



KRI® The 21 Stages of Meditation Promotional Requirements



- **FOR ALL PRINT AND WEBSITE MATERIALS**
- **SOCIAL MEDIA: must link to a website that meets these PR requirements.**

Part 1: Required Content

Graphics

Found at this link on the KRI website (*including brochure templates*):

<http://www.kundaliniresearchinstitute.org/21stages/21-Stages-support.html>

Go to: “PR” section for the link to each image.

1. Yogi Bhajan photo – **required**, choose at least one from selection provided
2. Approved KRI Logo - **required**
3. *Optional*:
 - a. “Smiling Spiral” image
 - b. Use gold and purple color theme

Required Program title

Include this text as the header or within body of PR material:

- KRI® The 21 Stages of Meditation Program
Kundalini Yoga as taught by Yogi Bhajan®

Training Team

1. Only 21 Stages qualified Trainers may be included in the PR. If you are not sure about who may teach a 21 Stages program, contact KRI.
2. List or feature the names of all the Aquarian Trainer Academy trainers who are on the team.

Part 2: Text Guidelines

1. Mention that the 21 Stages of Meditation contributes to KRI Level Three Certification within The Aquarian Teacher™ Training Program, and qualifies for RYT hours with Yoga Alliance and IKYTA continuing Education Credits.
2. When referring to 21 Stages as one part of Level Three requirements: use Level 3 or Level Three (do not use Roman numerals such as Level III)
3. The terms “Senior” or “Master” are not appropriate references when describing individual trainers or training teams – the correct reference is their standing in the Academy. Use descriptive language in their bio to convey their credentials.
4. Avoid misleading or unsubstantiated claims or guarantees, such as:
 - “You will master Kundalini Yoga,” or “You will become a Kundalini Yoga Master”
 - “We guarantee/promise you will be totally transformed.”
 - “You will achieve enlightenment”
5. Instead, use of student testimonials is a great way to convey the impact this course has on peoples’ lives.

Program Format

1. If offering the full six-day course, state there are 48 hours of classroom time over six days (or longer if scheduled over more days).
2. If the program format is planned as separate Journeys, specify the course will be three two-day classroom sessions/Journeys:
 - First Journey, The Crystallized Self
 - Second Journey, The Expressive Self
 - Third Journey, The Transcendent Self

Part 3: Ideas for Additional Content

1. In this program we will engage in three separate journeys. Each journey is comprised of seven stages, taking you step-by-step into a deeper level of awakening and realization. We will move through the rudimentary skills of meditation to the deeper levels of awareness and integration and finally into identity, projection and merger in the infinite pulse of creation.
2. Include a relevant Yogi Bhaijan quote such as:
“What kind of life do you want to live? How can you develop it? What approach and formula can we use so we can grow and not suffer? Make meditation the art of life. Make meditation the science of life. Because only with that, and with that only, can you can develop intuition.”
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