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Web Copy for a Yoga Teacher

the client: a yoga studio

the challenge: to capture the profundity of the client's methods and teachings while appealing to both beginners and advanced students alike.

the result: (to see this copy in context and view the logo I designed for the client, go to atmanyogastudio.com)

HOME PAGE

Strength. Discipline. Freedom.

This is yoga for you.

At Atman Yoga, Enrique Fulchi leads you through a powerful series of yogic postures, breathing, and teachings. His combination of Iyengar and Ashtanga yoga will sculpt your body, free your mind, and take you deep within yourself.

BE PRESENT NOW

Greatness doesn't lie in making plans for the future or analyzing the past. Only the present moment holds the key. All that you can achieve or attain lies in being open to where you are now. The now is rich with possibility. Yoga opens you up to what is.

Dare to go within and find out what you're made of.

Atman Yoga challenges you to come into each pose with acceptance. Accept your limitations. Feel where your strength is and where your weaknesses are. This centeredness is true confidence.

Because life is always changing, the now constantly presents you with something new. Be there for it.

Peace be with you. Namaste.

THE ATMAN YOGA WAY

Enrique Fulchi directs the Atman Yoga studio in Rochester, NY. Drawing upon a blend of Iyengar and Astanga yoga styles, he tailors each class to the individuals present and makes full use of a wide variety of props to help the students open up and deepen their practice.

“Steady and comfortable”

Each posture is a personal challenge to stretch yourself. As you engage your muscles, focus your mind, and deepen the pose, Enrique’s repeated mantra of “steady and comfortable” invites to relax into it. He dares you to reach higher, enter that breakthrough place of growth, and make peace with it.

Yoga teaches you to be in your body.

Your mind and body are intimately linked. When there is trouble in your body or mind, it affects your entire being. When you bring strength, purity, and mindfulness to yourself, both your body and mind benefit. At Atman Yoga, the practice of postures and breathing allows you to release your tensions and bring healing and strength into your life. The more you practice, the stronger both your mind and body will become.

Peace be with you. Namaste.

ABOUT ENRIQUE

“Everything that happens in my life, everything I experience in my life, it was my destiny.” ~Enrique Fulchi

Life is a divinely ordered series of lessons and opportunities for growth, always leading to one’s highest good. This is the most profound truth that Enrique Fulchi’s diverse, enriching life experience has taught him.

Growing up in the tropical, seaside climate of Lima, Peru, Enrique found himself drawn to art and athletics. At age 20, he moved to New York City, armed with a positive attitude and an outgoing personality. Drawn to people, travel, and new experiences, he immersed himself in big city living.

Enrique found himself drawn to not one, but many professions. At first, his childhood passion of art led him to study it. After a time, he realized that although his love of creativity would always be a part of him, it was not destined to be his profession. Led by the spirit of adventure, he became a bike messenger, cab driver, construction worker, bartender, and model. He even appeared on the television show *To Tell The Truth*. Never one to shrink from a challenge, he also took classes to become a mechanic and a personal trainer.

Athletics was a life-saving tool for him. Led by the desire to purify himself, he started running. He left years of smoking behind him as he became stronger, eventually running marathons and competing in triathlons. The purity he found by focusing on his health became the inspiration that led him to yoga.

In his late 40s, at the invitation of a friend, Enrique attended his first yoga class. He started small, taking classes now and then. When he found that he could take classes for free by working at the yoga studio,

yoga became a regular part of his life. As his practice deepened, so did his appreciation for yoga, until finally, at the urging of a friend, he undertook intensive teacher training.

This training opened new doors for Enrique. His practice became deeper than ever before, and he was introduced to the philosophy behind yoga. When a friend told him about a position teaching yoga in Rochester, NY, Enrique made the move and found not only a new city but a new career.

The strength he found in yoga was richer than anything he had experienced. His students felt the same way, and the large classes he drew motivated him to open his own studio in 2005. Teaching yoga inspired him to fully embrace the yogic way of life. He was awakened. He saw the entire cosmos as one entity and embraced the now as the only way to live. He saw that every part of his life, from his outgoing nature to his many jobs were divinely ordered.

Today, Enrique embraces Indian practices such as Pranayama, meditation, and Ayurveda. Each day, he becomes a guide and companion to his students, leading them to make life-changing discoveries about the power of yoga.