Constant Contact Template used: **NEWS/UPDATE**

Previewing your email on a **mobile device** for quality ensures maximum reach and engagement.

A **subject line** that provides a sneak peak at the best content in the email encourages recipients to read more.

From email address that professionally represents your organization.

Inbox (771)

From: Half Moon Yoga (info@halfmoonyoga.com)
Subject: **Check Out Our New Classes!**

Logo and brand colors lets recipients quickly recognize the email is from a business or person they know and trust.

Half Moon
YOGA STUDIO

Short copy makes it easy for recipients to gain interest and increases the likelihood they will read the whole email.

One **call-to-action** for each message telling recipients exactly what you want them to do will help reach your marketing goals.

New classes on the schedule

We're a couple of weeks away from our new spring schedule, but here's some pre-release 411: We're adding **Trapeze Yoga** and **Shadow Yoga**. **Stay tuned for the new schedule!**

As always, check the most up-to-the-minute **schedule** at our website, especially for last minute substitutions in teachers or rooms. Namaste!

MEET HOLLY!

Holly drifted into yoga 20 years ago in college, desperate to fulfill her phys ed requirement. And in one of those wonderful twists of "meant to be" fate, she was hooked. Her yoga journey led her to study with **Baron Baptiste, Shiva Rea, Patricia Walden and Ana Forrest**. One of Half Moon Yoga's most popular instructors, you can find her leading our Ashtanga, Heated Flow, Trapeze, and Restorative classes. She's also the author of the blog **Good Karma Housekeeping** and dog-mom to rescues Ben and Kayla.

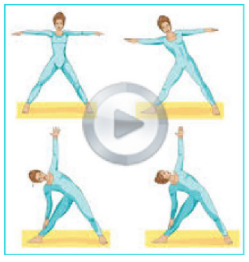
The use of a **few small images** brings order and visual appeal to the page, making it easy to read.

A **single column** ensures your email can be easily viewed on a mobile device.

POSE OF THE WEEK:
TRIANGLE

Triangle is one of the most beneficial poses to make part of your regular home practice. It opens your chest and shoulders for better posture and breathing. It stretches your calves, hamstrings, and hips, and increases your neck, hip and spinal mobility. **Watch the how-to video**

Show us your **Utthita Trikonasana**. Instagram it to **#halfmoonyoga**



STAY CONNECTED