

BEFORE

Dense, passive, unbranded — legacy training content from 2019

SOLARA YOGA | PEOPLE & CULTURE | ASSOCIATE TRAINING SERIES

Module 4.2: Solara Yoga All-Access Membership — Features and Benefits Overview

The Solara Yoga All-Access Membership provides members with access to a comprehensive range of classes and studio amenities. Membership benefits include: unlimited access to all class formats including vinyasa, yin, restorative, hot yoga, and aerial yoga, access to all Solara studio locations, on-demand video library through the Solara mobile app, live stream class access, monthly workshop priority registration with 20% discount, complimentary mat and towel service, locker room access with showers, 15% retail discount on all studio merchandise, two guest passes per month, membership freeze options for up to 60 days per year, and a complimentary new member orientation session. Studio associates should familiarize themselves with all features in order to assist prospective and current members.

[CLIP ART]
yoga_studio_y2.png

Related Modules:

- Module 4.1: Solara Studio Culture & Brand Values
- Module 4.3: Class Format Descriptions & Levels Guide
- Module 4.5: Membership Cancellation Procedures

Solara Yoga People & Culture | Associate Training Series | Rev. March 2019 | Internal Use Only

redesigned →

AFTER

Redesigned for clarity, brand alignment, and learner relevance

S O L A R A Y O G A

What New Members Ask First

Know these three. The rest unfolds.

UNLIMITED CLASSES, ALL FORMATS
Vinyasa, yin, hot yoga + aerial · All levels · Every location

IN-STUDIO + ON DEMAND
All studio locations · Live stream · Full app library

PERKS WORTH MENTIONING
Guest passes · Workshop discounts · Pause anytime

Solara Yoga · All-Access Membership · Studio Associate Training · 2024

DESIGN RATIONALE

1 **Rewrote the title**

From catalog label → learner question. Anchors to the real studio moment.

2 **Cut 11 features to 3**

Kept what matters in the first conversation. Removed cognitive overload.

3 **Paragraph → 3 groups**

Scannable structure reduces load and supports in-the-moment recall.

4 **Passive → direct voice**

Rewrote in 2nd-person. Speaks to the associate, not the archive.

5 **Removed 2019 footer**

Outdated rev. date undermines trust. Replaced with clean attribution.