



210 WEST NINE MILE ROAD
FERNDALE MI 48220
ENSOULYOGA.COM

Response to customer feedback November 2016

Thank you for taking the time to give us your feedback! We heard you and we are doing our best to accommodate and serve YOU! We have been working hard to iron out the kinks in our first month of being opEN! Now we are ready for our Grand OpENing on Thanksgiving Day, November 24th and the 25th for Black Friday! Our *EnSoul* abridged class schedule has been updated due to your feedback and attendance trends. We will be adding even more classes in the near future as our business builds up!

SCHEDULE CHANGES GO INTO EFFECT MONDAY DECEMBER 5th!

The information below addresses your questions and responses to our survey:

- **PARKING :**
 - There is a huge public parking lot at the back of the building where *EnSoul's* main entrance is. Although there are busier times, there are available spots.
 - Parking is free until 10am on weekdays and all day on Sunday.
 - If you find a spot on 9 mile, you may walk through any surrounding business (Red Hook, Boston Tea Room) to get to our main entrance.

- **CLASS STYLE DESCRIPTIONS:**
 - We have a variety of classes on our schedule and our class names incorporate our brand.
 - "EN" is the prefix for enter. Everything about *EnSoul* is about entering our Self, Soul and shifting our focus from outside to inside.
 - All classes are opEN to all levels however there are a couple that are best suited for beginners, as noted below. The best way to know the differences of each class is by experiencing them. We hope you come explore!
 - **Rock EnSoul:** Vinyasa inspired flow style class. More physically demanding class with dynamic flows, upbeat music and in a heated room. The flows are initially directed at least two times through while there is also some time allotted to flow through a couple of rounds on your own.
 - **Soulful:** Fully directed slower paced but challenging class done with eyes closed. The music and vibe are more chill but you will get a workout and a workEN! **Great for beginners to learn the postures by holding them longer.**
 - **EnFuse:** This is a combo of **Rock EnSoul** and **Soulful**. More of an upbeat class with a couple flows in the beginning to build up heat. The rest of the class is fully directed so you won't have to remember a flow. This class is easy to amp up or dial down depending on what you need that day!
 - **The Sweetest Thing:** Non-heated room (not cold) with slow, gentle stretches and moves that will open, relax and calm both body and mind. **This is perfect class for beginners, recovery, and anyone looking to melt away ENto their SOUL!**
 - **EnSoul Train:** This class is physically the most challenging and a FUN party! We shake our tails (if you want to) and also give our body a tune up by moving EN different ways. This interval style of yoga training gets the heart rate pumping and the body toned up! The music is ROWDY and the



210 WEST NINE MILE ROAD
FERNDALE MI 48220
ENSOULYOGA.COM

room is heated. You may modify by making a high impact move to be lower impact and vice versa.

- HEAT AND MUSIC:
 - We finally have a timer on our thermostat! Now we can warm the room automatically a half hour before classes so that the room is toasty. Our storefront door has been sealed and some of the vents to our reception area and bathrooms have been closed off to force more heat ENto the studio. The studio room is at 90 degrees for most classes except ***The Sweetest Thing***.
 - Soundboards are now placed around the studio to balance sound and absorb echoing. If you have trouble hearing us let us know. Oftentimes we can hear ourselves and do not know you cannot. If we are too loud, let us know, as we are not trying to blow eardrums out! There should be a happy medium.
 - Teachers have an application on their phones, iPods, and music devices to adjust the sound and volume of the music and microphone. Please be aware that the teachers are not texting or changing the playlists!

- PRICING:
 - We have new student pricing and packages that are online. We also have NOVEMBER BLACK FRIDAY SPECIALS that will be available for purchase from November 17th-29th! While we have to keep our doors open by paying our bills, we want you to be able to afford a yoga membership that is within your personal budget. Please talk with us and we will help you find a membership that is best for you! The following are our regular new student specials.
 - Double Drop EN: \$18 for 2 classes:) Buy one get one free (**one-time use**) and a GREAT gift for the holidays.
 - YES WE HAVE ENSOUL GIFT CERTIFICATES NOW EN STUDIO!
 - 21 classes for \$210, (\$10 a class)!!! 210 is our address...this is for all new students and may be purchased **EN studio only**, one time use and with a one year expiration date.
 - **New student** monthly-unlimited yoga for 2-month contract. 1st month is **\$39 and second is \$89!** You may purchase this online or EN studio. This is the BEST way to gain a consistent steady practice and ENjoy coming as much as you want at a GREAT price!!!
 - **BLACK FRIDAY SPECIALS**
 - 20% off all Class Packages and Memberships
 - This sale excludes all new student pricing, Drop Ens, and Founders Club membership

Again, we thank you for your valuable feedback and hope to continue to serve you here at EnSoul Yoga. See you soon! If you have any questions or further comments, please contact Caren Paskel, info@ensoulyoga.com