

trnd project handbook

Yogaia

Turn your living room into a world-class yoga studio

Project blog: www.trnd.com/uk/yogaia

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trnd
Project

Getting to know trnd and Yogaia

Welcome to our exciting new project with Yogaia, the world's first interactive, online yoga platform that means you can achieve all of your New Year's resolutions from the comfort of your own home!



If you're looking to improve your tone, strength and flexibility, better handle life's stresses; or simply to clear your mind then you're in the right place. Yogaia is an online yoga studio which offers daily live classes with experienced teachers. All sessions are recorded and kept online so there are hundreds of classes for you to choose from. Meaning you can get involved whatever mood you're in.

As a team of 500 trndsters we plan to:

- Try out Yogaia for 30 days for free – as a trndster you have unlimited access to all live classes and recordings for the whole month
- Take part in a [14-day Mind Body Challenge](#)
- Encourage our pals (whether experienced yogis or yoga newbies) to sign up and offer them 14 days of free access to Yogaia's recorded classes using www.yogaia.com/friend
- Share our opinions via two surveys and through blog comments

Why stay in shape?

The New Year is upon us and everyone wants to get back into shape after one too many mince pies. But, joining a gym or a yoga studio is expensive, taking up rowing requires too much paraphernalia and running is just, too, well, cold...

The reality is that many ways of keeping fit have their limitations. Getting up at 6am on a pitch black, frosty morning and going for a run doesn't appeal to everyone and, thanks to Yogaia, now there's an option that will work your body and your mind, cost a fraction of the price of a gym and not require you to invest in a paddle!

Why leave home when you can practice yoga in your living room?



Why yoga?



Whether you're looking to tone up, increase flexibility, sleep better or detox then yoga is the workout for you.

Increase strength and flexibility

Yoga is great for flexibility but the benefits don't end there, it can get your heart pumping, help you to build strong, lean muscles and strengthen your core for better posture.

Mindful eating

Regular yoga practice can influence weight loss, not just through calories burned but also through increasing your mindfulness and making you more aware of what you eat. This can improve the way you relate to your body and help you to make better food choices.

Calm the mind

In this stressful day and age, we could all do with a calmer mind. Yoga lowers your stress levels by heightening your mental and intuitive awareness. Focussing on your breathing helps to slow your heart rate down and put your body into a state of pure relaxation that will even help you switch off better at night.



Getting started/ Getting online

For you: 30 days unlimited Yogaia membership.

Welcome to the world of all things Yogaia! Check your emails, you will have been provided with a link to sign up for 30 days unlimited access to all live and recorded Yogaia classes.

Simply click the link and enter your code when prompted.

Et Voila, you're ready to get started on a month of live classes.

For your friends: 14 day free trial of Yogaia recordings.

We bet your friends are already asking how they can get involved!

www.yogaia.com/friend

Share the link above along with the code provided in your email and your pals will be entitled to 14 days of free access to hundreds of recorded classes available on the site.

We can't wait to get started!



What makes Yogaia special?



Yogaia is the world's only truly interactive yoga studio. It works via your webcam, meaning you can see the instructor and the instructor can see you (but don't worry, no one else can). This enables the instructors to give you advice on your alignment and encourage you throughout your practice, just like they would in a regular yoga studio. And, what's more, all classes are recorded and available anywhere, anytime. Pretty cool, huh? But that's not all..

1. Whatever level you consider yourself to be at then there's a class for you:

Level 1 – suitable for beginners and those new to yoga and mindfulness practice

Level 2 – intermediate classes for those more familiar with yoga

Level 3 – advanced classes and those familiar with the harder vinyasa practices. Pilates and various workout classes also fit into this category

2. You can choose how long you workout for:

Whether you fancy a 10-minute morning stretch, an intense 30-minute ab workout or a 75-minute intense yoga session, it's all available, just choose which one works for you.

3. You can choose how sweaty you get!:

It's not just yoga that you get with Yogaia, you can also choose classes for enhanced relaxation; workout sessions for even more of a sweat; and talks to offer advice on nutrition, creativity and more.

Project schedule

1 Time to get testing

If you've received your 30-day online Yogaia code then why not invite a couple of friends around and check out the website straight away? Make sure they have their 14-day free trial too, that way you've already started to spread the word about Yogaia. Together you can read the handbook and get all the info you need before your first class.

Capture the moment.

Take photographs and capture the initial reactions. You can upload your photos to www.trmd.co.uk/yogaia

2 Have your say

You can send us your opinion on Yogaia via two online surveys that will take place during the four weeks of the project:

There's an initial survey (which will be online soon)
And a final survey

We'll be sure to send you reminders via email when each survey is live.

3 Spread the word about Yogaia



If you're smitten with the newest way to workout then let people know exactly what you think of this refreshingly different yoga class.

Spreading the word is simple – share the link www.yogaia.com/friend and give your friends 14 days of free yoga, invite friends over to take part in a class and impress them with some of the interesting insights you get over the next few pages.

In this project guide we've made a list of possible ways to spread the word (check out page 11 onwards) but you'll probably have the best ideas yourself so be sure to share them with us all on the blog: www.trnd.co.uk/yogaia

4 Your contributions



You're acting as a one-person yoga guru and we'd love to know how you're spreading the word.

If you mention Yogaia online then let us know by sharing the link via your trnd member area.

If you're new...

Yogaia is perfect for complete yoga novices with its range of intro talks and beginners classes. Before you embark on your first class, take a look at the checklist below.

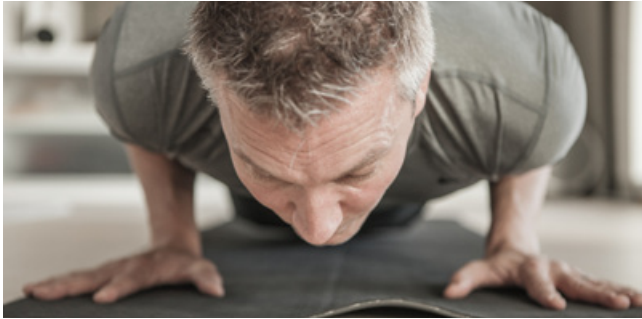
- 1. Invest in a yoga mat**
You can pick these up pretty cheaply from any sports shop (or order online) and they really will make a difference to your practice.
- 2. Dress for comfort**
While stylish yoga leggings and matching crop top may make you feel like a yoga guru, it's really not imperative! Just wear something comfortable that you can move in, gym gear or baggy shorts and t-shirt is perfect.
- 3. Befriend H2O**
Drink plenty of water to stay hydrated and have a glass handy in case you need to take a sip during your class. It's also advised not to eat for an hour before (otherwise your stomach is busy digesting when you're trying to twist).
- 4. Check the class notes**
There are a huge range of classes to choose from and for certain classes it might come in handy to have a block (or an old shoe box) and a strap (or a scarf) to help you to get the best stretch.
- 5. Choose your device**
The beauty of Yogaia is the flexibility. If you're likely to workout on the go, download the app from the app store or from google play. If not, it's recommended that you download google chrome to your laptop or computer to get the best experience.



...And if you're hardcore

If you're an experienced yogi or even just someone who likes to work up a sweat then Yogaia has exactly what you're looking for. A workout needs to be challenging, right?

If you're looking for tough then choose level 3 in the search function or try one of these:



Abs Express

Take our word for it, it's a killer. It targets your upper and lower abs and should have you flexing your six pack in no time!

Barre Tone

Ever fancied trying your hand (foot..?) at ballet? The clever cats at Yogaia have taken a ballet workout and transformed it into something you can do at home using the back of a chair, it promises to sculpt muscles and tone the core. Have you ever seen a ballet dancer who doesn't have an incredible figure? Well, there you go then.

Power Flow

The Power Flow classes are designed to build heat, flexibility and strength in the body. These vigorous sequences are sure to get you sweating when you want a tough class that's fun and full of energy.

If you have any pals who worry that yoga won't be tough enough (then they clearly haven't tried it!), send them a yogaia link (www.yogaia.com/friend) and let them know about the exercises above.

Ideas for spreading the word

Part of your job as a trnd team member is to spread the word about the great new way to workout. Over the next couple of pages, we've included a few ideas to get you started but you'll probably have the best ideas yourself so please do share them on the project blog!

www.trnd.co.uk/yogaia

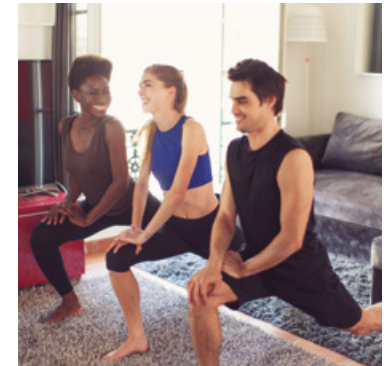
A home class

Working out is never more fun than when you do it with pals. So, when you've done a live class or two, why not invite a couple of friends around to experience your new Yogaia lifestyle?

There are hundreds of classes on the site in addition to the 50 live classes per week. Choose a time, length and experience level that works for you and your pals and let the instructor do the rest!

If you feel confident enough then take some snaps of your home yoga class and upload on to the blog and on social media with the hashtag #yogaia. We can't wait to see how you're getting on.

After the class be sure to share your Yogaia code (yogaia.com/friends) so that your friends can experience 14 days of free yoga.



The Mind Body Challenge

Your challenge, should you choose to accept it, is to embark on a [14-day Mind Body Challenge](#) and get your friends involved.

Share your Yogaia link with your friends and invite them to join in. Did you know that we're much more likely to stick to a resolution if we're doing it with someone else?

The idea is this, set aside 15 minutes every day to do a short yoga, breathing or meditation exercise in the comfort of your home, office or hotel room. You'll find the Mind Body Challenge classes easily on a collection on the website. Sessions start from ten minutes so you'll always be able to fit one in.

Studies have shown that even a few minutes of yoga and meditation a day will bring about a whole host of benefits:

- Increase positive emotions
- Increase life satisfaction
- Decrease pain – back pain, migraines and more
- Boost your immune function
- Decrease stress and anxiety



And if you're still not sure just remember this, there are 1,440 minutes in a day and the benefits of yoga and meditation far outweigh the benefits of spending another 15 minutes on social media!

Start your day the yogi way

Chances are, once you've done a few yoga sessions you'll naturally want to start eating a bit more healthily (if you don't believe us then do a few classes and check back in a week).



And, if you want to make the most of your new and improved fitness regime then take a look at some of the superfoods that will complement your yoga practice and give you a healthy boost. You could hold a superfood brunch for your pals and give them a yogaia code so that they too can get involved or, alternatively, email them their special link and include a couple of the tips below in your email.

Start your breakfast with **warm water and lemon**. This is thought to be the absolute best way to start your day, it alkalizes the body which is thought to control the spread of disease and helps keep muscles and joints healthy.

Follow this with a **green smoothie**. Try banana, berries, kale leaves, a dollop of peanut or almond butter and water. Nut butters are high in protein and contain all sorts of good fats to keep you healthy, the kale is packed full of antioxidants and the fruits are packed full of antioxidants and taste delicious!

Then have **two slices of sourdough rye bread with slices of avocado and poached eggs**. Not all bread is created equal and sourdough rye bread is a wholesome way to keep you full until lunch, the poached eggs are a fantastic protein fix.



The Birth of Yogaia

Mikko Petäjä, CEO of Yoogaia, is a father of three and a yoga enthusiast.

yogaia

Mikko founded Yogaia just three years ago in his home country of Finland following a terrible night's sleep and an early alarm clock in order to make it to his daily yoga class. Three hours later, stuck in a traffic jam and already late for work, he thought how much easier it would be if the yoga class would come to him rather than the other way round.

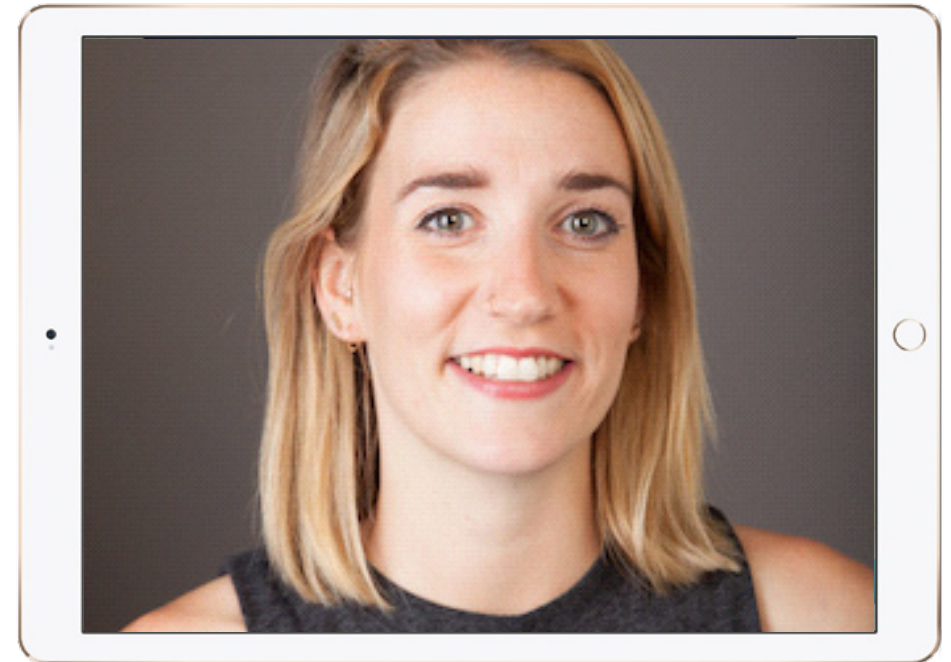
He decided online yoga could be the answer and started looking for a good interactive class to take part in, only to find there weren't any!

Fast forward three years and Yogaia is going from strength to strength, already firmly established in Finland and growing exponentially here in the UK, it's only a matter of time until the name Yogaia is synonymous with interactive online, yoga classes.

You want to be the one to say you heard it here first don't you? Get sharing the word with your pals now!

Meet the team

Say hello to Robyn, she's the studio manager for Yogaia London and will be our main contact at Yogaia. She'll be keeping up with the project and she can't wait to see you on the mat soon!





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