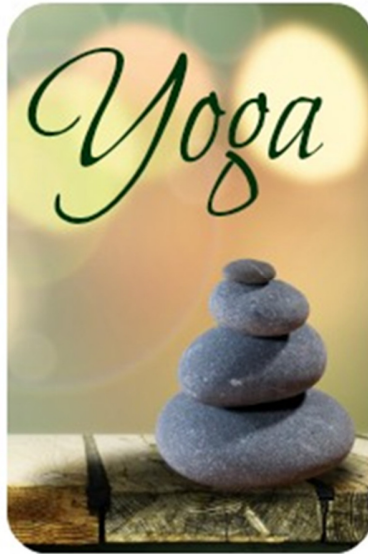


Stunning Images For All Your Yoga Projects

For your website, blog, flyers and other
promotional materials



Prepared by Clayton Yoga™

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Images For Your Yoga Projects – websites, blogs, flyers and other promotional materials

One of the best tools for **promoting your yoga services is setting up a website or a blog**. Even better if the site and blog are residing at the same domain address. This way the continuously updated blog will help with your website ranking on the search engines.

Research shows that readers are more inclined to **share your content**, especially your blog posts if you have an added **image** to it.

You will also need client attracting images for your **printed promotional materials**. Flyers, brochures, your articles in printed media and your ads will all need to feature professional images.

Not just yoga teachers but many other small business owners make a **huge and often costly mistake by not being clear on copyright infringement** when using images from the web.

As you might know one of **the biggest mistake** yoga teachers make is going to Google Images, pick a suitable photo and add it to their materials. Most of the times this will result in **copyright infringement and legal issues**.

I am sure you heard about the horror stories where using a **copyrighted image without permission** led to high fines and attorney briefs. If you use a copyrighted image and you don't have the rights to do so – you face paying a lot of money for this mistake. How much? A few thousand dollars. Does any image worth to you \$3-5000? Obviously not!

What can you do if you want to have nice images added to your online and offline promotional materials without living in fear?

- 1. Take your own photos!**
- 2. Buy your images at a stock photo site**
- 3. Download images from open source or public domain photo sites**

Let's look at the 3 options in detail:

Our best tip: Take your own photos!

This can be a beginning of a new hobby... and it will definitely save you a big chunk of money in the long run. Pay attention to the quality of your photos, though!

Your students want to see YOU not some model. I hope you feel confident enough to put up your pics on your online properties.

Ask a close friend to take a lot of photos of you when you do your **yoga practice**. You can have a whole **library of yoga poses** presented by you. During yoga teacher training you can help each other with your yoga buddies and create a whole album of yoga images.

The secret of **taking good photos** is simple: you must take a lot of them. Photographers work the same way. They take many-many shots and then select the best ones. Just imagine how much fun it is to meet up with a few good friends and taking funny, serious, or professional photos. Even better is to get together and check out all the photos...

What if you would like to **learn more about photography**? There are many groups and courses out there – both online and locally. Try to Google local photography groups and MeetUps. Photography might end up as your new hobby!

Buy your images at a stock photo site!

Buying the images at a stock photo site (dreamstime.com, iStockphoto.com, depositphotos.com, etc.) with the appropriate license is a safe option. Please pay attention to the license you chose when buying your images as there are at least 2-3 different ones available and the licenses vary from site to site. You must read through the license to understand how you can use the image.

There are countless sites online where you can easily purchase **high-quality images** for your business. These sites offer original royalty-free stock images, illustrations even video and audio files.

One thing you must pay attention is the type of **license** your selected photo has. Usually if you want to use the image for printed materials (flyers, business cards, or articles published in a magazine) you need an extended license.

To make things a bit more complicated every site had different **terms and conditions** for their standard and extended licenses. You must check the exact policies of the site you want to purchase from. This is a must to keep you save from problems in the future.

Here is a list of respected sites selling royalty-free images:

<http://www.istockphoto.com/>

<http://www.shutterstock.com/>

<http://www.dreamstime.com/>

<http://depositphotos.com/>

<http://www.123rf.com/>

<http://us.fotolia.com/>

We used most of these providers and they all have a great selection of images you can use for your yoga projects!

Download images from open source or public domain photo sites

What if you don't want to take your own photos for your website or blog? Did the prices of stock images shock you?

5 High Quality Free Image Resources

There are generous **photographers** online who decided to make available their **photos without copyright restrictions**. And the best is: these high quality, high resolution images are free for anybody to download!

Here are **5 awesome little-known sites worth visiting** if you need an image to go with your next blogpost.

[Snapographic](#) pictures are by **Thomas Mühl** and free of copyright restrictions. You can use the high-resolution pictures on your personal and commercial projects for free.

[Gratisography](#) was created by Ryan McGuire who is an avid photographer. You can download his slightly eclectic, high-resolution photos for free, and use them on personal and commercial projects.

If you are looking for something different to spice up your blog, you are definitely in the right place here.

[Unsplash.com](#) shares 10 free images every 10 days. You can use these photos for commercial and personal use. You can sign up on the site to get the photos delivered to your inbox, too.

[LifeOfPix](#) also offers great high resolution images without any copyright restrictions. Would you like to contribute one of your best photos? You can do it on this site!

[PicJumbo](#) features photos from Viktor Hanacek. There is a huge selection of awesome photos, all copyright free. This is one of the best sites for free images you can use for commercial projects, too.

[DeathToStockPhoto](#) will send you a new theme pack of free images every month as soon as you sign up on their site. These photos are perfect if you offer corporate yoga as they have regularly business themes. They have a premium option containing even more photos!

Free Open Source and Public Domain Images

Download images from open source or public domain photo sites for your projects. Even on these sites you need to read the individual licensing terms for each image before you download. The vast majority do not require any sort of attribution – but some do so pay attention to this.

In this section you will find **free, open source and public domain image resources** for your yoga blog, website, social media sharing and ebooks.

Below is a list of free open source or public domain stock photography sites:

[Freeimages.com](http://www.freeimages.com) has a huge gallery containing over 400.000 quality stock photos by more than 30.000 photographers! Need an illustration for your blog or a pic for your website? You will surely find something fitting. Check out the Image license agreement here: http://www.freeimages.com/info.phtml?f=help&s=7_2 and always check for special restrictions before downloading.

PublicDomainPictures.net is a repository for free public domain images. While most of the pics you can use freely, be cautious of photos including brand names, people or famous buildings. Did you know that all images of the Eifel Tower at night with those fab lights on are copyrighted to the company which supplies the lights? Weird, but true! Day time images of the Eifel Tower you can use as those are not copyrighted.

Freestockphotos.biz is a great source for free stock photos and clip art, contains nearly 15 000 images available in a variety of different licenses. All images are completely free to download and use but you must abide by the *Image License and Usage Terms* listed on the photo download page.

Morgue File is another classic resource for finding high resolution stock photos for illustrations or design needs. All of the images are completely free for personal or corporate use.

Stockfreeimages.com is the largest web collection of free images with more than 1 million images available on the site. You can license the images free of charge or use our premium plans for enhanced access.

Enjoy all the free images and make your ebooks, blogposts and websites more lively and colorful!

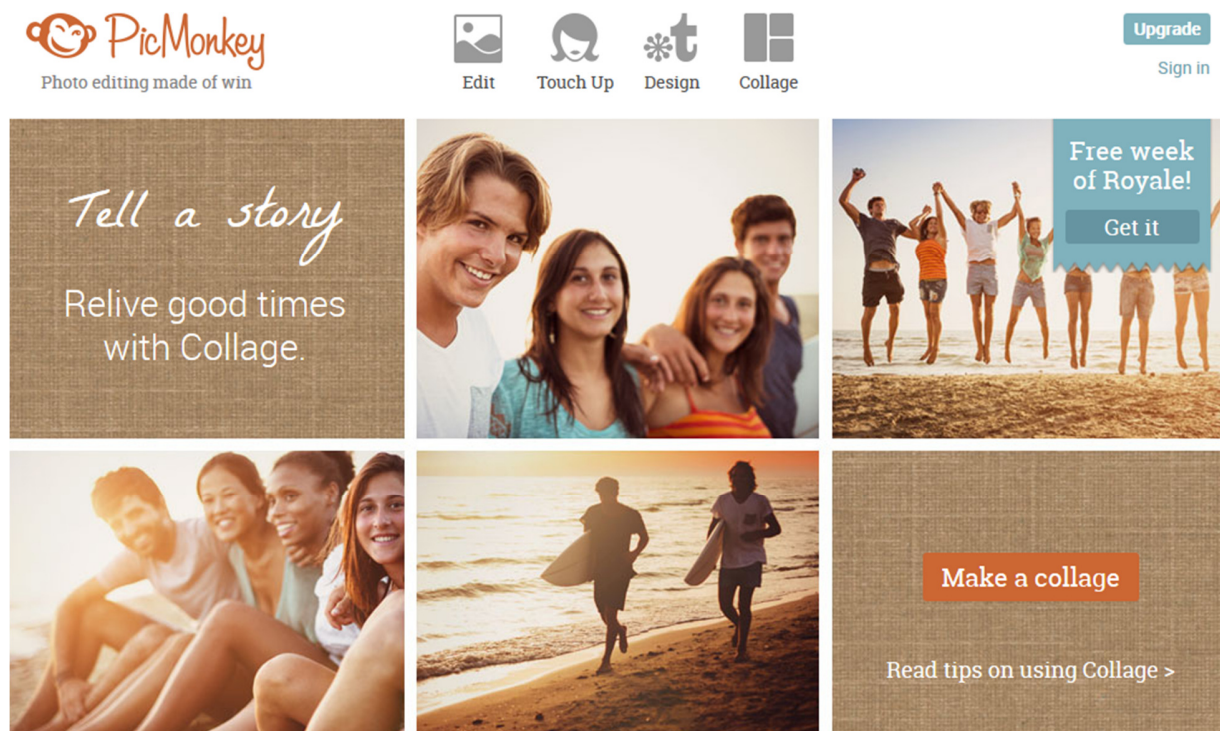
Create Stunning Yoga Graphics

Sharing stunning images on social media and on your website will increase engagement – there is no doubt about this! A picture speaks a thousand words!

Let us share with you **5 free resources that will be very helpful to you to create, edit, and spice up your images**. A few of them are **freemium** resources meaning that they offer a good part of their services for free but you have an option to pay for a premium access if you would like to use the more advanced parts.

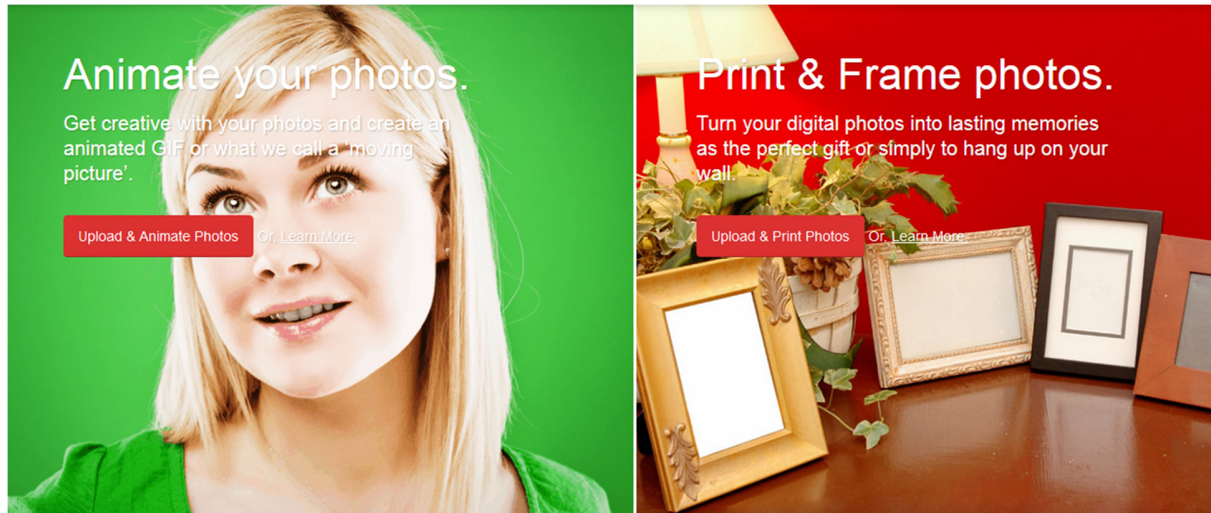
All of the 5 resources are easy to use, you just need to invest some time to experience all the wonderful options they have. We advise to try a few of them and select one you like most. Then use only that one so you can master it and cut back on your image doctoring time.

PicMonkey



Our favorite online tool is [PicMonkey](#). You can edit, resize your images and create a thousand variations of the same photo with using all the cool tools PicMonkey supplies. The image for this blogpost was created in seconds using the drag-and-drop function and a collage template. It is so easy to add text, a quote or your url to the image.

Picture2Life



[Picture2life](#) has many special effects, borders, filters to bring your pcs alive. One unique feature is the ability to create GIFs aka moving pictures.

Pixlr



[Pixlr](#) is another great option giving you access to 3 suites: pixlr-editor, pixlr-express and pixlr-omatic. Plus it is easy to use it on mobile devices. You can quickly crop, re-size, and fix any picture, remove red-eye, and whiten teeth, add borders, effects or overlays.

Fotor

Fotor is a constantly updated photo editor where you can make quick and easy changes to any image. Or you can unleash your creativity by using the different cool effects, photo frames, stickers, mosaic tools. You can create personalized cards and even banners – so this tool is super useful for any small business owner!

FotoFlexer

Fotoflexer can be used conveniently from your browser. Looking for adding animations, fun effects, or create doodles? You can even recolor hair – why not check out a crazy hair color for you without going to a salon? The retouching options are awesome, too!

Have fun with creating stunning images for your yoga projects and promotional materials!

Wishing you an extraordinary yoga career:



Michelle Maue

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or email to info@claytonyoga.com

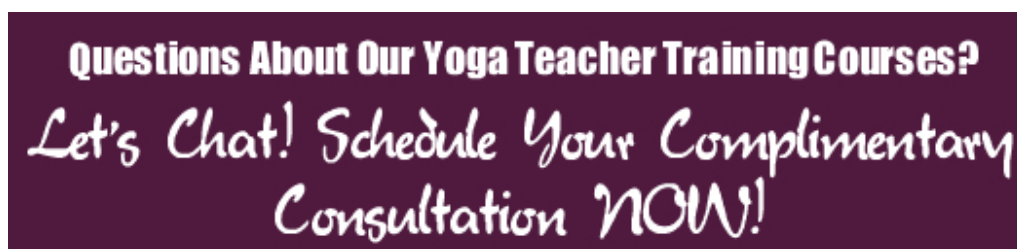
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Would you like to help your clients become happier, healthier and wiser while transforming your own life? Are you ready to find your authentic voice and style of yoga teaching?

Do you have **questions about our international or local YA certified 200-Hr Yoga Teacher Trainings?** Would you need more information to see if ours is the best course for your needs?

We are happy to offer you a **complimentary 30-minute consultation** where you can ask all your questions!

Please schedule your phone/Skype consultation by clicking on the banner below. Alternatively you can access our scheduling site by [clicking here, too.](#)



After clicking the links, you will be taken to our appointment scheduling site. You will have the opportunity to select the best times from the options available in the next 2 weeks. Pick the best time for you, give your details and in a few seconds you have your appointment set up.

Please **gather your questions around the yoga teacher training course in advance** so we can discuss them in detail on the call.

Looking forward to talking with you very soon!

Michelle Maue

Clayton Yoga Teacher Training