

# COFFEE-DISTRICT

# MEDIA

HELPING  
DREAMERS  
AND STARTUPS  
TO SUCCEED

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SUMMER WITH A NEW  
PASSION*

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SUMMER 2019/#1



*dream  
a little  
bigger*

STAY CONFIDENT/STAY MOTIVATED

# INSIDE *this issue*



## MISSION IS POSSIBLE ...

Hi Everyone! When it comes to writing and designing new things, my three colleagues and I usually start with coffee. Drinking coffee with a group of intellectual brainstormers, kind individuals, and dynamic creatives is my RITUAL. The strong aroma of a quality coffee fills my office, delicious taste of the drink lets everyone forget the day's struggles, and it provokes us to think creatively, positively, and humorously. We all belong to the same tribe of entrepreneurs, so our mission is to help those who started their entrepreneurial journey. Being upfront about our mission: "Coffee

District Media" Magazine explores the ways to raise creativity, upgrade professionalism, and defend the authenticity of businesses and female entrepreneurs. We take style, content writing, and web design seriously, and we strive to educate and motivate all those who are eager to learn. Audrey Hepburn once said: "Nothing is impossible, the world itself says-I am possible." We hope that the advice, the inspiration, and the news that we share in our Magazine will liberate the spirit and give stimulus for further business and personal growth.

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**LENA YUDINA**  
EDITOR IN CHIEF/CEO

I have a passion for synthesizing my love for English Language, Inbound Marketing, and Style to create tutorials & digital goods that I genuinely love. I hope you will like them too.



**LAURA HARTING**  
PUBLISHING ASSISTANT

From a very early age, I loved to surround myself with books, vintage postcards, and colorful magazines. I work every day to help create magazines that inspire others in the same way.



**ROY CARTER**  
FASHION ADVISOR

I love the style, integrity, authenticity & creative spirit of modern fashion. My hobbies include reading magazines, riding my bike, and watching soccer.



**JULIA MORALES**  
DESIGN EDITOR/ASSISTANT

I fell in love with design when I created my first blog for my sister. She's a talented business woman and I want to help other women to succeed in online business & marketing.

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*Getting your business started or making a profitable blog requires courage. Learn from the experts to make a well-informed decision.*

[www.coffee-district.com](http://www.coffee-district.com)



## from the editor

Once I had a dream about creating and running my own Digital Magazine. A few years ago, I started to write and design things for my first blog called "Coffee District Magazine." Later I realized that running a blog is excellent; running a digital magazine is slightly different. It requires more professional business skills, more character, and creativity. After I graduated from a business school with my BA in Enterprise Business Management, I started to implement digital features into my blog, learning the nuts and bolts of multitasking and monetization of the venue. Soon, my blog grew into the digital magazine "Coffee District Media" that I am proud to announce today. My Magazine aims to help solo entrepreneurs, bloggers, and women in business, as well as established companies that are searching for publicity, new strategies, and ideas to keep their businesses alive and winning.

**Lena Yudina**  
Creator / Publisher/ CEO

[www.coffee-district.com](http://www.coffee-district.com) / [www.kaleidoscopenyc.org](http://www.kaleidoscopenyc.org)

I want to mention that this Magazine and its content is tightly connected to my websites where you can find many more materials that are useful for your enterprise. Therefore, I will share links and provide with excerpts from my articles as referrals.

Also, on the pages of this Magazine, you will find interviews, advertisements, and tips from experts in business, marketing, digital design, fitness, yoga & other fields. I hope that this knowledge will be a great addition to your own experience in managing your startup and striving to succeed.

Working on your projects alone is a difficult task; having the support of a community of like-minded people makes a huge difference. Let's keep it up with creating beautiful things on and offline together!

# In the know- Coffee Hubs for Start Ups



## habits die hard

Most entrepreneurs will agree with me if I say that the coffee that we drink in the morning can make our busy day go smoother. I often start my day with coffee, and I have another cup of Joe for lunch or my afternoon brunch. In addition to its exceptional aroma, it boosts creativity and stimulates my imagination. It frees me from worries and lets me concentrate on my positive thoughts. Besides, dietitians say that

coffee is an excellent source of antioxidants; it can increase fiber intake, and lower the risk of heart diseases. Great right? But wait.. is every cup of coffee equally healthy ? I think that the answer to this question everyone finds on their own because tastes and preferences differ. Here, I chose three spots in the city that won my vote. No further tips are needed, the coffee will talk for itself. Take a look!



### BY THE WAY

An elegant restaurant, Thalassa, specializes in modern Greek and Mediterranean cuisine. It is located on 179 Franklin Street in TriBeCa and was widely acclaimed in newspapers, magazines, and the news. Zagat rated Thalassa as one of the most popular restaurants in NYC. Not only their fish dishes but desserts & coffee are exemplary.

[WWW.THALASSANYC.COM](http://WWW.THALASSANYC.COM)



### TRENDING

When it comes to coffee, hot chocolate, or hand-made chocolates, I often go to the spots that offer gluten-free, dairy-free options that suit my vegetarian taste the most. Located at 1053 1st Ave NYC, a chocolate cafe with the alluring name "RawMantic Chocolate" offers tasty delights. [www.rawmantic-chocolate.myshopify.com](http://www.rawmantic-chocolate.myshopify.com)

ORDER: [WWW.GRUBHUB.COM](http://WWW.GRUBHUB.COM)

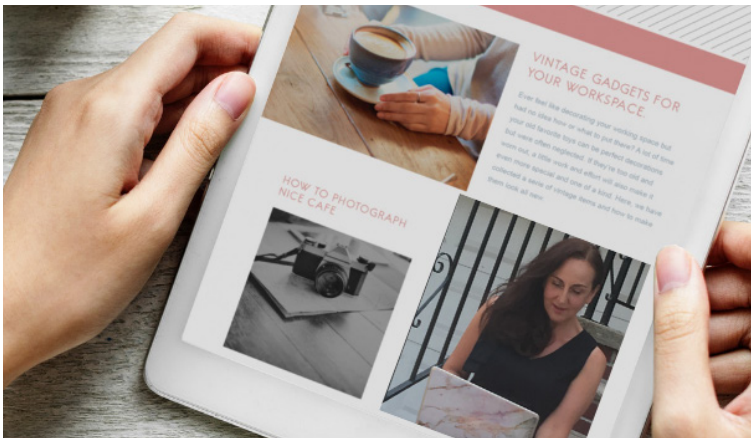


### LIFE HACKS

The "Society Caffe" is located inside Walker Hotel on 52 W 13th St, New York, NY 10011. This spacious, classy, and cozy place offers a variety of treats from salads to coffee to desserts. Are you up to a branch with a friend? Want to warm up on a windy evening at a fireplace, sharing some life hacks? Give this spot a try.

[WWW.SOCIETYCAFENYC.COM](http://WWW.SOCIETYCAFENYC.COM)





## Start writing Guest Blog Posts

Why is writing a Guest Post a good idea? Have you ever tried writing Guest Posts in order to improve the SEO of your blog? If so, you are on the right track. But Guest Blogging is useful for many other reasons. It helps to develop your relationships with other media influencers, bring more traffic to your brand, and initiate new leads. Are there any rules for writing good quality content? Neil Patel suggests using some of his guidelines that can work miracles: <https://www.quicksprout.com/guest-posting-guide/>

According to Neil "data from Social Marketing Writing found that "62.96% of people perceive blogs with multiple authors to be more credible." So don't be afraid of being rejected, there is a high chance that your appeal will be accepted with gratitude.

In a nutshell, I can advise to only publish blog posts that increase your brand's credibility and raise your brand's profile. Be proud of your writing job and take it seriously.

[WWW.KALEIDOSCOPENYC.ORG](http://WWW.KALEIDOSCOPENYC.ORG)



## step out into Summer with a new skill

Summer is a great time to relax and unwind, meet with new friends, or to travel. But think outside of the box: how about upgrading your writing skills to take part in content writing projects and new digital marketing jobs? Before you plunge into a content writing career, it is essential to understand what this job may consist of and how to beat your competition. Consider getting some tips from experts in online writing and marketing, get a writing certificate, enroll in a content writing course, read eBooks, get in touch with the online writing community, and start blogging for fun and profit. For more tips on content marketing and content writing visit my website:

[WWW.KALEIDOSCOPENYC.ORG](http://WWW.KALEIDOSCOPENYC.ORG)

## HOW ABOUT



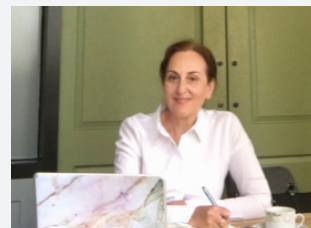
Have you ever thought about starting a lifestyle blog and featuring your favorite brands and things that are dear to your heart? Blogging enables you to reach the thousands of people and to promote yourself or your business in seconds.

## GET CREATIVE



A couple of weeks ago, I spoke with a jewelry designer who came up with a new business brand idea. If you have an idea worth sharing, start writing about it today. Blogging about your business is a great marketing tool you shouldn't ignore.

## GUEST POST



When it comes to writing a guest post you should send a pitch email to your desired publisher. Publishers that accept Guest Posts:

<https://www.crazyegg.com>

<http://www.kaleidoscopenyc.org>



*"Like a welcome summer rain, humor may suddenly cleanse and cool the earth, the air and you."*

LANGSTON HUGHES

## guest talent



Image : Liza Donnelly

Posted: [www.kaleidoscopenyc.org](http://www.kaleidoscopenyc.org)

### LENA YUDINA

INTERVIEWER // PUBLISHER

It was a windy but yet, a very memorable weekend that I spent at the Barnard College Film Festival, NYC. The event brought together actors, film producers, musicians, book writers, and other fantastic creatives from all over the Globe. I had a chance to meet and interview some of them. Liza Donnelly, a contract cartoonist with The New Yorker Magazine, Contributor to Forbes, and TED speaker was one of them.

My interviews have no intention to compromise anyone's religious, gender, or political views. It was interesting to hear Liza's opinions on gender, religion, sex, education, & women's rights' issues.

Here is how it went:

Humor for Change - interview with Liza Donnelly

**Lena:** What do women need to do to stay present in their own space, be true to their own identity, and enjoy sharing their talents and creativity?

**Liza:** Listen to your inner self, deeply listen to what you believe and block out what you hear others saying they want you to do. Find supportive people and have them around you, and make time in the day for your creative work. As Virginia Woolf said, women need the money and a room of their own to be truly creative. You also have to let your mind be free. That's the hardest part!

**Lena:** Liza, your sense of humor is very delicate, realistic, and witty. Sometimes I think that humor with these qualities should be taught in schools as a subject, just like math, writing, or science. How can one develop her/his keen sense of humor that is free from offense, downsizing, or bullying others? How do you see the education of the future?

**Liza:** That would be great to have humor taught like math or science. But it will never happen! It's hard to teach humor - it does not come easily to a lot of people. But what we can do is stop showing children that it's okay to make fun of others in an offensive way. A lot of contemporary humor is like that, and it is too bad. Good humor usually comes from the parents; I know it did for me.

For more insights and to read the full version of the interview go to: <https://www.kaleidoscopenyc.org/product/interviews/>



Fashion Advisor: Roy Carter

# Affiliate Marketing

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I'm sure you've heard of Affiliate Marketing tool but not quite sure about its meaning. What is the idea behind Affiliate Marketing? It is an easy concept that takes some digging and works to make your Affiliate partnership successful. In a nutshell, you are making money and getting commissions by selling your products or recommending ( and selling ) products of other companies through the affiliate networks. Jeff Bullas suggests a couple of strategies for a winning Affiliate Marketing campaign: <https://www.jeffbullas.com/affiliate-marketing/>

**WWW.JEFFBULLAS.COM**



# Summer Fashion

How to make Amazon.com your Affiliate partner? There are plenty of facts that show that promoting stuff through Amazon Affiliate Program can bring some cash flow to your account.

The first steps are easy - you get on their website <https://affiliate-program.amazon.com>, fill out an application, and wait for their approval. The rest of the 'game' is partly a science and partly some gambling because it involves analytical and practical business skills as well as intuition and creativity. Get some tips on partnering with Amazon and other companies here:

**[WWW.COFFEE-DISTRICT.COM](http://WWW.COFFEE-DISTRICT.COM)**

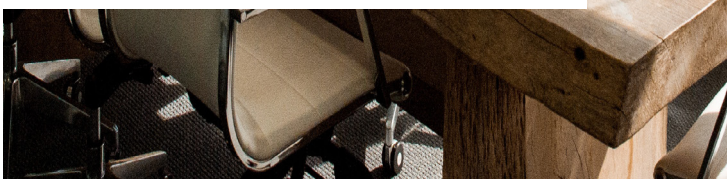


Where We Dwell and Why it Matters.  
Positive Lessons Learned at WeWork.

# East coast

“INTERIOR DESIGN TENDS TO AFFECT  
HOW PEOPLE BEHAVE.”

**WWW.WEWORK.COM**



After I visited one of the largest shopping malls in New Jersey, I wrote a dozen of Tweets and enthusiastically reflected on the my trip on my Instagram. I felt that it was always refreshing to dwell in a shopping mall that was balanced with fine arts and eye-catching interior design. Consuming stuff and spending money shouldn't be the only goal, I thought to myself. The quality of the place and the time we spend together with other people is also essential. This observation was echoing my perception of the modern workspace, that a workspace should enhance creativity and sustain healthy and happy dwelling. How often do we hear the complaint that the majority of the working spaces in companies look surprisingly similar and boring. How much do our surroundings affect our creativity? Is there any connection between interior design and how people behave and feel? Apparently so, since there is a science behind this feeling.

In the article “The real science behind innovative offices,” written by Michael Hershfield for the WeWork.com blog, he wrote: “Interior design tends to affect how people behave. An innovative and thoughtfully designed workspace can increase employee engagement, productivity, and overall company performance.” Michael then added that not only the measurement of the office space itself but its colors, temperature, exposure to nature and natural light, all play roles in human behaviors, the way people think, and overall health.

Most of us know that [www.WeWork.com](http://www.WeWork.com) is already an established business company, with its innovative offices all over the Globe. Through their membership, mentorship, and education the company aims to promote creativity and help early-stage start ups to make their dreams a reality. This mission seems achievable with company's well-thought out strategic office designs, marketing, and huge investment. I remember a couple of years ago when I struggled with finding affordable and modern office spaces in New York to start my business- WeWork came to rescue me. Not only did they introduce a variety of sophisticated office spaces to rent, they included me on their list of other entrepreneurs and creative minds who received incubate Creator's Awards.

Receiving my Creator's Award from WeWork in the form of a free year-long membership in 2016 was such a spectacular event that brought not only satisfaction, financial freedom, and stability, but was also a great inspiration and stimulus to work hard.

I am certain that creative and sustainable spaces offered by this company which I used in different cities including New York , Boston, and Washington DC have prompted my work days to become much less stressful. “Thank God It is Monday”, a slogan created at WeWork became my mantra too. My digital Magazine, my eBooks, online courses, digital goods, and other ideas which became a reality are partly the products of my residence and collaboration at WeWork.

**For more information about WeWork**

visit: [www.wework.com](http://www.wework.com)



## Upbeat treats

**DISCOVER SOME HIDDEN SECRETS OF PROFITABLE BLOGGING & EFFECTIVE MARKETING ON THE PAGES OF THIS EBOOK. CASE STUDY EXAMPLES WILL MAKE YOUR LEARNING FUN AND USEFUL.**

Are you ready to run a profitable blog and make your marketing effective?

If you are an early-stage startup, blogger, or marketer, and you wonder about strategies to make your blogging and marketing productive and profitable, this eBook is a must-read. Through my work and experience in teaching, marketing, and consulting, I have consistently noticed that some of my business clients and beginner bloggers were afraid of writing. They believed that they lacked the critical writing skills needed for successful digital marketing performance. Many of them had doubts about the purpose of their blogs while others have asked my advice on mastering their writing style, structuring their blog posts, and finding new ideas

to make their blog post outstanding. In this eBook and my digital course I will focus on improving your writing style and business analytical skills. I will guide you through the process of composing a compelling story and creating professional blog posts. You will be ready then to share your opinion efficiently, evaluate products, promote your business, and earn some passive income.

My “Content Planner” suggests the homework exercises which will help you to organize your writing while mastering your creative and business thinking. I will also share my advice on the best content marketing strategies, where we will explore some ways of advertising and monetizing your blogs to make them profitable from day one.

For more information about the eBook and my Digital Training course visit: [www.kaleidoscopenyc.org](http://www.kaleidoscopenyc.org)

## MUSIC MATTERS

### MUSIC MOMENTS

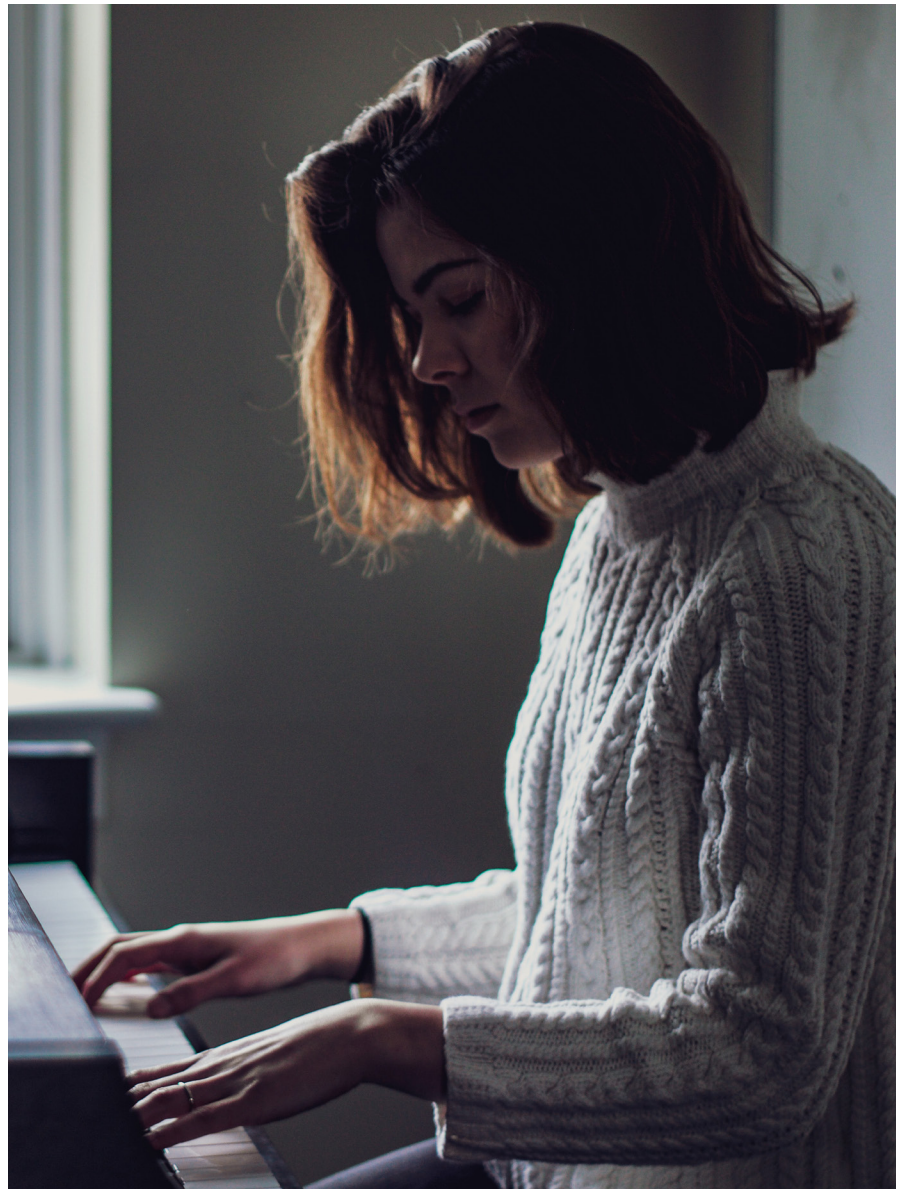
Simple pleasures like playing the piano at home might produce a background that will stimulate your imagination, creativity, and even analytical thinking. Some of the best mathematicians and scientists in the world, like Einstein and Borodin were playing and also composing music to balance their scientific research and their other projects.

I recently overheard a conversation between a child and his mother, where she asked her son to sit down and perform piano songs for her cousins during a Holiday. I don't have anything against such an approach. But I think that playing the instrument quietly, when we listen to each sound or a chord, enjoying the harmonies that we create is the essence of musical activity. Sometimes, it has nothing in common with an 'official' concert performance.

Surprisingly, music can help people understand many things, including learning foreign languages. The lyrics of the songs that we sing can be memorized faster while connected to musical beats and the melody.

<https://www.kaleidoscopenyc.org/>

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### SYMPATHIZE AND HAVE COURAGE

Many of aspiring entrepreneurs feel the same way as aspiring but inexperienced musicians do at their first stage performance. They are uncertain about their success, they are afraid of making their voice heard, they are struggling with the life-long question: "To Be or Not To Be". If you want our humble opinion, the answer is TO BE! Whether you are a beginner-level musician, artist, an early-stage startup, or creative - start building your presence, stay confident, stay motivated! We are here to help!

[www.coffee-district.com](http://www.coffee-district.com)

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## SIMPLICITY ADMIRATION

It is not a secret that New York City is a hub for budding artists, pop-up galleries, indie musicians, and other creatives. But does anyone know which venue musicians should take if they still building their performance experience? Each music venue we provide on the following list shares some tips about the independent and underground music scene in NYC. Booking your performance at any of them can expose your artistry to a bigger audience, it can help to create new contacts, and even push your career forward. If interested, contact the venue and book your stage performance by phone. Most of them welcome musicians of all levels and music genres. It is advised to check the schedule for open mics, music festivals, or public events beforehand.

The following list does not include new and sophisticated places, music lounges in five-star hotels or professional stages like Carnegie Hall or the Metropolitan Opera. The majority of the bars on this list will reflect on the history of the New York City where the bar's owners are trying to keep the places as close to the 'original' as possible, both in appearance and vibe.

Smalls Jazz Club/ 183 W 10th St, New York, NY 10014

Free seats at around 4 PM; \$10-20 after 7:30 PM. Great location for students, tourists, and neighborhood music lovers.

Rockwood Music Hall/ 196 Allen St, New York, NY 10002

The venue features three stages and a record label of the same name. Shows take place week-around, and you will be surprised to see many grand pianos available to a musician for performing on stage.

Caffe Vivaldi/ 32 Jones St, New York, NY 10014

Unfortunately, many of the retro-historic, and classic jazz and music venues are frequently closing due to the rent increases and other issues that prompted the owners to battle closings at the city courts. One of my favorite retro spots just went out of business, but the significance of this music venue is hard to ignore. Read more: [www. https://ny.eater.com](https://ny.eater.com) - "West Village Jazz Restaurant Caffe Vivaldi Will Close After 35 Years".

Some similar venues include Birdland Jazz Club, Blue Note, Don't Tell Mama Jazz Bar, Zinc Bar, and others.



# Music Matters



## EDUCATION REMINDER

In the light of the past and the upcoming educational, music, tech, yoga, and trade events in NYC, our Digital Media company [coffee-district.com](http://coffee-district.com) produced several marketing campaigns and products for digital marketing, branding, and advertisements. Don't forget to educate your potential customers and remind them about your business.

Our work included marketing campaigns, interviews, Book promotions, media coverage, designing of digital as well as printed posters & e-banners for various businesses and individuals. We help startups, educators, book writers, musicians, artists, coffee, chocolate & wine producers, as well as eyewear stores, flower stores, NYC restaurants, and other participants from different venues.

\* Our Sample Poster: 11 X 17 inches (23 X 43 cm) approx

\* Rolled Poster

\* Printed on High Quality 270 GSM gloss

Samples are soon to be available on Amazon / Etsy

Cost: Printed Poster \$25.00+shipping

Cost: Digital Banner \$15.00

For business inquiries and projects contact:

[www.coffee-district.com](http://www.coffee-district.com)

Digital Marketing & Media Agency

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## ZEALOUSLY BUILT

A sustained and zealously pursued campaign needs an adequate presentation or an event. Make sure your performance, exhibitions, or launching of your business products are done in **STYLE**.

For inquiries about our marketing campaigns, digital and printed advertisement visit:

[www.coffee-district.com](http://www.coffee-district.com)



**Call: 718-502-5099**

**Lapeoni Flowers and Events**

*Say It With Flowers*

Store Location:

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Brooklyn, NY, 11229

Phone: (718)-502-5099

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Digital Marketing & Media Agency



The unique collection of sunglasses from the top fashion brands will amuse you with a variety of timeless styles, colors, and alluring designs.

For Eyes That Tell a Story

Call (201) 270-5381

Garden State Plaza



Photographer: Emeli Carter

Hair/Makeup: Aliza Mackie

Model: Lena Yudina

[www.coffee-district.com](http://www.coffee-district.com)



**5 Key Steps to  
Get the SEO Work for You**  
*and manage your blog faster*

[www.coffee-district.com](http://www.coffee-district.com)

# 5 Key Steps to Get SEO To Work for You

**THE EXCERPT FROM THE ARTICLE ABOUT THE BENEFITS OF THE PROPER SEO IMPLEMENTATION FOR YOUR WEBSITE, BLOG POST, OR AN ARTICLE.**

*By Lena Yudina*

SEO is currently one of the most advanced strategic web tools available to aspiring entrepreneurs. There are tons of blog posts written on this topic. But I recently realized that many of blog post's publishers who write about SEO are thinking of the length of their blog posts as a priority. They are forgetting that some readers might need less than a list of "750 tips on SEO". Many of readers might want to dig deeper into specific and precise "how-to" descriptions and "how-to" instructions.

What do I mean by that? I want to say that there are myriads of automated tools that we can experiment with, and hundreds of advice articles on how to optimize SEO for a better ranking. But in reality, there are a few specific steps and particular qualities of your blogging that should take priority and that you have to master beforehand. Here, I will suggest my list of SEO tools, but instead of giving you 750 tips on SEO improvement, I will focus on 5 Key Steps to get SEO to work for you.

## Step 1. Blog Audit For SEO Performance

If you are already running a blog or a website, it is better to audit it for SEO performance. You may check some other issues that affect your blogs' performance. It is like finding a disease in a weak body that needs treatment. Would you heal it? When it comes to boosting SEO and finding the right audit or "healing tactics", there are several of them that work miracles. Google Analytics, Google Search Console are among them. Another website that also worked for me and that I recommend here is [www.SEMrush.com](http://www.SEMrush.com)

It is relatively easy to use SEMrush, and you can try checking your website within the next two minutes as SEMrush offers 7-day free trial. All you need to do is type your domain name in the box provided and see all the analytics unfold in front of you without much follow-up efforts.

Using SEMrush you can check your site for SEO ranking, prioritize issues to make them fixed, and ensure that your site is equipped with HTTPS. You can also find other problems that affect the health of your website on a daily basis.

To Continue reading, go to [www.coffee-district.com](http://www.coffee-district.com)

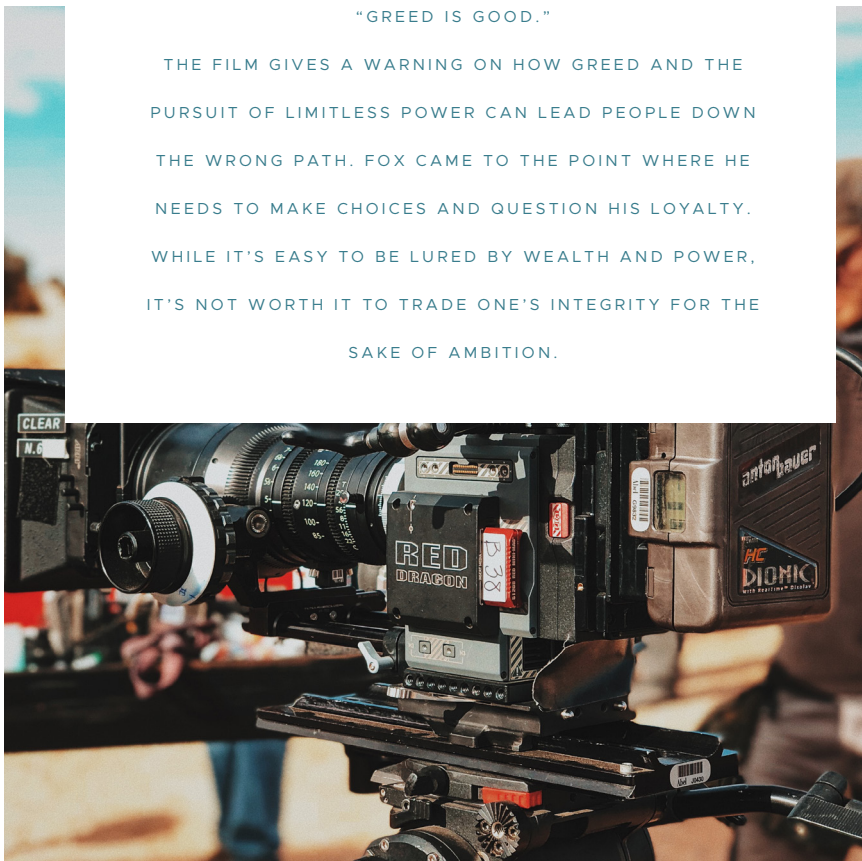


**THE ICONIC MOVIE 'WALL STREET' 1987, IS AN AMERICAN DRAMA FILM, DIRECTED AND CO-WRITTEN BY OLIVER STONE.**

ONE OF THE MAIN CHARACTERS-BUD FOX (CHARLIE SHEEN) IS A YOUNG BUT AGGRESSIVE AND VERY AMBITIOUS STOCKBROKER, WHO DOES WHATEVER HE CAN TO MAKE HIS WAY TO THE TOP. HIS MENTOR AND A WEALTHY BUSINESS INVESTOR, GORDON GEKKO (MICHAEL DOUGLAS) IS A POWERFUL BUSINESS MOGUL WHOSE GLAMOROUS LIFESTYLE ASTONISHED AND INFLUENCED YOUNG FOX. FOX, WHO IS DESPERATE TO SUCCEED, IDOLIZES GEKKO, AND HE IS TRYING TO FOLLOW GEKKO'S MOTTO:

"GREED IS GOOD."

THE FILM GIVES A WARNING ON HOW GREED AND THE PURSUIT OF LIMITLESS POWER CAN LEAD PEOPLE DOWN THE WRONG PATH. FOX CAME TO THE POINT WHERE HE NEEDS TO MAKE CHOICES AND QUESTION HIS LOYALTY. WHILE IT'S EASY TO BE LURED BY WEALTH AND POWER, IT'S NOT WORTH IT TO TRADE ONE'S INTEGRITY FOR THE SAKE OF AMBITION.






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## 7 SALADS FOR BUSY WOMEN

*How healthy is your “business” diet?*

by Lena Yudina

The aspiring entrepreneur, chef, and author Terry Hope Romero has gained a reputation as a go-to vegan expert because of her sharp focus on vegetable dishes that you can eat with joy, regardless of your dietary status and food preferences.

The author of her latest cookbook, “Salad Samurai: 100 Cutting-Edge, Ultra-Hearty Easy-To-Make Salads You Don’t Have to be Vegan to Love”, Romero, 46, lives in New York City where she actively advocates for healthy lifestyle and creativity in food-making. She’s the author of seven vegan cookbooks, including

the bestselling “Veganomicon” written with Isa Chandra Moskowitz. You can find her blogging and sharing her recipes at [Veganlatina.com](http://Veganlatina.com).

For those who prefer raw or protein-infused, meaty dishes, the Whole Food recipes available at any Whole Food and Fresh Food markets might be your best bet. You can also find plenty of books written about healthy salads. So pay a visit to the local Barnes & Noble book store and dwell in its marvelous collection. Whichever diet you follow, stay healthy. Don’t hesitate to explore ethnic and local salads recipes according to your taste.



## posture correction

IT IS NOT A SECRET THAT ENTREPRENEURS, BLOGGERS, WEB DESIGNERS, AND WRITERS SPEND HOURS IN FRONT OF THEIR COMPUTERS. IF NOT KEEPING THEIR POSTURES STRAIGHT, THEY MIGHT EXPERIENCE MINOR DISCOMFORT, OR SIGNIFICANT NEGATIVE CONSEQUENCES. YOGA, SWIMMING, PROPER REST & MEDITATION TECHNIQUES MIGHT HELP TO OVERCOME THESE STRUGGLES.

Whether you practiced yoga in the past or you started making your first steps in yoga presently, - you are on the right path. The massive popularity of yoga in the West can be attributed to many yoga teachers starting with Mr. Iyengar. He first introduced his teachings to the United States several decades ago, and his yoga style is still trendy and in demand. One of his most important contributions has been the use of yoga as a therapeutic tool. His practical advice, medical discoveries, and kinesthetic experiments have provided evidence of yoga's power to deal with major maladies.

The shreds of evidence of his work have raised the credibility of yoga in the fitness, scientific, and medical fields. Mr. Iyengar wrote numerous books where he emphasized the integration of all dimensions of the human body, mind, emotions, and spirit. He explores the roles that yoga postures and breathing techniques play in people's search for stability and wholeness. His revolutionary method taught about proper body alignment where he believed that only through the appropriate adjustment and asanas, people would reach their desired health and spiritual benefits. One of Mr. Iyengar's books, "Light

on Yoga", first published in 1966, has become a classic manuscript and is considered the reputable reference manual of asana practice.

For all those who are practicing Yoga for posture correction, reading this book might be highly beneficial. "Yoga for Startups" is one of my favorite topics to discuss. So read on about yoga in our next editions, and my blog posts as the story will be continued.

By Lena Yudina

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## WHY BLOGGING IS VITAL FOR YOUR BRAND

I see Blogging as an in-depth content writing job that is done for different purposes. Professional Blogging is time-consuming, but it can be incredibly helpful for a variety of reasons, including increasing your brand's awareness. I recommend blogging to all my friends, and I continuously advocate for digital content because I already benefited from it professionally, socially, and even financially. Yes, you can indeed earn some passive income, create new contacts and social networks, advertise about your brand, and acquire new clients. But remember, blogging is useful and profitable if it is done right. In my article "How to Become a Competitive Blogger", you will find plenty of tips on effective writing and marketing for your brand. Visit [www.coffee-district.com](http://www.coffee-district.com) for more reading.

by Lena Yudina