

Free Yoga and Meditation Center Thrives Due to Recession

Even without receiving a government bailout, Mastery of Meditation and Yoga, a free online yoga and meditation center is thriving, as cash strapped, stressed out consumers are flocking to its free classes and programs.

January 16, 2010 (FPRC) -- The Great Recession has claimed many victims and the few small businesses that have escaped, have pretty much canceled their holiday parties and entered full survival mode. The story though for Mastery of Meditation and Yoga, an online yoga and meditation portal, is quite the opposite.

This yoga website and blog has found the recession to be a great opportunity for growth, and seen it's traffic and clientele sky rocket over 700% in the last 2 years. In fact, it is now one of the largest and fastest growing yoga websites on the internet, with almost 3 million hits on an annual basis. The secret to it's success? For starters, the wildly popular free online yoga and meditation classes (<http://anmolmehta.com/blog/classes-online>) the portal offers.

In addition to these free classes, Mastery of Meditation and Yoga (<http://www.anmolmehta.com>) also offers a host of other yoga and meditation resources and tools. There are collections of free yoga videos (<http://www.anmolmehta.com/blog/2008/02/28/free-yoga-videos>), many excellent free e-books and the recently launched free online mantra MP3s collection.

To further meet the needs of it's clients and readers, the portal also recently launched a comprehensive Meditation Teacher's Training Program. This program has been very well received, for it not only offers the interested a chance to learn the great art of meditation, but also allows those struggling for work and pay, to work towards becoming certified meditation teachers. Such a profession not only uplifts those that undertake it, but also helps to uplift the entire human consciousness.

Speaking with the director, Anmol Mehta, one learns that the primary goal of the portal is to distribute the wisdom of yoga and meditation to all for free. But, he also points out that from a business point of view, traffic is king. And that once a website has sufficient traffic, there are a myriad of ways to monetize it, without charging for the content.

What a wonderful concept this is indeed. Free yoga and meditation, at a time when the world needs it most, and a successful business model built upon this altruistic concept. Perhaps there is some truth to the old Chinese proverb, "Do good, reap good; do evil reap evil."

###

Contact Information

For more information contact Anmol Mehta of Anmol Free Yoga and Meditation Center (<http://www.anmolmehta.com>)

Keywords

[yoga](#)

[meditation](#)
[kundalini](#)

You can read this press release online [here](#)