



FROM THE DESK OF  
*Erin Honeycutt*

---

Yogi Student  
135 Happy St.  
Redmond, WA 98052

Dear Yogi,

I never even saw it coming.

It was a sunny day in mid-January... forty degrees... not a cloud in the sky. I decided to leave the car at home and ride my motorcycle – a blue 2004 Honda Magna 750cc – on my commute to work. Only a week before, there was snow on the ground, so that day – dry pavement, sun shining – was too beautiful a riding day to pass up.

**Less than ten minutes later**, I was sprawled across the roadway, my bike on its side against the far curb.

Some people call it ‘black ice’... and it got me halfway through a left turn at an intersection. I felt the back wheel slip. I tried to pull it back. But it was too late.

I hit the pavement on my left side, and – the laws of physics being what they are – when the 500-pound bike landed on my left leg, the bone had no choice but to shatter... *into seventeen pieces.*

Two surgeries... twelve weeks in a cast... and four weeks of physical therapy later... and I still walked with a limp and couldn’t bend my knee past 90 degrees.

Then I started taking classes regularly at ABC Yoga Center.

Within six months I had regained nearly all of the strength and flexibility in my left leg... the limp had disappeared for good... and I was feeling better and healthier than ever before. I even started losing weight, which was a great benefit that I wasn’t even expecting!

Most importantly, I gained a real belief in the power of yoga to change my life – or anyone’s life – for the better.

And that’s why I’m writing to you and to people like you, so you can also experience the life-changing benefits that ABC Yoga Center has to offer.

*(over)*

## A Yoga Studio Unlike Any Other

If you like cookie-cutter studios where every class is the same... where there's never any variation... if you like the smell of fifty sweaty people doing a mindless aerobic routine in a 100-degree-plus room... then forget about ABC Yoga Center. It probably isn't what you are looking for.

But if you prefer a fresh, clean studio that's a cut above... with the best-trained teachers in the world – who are thoughtful as well as thought-provoking... if you enjoy getting individual suggestions to help you make progress... if you like the idea of being able to do your yoga practice (and feel energetic and vibrant) when you are 85 or 90...

... then ABC Yoga Center may be the best small investment in yourself you ever make!

Think about how you used to feel when you were a kid. Do you remember running outside... full of life... happy just to run and jump in the sunshine and fresh air?

Where'd all that go?

Wouldn't you love to get it back?

Imagine smiling at everyone you meet, happy just to be alive. Driving to your job, whistling the whole way, feeling fantastic no matter whether it's raining or sunny, rush hour or wide-open freeway. See yourself calm and collected even in the most stressful situations.

At ABC Yoga Center, we can show you how to find that happy, worry-free feeling again. We're a learning center teaching a blend of yoga, meditation and healthy living classes, all designed to help you feel your best day in, day out.

... Why yoga? To help you feel great physically... have more energy... build strength, flexibility and muscle tone... help you sleep more soundly at night.

... Why meditation? So you can have a calm, peaceful mind even when life is at its most hectic. To help you connect with feelings of love and joy even amid the whirlwind of your day.

... Why healthy living? To help you find a lifestyle that supports your vitality and peace-of-mind in our ever-increasingly toxic modern world.

## The Best Teachers You'll Find... Anywhere

Our teachers are all certified with over **2000 hours** of teacher training. That's the equivalent of a 2-year degree!

*(cont'd)*

This means they know how to keep you safe through the physical practice of yoga... work with injuries to help you recover faster and more completely (like they did with me)... suggest alternative poses for chronic conditions like high blood pressure or low-back pain.

Who would you trust to lead you through a yoga practice: someone with 20 hours – one weekend! – of training, or a teacher with *two years* of intensive study and practice, who has dedicated a huge chunk of time and effort to be the best teacher they can be?

The choice is clear.

You can come experience all the benefits ABC Yoga Center offers, for less than half the price of your daily cup of coffee. But I'm getting ahead of myself here.

## The Best Yoga Studio

ABC Yoga Center is committed to giving you the absolute best yoga experience possible...

... **Easily fits your schedule.** We offer over 70 classes each week, more than most other studios in the area! We also offer private instruction, as well as workshops on the weekends.

... **Options for every level of student.** From brand-new beginners to advanced practitioners, our highly trained teachers know how to tailor the class to your needs.

... **Feel at home from the first moment.** Our knowledgeable and friendly staff work extra hard to make you feel welcome right from the moment you walk through the door. The studio is also professionally cleaned 3 times per week, for your comfort.

... **Always fun, challenging and safe.** Our teachers have over 2000 hours of training, all designed to give you an enjoyable, fun class where you leave feeling energetic and full of life.

... **Find what you need.** Whether it's yoga for movement, meditation for peace of mind, or healthy living classes for refining your lifestyle choices.

... **Classes for everyone in your household.** Because yoga students come at all ages and stages of life. We offer kids' yoga, Mom & Tot, prenatal yoga, and even chair yoga for individuals with restricted mobility.

... **Convenient & close.** ABC Yoga Center's prime Overlake location is just a few minutes from Microsoft or the nearby Bridle Trails neighborhood.

ABC Yoga Center was founded in 1992 by world-renowned yoga master <name> and his wife, celebrated Meditation and Kundalini master <her name>. Both of these masters have dedicated their lives to the study and perfection of their art.

(over)

<name> began studying yoga with B.K.S. Iyengar at the age of 7. By the time he was 22, <name> received an Advanced Iyengar Teacher's Certificate. He holds degrees in law, physics and mathematics, and is a Certified Ayurvedic Health Practitioner and a Certified Massage Therapist.

<name> also authored the book Fire Of Love, and created the College of ABC Yoga to share his vast store of knowledge with other teachers who want to positively impact people's lives.

<her name> is a Meditation and Kundalini master who has been teaching meditation since 1992. She has taught her meditation techniques around the world, and continues to share her expertise and her experience with students and in the College of ABC Yoga.

<her name> was voted the Most Influential Spiritual Teacher in the Northwest by the readers of Conscious Choice magazine in 2005. Students come to her from Asia, Europe, and all over America to learn and benefit from her wisdom and insight.

*Where else but ABC Yoga Center can you receive individual guidance from **two** of the world's foremost authorities on yoga and meditation?*

<name> and <her name> opened ABC Yoga Center in 1992. Later that same year, their daughter <child's name> was born. <child's name> is now almost 21 years old – she just launched her career as a singer/songwriter – and ABC Yoga Center is still delighting students every day with its integrity and its commitment to serving you in the best way possible.

The students at ABC Yoga Center have consistently voted it...

... 'Best Yoga Studio' by King 5's Best of Western Washington (2009-2013)...

... 'Best Yoga Studio' by 425 Magazine (2013)...

... 'Best Yoga Studio' by Conscious Choice magazine (2004)...

... 'Best Studio for Beginners' by Conscious Choice magazine (2004 & 2005)...

... 'Best Yoga Studio on the Eastside' by Vibrant Living Magazine...

... 'Best Yoga' by the Best of CitySearch...

... 'Best Yoga Studio' by The Seattle Times Pacific Picks.

ABC Yoga Center has been featured in KOMO News, *Yoga Journal*, *Yoga International*, *India Today International*, *The Seattle Times*, *Seattle Post-Intelligencer*, *King County Journal*, and *Conscious Choice* magazine.

### An Investment In Yourself

Come try ABC Yoga Center's New Student special: one month of unlimited yoga, meditation and healthy living classes for **just \$50** – a 53.7% discount!

That's about \$2 per day – less than half the price of a cup of coffee. But the coffee won't help make your life better. ABC Yoga Center will.

*(cont'd)*

We can only make this offer available for a limited time, so please respond by June 14<sup>th</sup> to receive this amazing discount. Call us without delay at (XXX) XXX-XXXX or come in today so you can start as soon as possible to enjoy the benefits of improved strength and flexibility, more energy and vitality, and a calmer and more serene mind.

ABC Yoga Center isn't just another yoga studio – it's a place that helps change people's lives. It quite literally helped me walk normally again. It helps hundreds of people every month achieve their goals of becoming pain-free... recovering from devastating accidents and injuries... building strength and flexibility... having increased vitality and energy.

ABC Yoga Center helps people feel more alive... and shine from the inside out. Like it did for me. Like it did for the 64-year-old woman who wanted the energy and mobility to take up ballroom dancing – and did!

Like it can for you too.

Come try ABC Yoga Center today. I'm certain you'll be thankful you did.

Sincerely,

Erin Honeycutt

P.S. One more thing. ABC Yoga Center will give a free \$15 gift card to the first 50 people who respond to this mailing. Don't miss out! Call (XXX) XXX-XXXX or come in today. Bring this letter with you to ensure you receive the free gift card and the New Student special.

Offer Code: 8J1413