



Yoga Self Help Publishing Strategy

At 500 years, Shri Jasnath Asan (ashram) is the oldest educational and spiritual institution in the Marwar Valley of Rajasthan, India. It is the center of annual festivals and events for its more than 700,000 followers. Founded by an ecologist and sound therapist, it is a secular community of sincere, naturally spiritual Bhakti yogis. In the last ten years, westerners have begun visiting this non-commercial organization for relaxation, lifestyle workshops, and Indian classical arts training. Our digital communication demands are now higher than ever. Previous guests and followers are anxious for more news, inspiration, education in the arenas of natural health care, yoga, and lifestyle changes.

We currently publish five blogs. *Yoga Self Help* is a crowd sourced blog which uses audience questions as the basis of its posts, and veteran yoga teachers as the writers. By crowdsourcing the content we are able to engage with veteran teachers seeking an outlet for their expertise, and assistance with marketing reach. The *Ask a Yogi* format allows us to guide the beginner practitioner into an authentic yogic path focused on physical and mental development, spiritual expansion and overall wellness. We are able to “spread yoga door to door and shore to shore.”
—Swami Vivekananda

Before responding to this call for writers, read through a few of the existing posts.

<http://shrijasnathasan.org/category/yoga-self-help/>

Publishing Standards

- Shri Jasnath Asan welcomes all yoga writers who can communicate information that is accurate and inspirational. Personal perspectives and stories are appreciated.
- Technical, academic and scientific writing styles are not appropriate for our audience.
- Finished manuscripts without grammatical, spelling, and syntax mistakes is appreciated. However, if you are not able to perform at this level, we have editors available to improve the document.

Ideal authors

- 8+ years' experience as a yoga teacher, yoga therapist, or yoga guru

Publishing Schedule 2017-2018

- 1st and 3rd Mondays 7 AM EST (7 PM India)

- Raw content is due Friday 7 AM EST

Procedure for 'Ask a Yogi' Posts to *Yoga Self Help*

1. Questions arrive from beginner practitioner
2. Question is matched to a veteran yoga teacher based on their interest and expertise
3. Teacher/writer contributes 800-1,000 word response, image of face and short bio, and yoga education certificate
4. Blog post is scheduled for publication
5. Blog post goes live and link is sent to writer, posted to social networks, and added to upcoming ashram newsletter (5,000 subscribers)

Rights

- The post footer will provide author credit of the content as well as a short biography explaining your expertise, photo of the face only, and a website *or* email address.
- The ashram has exclusive rights to the content in its original form. Submitting a blog post to Shri Jasnath Asan grants us the right to publish and/or redistribute it anywhere on our site, edit the article, and/or change its category settings without prior notice.
- The author is welcome to rewrite their own words (without the image or initiating question from the beginner practitioner, including their name and home country) and republish elsewhere.
- If the post does not meet with *Yoga Self Help* standards of inspiration and accuracy, or audience expectations, Shri Jasnath Asan has the right-to-refuse, which releases all rights to the content.

Publishing Guidelines

- The words must be your own work. Any quotes or borrowed content must be referenced properly, and if possible, contain a hyperlink
- The post must be between 800-1000 words
- The post must not contain information that is against the law, support fanaticism, trademark infringement, illicit drugs, hacking, or unethical behaviors
- The post subject must be properly researched; original yoga text references are most relevant to our market

With additional questions, or to contribute to this project please send your message of interest to info@shrijasnathasan.org