

"Balancing in yoga and life is a reflection of our inner state. Can we dance with change? Can we fall again with playfulness? Do we have the focus, skill and attunement to find the stillpoint within it all?" ~Shiva Rea~



Chris Sharma



Steph Davis



Shiva Rea



Paul Robinson



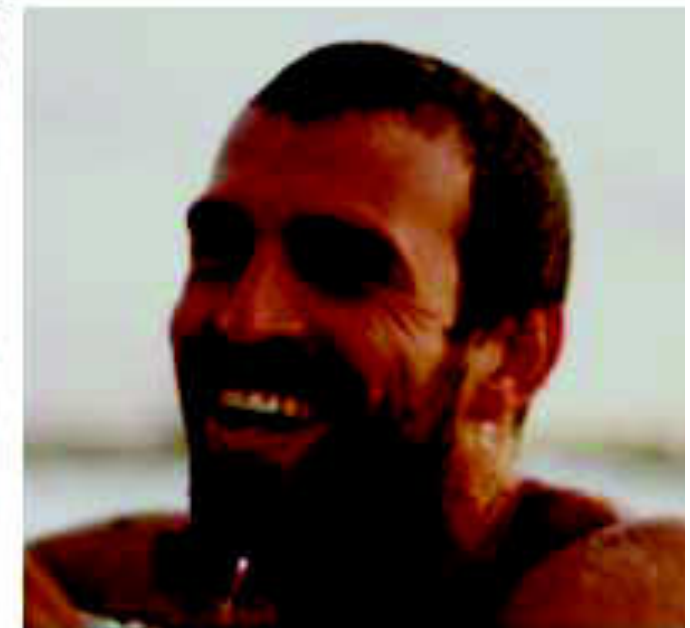
Daila Ojeda



YogaSlackers



Jimmy Webb



Chadd Konig



Life

Athletes, Artists
& Activists

Chris Sharma
Steph Davis
Shiva Rea
Paul Robinson
Daila Ojeda
Yoga Slackers
Jimmy Webb
Chadd Konig
Fred Nicole
Amy Ippoliti
Michael Fukumura
Talia Decoite
Kelly Potts
Olivia Hsu
Mark Coleman
Dr. Sage Rountree
Alizee Dufraisie
Alli Rainey
Kevin Wilkinson
Dr. Heather Robinson
Melissa Strong
Carrie Cooper
Jacinda Hunter
Kai Lightner

Doing the Right Thing

Ambassadors: Michael Fukumura

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Michael's yoga journey has been filled with curiosity, exploration, growth, and expansion. Practicing Ashtanga Yoga, Iyengar Yoga, and multiple forms of Vinyasa yoga, he's been blessed to have studied with many gifted teachers including Tim Miller, Shiva Rea, Anna Forrest, Roger Cole, and Judith Lasater.

Since 2000, Michael has immersed himself in the practice and teachings of Anusara Yoga under the guidance of John Friend. He is deeply honored to have gained direct teachings from John and his senior certified Anusara teachers. He loves learning and is always a student first.

Michael is known for insightful and clear teaching that threads precise biomechanical techniques with the most universal and transformative understandings: applying them on and off the mat. He encourages students to





4. GO DIRECT. OWN YOUR DATA

MySpace

Search

powered by **Google**

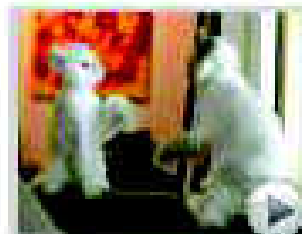
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Cool New Videos

75,195 uploaded today!



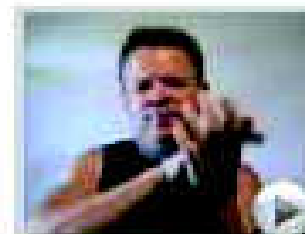
**Mac Workout
With Justine**
Justine



**Karate
Cats**
Ska



**Snowboarder
Road Gap**
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Password:

☐ Remember Me

LOGIN

SIGN UP!

[Forgot your password?](#)

[Login Trouble?](#)

Find Your Friends on MySpace

- ✓ Check your [Gmail](#), [Yahoo!](#) and [AOL](#) contacts and find them on MySpace!

Cool New People

<\$rAy\$>

.Gonzo.

james



5. RAPID RESPONSE & DAILY CONTENT CURATION

(Hint: ditch the newsletter)

SHORTCUTS

drag notes,
notebooks, or tags
here for quick
access

CENT NOTES

test note
History of Nuts fr...
50 quotes for "fort...
Content Marketin...
POST - World Re...



Notes



Personal Notes



Business Notes



Notebooks



Tags



Olomomo Nu...



Atlas



Market



Premium

MAY 2014

MAY - NATIONAL BIKE MONTH

5/2/14 Happy National Bike Month. Get out a rid...

**OH, JUST A BABY BLACK BEAR ROC...**

5/1/14 Heather- can a post like this just be reposted? If not here is my post - (video - Baby bear climbing the last bits of flat rock before seeing him get to more level ground, phew!) FB:...

The best dinner party you've ever been to....

5/1/14 ----- Forwarded message ----- From:...

**Boat made from 600 littered plastic bottles**

5/1/14 FB: Extreme up-cycling! 600 littered plast...



APRIL 2014

Almonds And 10 Other Foods That C...

4/29/14 Almonds And 10 Other Foods That Can Help You Maintain A Healthy Weight <http://www.huffingtonpost.com/2012/07/25/almonds-healthy-weight-foods-sn...>

Make Your Own Holiday Tin

4/29/14 One of our fans posted this endorsement on our page. Don't know about you, but it's making us hungry! Here's a link to try them out:<http://apps.facebook.com/sisb...>

Almond & Kale Salad

4/29/14 Almonds & kale? Well, it'd make the kale b...

**Cherry Almond Smoothie**

4/29/14 Mmmm. Cherry Almond Smoothie, anyone...

**Source: Amazing Almonds Australia**

4/29/14 <http://amazingalmonds.com.au>

Paleo "Mounds Bars"

4/29/14 Source: @Almonds Paleo Coconut Secret Bars/Homemade Healthy Mounds <http://www.tessadomesticdiva.com/2012/02/coconut-secret-barshomemade-h...>

A Car Without Almonds

4/29/14 Source: @Almonds We have to agree. A car without almonds is like a body without a soul. That's how the saying goes, right? <http://craigamsayfitness.word...>

I <3 Almonds

4/29/14 Source: @Almonds

**Open up and say "ahhhhhhhh..."**

4/29/14 Source: @Almonds Open up and say "ahhhh...

**Green Almonds?!**

4/29/14 Source: @Almonds Save the Date! National...

**Almond Oatmeal**

4/29/14 Source: @Almonds Almonds make everythin...

**National Pecan Day - Giftypedia (April 14th)**

51



the #1 petition site in the world

action alert!

When did school shootings start feeling run-of-the-mill?



**It's time to finally put our children's
safety ahead of politics.**

take action

please share
it helps!



Dear Justin,



From: Care2 Healthy Living

To: justin.perkins@care2team.com

healthy living



How to Tell if Your Wine Habit is Healthy

You've seen the research showing that moderate wine consumption can benefit health, but how do we find the balance between moderate and over-consumption? I...

[read more](#)



Airfare Sale: Fly from \$72

Travelzoo Deal Experts found this airfare sale with flights starting at \$72.* Sale ends soon.

[Learn more »](#)

As seen on **TRAVELZOO**

Powered by **LiveIntent**

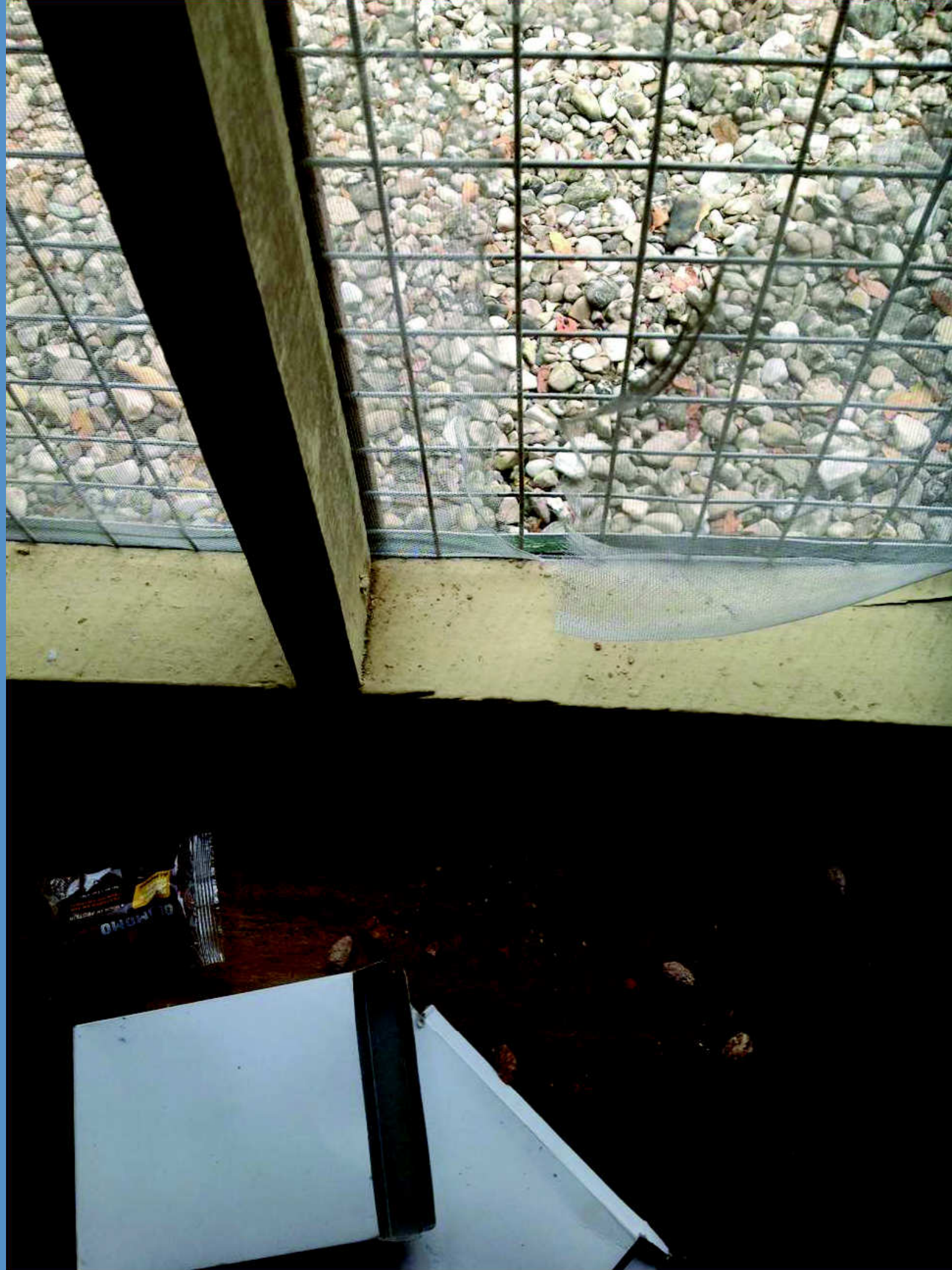
AdChoices



11 NATURAL TREATMENTS FOR DEPRESSION

As an MD, I've watched too many of my colleagues yank out anti-depressant samples every time a patient starts to cry. So on behalf of physicians everywhere...

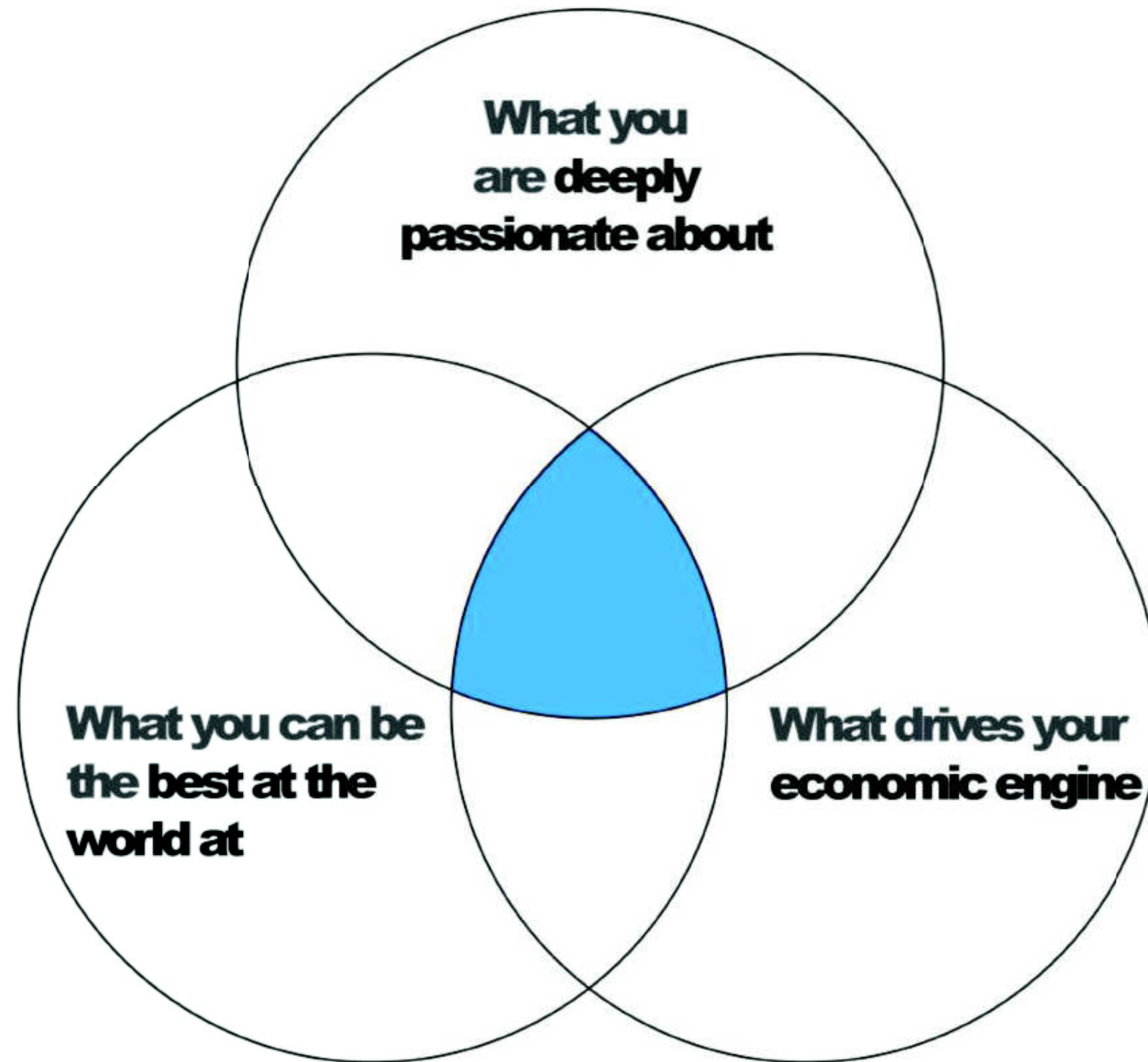
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6. LIVE AND BREATHE THE NUMBERS GAME

THREE CIRCLES OF THE HEDGEHOG CONCEPT



Value of an email sent?
i.e. ~\$0.17

What's the average lifetime value
of an email on your housefile?

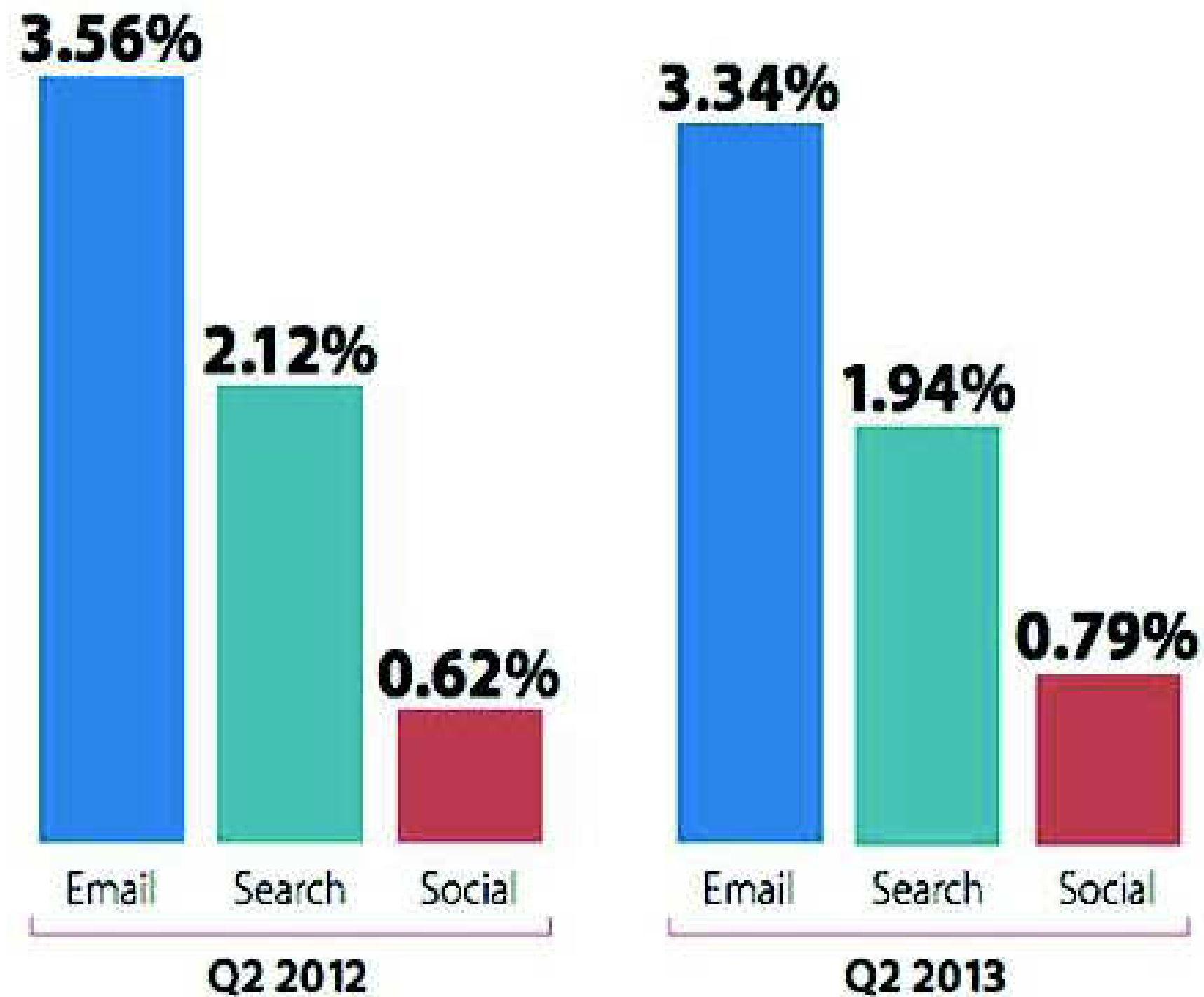
\$5-\$20

What's the average response rate
per standalone ecommerce appeal
email sent?

i.e. $\sim 0.07\% - 0.5\%$

7. MAXIMIZE YOUR EMAIL STRATEGY.

EMAIL DRIVES ECOMMERCE



Conversion Rates by Traffic Source

Source: EQ2 2013, Monetate



Social Loves Email

Part 1 of 2



RESOURCES

Calculate Social Media ROI:
SocialNetworkCalculator.com

Email acquisition ROI and Listgrowth:
Emailupside.com

Nonprofit Times – Digital Marketing Strategy:
frogloop.com/smart-digital-fundraising

Benchmark Studies:
Frogloop.com/benchmarks

Entrepreneurs: This 8-Letter Word Will Revolutionize Your Productivity



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EVENTS



MAGAZINE



CONSULTING



Justin Perkins
Sr. Director Brand Engagement
justin@care2team.com
@elperko
@olomomo

Birch Benders “open kimono” critique session:

Panelists:

Chuck Miller, The Market Element; Jason Cormier, Room214;

Kaitlyn Viater, Linhart PR;

Andrea Daily, Door to Door Organics;

Lizzi Ackerman, Birch Benders Foods; and
Matthew LaCasse, Birch Benders Foods.



The view from inside interview: Moderated by Carlotta Mast, New Hope.

Panelists:

Lori Anderson, WhiteWave

Suzanne Wolke, Udi's

Katie Proctor, Ancient Harvest.



Third Street Inc. “open kimono” critique session:

Panelists:

Doug Zucker, SRG

Peter Genuardi, Strength in Members

Samantha Johnson, Vermillion

Whitney Petersen, FIG; and John Simmons, Third Street.

9 FLAVORS
IN NEW
14oz
BOTTLES

