVEMBER 2018

Unlike the 6 week courses, these classes run most of the year (around 46-48 weeks – with the longest break usually over the Christmas and New Year period and again over February or March as I escape the British winter!)

Beginners are welcome at these classes – and these classes draw on a far wider range of movements and techniques than the 6 week programmes do, with a greater degree of levels taught to allow students to progress and deepen their experience.

There are 4 regular classes running in Cantley and Tickhill:

1) Cantley Methodist Church: 3 regular classes. (No change)

1) Thursday evenings: 7.30 to 8.45pm

2) Friday Class 1: 9.15 to 10.30 am

3) Friday Class 2: 10.45 to 12.0 noon

2) Tickhill Pavillion: 1 regular class.

Wednesdays. 10.0 am TO 11.15AM

6 WEEK COURSES – NEXT SETS BEGIN IN JANUARY 2019

The last sets of courses began in October, so there are no more 6 week programmes now until the New Year. Full details will come in the December newsletter, but they will begin week commencing 14th January 2019.

LOOKING AHEAD TO DECEMBER

I am taking extended leave over December and into January, to spend time with my family who live long distance, to travel and to recharge as I so often tend to these days, at a yoga retreat!

Last class of this year will be Friday 7th December.
The first class of 2019 will be Monday 14th January.
Details of January classes in next month's newsletter.

Anyone who has recently purchased a block of 5 or 10 sessions, or who does so before the end of the year, I am adding a month to the term and those students who pay monthly will have their payment suspended for one month. If you think I have made an error with your membership – just yell!

NEXT YOGA DAY RETREAT: SATURDAY 26TH JANUARY.

The theme for this day is likely to be around nutrition, weight loss and toning – often a topical subject after the excesses of the festive season! We are currently almost full with students who have pre-reserved, but this often changes nearer the time. More details next month – but meanwhile, if you would like to be added to the pre-reserve list to have first refusal before we advertise the day more widely, please let me know.

Namaste.
Shona

Take care of your body: it's the only place you have to live. Jim Rohn