

EN FORMA SAYULITA

MEDIA KIT 2024

WHAT, WHY & WHO





What is En Forma Sayulita?

A guide for the Sayulita community and visitors alike to seek local wellness opportunities, events, and more through our website and soon on our brand new APP!

Our Why

En Forma is here to help residents and visitors discover all the wellness activities and events available to them in Sayulita. From the gym, to yoga to sound baths and healing ceremonies, En Forma makes it easy for subscribers to find classes and activities of interest to them that will fit with their schedules. It also provides education on all forms of wellness that they may not be familiar with.

En Forma Sayulita is here to bring wellness seekers and talented practitioners together for the purpose of health and healing.



Who we are

After moving to Sayulita during Covid we were in search of healing as were many others in our same situation. We found an amazing network of talented wellness practitioners and many wellness options that we were not familiar with, but it took a lot of hard work to find you all.

Wellness seeking shouldn't cause stress so we felt we could help others by producing a tool to make it easier to connect practitioners and those in need of healing.



EN FORMA SAYULITA

Introducing the EnForma Mexico Wellness App

Wellness on Demand!

The essential wellness travel companion



Live Calendar

Find & book your services instantly and with ease, all based on your schedule.

Searchable Directory

Easy-to-find health and wellness practices and qualified practitioners in each field.

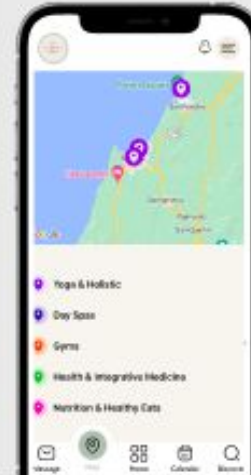


Personalized Schedule

All of your upcoming activities listed in one easy to find place.

Interactive Map

Find all the wellness classes and events around you while on the go. Your wellness doesn't have to go away when you do!



Direct Text Messaging

Get direct access to your favorite instructors and practitioners in real time.

Our Packages & You



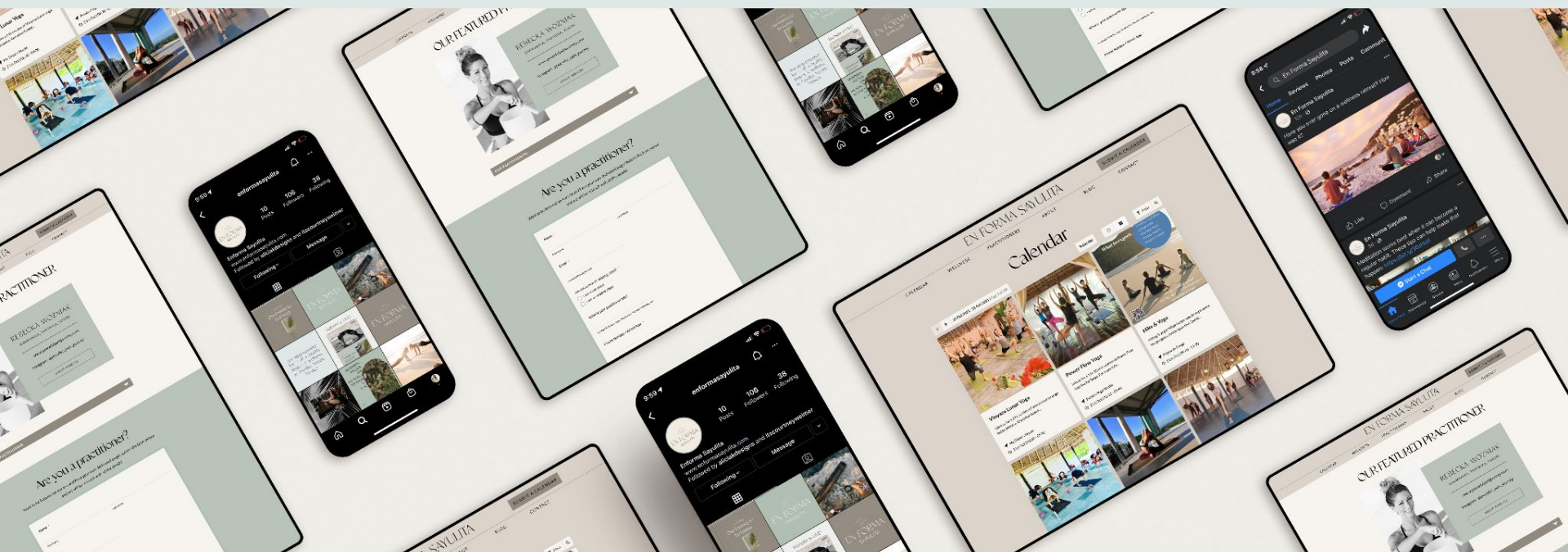
Your services & featured profile will be highlighted through our many channels:

E-NEWSLETTER

SOCIAL MEDIA

WEBSITE

APP



PREMIUM PRACTITIONER PROFILE

A practitioner profile on the app PLUS

A premium placement in your preferred category of the website

EN FORMA SAYULITA

VIEW CALENDAR →

SUBMIT AN EVENT →

MENU

Learn more about our Sound Healers



Leah Cavazzini

CRYSTAL SOUND HEALER &
HOLISTIC VOICE COACH

Website : www.portaluce.earth

Instagram: [@liuccina](https://www.instagram.com/liuccina)

Email : lcavazzini@gmail.com

Leah is certified in: Crystal Therapy, Sound Healing with focus on Crystal Instruments, Holistic Vocal Sound Healing,

12 mth contract : \$34 USD/mth

6 mth contract : \$39 USD/mth

1 mth contract : \$44 USD/mth

PREMIUM STUDIO/CLINIC PROFILE

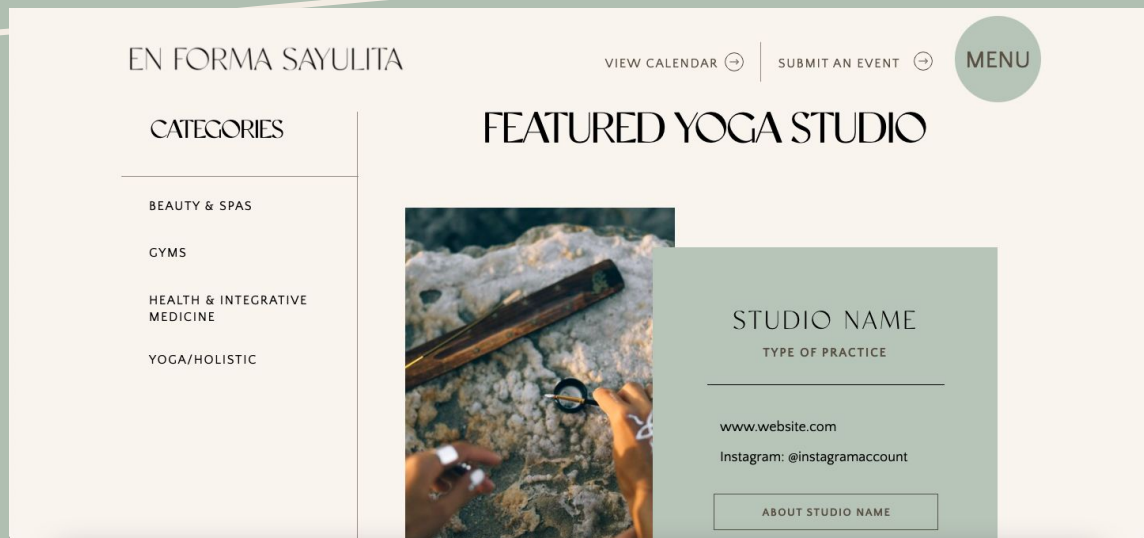
A studio profile on the app PLUS

A premium placement in your preferred category of the website

12 mth contract : \$59 USD/mth

6 mth contract : \$64 USD/mth

1 mth contract : \$69 USD/mth



The screenshot displays a premium studio profile for 'EN FORMA SAYULITA'. The header includes navigation links for 'VIEW CALENDAR', 'SUBMIT AN EVENT', and a 'MENU' button. A 'CATEGORIES' sidebar lists 'BEAUTY & SPAS', 'GYMS', 'HEALTH & INTEGRATIVE MEDICINE', and 'YOGA/HOLISTIC'. The main content area features a 'FEATURED YOGA STUDIO' section with a photograph of hands holding a wooden yoga stick on a rock. A green overlay box contains the studio's name, type of practice, website, and Instagram handle, along with an 'ABOUT STUDIO NAME' button.

EN FORMA SAYULITA

VIEW CALENDAR | SUBMIT AN EVENT | MENU

CATEGORIES

- BEAUTY & SPAS
- GYMS
- HEALTH & INTEGRATIVE MEDICINE
- YOGA/HOLISTIC

FEATURED YOGA STUDIO

STUDIO NAME
TYPE OF PRACTICE

www.website.com
Instagram: @instagramaccount

ABOUT STUDIO NAME

PREMIUM RETREAT PROFILE

A retreat profile on the app PLUS

A premium placement in the retreat and experiences section on the website.

EN FORMA SAYULITA

[VIEW CALENDAR](#) →

[SUBMIT AN EVENT](#) →

[MENU](#)

Retreats & Experiences

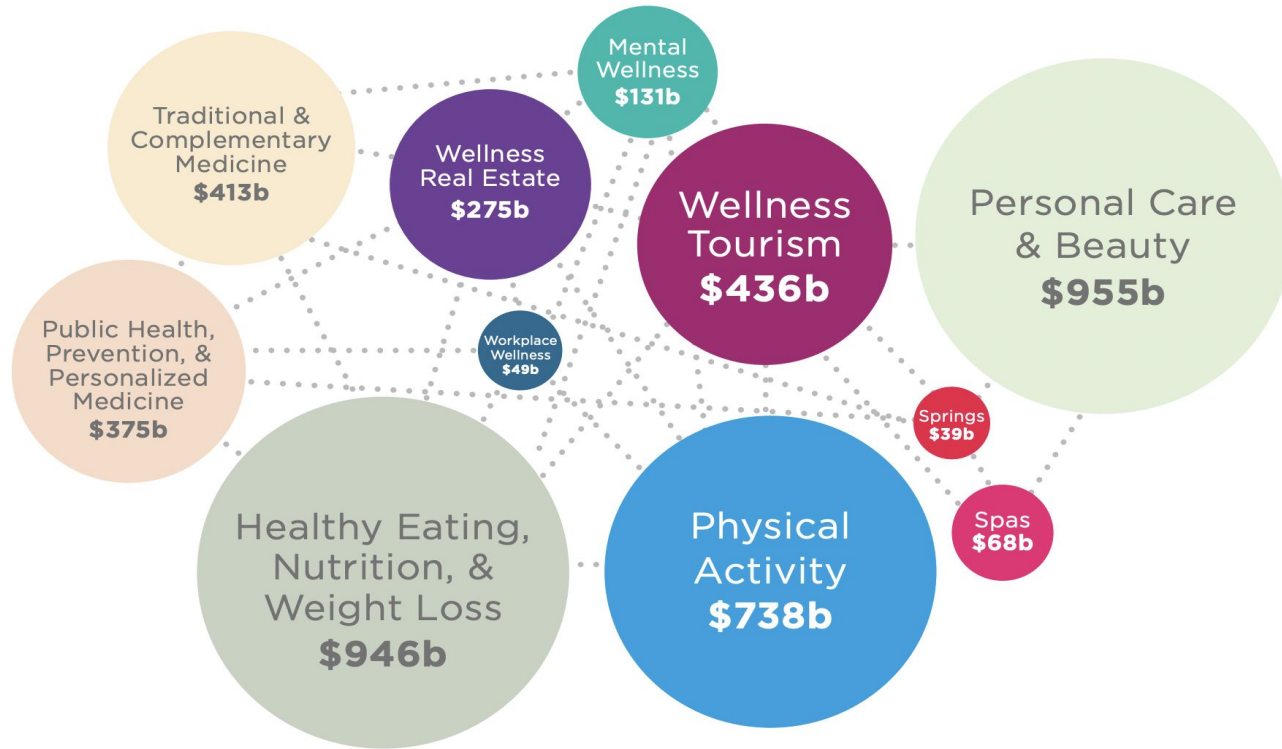


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GLOBAL WELLNESS ECONOMY: \$4.4 trillion in 2020



Note: Numbers do not add to total due to overlap in sectors.
Source: Global Wellness Institute



GLOBAL WELLNESS
INSTITUTE™

Wellness Economy: Top 10 Markets in Latin America- Caribbean (2020)

	US\$ billions
Brazil	\$82.6
Mexico	\$46.5
Argentina	\$17.1
Chile	\$13.3
Peru	\$13.1
Colombia	\$11.6
Costa Rica	\$7.2
Ecuador	\$7.2
Panama	\$5.0
Puerto Rico	\$3.8

Source: GWI

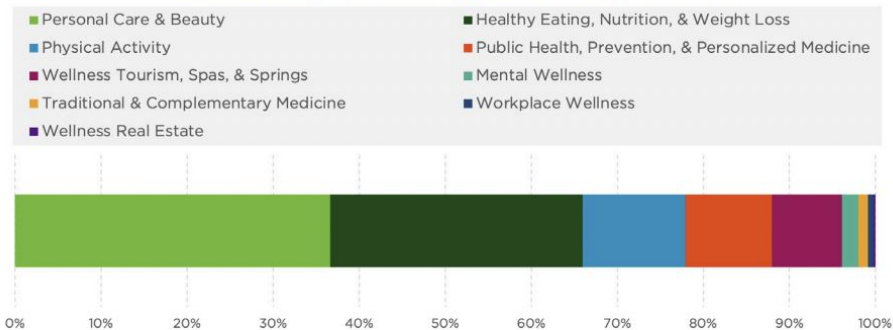
Latin America-Caribbean: Wellness Economy Profile

	2017	2019	2020
Wellness Economy (US\$ billions)	\$311.7	\$302.1	\$235.4
Wellness Economy Per Capita (US\$)	\$490	\$466	\$360
Wellness Economy as a % of Regional GDP	5.4%	5.5%	5.1%
Wellness Economy as a % of Global Total	7%	6%	5%

Note: Figures for the eleven sectors shown below do not sum to the regional total due to overlap in sectors.

Source: Global Wellness Institute (based on extensive primary research and secondary data sources for 46 markets in Latin America-Carib.); IMF World Economic Outlook, October 2021 Edition (GDP data); World Bank World Development Indicators (population data).

Latin America-Caribbean: Composition of the Wellness Economy (2020)



Source: Global Wellness Institute

Benefits of a Partnership with Us

Save Time & Money

- Save more than \$5000USD and ALOT of time not having to build your own website.
- Spend a fraction of the cost if you were to advertise on all the platforms and media outlets we do.
- Have total control over your own profile and classes / events
- Easily keep all your information up to date, giving your customers more confidence

Reach a Wider Audience

- We have connections and contacts both locally and internationally
- Reach every condominium and guesthouse in Sayulita
- Frequent social media campaigns as well as text and email campaigns to subscribers
- Subscribers automatically see events and reminders directly on their phone
- Exposure to local resorts and retreat centers

Increase ROI

- One to two class attendees per month will cover your yearly advertising cost
- Book out your classes in advance with visitors pre-planning their activities before arrival
- Increased class attendance allows you to add more classes with confidence they will be filled
- Help improve cash flow by taking advance payments through our rsvp/payment system.

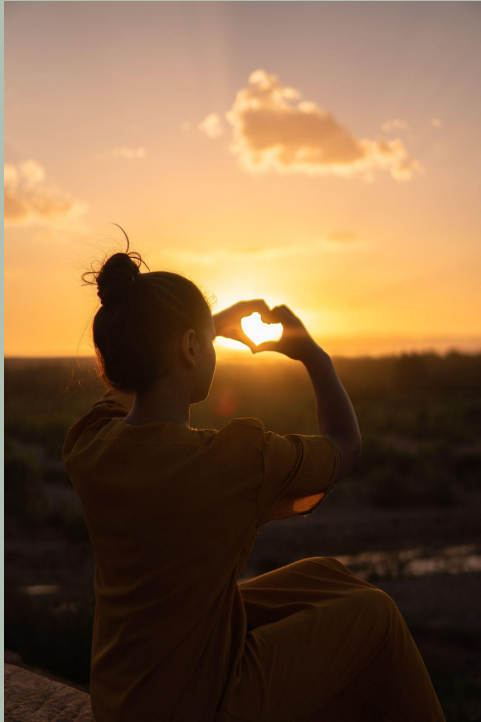
The Future

We have expanded to San Miguel de Allende, a location with an amazing wellness community, and as we grow our goal is to offer our services in locations all over Mexico, such as Tulum, Puerto Escondido, to name just a few.



EN FORMA SAYULITA

Are You Ready to Reach Your Full Potential?



No matter your goals, we have a targeted approach designed to help you achieve them! Reach out today to learn more about how we can help!

Email: sales@enformasayulita.com
Website: www.enformamexico.com



EN FORMA SAYULITA

Our Industry has 9.9% average growth reaching
nearly \$7.0 trillion in 2025

Don't miss out!



Testimonials

When I found this calendar, I was truly relieved as it really helps me to figure out events on a particular day I'm interested in, as well as to know all the different vendors, classes, and types of activities that are out there! - Bassel

...Such a convenient, user friendly, and resourceful source to have for us wellness enthusiasts... - Fatima

En Forma planned the dream get away for me and my girlfriends- a customized retreat experience that included everything we were looking to do including private group yoga instruction, surfing lessons, a sound bath, and a mezcal tasting.

- Pamela

...When my girlfriend and I came to Sayu we gained so much time by booking our workout classes, yoga, and even a soundbath through the easy to use website... - Jackson

