

## Guidelines for LifeForce Yoga® Usage

This handout is designed to give you support in promoting yourself as a LifeForce Yoga Practitioner. Now that you have completed a 58 hour training with LifeForce Yoga you have a support network behind you and around you. The LifeForce Yoga Healing Institute wishes to provide you with tools to promote yourself in your community.

### **Promoting yourself as a LifeForce Yoga Practitioner**

We call ourselves practitioners and not therapists or teachers to promote the idea that we are not offering psychotherapy (unless we are also licensed mental health professionals), nor full yoga therapy (unless we are graduates from a soon to be accredited IAYT program). We are co-creating well being with our students and clients; *we are not experts prescribing a technique.*

- You may call yourself a “LifeForce Yoga Practitioner Level 1”
  - You may use the letters “LFYP-1” after your name
- Important note: we practice “LifeForce Yoga” not LifeForce. Please make sure that you include the word yoga when referring to LifeForce Yoga

### **Registered Trademark Guidelines**

“LifeForce Yoga” is a registered trademark. As LFYPs you have permission to use “LifeForce Yoga” on your websites, business cards, brochures, handouts, classes, workshops, etc.

- ® only needs to appear on the first instance of “LifeForce Yoga” on the page
  - Create the symbol by typing (“ + “R” + “) and hitting the space bar. Your computer should autocorrect this and turn it into the symbol
- The registered trademark appears after the word Yoga
- Using LifeForce Yoga on your Handouts
  - Include the ® on the first instance of using the term LifeForce Yoga
  - You may wish to recreate a handout (like the LifeForce Yoga Chakra Clearing Meditation) by typing it up on your computer
    - Please make sure to include that it is copyrighted material & the link to [yogafordepression.com](http://yogafordepression.com)
  - If you choose to use one created by LifeForce Yoga (by photo copying the page from your manual) make sure to include your personal contact information
    - This can be done with address labels
- Using LifeForce Yoga in your products, programs, etc
  - If you create a CD or DVD and have used LifeForce Yoga techniques we encourage you to include the phrase “using LifeForce Yoga® Techniques”
  - You may include the words LifeForce Yoga in your workshops, class titles, and webinars
- Restrictions
  - “LifeForce Yoga” is not to be used in the title of any *training* program
  - “LifeForce Yoga” is not to be used as a title for any product that you create or sell unless it has been approved by the LifeForce Yoga Healing Institute
    - Submissions may be sent to [info@yogafordepression.com](mailto:info@yogafordepression.com)
  - “LifeForce Yoga for Mood Management” as a title for a weekend (3 day) workshop is not to be used
    - You are free to use it for day long workshops, classes, or series

### **Website**

Include a page on your website with information about LifeForce Yoga

- You can include any information from [yogafordepression.com/liforce-yoga](http://yogafordepression.com/liforce-yoga) (giving attribution to Amy Weintraub)
- Include the LifeForce Yoga logo, found here: <http://yogafordepression.com/lfyp/>
- Include a link to [www.yogafordepression.com](http://www.yogafordepression.com)
- Share a short story about how LFY transformed your life
- Let your readers know why you lead LFY
- If you have a blog or newsletter, you may wish to share links to blog items, practices, articles and research items found on the [yogafordepression.com](http://yogafordepression.com)

## Guidelines for LifeForce Yoga® Usage

### **Using LifeForce Yoga in Google Hangout, Youtube Video, or Blog Post**

We want to encourage you to use LFY practices and share them as much as possible. In the digital age videos help to promote the work that you are doing by allowing prospective clients to experience what you have to offer. 2 – 3 minute instructional videos offer a peak into “the session room.” We encourage you to create these free videos (if you wish to create a product for sale, please see the guidelines above). All we ask is that you mention LifeForce Yoga, Amy Weintraub, and yogafordepression.com. Make sure to share these on the LFYP facebook page and with LFY by sending to [info@yogafordepression.com](mailto:info@yogafordepression.com)

### **Guidelines for Sharing LifeForce Yoga Blog Posts**

Each week the LifeForce Yoga Healing Institute post an article, research, book review, or practice on the blog. These articles are meant to support the community at large but are also available to LFYPs as support for your work and promoting yourself as an LFYP. All practitioners are encouraged to utilize this support on social media and in your own blogs and newsletters. To help you, here are a couple of guidelines for sharing.

1. Give an introduction to the post and why you are sharing it. Mention that you have trained with Amy. “Research tells, stories sell,” so giving a personal introduction to the post will make it more interesting to your readers/followers.
2. Copy and paste the first paragraph (or two, depending upon the amount of space that you have).
3. After you paste, insert a “Read More” link. This is done by typing the words “Read more at yogafordepression.com...” and linking to the post on yogafordepression.com.
4. You can also use this format for embedding videos from youtube on your website