

We Are Yo-Fi®

Inspiring Movement with Video



Sam's problem

- Stressful job
- Busy personal life
- Not enough time
- Potential chronic disease
- Motivated
- Frustrated



Sam's life - sound familiar?

- Wake, prep kids & commute 6:30 - 8:30
- Work 9:00 - 5:00
- Commute 5:00 - 6:00
- Family time & dinner 6:00 - 7:30
- Homework/family time 7:30 - 8:30
- Personal time 8:30 - 10:00

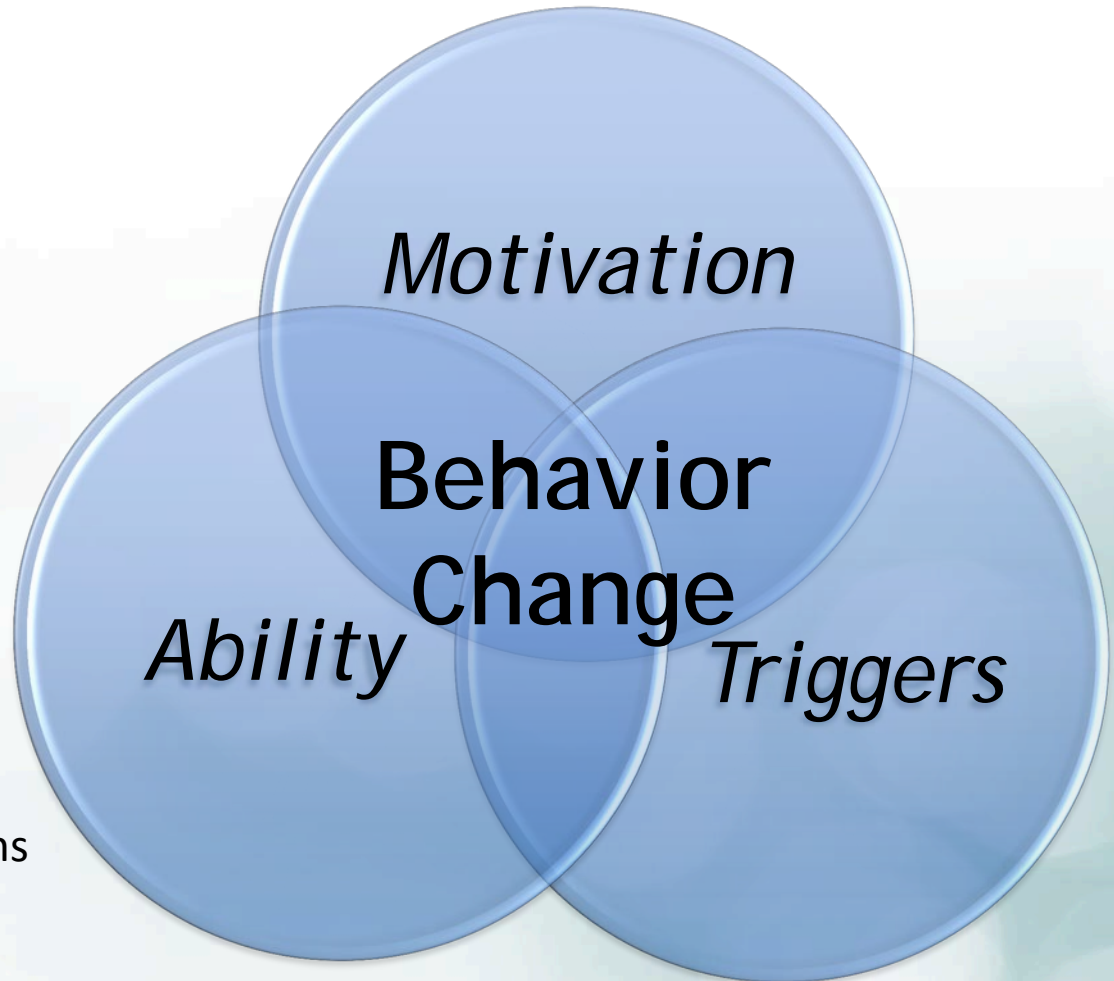
How can we support Sam?



What causes behavior change?

Simultaneously:

- Motivation
- Ability
 - Convenient
 - Relevant
 - All Levels
 - Easy Use
- Triggers
 - Emails
 - Push Notifications
 - Social Network



Source: Bj Fogg's Behavior Model

Sam's Trigger



Congratulations on completing your wellness class!

Ready to schedule your next class?

[CLICK HERE](#) to browse Yo-Fi's expert online classes in fitness, nutrition, yoga, and meditation.



Not sure what class you're in the mood for?

Here are a few suggestions just for you!



**Peak Performance
Meditation**



**Yo-Fi Office 10
Neck & Shoulders**



**Beginner Fitness
Program**



How can we support Sam?

- Wake, prep kids & commute 6:30 - 8:30
 - Yo-Fi Meditation, “Peak Performance” (6.5 minutes)
- Work 9:00 - 5:00
 - Yo-Fi Office, “Neck & Shoulder Stretches” (10 minutes)
- Commute 5:00 - 6:00
- Family time & dinner 6:00 - 7:30
- Homework/family time 7:30 - 8:30
- Personal time 8:30 - 10:00
 - Yo-Fi Beginner Fitness Program I (33 minutes)





We Are Yo-Fi®

Inspiring Movement with Video

