



# Prana Yoga Center

December 16, 2011

Dear Yogi,

Prana Yoga Center is pleased to announce our new **Monthly Unlimited Membership Program for \$145 month**. This offer is being extended to an exclusive base of existing students only and is in response to customer demand. The Unlimited Membership is in addition to the \$99 a month Standard Membership Program and our regular class packages.

You may be thinking what is the real advantage of the Membership Programs? The ease of use and the incredible price reduction are not the primary reasons to consider membership. The true value and intention behind the Membership Program goes much further than ease and price. **The primary reasons PYC is offering the Membership Programs are as follows:**

**1. Membership means commitment, and commitment always equals progress.** Personal progress happens once you commit to something. Once you commit to a regular and consistent practice of yoga, progress can be seen and felt. Progress in yoga can be measured in several ways. First, you immediately look and feel better, and weight normalizes. Second, your energy level increases, and you will experience less stress and more joy in your daily life. *Have you ever wondered why the yoga teachers are so blissed out — it is not an act!*

**2. The second reason we are offering the membership program is that we want to increase the depth of yoga practice at PYC.** When a yoga student practices on a regular basis, something happens, something shifts, physical change happens, and mental clarity comes. The yoga student's energy and frequency shifts and transformation begins. This change is always for the better. Furthermore, when a committed base of students are practicing together, the classes get deeper physically, energetically, emotionally and spiritually and the frequency of the center is elevated. So, cheaper classes and deeper classes. Can't beat that!

**3. Why increase your frequency and change your energy through a regular yoga practice?** Herein lies the heart of yoga. When practiced in a committed way, yoga will expedite your personal growth and evolution to achieve your highest potential. If you think this sounds absurd, talk to people who practice yoga and inquire how it has positively impacted their lives once they got on the mat more than once a week. Then ask yourself, "Is the momentum of your life moving in the direction you want?", "Are you truly joyful on a daily basis?", "Did you accomplish and contribute what you wanted this past year?" If not, then maybe a regular yoga practice is exactly what you need in 2012.

As you can see, the commitment to your yoga practice is about much more than yoga. It is about commitment to your own personal health, growth and happiness. Yoga has been around 5000 years because yoga works! Yoga is far more than just a physical workout; yoga is a catalyst for change. It is for bringing more joy into each day and for the fulfillment of your highest potential. There is only one real question: what is the price of your health, happiness and fulfillment?

If you should have any questions or comments about the Membership Program, please email me directly at [info@pranayogacenter.com](mailto:info@pranayogacenter.com). Your feedback is the lifeline of Prana Yoga Center.

With love,

Lisa Bertke,  
Owner/Director

*Dedicated to the Tradition and Practice of Authentic Yoga*

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