



## NEWS


By Lia Bartha

The year was 2020. I was taking the subway every day from Brooklyn to Soho, teaching in a windowless basement studio, for a handful of OG B The Method devotees. Justin and I had already discussed building an app, but wondered if anyone would actually want to workout with me online. On my commute back to Brooklyn I started seeing less mouths and noses and more eyes filled with fear... but I kept on teaching. My packed classes of thirty became classes of ten, then became classes of four. Justin told me it was time to stop working and we were most likely going to be home for awhile... like, years. We quickly got to work creating a temporary website and gathered what we could in lockdown to start building the app. I hopped on Instagram Live for the first time and told my clients, friends, and family to join me if they craved movement like I did. Slowly but surely, they came... you came. You told me how much you needed the exercise, the connection, the community. The funny thing is, it took the world to shut down for me to realize how much I needed all those things too.

Sooo, now it's 2022. Our community has grown and evolved, but the website we built two years ago hasn't. Until today! Justin and I have been working tirelessly all year to create a home base that we feel fully represents, not only what B The Method was, but also what it could be. A home base for strength, connection and no bullshit, that our devoted community feels proud enough to recommend to their friends and family.

I know change is never easy, so I'm going to walk you through all the newness. We hope you love it as much as we do because you're truly the beating heart at the center of it all.

xx

 (and Justin)

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# THE WEBSITE

navigating the home page

**Heart Navigation:** Clicking on this "beating heart" will pull up the side bar on the left.

**Start Your Free Trial Button:** Clicking on this button will take you to sign up for a FREE 7-day trial subscription.

**B The Method Icon:** Clicking on this button, no matter where you are on the site, will take you to the homepage.

**Shopping Cart:** This button will show up if you have a product waiting in your cart. Click on it to complete your purchase.



**Navigation Bar:** This will take you to all the pages of the website.

**About Lia:** If your curious about my story, you'll find it all here. (It's a little long, but there's a lot to say!)

**Newsletter:** You will have access to all newsletters (past and current) once you've submitted your email address.

**Press:** A compilation of articles featuring B The Method.

**Testimonials:** Hear what some of the members of our community have to say. Interested in submitting yours? There's a link at the bottom of the page for that.

**Shop:** We'll dive a little deeper into this page in the next section!

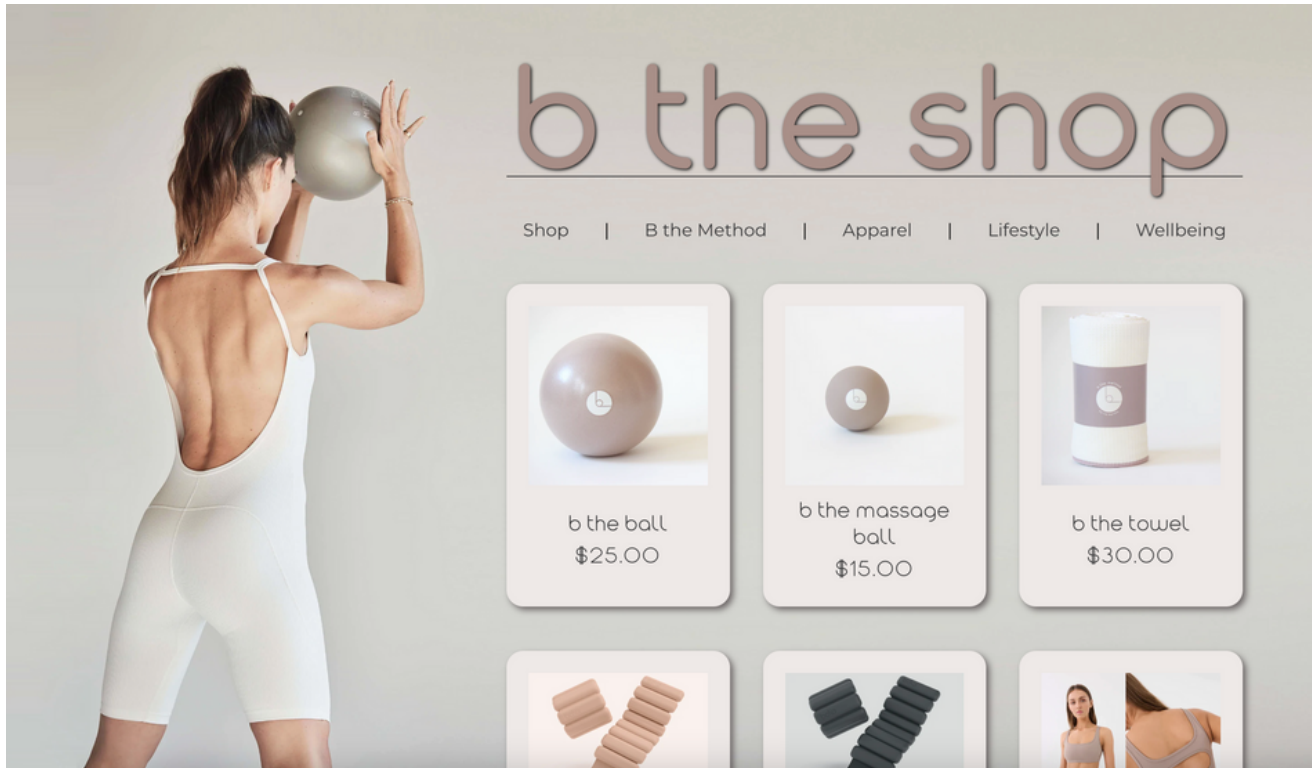
**FAQs:** Frequently Asked Questions.

**Contact links:** Click on "APP SUPPORT" for all tech & billing questions. Click on "CONTACT" for all other inquiries.

**Sign In:** If you're already a subscriber, click here to access your classes.

# B THE SHOP

new shop, new props



**B The Ball:** Introducing our new stability ball. New logo, new color, and upgraded material. The only prop required for your B The Method experience—this ball is approximately 9in in diameter and is anti-burst. It's made from eco-pvc, phthalate free, and contains no harmful chemicals. I recommended inflating the ball approximately 90%. Extra plug and straw included.

**B The Massage Ball:** The perfect massage ball to maneuver and release tight fascia. This ball is approximately 9cm in diameter, made from natural silicone rubber, and safe for consistent use on the body. I highly recommend the ball for weekly use along with the guided myofascial series on the platform.



**B The Towel:** A versatile towel for use during your classes. This towel is 72in x 24in and fits perfectly over any regular sized mat. It's made from 100% microfiber with silicone dots to create a comfortable, absorbent, and non-slip surface during sweaty workouts. You can roll it up to mimic a pillow or bolster, fold it up for knee or tailbone support, or lay it flat to create a hygienic surface that's easy to wash and dry.

**The Rest of the Shop:** I've compiled some of my personal favorite items and have added them to the shop. I'll keep updating this frequently and I will also work on getting more promo codes for you all! What's in the shop now you ask?

11b Bala Bangles - Workout Sets - Shoes - Sweat Sets - Bags - Socks - Beauty - Wellbeing - Seed:

I've included a few active codes like my daily favorite, [Seed DS-01™ Daily](#), [Synbiotic](#): Code LIA15 for 15% off your first month's order! #seedpartner

# THE NEW APP

*the secret's out, it's ROKU*

**monthly**  
\$17.99 PER MONTH

- 2 live stream classes weekly
- Community Q&A with Lia
- 1-2 video uploads per week
- 400+ on-demand video library

**Includes 7 day free trial**

**SIGN UP**

**yearly**  
\$159.99 PER YEAR 25% savings!

- 2 live stream classes weekly
- Community Q&A with Lia
- 1-2 video uploads per week
- 400+ on-demand video library

**Includes 7 day free trial**

**SIGN UP**

**private**  
SESSIONS

- 15 min: \$90
- 30 min: \$150
- 60 min: \$300

**All sessions are designed with your personal needs and wants in mind.**

**LEARN MORE**

iPhone apple tv android Roku

Inquire about corporate wellness, partnerships or private events [here](#)

*We've added another app to your experience so you can now watch all your favorite videos on the following platforms:*

- COMPUTER
- IPAD
- IPHONE
- APPLE TV
- ANDROID
- CHROMECAST
- ROKU

*\* If you kindly write an app review on any platform, we'll send you a code for 15% off all new products. Simply send the screenshot of your review to [hello@bthemethod.com](mailto:hello@bthemethod.com) and we'll respond with the code. Thank you so much for your help in spreading the word! \**

# THE BROOKLYN WALK

*prospect park community walk number two*

Lastly, we had such an incredible time last month on our first ever community walk around Prospect Park in Brooklyn. So much fun that we all decided this should be a regular monthly event. We will be walking again on the last Sunday of October. See below for more details and hope to see you there!

**Date:** Sunday, October 30, 2022

**Time:** 8:30am

**Meeting location:** Grand Army Plaza Fountain

**What to bring:** Water

**What to wear:** Comfortable/Weather appropriate clothing and walking shoes. It's a 3.35 mile loop!



## In Other News

- If you have any other questions about the new website, please don't hesitate to reach out to [hello@bthemethod.com](mailto:hello@bthemethod.com).
- We're continuing the conversation over on our private [Facebook](#) group. Join to get first access to our events and more importantly, deepen your connections with the community.

## THANKS FOR READING & SEE YOU ON THE MAT

This newsletter is for our community, by our community.  
Please fill out this [form](#) with any questions, comments, and feedback.

