

To encourage people to sign up for D&J Yoga emails, we offer them a free course that's delivered in the first email. Then, while continuing to touch on the importance of the topic within that course, we also start sharing more about who we are, why the Ashtanga tradition is so powerful, and why we are the right teachers for you. The last couple emails also upsell to a more comprehensive course that would allow readers to continue their learning where the freebie left off and continue to deepen their practice with David and Jelena.

The emails are rooted in storytelling, relatable moments, and education to help readers feel how much D&J love what they do and how they're grateful to be supporting you in your Ashtanga journey.

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Email 1 - Welcome

SUBJECT LINE

Hi! Let's deepen your practice.

PREVIEW TEXT

Here's a gift to get you started

BODY

Hey there! / Hey FNAME!

People often say the hardest part of a yoga practice is showing up. By joining our email community, you've already taken that first step.

Welcome! We're so grateful you're here.

We're David and Jelena, dedicated Ashtanga teachers and practitioners, here to guide you in deepening your own practice with a holistic and accessible approach.

To get you started, we'd like to give you access to [a free 7-lesson course!](#)

[hyperlinked photo from course]

[Meditation in Asana](#) helps you take your practice far beyond the physical poses in yoga and teaches you:

- The *real* goal of yoga
- Why “vinyasa” means more than just flowing between poses
- A special technique that’ll allow you to go to new places in your practice

Prioritizing meditation in our practice has been extremely beneficial to our overall well-being and it’s helped us really deepen our daily spiritual practice, or sadhana.

Because it’s been so transformative in our own lives, it’s something we teach to our in-person students every day... And now we’re so excited to offer these insights to you too.

All you need to do is [click here](#) to sign up!

With gratitude,

David & Jelena

PS: We’ll be sending a few more emails to welcome you into our yoga community. After that, you’ll get a weekly check in from us with little tips, advice, and knowledge you can use to enhance your practice.

If you ever decide this isn’t for you anymore, you can hit “unsubscribe” at the bottom of any email.

Email 2 - Who we are

SUBJECT LINE

Is Ashtanga accessible to everyone?

PREVIEW TEXT

Here’s what we think.

BODY

Hello again! / Hello again FNAME!

Yesterday, you made the decision to feel *real* changes in your body and mind with our free course. Have you started it yet?

No need to go back, you can [access Meditation in Asana](#) here.

Now, you might be wondering why we're here in the first place.

Ever since we started practicing Ashtanga (David in the late 90s and Jelena in 2009), we noticed this yoga lineage seems a bit misunderstood. People often think it's too hard, too inaccessible, too rigid...

But our own experiences proved this wasn't true.

That's why we now help our students, both in person and online, gain a more holistic understanding of Ashtanga. We're passionate about helping each person practice safely and effectively in a way that feels good in *their* body.

We want this beautiful yoga tradition to be accessible to everyone, including you!

To do this practice, you only need to show up on your mat.

We truly believe:

- Your practice might look different day to day, and that's okay
- There's play in repetition, finding ease in some areas and strength in others
- No matter your ability or experience, there's always opportunities for more awareness

So whether you've tried Ashtanga before or this is all completely new... Where you are now is the perfect place to start.

From there, we'll help you access a deeper connection between your body, breath, and mind.

With love and support,

David & Jelena

PS: To help you feel more confident in your practice, we've got a bunch of free resources that are always available to you:

→ [Meditation in Asana](#): Our free 7-lesson course that gives step-by-step guidance on how to deepen your own practice the next time you arrive on your mat.

→ [Our YouTube channel](#): Updated regularly with thorough asana tutorials, guidance on breath and alignment, and tips to help you tap into a more yoga-focused lifestyle.

→ Our Instagram pages, [David](#), [Jelena](#), [David & Jelena Yoga](#), [Our studio](#): Posts to update you on what we're up to and give you quick tutorials (with a few laughs mixed in).

→ [Our TikTok account](#): Short videos with useful and unique tips to help you more easily understand alignment in Ashtanga.

Email 3 - Transformation

SUBJECT LINE

Your incredible transformation.

PREVIEW TEXT

No yoga experience required!

BODY

Hey there! / Hey FNAME!

You might not know this but we have over 30 years of teaching and dedicated practice between the two of us.

But before yoga? I (David) didn't have any serious athletic background but I was drawn to the *structure of the practice and the immediate effects* it had on my life.

And while I (Jelena) was a classically-trained ballet dancer, I had never experienced such a *conscious connection between body and breath* like Ashtanga gave me.

After that first class, we both knew **this is more than just physical exercise.**

The transformative quality of yoga dramatically improved our lives... So we devoted ourselves to the beautiful Ashtanga tradition to help others experience these positive changes too.

Now, we're here to pass on the teachings, so you can develop a deeply effective practice that meets you where you are.

With our guidance, you have the opportunity to go far beyond the poses and feel *real* changes in your body and mind.

Go through the lessons in our free course, [Meditation in Asana...](#)

And when it's time to step onto your mat and apply what you've learned, here's our favorite free videos you can watch to practice alongside us.

[Ashtanga For Beginners](#)

[Led Ashtanga Half Primary Series](#)

[Ashtanga Led Primary Series](#)

See you on the mat,

David & Jelena

Email 4 - Benefits of yoga

SUBJECT LINE

The real goal of yoga.

PREVIEW TEXT

(It's not about looking good!)

BODY

Hi there! / Hi FNAME!

After just one yoga class, most people *feel something unique that keeps them coming back*.

They start to tune into their body and notice subtle changes.

Did you feel that too? (We did!)

Eventually, this new awareness allows you to cultivate more connection to yourself and the world around you... And even break unhelpful thought patterns so you can experience your *true, more peaceful* state of being.

With [Meditation in Asana](#), you learned how Ashtanga is a moving meditation so you can tap into the deeper layers of your practice.

So what happens next?

You'll need to *apply* these teachings to reap the benefits... But you don't have to do that on your own!

If this is new to you, [Ashtanga for Beginners](#) is a natural next step.

During this 30-day program, you'll get detailed instruction on every aspect of the half primary series:

- Sun salutations
- Asanas
- Chants
- Pranayama

By the end, you'll have everything you need to continue practicing with confidence and mindfulness.

If you're ready to transform your life and feel more balanced, happy, and healthy, here's a **limited-time 20% discount** to get you started.

Not a beginner?

To meet you where you are, you can use this discount on [any of our online courses](#).

Just use the code DJY_WELCOME20 at checkout (valid on your first David & Jelena Yoga purchase).

With loving guidance,

David & Jelena

PS: This is your opportunity to dive into the Ashtanga lineage and [access something deeper](#) than you ever thought possible.

If you have any questions, just reply to this email. We're here to help you every step of the way.

Email 5 - Why Ashtanga?

SUBJECT LINE

Why Ashtanga is unlike the others.

PREVIEW TEXT

The unbiased truth (it's the best)!

BODY

Hi! Hi FNAME!

With all the styles of yoga out there, why should you focus on Ashtanga?

Well, the structure of this lineage is unique. And while some might think this is limiting, it's actually the very reason why it's so effective.

There's a rhythm in the repetition that allows you to feel deeply connected here.

It's what makes Ashtanga a moving meditation.

In many other yoga classes, you don't know what's coming next. The element of surprise might *seem* fun, but you never get to settle in. You're always wondering what's next.

Ashtanga allows you to focus your energy on tapping into a higher level of self-awareness.

And with *tristana* (the 3 places of attention you learned about in *Meditation in Asana*), you truly experience the deeper meditative state that makes you feel so good at the end of your practice.

The best part? Anyone can do it.

And we give our students the knowledge and confidence to practice in a way that's safe and effective for *their* body.

So after you've gone through Meditation in Asana, what comes next?

We invite you to join [Ashtanga for Beginners](#) and take full control of your practice:

- Master asana alignment and vinyasa
- Understand how to follow the Sanskrit counts
- Cultivate a deeper sense of self-awareness
- Access a meditative state through movement

"I've been practicing Yoga for several years, with no idea what I was actually doing. The structure, clear information, and the step-by-step approach helped me to actually feel my body and mind making progress. I finally have a road I can follow, working on all the details and seeing improvements every day." -Christin (Portland, Oregon)

Over 30 days, you'll go through a deep dive of the entire half primary series and learn how (and why) to do each part.

Use code DJY_WELCOME20 to **get 20% off this course** or any course in [our extensive library](#) and get started right away (discount valid on first purchases).

We'll be there with you every step of the way.

Sending love and support,

David & Jelena

PS: In yoga, the work is always ongoing. It's an opportunity for continued learning, self-exploration, and growth.

Show up every day and you WILL notice a difference in your body, breath, and mind... on your mat *and* in life.

Email 6 - Ongoing support now that you're here

SUBJECT LINE

So what's next?

PREVIEW TEXT

This is where the real change happens.

BODY

Hey there! /Hey FNAME!

We're grateful you're here because like us, you know how life changing yoga can be.

Once you access that deeper level of connection, it's revolutionary how the simple act of *bringing focus and awareness to certain parts of your practice can completely transform it*.

And anyone can experience this.

From the moment we stepped onto our mats, we felt the difference. We knew this wasn't just another kind of physical exercise. Now, it's our passion to help you feel these positive effects too.

With Meditation in Asana, you have a roadmap to help you access:

- How to breathe
- How to move your body
- Where to focus your gaze

This structure gives you the guidance you need to turn your attention inward and *embody the moving meditative quality that yoga has to offer*.

But now it's time to apply it.

In [Ashtanga for Beginners](#), you'll learn the foundational knowledge you need to truly access the wisdom of this yoga tradition and build your practice.

You don't have to be strong, flexible, or coordinated to begin.

All you have to do is show up.

During [this 30-day course](#), you'll go through the poses step by step and learn how to adapt when needed so they're accessible in *your* body.

But beyond the physical, you'll uncover something deeper: the body, breath, mind connection that allows you to access a deeper, more meaningful practice.

"I highly recommend this beginners course. It is such a fantastic resource for anyone wanting to learn the foundations of this wonderful practice. David & Jelena are such awesome teachers, helping you lay strong foundations for a healthy Ashtanga practice to grow. I am so grateful for the valuable insights I have been able to gain, it has helped me so much, thank you ❤️" - Giovanna P

The real change happens when you do the work and we're here to guide you in your next step.

Don't forget to use code DJY_WELCOME20 when you enroll in Ashtanga for Beginners or [any course in our library](#) and we'll give you **20% off to get you started** (valid on your first purchase).

With loving kindness,

David & Jelena

PS: We love supporting you in your journey so here's what you can expect next.

Every Thursday, you'll get an email called Ashtanga Secrets. Here, you'll find little bits of info to help you:

-Deepen your practice

- Take care of your body's needs
- Understand the *why* behind different asanas

...to name a few.

If you're ready to dig more into this yoga lineage with us, just stick around! We'll be back in your inbox soon.

Until then, be sure to subscribe to our [YouTube channel](#), and stay connected on our [TikTok](#) and Instagram pages ([David](#), [Jelena](#), [David & Jelena Yoga](#), [Our studio](#)).

This is where you'll find ongoing support until you're ready to join us for a deeper, step-by-step exploration into your practice through [our extensive course offerings](#).