**Color Scheme**

I think we stay with our current color scheme (minus the red). Maybe a bit brighter or fresher. I believe this way our site will not seem so foreign to our current users.

**Number of Pages**

We want to keep this simple, right? I am struggling with the number of pages and the organization of the information. I would love your input. And maybe Aaron can help here. But here is what I’m thinking…

1. Home
2. About – this would drop down to “About our Studio”, “About Bikram Yoga”, and “About Bikram Choudhury
3. Class Information – this would drop down to “Class Schedule and Tuition”, ”, “Benefits of Bikram Yoga”, ” Bikram Yoga Postures”, and “Manage Your Account” (link to MBO).
4. New Students –
5. FAQ/Studio Etiquette
6. Meet the Staff

As far as testimonials go… would we add under “About” a “Meet our Students”? Here were could place testimonials with pictures (similar to [www.pilatespluslajolla.com](http://www.pilatespluslajolla.com) ). We could always add a student of the month or list those who are doing challenges? Also not sure where to put press releases/news.

**Home Page**

We obviously want Bikram Yoga St. Louis, as well as our logo or spine twist logo. I really like the script and softness on [www.bikramyogaslo.com](http://www.bikramyogaslo.com) . This was the site that the sweat used to drip, but now is stationary. What if we do something similar to that and on the far left side we could place a small spine twist logo? I am not necessarily ready to completely adopt the spine twist logo, but I do think we should place it on our new home page somewhere so that it bonds us to Bikram Yoga Chesterfield and potentially J Rask’s new studio. We could still use our original logo if you want. Open to thoughts…

I envision a casual/humorous picture of our instructors (reference [www.bikramyogasa.com](http://www.bikramyogasa.com) ). We may possibly want to add possible scrolls of us in various postures – very clean and simple (reference [www.yoga-sanctuary.com](http://www.yoga-sanctuary.com) ). Or maybe just you and I doing some postures with only certain body parts showing… kinda sweaty and artsy. Above the picture would read “Welcome to Bikram Yoga St. Louis”. Below would be our welcome letter. Here is my recommendation for text.

“We are so happy that you decided to join us!

We guarantee that a regular Bikram Yoga practice will transform your life in the most amazing ways.

It is common to feel nervous, scared, or even a little intimidated to try Bikram Yoga. We have all felt that at the beginning of our practice. Just don’t let that stop you from coming to class. Bikram Yoga is designed for beginners and with a little practice, you’ll quickly feel right at home.

Come to class well hydrated. Proper hydration supports the healthy function of all your body’s systems and it makes the heat feel comfortable rather than overwhelming.

Please arrive 15-30 minutes early for your first class. We want you to have time to get registered and orientated, meet your instructor, and get acquainted to your new home away from home. We recommend all students arrive 15 minutes before class in order to allow their body to get acclimated to the hot room. We begin every class on time and do not permit late entry. Please come early to avoid disappointment.

We are looking forward to breaking a sweat with you!”

I think we should have our Intro Special listed somewhere on the home page – linking to our New Student info.

And possibly include our contact information here rather than on a separate page?

**About**

This would include three drop downs, but would all be on the same page. Just so people don’t have to scroll if they only want to read about “Bikram Yoga”.

We would need to compose a piece for the “Our Studio”, maybe when we opened, why we wanted to bring BY to St. Louis, a link to our “meet the Staff” page. I think a great place to point out “All our instructors are Bikram certified, which means we have completed Bikram’s rigorous and thorough 500 hour training program. We are here to help, so please feel free to approach us with questions and concerns.” I was thinking of cute/cool quotes we could place randomly around the site. One here may be something like “Making you hot since 2003”.

I like the content we currently have on our site About Bikram Choudhury and About Bikram Yoga. Although I believe we should place the information about Bikram Yoga before that about Bikram himself. I love the link to the postures. I included this in the drop down from “Class Info” because I think it is valuable and worth repeating. I also think we should place the “Benefits of Bikram Yoga” (will list below) at multiple points throughout the site.

We could add the quote “Never too late…” to the About Bikram Choudhury section. And something cutesy to the About Bikram Yoga section. A few suggestions: “Yoga: A trendy fitness fad for the last 5000 years” or “A body in motion stays in motion” who was that??? Sir Isaac Newton, I believe?

**Class Information**

Class Schedule, obviously. I think we should keep our current header above the schedule. It reads” If you have never before attended class at Bikram Yoga St. Louis, please view the New Students page for information on what to expect, what to bring, and how to prepare. Thank you.” We currently have some bullet points/studio policies under the schedule. We could keep here and repeat in the Studio Etiquette section.

Followed by Tuition. I like the layout of the prices page at [www.charmcityyoga.com](http://www.charmcityyoga.com) . Clean, simple, not overwhelming. Definitely including our Gift Certificates Available. Prices include sales tax. Classes are non-transferrable. No refunds, no extensions.

Benefits of Bikram Yoga – I like a header something like this “The smart choreography of this 90 minute beginning level yoga class instigates better health from the first visit, and rewards regular practice with glowing health transformations. We could then list the benefits: Prevent and heal injuries. Optimize athletic performance. Reduce stress. Increase flexibility and strength. Improve focus and concentration. Strengthen cardiovascular function. Cleanse and detox organs. Bolster immune system. Improve everyday posture. Relieve chronic pain. Speed up metabolism.

Here is where I believe this information to be so valuable we should also place at various places throughout our site, ensuring it is seen.

Possible quote “Look better naked.” Or we could list that with the other benefits. We could use “Making you hot since 2003” here too!

Bikram Yoga Postures – I like the ones that we currently have. I viewed many sites where instructors were performing the postures – but it looked very elementary to me, not at all professional. Along with the pics we could add the benefits to each individual postures as well as what muscles organs, etc the posture focuses on.

Manage Your Account would provide them a direct link (without ever leaving our site) to MBO.

**New Students**

Our current site is so harsh and intimidating I am almost embarrassed! I think we could repeat some text about being intimidated from our home/welcome page.

“We are so happy that you decided to join us!

We guarantee that a regular Bikram Yoga practice will transform your life in the most amazing ways.

It is common to feel nervous, scared, or even a little intimidated to try Bikram Yoga. We have all felt that at the beginning of our practice. Just don’t let that stop you from coming to class. Bikram Yoga is designed for beginners and with a little practice, you’ll quickly feel right at home.

Please read our Yoga Etiquette and be considerate of your fellow students.

**No reservation is required. Please arrive 15-30 minutes early for your first class.** We want you to have time to get registered and orientated, meet your instructor, and get acquainted to your new home away from home. We begin every class on time and do not permit late entry. Please come early to avoid disappointment.

**Come to class well hydrated.** Proper hydration supports the healthy function of all your body’s systems and it makes the heat feel comfortable rather than overwhelming.

**Bring a yoga mat**, **bath-sized towel, and water.** No worries if you forget anything, we rent mats and towels and sell water and mats.

**Dress in light, non-restrictive clothing.** Like you are going to the beach. Please avoid long sleeves or pants.

**Practice on an empty stomach.** Allow a few hours between a meal and your first class. If you feel you must eat before class, keep it light. The more regularly you practice, the more you will innately know the best diet plan for your body.

**Try your best to remain in the yoga room during the entire class.**

It is tempting to step out of the class into the cool lobby but resist the urge and you will be glad you did. You will feel challenged by the yoga during the class, everyone does. Always push yourself to your edge, but listen to your body and know your own limits. As a beginner, never be afraid to sit down if you need to. This does not mean you are weak… it means you are smart! It is normal, especially when you first start your practice, to feel dizzy, lightheaded, or even nauseated. These are always signs to sit down. These feelings can be frightening but they are temporary. As your body acclimates and detoxifies, these sensations will subside. You may also experience a wide range of emotions, from laughter to tears. This just means the yoga is working. This series of postures is powerful and works at all levels to heal whatever ails you.

Yoga is a practice; there is no “perfect”. Just give your personal 100% effort, attempt the postures as instructed and you will receive 100% medical benefit beginning with your very first class.

Rest assured during class no one will be watching you or judging you. The instructor will always guide you with compassion and respect. Please do not interpret corrections as criticism, they are never personal. There is NO need to be self-conscious. Rest assured that fellow student’s focus is on themselves, they are working too hard to even notice you!

Remember, everyone had their very first Bikram Yoga class, even the yogis in the front row who have dedicated much time to their yoga practice. They make it look easy because they persevered. And you can too!

There you have it. You are ready to begin… now pick a convenient time and come to class as quickly as you can. We look forward to sweating with you!

**FAQ/Studio Etiquette**

**FAQ**

**What is Bikram Yoga?**

Bikram’s beginning yoga class is a series of 26 postures and 2 breathing exercises taught in a heated room for 90 minutes. Each posture strengthens and stretches specific muscles, ligaments, and joints and stimulates the organs, glands, and nerves to move fresh oxygenated blood to 100% of the body. By the end of the 90 minutes, you have completed a full body workout: every cell has been revitalized, the spine has been strengthened, and all systems have been restored, providing you with an energized body and a relaxed mind. For more information on the Bikram method and Bikram Choudhury please visit [www.bikramyoga.com](http://www.bikramyoga.com) .

**Why so hot?!?**

Our studio is heated to 105 degrees, which allows the body to cleanse, detoxify, and heal by stimulating the circulatory system. The heat provides a safe environment to stretch into the postures. The heat also increases the heart rate and adds a cardiovascular component to the class. It generally takes about 3-5 classes to acclimate to the heat.

**Can I do Bikram Yoga if I am inflexible or out of shape?**

Of course you can! This class is not an audition for Cirque du Soleil! Bikram Yoga is a beginning yoga class designed for you to improve flexibility, strength, and cardiovascular function. Remember, everyone had their first Bikram Yoga class, including your instructors and those amazingly bendy yogis in the front row. They make it look easy because they perservered. And you can too! Bikram Yoga is designed to foster and nuture beginners into more advanced students with time and practice. Rest assured during class no one will be watching you or judging you. The instructor will always guide you with compassion and respect. There is NO need to be self-conscious. Rest assured that fellow student’s focus is on themselves, they are working too hard to even notice you!

**What kind of benefits can I expect from Bikram Yoga?**

The smart choreography of this 90 minute beginning level yoga class instigates better health from the first visit, and rewards regular practice with glowing health transformations. We could then list the benefits: Prevent and heal injuries. Optimize athletic performance. Reduce stress. Increase flexibility and strength. Improve focus and concentration. Strengthen cardiovascular function. Cleanse and detox organs. Bolster immune system. Improve everyday posture. Relieve chronic pain. Speed up metabolism.

**What should I wear?**

Dress in light, non-restrictive clothing. Like you are going to the beach. Please avoid long sleeves or pants.

**What should I bring?**

Bring a yoga mat, bath-sized towel, and water. No worries if you forget anything, we rent mats and towels and sell water and mats.

**Do I need to pre-register to attend class?**

No. If it is your first time to our studio, regardless of previous Bikram Yoga experience, you must arrive 15-30 minutes early to register. Please visit our “New Students” link for more information. If you have been to our studio before, please arrive 10-15 minutes early to acclimate your body to the heat. We start every class on time and do not allow late entry. Please arrive early to avoid disappointment.

**Can I practice Bikram Yoga during pregnancy?**

Practicing Bikram Yoga during pregnancy is both safe and incredibly rewarding. In order to practice at our studio during pregnancy, you must have a minimum of 6 months prior Bikram Yoga experience. We ask that you practice the series in the comfort of your home during your first trimester. We ask for a doctor’s note specifically giving you permission to attend Bikram Yoga classes while pregnant. We will pre-arrange a convenient time for one of our instructors to teach you the modifications to the postures. Some doctors express concerns about being in the heated room. However, to alleviate that concern feel free to bring a thermometer into class and take your temperature periodically during the series. You will observe that your body temperature remains in the normal range due to your sweat, which is your body’s natural cooling system. Along with the Carol and Erin (the studio directors) we have many students who continued their Bikram Yoga practice during pregnancies and we can happily refer you to any of them for questions or concerns.

**Do you have any age restrictions?**

You must be 15 years of age or older to attend class at our studio. If you are between the ages of 15 and 18, you must provide written authorization from a parent or legal guardian prior to taking class and have them sign a release of liability (download waiver here).

**Studio Etiquette**

We at Bikram Yoga St. Louis would like to extend our appreciation to you for your commitment to enhancing your life through Bikram Yoga. In order to maintain harmony and to preserve the environment, we ask that you read and abide by the following studio policies:

The studio will open 30 minutes prior to and 30 minutes after each class.

Please arrive early for class. We start every class on time. Yoga is a discipline; latecomers will not be admitted to class – it is distracting and disrespectful to your fellow classmates and your instructor.

First time students must arrive 15-30 minutes prior to class for orientation – this includes visiting Bikram Yoga students, regardless of previous experience. All students should arrive 10-15 minutes early for class to allow your body to acclimate prior to class beginning.

Please sign yourself in and print legibly at the front desk before entering the yoga room. No exceptions.

All classes are 90 minutes, please plan to stay in class the entire time.

Class packages are non-refundable, non-transferrable, and non-extendable. They cannot be shared.

No cell phones, pagers, watches, or monitors of any kind in the yoga room at any time. Please turn your devices off and leave them in the changing room.

No shoes in the yoga room. Ever. Please do not leave shoes, bags, and belongings in the hallway as you set up your mat and towel. This is unsafe and poses a fire hazard.

No gum in the yoga room. We are all CPR certified but would rather not be tested.

No hangovers or bean and cheese burritos.

Please keep your body and feet clean while attending class. In consideration of those with allergies or sensitivities, please refrain from perfumes, colognes, or heavy scented products.

Please, no glass bottle. There are way too many bare feet walking around!

Only water allowed in the yoga room. No colored water, vodka, or sports drinks. Water is for drinking, please refrain from pouring on yourself during class.

Please leave everything in the changing room except your mat, towel, and water. All students must use a mat and towel.

The yoga room is silent. Use the time before and after class to stretch or meditate.

Please recycle ALL plastic bottles in the blue recycle bin in the lobby. Please don’t make us dig around in the trash for your plastic bottle. Mother Earth is all our mothers!

Please maintain tidiness while using the changing rooms, showers, and bathrooms. This is your home away from home!

Please make sure to take all your belongings with you (especially your underwear!). We hold onto all Lost and Found for one month. After that, everything is donated. Bikram Yoga St. Louis is not responsible for lost or stolen items.

Carol- I think we should either add a link to our more in-depth studio etiquette or somehow organize it all onto here. What do you think?