

# Rhythms Yoga Training | Message Platform 2022

## ORGANIZATIONAL PURPOSE, VISION, MISSION, VALUES

### **PURPOSE: What's our reason for being?**

Our purpose is to bring yoga into therapy to help people thrive.

### **VISION: What positive change will we make in the world in pursuit of our PURPOSE?**

Our vision is to optimize patients' well-being by helping them become resilient, confident and supported.

### **MISSION: What do we do to ensure we are working toward our VISION?**

Our mission is to teach therapists how to use yoga-based therapy to help patients of all ages benefit from its long-lasting benefits and its proven positive impact on mental health conditions.

### **VALUES: Rhythms Yoga Training lives the values of:**

- Compassion
- Inclusivity
- Integrity

## BRAND MESSAGING

### **TAGLINE:**

Helping people thrive through yoga.

### **BRAND VOICE: Rhythms Yoga Training is always:**

- Approachable
- Insightful
- Results-oriented

### **CUSTOMER EXPERIENCE: Rhythms Yoga Training always makes clients feel:**

- Confident
- Motivated
- Effective

### **POSITIONING POINTS: Top reasons why clients should hire RYT:**

1. Michelle Fury's industry thought leadership: published book, articles, conference presentations.
2. Hospital clinical experience establishing and operating a yoga therapy program.
3. All RYT instructors are licensed therapists.
4. Low cost to maintain: After one-time training cost, nothing much is needed beyond patients' bodies.
5. Tailored: yoga poses and breathwork are tailored to people's different mental health needs.
6. An effective mind/body practice that grows and evolves with the patient over the course of life.
7. Attractive and familiar to parents because many of them already do yoga.
8. Everyone can do yoga: it's inclusive of all body types and ability levels, and nearly all ages.

## BRAND POSITION VERSUS COMPETITORS

### **DIRECT COMPETITORS (Yoga training companies, with or without therapy)**

#### ***Top Two Positioning Points: 1) RYT instructors are all licensed therapists, 2) RYT's superior credentials***

Rhythms Yoga Training teaches therapists an effective yoga therapy option for patients of all ages. What sets RYT apart from other yoga trainers is that all of their instructors are licensed therapists, and its founder is an industry pioneer who has published a book and is heralded as the first full-time yoga therapist in a hospital setting.

### **INDIRECT COMPETITORS (other integrative medicine mental health therapies)**

#### ***Top Three Positioning Points: 1) Tailored 2) Yoga is already popular 3) Low-cost to maintain***

Rhythms Yoga Training teaches therapists an effective yoga therapy option for patients of all ages. What sets RYT apart from other integrative therapies is that yoga can be tailored to people's different mental health needs. Plus, its easily accepted because many people already love yoga, and it costs next to nothing to maintain.

## TARGET AUDIENCE MESSAGING

### **CLINIC DIRECTORS**

#### **POSITIONING POINTS: Top Four**

1. Michelle Fury's industry thought leadership: published book, articles, conference presentations.
2. All RYT instructors are licensed therapists.
3. Tailored: yoga poses and breathwork are tailored to people's different mental health needs.
4. Low cost to maintain: After one-time training cost, nothing much is needed beyond patients' bodies.

#### **BRAND PROMISE: What is a customer's biggest gain from the value we deliver?**

Your clinic will be more effective at changing people's lives.

#### **ELEVATOR SPEECH: What we do, who we do it for, primary benefit, and why we are the best choice.**

Rhythms Yoga Training teaches clinics a powerful yoga therapy option that makes them more effective at changing people's lives. Unlike most yoga trainers, its founder is an industry pioneer in yoga therapy, and all of their instructors are licensed therapists. And it's better than other integrative therapies because yoga can be tailored to people's different mental health needs, plus yoga requires hardly any maintenance costs.

### **INDIVIDUAL THERAPISTS**

#### **POSITIONING POINTS: Top Three**

1. Tailored: yoga poses and breathwork are tailored to people's different mental health needs.
2. Low cost to maintain: After one-time training cost, nothing much is needed beyond patients' bodies.
3. Attractive and familiar to parents because many of them already do yoga.

#### **BRAND PROMISE: What is a customer's biggest gain from the value we deliver?**

Your will make a bigger difference in people's lives.

#### **ELEVATOR SPEECH: What we do, who we do it for, primary benefit, and why we are the best choice.**

Rhythms Yoga Training teaches therapists a powerful yoga therapy option that helps them make a bigger difference in people's lives. Unlike other integrative therapies, yoga can be tailored to people's different mental health needs, plus yoga requires hardly any maintenance costs. And it's quickly accepted by many patients who already love yoga.