

## Start here.

**JOURNAL. TALK IT OUT. MAKE A LIST.**

Just answer the questions.

- What defined this work for me?
- What do I want to be known for?
- What is my call to action?

## Website biography

**SAY WHAT YOU NEED TO (500 WORDS)**

**This is directed at people who are the most interested in your story: those who have not only come to your website, but have clicked on your about page. Start with this version of your story, and then edit it for subsequent uses.**

Carla Jean Whitley believes perfection is a myth, and she finds freedom in that conviction. It's a lesson she aims to share in every yoga pose.

That may be a surprising mission for a Type-A perfectionist, especially one whose day job as a writer and editor finds her regularly correcting her own and others' mistakes. But yoga serves as a counterbalance, a reminder that a variety of internal and external factors affect who we are. A pose that feels rock solid one day may be unbearable the next —because your focus has shifted, because you didn't fuel your body properly or because of something as simple as a change in the weather.

With emphasis on the breath and remaining in the moment, Carla Jean's classes will help you slow down, ease tension and allow anything you need to deal with to bubble to the surface. Powerful, core-focused poses become a physical manifestation of mental strength, as you breathe into difficult postures and endure discomfort because it will lead to a greater good.

Carla Jean has practiced yoga regularly since 2011 and in 2014 graduated from Sacred Glow Yoga's 200-hour teacher training program. She is registered with Yoga Alliance, studies regularly with Sacred Glow's Melissa Scott and has completed master classes with Sadie Nardini and Bryan Kest.

## Program biography

**ONE PARAGRAPH (FIVE OR SIX SENTENCES)**

Use this for other promotional purposes.

Carla Jean Whitley is a writer, editor and teacher based in Birmingham, Alabama, where she is a features writer for Alabama Media Group. Carla Jean, a craft beer enthusiast, has been a member of women's craft beer education group Hops for Honeys since 2010. She volunteers with literacy organizations and teaches journalism at the University of Alabama and Samford University. Her favorite yoga pose is bakasana, and her favorite cats are orange. She is also the author of "Birmingham Beer: A Heady History of Brewing in the Magic City," "Muscle Shoals Sound Studio: How the Swampers Changed American Music" and "Balancing Act: Yoga Essays."

## Twitter profile

**160 CHARACTERS**

Make every character count.

Writer, editor, teacher, yogi | Alabama Media Group feature writer @aldotcom | Author of Muscle Shoals Sound Studio and Birmingham Beer

## LinkedIn summary

**2,000 CHARACTERS**

This is your elevator pitch.

I'm a writer and editor who is curious about the intersection of culture and community. I tell those stories through the written word as well as audio, video, social media, speaking engagements and teaching.

Specialties: Storytelling, multimedia, social media, review writing, music, books, profiles, AP style, line editing, copy editing, project management, teaching