



Program Description Guidelines

We are looking for about 100-150 words for workshop of up to 8 hours; 250-word maximum for workshop of 8 or more hours. We have found that our clients respond best to the following guidelines, which we hope will help you write your Program Description and save you time too!

Aim to write a clear and welcoming invitation to prospective students about what your program offers them:

- Address the student directly (second person pronoun): e.g., expand your awareness, as you practice.
- Use uncomplicated language: e.g., “helps you learn” rather than “facilitates learning.”
- Where possible, use active rather than passive voice: e.g., “explore several postures” rather than “several postures are explored.”
- Where possible, use present rather than future tense: e.g., “you connect with your goals” rather than “you will connect.”
- Favor shorter words, less complicated sentences, and bulleted lists that are easy to scan and grasp.

Include

1. A clear and concise course title, which is your main selling point. For example: The Business of Yoga for Teachers and Studios (versus a vague title like Intentional Healing).
2. Opening sentence (or two) that grabs the reader’s attention – a question, a statement, or a call to action. For example:
 - *The practice and power of yoga can enhance any runner's strength, flexibility, and recovery.*
 - *Yoga comes naturally to kids!*
3. Short synopsis of a couple of sentences conveying the main idea of your program. You may also highlight what makes your approach or expertise unique. For example:

The "Making Peace with Food and Your Body" approach was developed by a former binge eater and psychotherapist to help other women let go of their struggles with food and create more fulfilling lives. Join Barbara Holtzman, MSW, LICSW, author of



Conscious Eating, Conscious Living, to develop a healthier, more intuitive relationship with food, and learn how to find your body's natural weight without dieting..

4. A bulleted list of program highlights that detail your program's offering or what participants can expect to learn or do. For example:

Runners of all levels can expect to:

- *Improve strength by practicing targeted asana sequences*
- *Decrease muscle stiffness*
- *Increase range of motion*
- *Improve focus and body awareness*
- *Increase lung capacity through breathing techniques*

5. A closing summary that clearly states what participants will gain or take home with them. For example:

- *iRest® is simple to learn, easy to practice, and can become a valuable lifetime tool.*
- *At the end of the week, return home with greater insight into your unique "owner's manual" and a plan to make these healthy practices into habit.*

6. Any prerequisites, reading materials, contraindications (e.g., pregnancy), or other notes (e.g., bring a journal; eat lightly prior to class; yoga and/or bodywork experience is recommended, but not required).