

Dear Agent:

According to a recent Harris Poll, 16-million bendy Americans now practice yoga, while another 125 million are interested, but can't figure out where or how to begin! In fact, with yoga in the U.S. morphing by the minute and dozens of styles, schools and approaches battling for a piece of the psychic gummy pie, the gigantic pool of interested yoga explorer's is left, largely, in a state of mass confusion.

*The Yoga Explorer's Roadside Guide* is the first-ever bundled book and DVD devoted exclusively to the massive "uninstalled" base of future yogis that doesn't teach a lick of yoga! This mixed-media guide's mission is far bigger—to make sense out of the "full-catastrophe" that is the U.S. yoga landscape.

*The Yoga Explorer's Roadside Guide* exposes readers/viewers to the vast menagerie of styles and schools, lets them understand what each approach offers, who it is best for, what the unspoken pre-requisites are, how cultish/individuated each school is and how they differ from each other.

The book explains the elements of the practice that cross most styles offered in the U.S. today and then catalogues and details all of the major schools and styles of practice in the U.S. and their main offshoots. The accompanying DVD brings this information to life with a menu of 5-minute video clips that demonstrate each style described in the book in a live-class format.

Armed with this information, *The Yoga Explorer's Roadside Guide* then shows purchasers how to determine their personal yoga needs and find the right home, the most-suitable style, the greatest teachers and, of course, the coolest gear right in their own personal yoga-hoods. They'll learn what to look for, what questions to ask and, most importantly, to re-value their intuition and inner-giggle along the way.

Kindly contact me at 917.597.7281 or e-mail [jfields@sonicyoga.com](mailto:jfields@sonicyoga.com) for a copy of the full proposal.

Much peace,

Jonathan Fields

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Brief Bio – I am the founder and director of New York City's #1-rated yoga studio, Sonic Yoga NYC (Citysearch 2005). Over the past four years, I have been featured in dozens of national magazines, newspapers and more, including *Self*, *Vogue*, *Elle*, *Organic Style*, *Yoga Journal*, *Fitness*, *Outside*, *Newsweek*, *Time Out*, *The New York Times*, *The New York Post*, *Fine Living Channel* and *TV Asahi Japan*. I have also written for *Yoga International* magazine and contributed the yoga chapter to the forthcoming book *Fifty Things To Do When You Turn Fifty*. In addition, I am the featured presenter in a series of internationally-distributed yoga videos and dvds. When not writing, teaching or speaking on yoga and lifestyle issues, you can find me dancing around the kitchen with my delicious wife and daughter.