

A. MISSION. *Describe your school's mission and vision, which identifies its purpose and its core values.*

Our Vision

Global Self-realization

Our Mission

is to provide superior quality, holistic wellness services and education.

Points of Culture

- **Gratitude**
- **Integrity**
- **Team Work**
- **Excellence**
- **Dedication**
- **Education**
- **Inspiration**
- **Expansion**
- **Perseverance**
- **Accountability**

A SPACE WHERE YOU CAN GROW

Everyday Bliss Institute for Holistic Wellbeing has profoundly inspired thousands of people from around the world to experience balance, peace of mind, transformation and healing in order to realize their full potential. Founded in 2002 as YogAsylum, we've since expanded our services and professional career training by acquiring Milwaukee School of Massage in 2016. Join us for daily yoga classes, monthly workshops & events, yoga adventure retreats, and professional career training in massage therapy and yoga teacher certification.

Whether you're looking to improve your health, advance your education or simply enjoy new experiences and meet new people, our team of experts welcomes you.

**A FULL-SERVICE WELLNESS EXPERIENCE THAT MEETS YOUR EVERY NEED.
YOUR BEST YOU STARTS NOW.**

Our Beliefs

Everything is connected. To practice what we preach, we operate in an environmentally and socially responsible manner. It's just good karma.

Our Space

Our center was consciously created with Green construction, earth elements and Feng Shui Design. From our intimate, earth-inspired treatment rooms, to our spacious studios, you'll enjoy a sense of tranquility that nourishes your mind, body and spirit.

We offer an experience that is truly unique and accessible to all. Join us today and make a positive difference in yourself and the world.

PHILOSOPHY

Everything is connected. To practice what we preach, we operate in an environmentally and socially responsible manner. It's just good karma. We believe wellness is for every body. Our intention is to provide a home for the healing arts and exist in accordance with our vision, mission and culture.

Our goal is to provide each student with the foundation to safely and confidently practice with skill and integrity while celebrating his or her individuality. We encourage each student to embark on a journey that ultimately reveals their true nature in order to achieve their greatest potential.

B. MARKET. *Discuss the nature of your school and the business in which it is engaged. Describe who your existing and/or potential customers are and what motivates them to enroll in your school. Explain how you let these customers know you are in business. Finally, identify who your competitors are and how you are different from them.*

TRAINING PROGRAMS

Massage Therapy

IF HELPING PEOPLE IS YOUR PASSION, TURN IT INTO A PROFESSION.

Enjoy a rewarding and satisfying career.

In today's stressful world, more and more people are turning to massage therapy as a natural alternative to improve their overall health and well-being. And as the popularity of massage therapy increases, so does the demand for well prepared massage therapists. Over the course of 20 years we have provided the very best quality training available. We look forward to helping you achieve your dream of becoming a professional massage therapist.

Yoga Teacher Certification

IT'S WHAT YOU LOVE. MAKE IT WHAT YOU DO.

People quickly fall in love with yoga and commit to make it a part of their lives. Others want to go even further and pass on this gift by becoming yoga teachers. We can help you make this dream a reality. We offer one of the world's most comprehensive Yoga Teacher Training and

Certification Programs right here in the Midwest. Whether you're looking for an ever-rewarding career or are a yoga teacher looking to brush up and hone your skills, this is the course for you.

2016 Yoga Demographics and Statistics:

<https://www.yogaalliance.org/Portals/0/2016%20Yoga%20in%20America%20Study%20RESULTS.pdf>

2016 Massage Demographics and Statistics:

https://www.amtamassage.org/infocenter/economic_industry-fact-sheet.html

Marketing

- Newly merged website with new domain
- Additional forwarding domains
- Google Ad Words
- Google Analytics
- Google Ad Campaigns
- Facebook Ad Campaigns
- Facebook Announcements
- Online directories
- YEXT
- Posters
- Postcards
- Brochures
- Banners
- Street signs
- Email campaigns
- Word of mouth/referrals
- Open houses

- Job fair presentations
- Conference booths

Why us?

- Reputation
- Facilities
- Uniqueness
- Knowledge base
- Sustainability
- Authenticity
- Experience

C. MANAGEMENT. *Describe your management team and how it functions to lead, administer and position the school. If your school has advisory boards, describe how the school uses them for program and school improvement.*

Current core administrative structure (see catalog for list of program instructors)

Pamela L. Bliss, M.A., B.S.N., R.N., E-RYT - Principle Yoga Teacher & School Director

Colleen McKillen, School Administrator

Melissa Young, Project Manager & Community Outreach Coordinator

Brandon Leis, Film Producer & Marketing Assistant

D. SWOT ANALYSIS. *Identify your school's strengths, weaknesses, opportunities and threats (SWOT). Based on the results of this SWOT analysis, provide the following:*

§ 3 to 5 goals for strengths/weaknesses and how they will be addressed by your school.

§ 3 to 5 goals for opportunities/threats and how they will be addressed by your school.

The goals should have specific objectives, defined results, a timeline for completion and metrics (some type of evaluation or measurement) by which the institution can evaluate/measure their

success. In developing its goals, the school may wish to refer to the Elements of Effective Institutions graphic that is included on the back page of this form.

STRENGTHS

- Reputation and strength of Brand
- Experience
- Expertise
- Teachers
- Facility and Location
- Four programs per year
- Green Business

WEAKNESSES

- Currently one location
- Limited to space availability
- Awareness of program availability to the broader public

OPPORTUNITIES

- Continued growth and demand
- Innovation
- Improving economy
- National focus on Wellness and Complimentary Alternative Medicine to reduce health care costs
- Portability of Career as a result of this training
- Ability to add more programs (locations and intensives)
- Continuously position our uniqueness over the alternatives

THREATS

- Previous graduates taking program materials and becoming competition
- Increasing operational costs

E. FUTURE THINK. *Describe your school 5 years from now. What will it look like and how it will be positioned in the market place.*

Market Penetration

- Promotions to additional demographics
- Partner with local spas, salons, hospitals, health clubs, dance studios, chiropractors and massage chains.
- Existing membership base generates interest to progress to professional level.
- Expand Youtube Presence **-In process**
- Social media campaigns
- Email campaigns
- Radio campaigns
- Target corporations for complete onsite wellness offerings

Market Development

- Community outreach and face-to-face marketing
- Continued revision and improvement of curriculum
- Addition of top instructors to faculty
- Expand “themed” class offerings
- surveys
- Promote our charity donations
- Student testimonials
- Testimonial videos
- Social media challenges
- WELCOA
- Partner with schools
- Partner with PT’s
- Partner with MT’s
- Expand retail and merchandise offerings
- Triple membership
- Increase customer base
- Improve client retention
- Increase customer satisfaction
- Increase profit
- Improve and expand partnerships