



**THE
BUTTERFLY
EFFECT**

Fact Sheet and Biography

The Big Exhale Course.

- Number of course videos: 31
- Total duration of video content: 2 hours and 45minutes
- Number of fact sheets/pages: 30 x multi-page fact sheets and two breathing trackers
- Time to write, produce and edit: 2 years
- Key topics covered: Why we breathe, Good and bad breathing, Identify individual breathing style, Good, bad and ugly stress, Breathing at work, exercise and when eating, Mindfulness, Relaxation, The anxiety spiral, Daily habits and Breathing retraining exercises.
- Target audience: Men and women of all ages who are living with breathing dysfunction or any combination of stress, pain and anxiety.
- Cost: \$99USD
- Discounts available: Yes - at key events.
- Original Content: 100%
- Date produced: July 2017
- Date launched: August 2017
- Format: Full 1080 HD, 16:9, online.
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Emma Ferris – Biography.

- Age: 34
- Lives in: Glenorchy, New Zealand
- From: Invercargill, New Zealand
- Professional experience: Physiotherapist for over 12 years with special interest in breathing, acupuncturist, Pilates instructor and public speaker.
- Emma's motivation: Her own personal life crisis and working with her physiotherapy patients has highlighted the lack of education and training on optimal breathing both in New Zealand and around the world.
- People Emma admires most: Arianne Huffington, John Kirwan, Dr Libby Weaver.
- Emma's story @ <https://www.thebutterflyeffect.online/pages/meet-emma-1>
- About Emma Video @ <https://www.youtube.com/watch?v=ptix-wNEH5Y>

Available:

Media Image Gallery: Images of Emma, still images from the course, behind the scenes images from the course video shoot @

<https://www.thebutterflyeffect.online/pages/media>

- The Big Exhale Course Video @ <https://www.youtube.com/watch?v=yIji44x7uoc>



@TheBigExhale

www.thebutterflyeffect.online



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- The Butterfly Effect Brand Video @
<https://www.youtube.com/watch?v=Dgvv02HzgV4&t>

For more information and media online vouchers giving full, free review access to the 30 Day The Big Exhale Course, contact Peter Newport of Newport Media. 021 380 318. peter@newportmedia.nz



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