

D&J Yoga sends weekly nurture emails that touch on that week's newest YouTube video, give readers a little extra background/storytelling around the video's content, and encourage them to click to watch. Our goal is to continue showing subscribers reasons why David and Jelena should be their to-go teachers by building trust and reinforcing the supportive and accessible style of teaching they get from D&J.

These emails are simple, plain text emails with hyperlinked copy and a thumbnail image of the YouTube video.

[Email Sample 1](#)

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[What an email looks like in the inbox](#)

## Email Sample 1

### SUBJECT LINE

A: Practicing with vertigo is possible

B: When a dizzy mind tries to take control...

### PREVIEW TEXT

These tips for intentional movement can help

### BODY

Hi FNAME/there!

In Ashtanga, tristana (the three places of attention) allows you to find steadiness and ease as you move through your practice...

Unless you [suffer from vertigo](#).

Even a short episode can completely throw you off and make practicing feel impossible.

We know this firsthand because Jelena experiences vertigo and understands just how debilitating the dizzy sensation can be.

By cultivating *a lot* of mindfulness and awareness, she discovered new ways to practice so she could still show up on the mat.

And through intentional movement, modifications, and the understanding that your practice will look a little different...

The [tips we're sharing in today's video](#) can help you too.

With love,

David & Jelena

PS: Even if you've never experienced a condition like vertigo, the ideas we share here are applicable for so many people. If you're ever dealing with something that affects your ability to practice fully, see if you can still show up in a way that honors what your body is capable of.

And of course, [these suggestions](#) are based on Jelena's own experience and are not medical advice. Make sure to speak to your doctor before practicing if you're dealing with this condition.

## Email Sample 2

### SUBJECT LINE

A: A squish is all you need to release!

B: Access a more grounding experience in the fold

### PREVIEW TEXT

This is our "famous" Paschimattanasana assist

### BODY

Hey FNAME/there!

When practicing Ashtanga in a shala, there are many times when your teacher might aid your practice with an assist.

One of our favorites comes right after the Backbending Sequence:

An extensive [squish during Paschimattanasana](#).

This counterpose already offers so many benefits to the body, taking the focus off of lengthening and allowing the back to curve after a series of back bends.

But adding intentional and careful pressure along the back can help create an even more grounding, calming experience.

Our students love this moment of deep release so much, we wanted to teach you [how to do our “famous” assist](#).

[In today’s video](#), you’ll learn:

- Ways to deepen into Paschimattanasana after backbending
- How to move your hands and knees along the back body
- Where and how to apply pressure safely

Give it a try next time you practice!

With love,  
David and Jelena

PS: When assisting (or even when receiving an assist) it’s super important to practice clear communication. First, make sure the person has consented to this intentional touch. Then, place your awareness on their body while assisting. Changes in breath or shifts in body position are good cues that it’s time to ease up.

## Email Sample 3

### SUBJECT LINE

A: Settle into a more calming Urdhva Padmasana

B: Find your center while upside down

### PREVIEW TEXT

Discovering ease in the challenge

### BODY

Hey FNAME/there!

By the time you get to the Closing Sequence, it can feel like a moment of sweet relief, sort of.

The aim is to be more restorative, but that doesn’t mean the asanas are any easier.

Holding the inverted poses and slowing the breath can help calm your heart rate and nervous system...

But the longer count is a true test to your mental strength and focus.

And in a pose like [Urdhva Padmasana](#), there are many places to check in with yourself during the practice.

- How do your knees feel while holding them in lotus?
- How are you distributing the weight and pressure on your neck and shoulders?
- How can you modify if this pose doesn't feel right in your body?

Luckily, this one has a lot of options to explore.

Whether you're working up to the full expression of the pose or you're feeling something come up in your body that's telling you to pull back a bit...

[This video will show you how to practice Urdhva Padmasana](#) so it feels good for you.

With love,

David & Jelena

PS: The hardest version of anything is the in-between stage. It's when you're learning it... and when you're struggling to do it. That's also the moment when it's easiest to give up.

If something isn't going how you would like, can you take a moment to just observe? Notice how you're feeling but also acknowledge the work you're putting in. Yoga is a journey. You just have to keep showing up.

## Email Sample 4

SUBJECT LINE

Find a calmer mind with Dirgha Pranayama

PREVIEW TEXT

Here's why you should add it to your practice.

BODY

Hi FNAME/there!

Connecting movement with strong, empowered thoracic breathing in Ashtanga allows our practice to become a moving meditation.

But introducing other breathing techniques through formal pranayama practice can help you cultivate more awareness in areas of your body we don't normally focus on.

In [Dirgha Pranayama](#), we consciously draw the breath in through three places: the low belly, the ribs/diaphragm, and the chest...

And this focused breathing offers many benefits on and off the mat:

- Calms the body and mind, and helps reduce stress
- Improves concentration and focus, and builds awareness
- Moves energy through the body and improves mood

You can do this exercise before your asana practice, after asana to prepare for meditation, or as a break throughout your day to feel more grounded and centered.

In [this week's video](#), we're showing you how to do Dirgha Pranayama. Then, by following David's cues, you'll have the chance to practice right alongside us.

Find a comfortable seat and let's get started!

With love,

David & Jelena

PS: Moving through deep, prolonged breathing is a new sensation for a lot of people and can be difficult at first. There's no need to force the breath, just let it come and go and allow yourself to practice this pranayama without judgment.

What emails looks like in the inbox

## The tricky transition into Bakasana B External DJY marketing emails x



David & Jelena Yoga [Unsubscribe](#)  
to me ▾

Thu, Dec 12, 2024, 8:08 AM



**Print all**

### David & Jelena's ASHTANGA SECRETS

Hey Jessica!

Once you start practicing the Intermediate Series, you've already discovered that your body is capable of incredible feats.

But this second series includes a unique vinyasa that can be humbling for even the most dedicated Ashtangis.

[The jump into Bakasana B](#) presents a unique request:

Transitioning directly into an arm balance without letting your feet touch the floor.

And when you initially start to explore this vinyasa, you kind of just have to go for it!

That said, there are ways to make it more accessible and tips to keep in mind to find more focus in your body as you work toward this jump.

[In today's video](#), we're sharing:

- How to shift your weight and resist through your arms
- Common mistakes and reasons preventing you from doing this vinyasa
- A modification that actually makes the jump scarier



We want to make the jump into Bakasana B less intimidating, so [watch this video and give it another try!](#)

With love,

David & Jelena

PS: But what if you faceplant? Tricky transitions like this are hardly ever done perfectly the



## A better assist for Karandavasana

External

DJY marketing emails x



14+  
26  
34

David & Jelena Yoga [Unsubscribe](#)  
to me ▾

8:02 AM (8 hours ago)



### David & Jelena's ASHTANGA SECRETS

Hey Jessica!

If you've ever practiced the Intermediate Series, you're well aware of how challenging some of the poses can be.

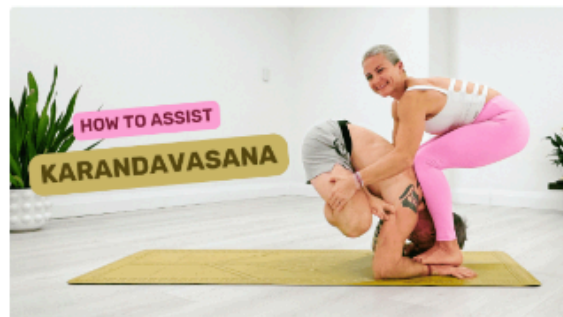
And while getting into them might not be an issue...

There's one that we find nearly everyone needs an assist to get out of.

[Karandavasana](#) presents a physically demanding vinyasa into (and out of) the state of the asana.

While the traditional assist uses momentum to hoist the practitioner up, [our special assist](#) gives the opportunity for more independence and control.

Instead of becoming passive in this pose, this allows the practitioner to actively work toward building more balance, strength, and flexibility.



[In today's video](#), we're showing you how to support your students' Karandavasana.

And if you're not a teacher? We share key alignment tips and things to keep in mind so you can better receive the assist as well.

[Join us and find more fulfillment](#) in this challenging posture!

With love,

David & Jelena

PS: This pose isn't easy by any means. When practicing, remember to focus on the breath as you slowly lower into the pose.



