



## Yoga Essentials Studio

**Your Name:** Christie Kruckenberg **Title:** Owner/Instructor  
**Business Name:** Yoga Essentials Studio  
**Address:** 14 N. Parker Drive, Suite 208, Janesville, WI  
**Phone:** (608) 359-6269  
**Website:** [www.yogaessentialsstudio.com](http://www.yogaessentialsstudio.com)  
**Directions & Business hours:** Located on the 2nd floor of the Carriage Works Building, the corner of E. Milwaukee Street and N. Parker Drive.  
**When was the business started?** February 2007

**Describe your products / services:** We offer a variety of yoga classes. We have many public group classes, as well as private/corporate group classes. We also offer individual instruction by appointment. We have recently added more classes to offer different styles and intensity levels.

**What product, service or philosophy differentiates you from your competitors?** We are the only local independent yoga studio. This allows us to control the environment in which you practice, so that you may have a whole body sensory experience, including sound and scent. Because yoga is all we do, we try to maintain an "authentic" yoga class, without infusing other disciplines. We incorporate all aspects of the practice, not just the physical. This means mind, body and spirit work in unison. This includes centering of the mind, breathing, asanas (poses), yogic philosophy and meditation. We currently have four instructors with varying teaching styles and educational backgrounds.

**How did you get interested and/or started in this business?** I began my personal practice about ten years ago after the birth of my first child, strictly as exercise. Eventually my interest grew more intense beyond the physical aspect. I dove into learning more about the philosophy, history, mental and spiritual aspects. I decided that it really was my "calling" to share the benefits and gift of yoga with the community.

**What kind of training or background do you have?** I am a RYT 200 (Registered Yoga Teacher). I obtained my certification from FYB in Mequon, WI. The 200 hour curriculum is dictated by standards set forth by Yoga Alliance. The program is completed over the course of a year and includes a well rounded background to the art of yoga, including training in technique, teaching methodology, anatomy and physiology, philosophy, lifestyle and ethics.



**What have you learned from this business?** Everyone comes to class for a different reason. Each person is on their own path in life, some a little farther ahead, some a little farther behind. I

treat everyone with compassion and listen to their needs.

**What are your future plans for your business?** Keep doing what works, and have some fun along the way. Give the people what they want. Maybe incorporate a book club or meditation group to complement the existing practice.

**Do you have a favorite saying that applies to your business?** "The benefits of yoga are intensely interwoven. Change your posture and you change the way you breathe. Change your breathing and you change your nervous system. This is one of the great lessons of yoga: Everything is connected..."  
~Timothy McCall, M.D., author of *Yoga as Medicine*

**What do you find most rewarding about this type of work?** The best reward is genuine gratitude from students. Seeing their progress, be it physical or mental, gives me a great sense of accomplishment. I've also made some wonderful friends and met many kindred spirits along the way.

**What type of customers use your products / services?** The beauty of yoga – anyone can do it. My teaching style, FYB, has a philosophy of "the person, not the pose". Any pose can be modified to fit ability levels, but it's not just about the physical practice. Male and female students range in age and come from all different backgrounds and ability levels!