



## Shasta's Guide to Leveraging Lululemon

- **Teach a class!!** Sign up for a Sunday am class or come up with your event idea – to be approved by Shasta
  - Introduce yourself to EVERYONE
  - Say your name and that you are from Balanced Life Yoga before you start. Tell them where the studio – just 7 minutes on 401 from Oshawa Centre
  - Invite people to enjoy themselves and rest if needed
  - Offer a neck massage
  - Leave a schedule beside everyone's mat and a bonus gift if you have one
  - Thank everyone. Say your name again and what class you teach and INVITE them to come to class
  - Look for opportunity to connect
  - Thank the Lululemon staff for having you and INVITE THEM to your class.
- **Send them your class/workshop information**
  - Ask them to post information on their website and facebook page
  - Invite Lemons to your special event/class and ask them to tell people about it
- **Ask them How YOU can support them**