

# *Content Ideas*

CALENDARS



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CONTENT IDEAS - CALENDARS

# July

SUN	MON	TUE	WED	THU	FRI	SAT
01 <b>Post an update</b> on upcoming July Fourth holiday hours / being closed (if applicable) / events	02 <b>Share a healthy snack or meal recipe</b> ...you may not offer any food-related services at your studio, but this type of content ties into the lifestyle you're promoting for your community - a good share for the upcoming holiday	03 <b>Tuesday Tip</b> Give your audience a tip for healthier/balanced living, mindset, or nutrition.	04 <b>"Happy July Fourth" post</b> indicate any special hours, classes, or closing	05 <b>Post Weekly Challenge Email Boost Post</b>	06 <b>Share</b> your branded/studio-specific hashtag and share on your social profiles encouraging people to tag photos at your studio with that hashtag.	07 <b>Spur your audience</b> to engage by asking a question - it can be about something specific to your studio or something related to living a healthy lifestyle.
08 <b>Tools of the Trade</b> Highlight gear or product you love (bonus points if it's available for purchase in your studio)	09 <b>Facebook/Instagram Live</b> Host a Virtual "Drop-In" Class where someone can follow along from home (give someone a taste of what your classes are like)	10 <b>Member Highlight</b> Give one of your superstar members a shout out celebrating a milestone, their progress or story.	11 <b>Post About Your Intro Offer</b>	12 <b>Community Connection</b> Give a social media shoutout to a community partner (local smoothie/ healthy eats cafe, doctors office, spa, etc.)...this helps expand your reach and exposure	13 <b>Feel Good Friday</b> Share a song, habit, mantra...whatever is making you feel great lately/today.	14 <b>Share an article</b> that ties together an element of your paradigm and an interest/concern/curiosity of your audience.
15 <b>PLANNING DAY</b> Don't worry about posting today. Instead, get the next 3 weeks of content mapped out and scheduled!	16 <b>Bust a Move</b> Demo a common move used in your movement modality and showcase proper form and give a tip (great for video content).	17 <b>Ask a Question / Create a Poll</b> Get your audience to engage by asking a question that speaks to their needs, goals, or lifestyle...aim for the question to help you gain insight into your audience's needs and desires	18 <b>Post Weekly Challenge Email - Boost Post</b>	19 <b>Social Campaign/Lead Generation Idea</b> Run a Giveaway or Announce an Upcoming Summer Challenge	20 <b>Follow Friday</b> Give a social media shoutout to a community partner (local smoothie/ healthy eats cafe, doctors office, spa, etc.)...this helps expand your reach and exposure...these posts can be for people you've created partnership relationships with, or a good way to get on the radar of a business you'd like to eventually partner with	21 <b>Give a shout-out</b> to your weekend warriors (share an image from a weekend class)
22 <b>Post a Client Testimonial</b> (video testimonials are great if you can get them...then boost the post!)	23 <b>Facebook Live</b> Mythbuster Monday - bust a common myth about your paradigm or industry	24 <b>Repost user-generated content</b> from post other have used with your branded hashtag.	25 <b>Post Weekly Challenge Email - Boost Post</b>	26 <b>Throwback Thursday</b> Throwback to when you first started teaching, to your studio opening (great if your studio	27 <b>Meet The Team</b> Introduce Yourself or One of Your Instructors - Share what classes they teach, why they love their work, and some personal fun facts	28 <b>Share a behind-the-scenes peek into your studio</b> prepping for a class, teacher training, staff meeting
29 <b>Self-Care Sunday</b> Give a tip for audience related to self-care	30 <b>Meme Monday</b> Share a funny, motivational, etc. meme that your audience will find entertaining or inspiring	31 <b>National Avocado Day</b> share a healthy recipe with avocado's as the star, share why avacados fit into a healthy diet				

CONTENT IDEAS - CALENDARS

# August

SUN	MON	TUE	WED	THU	FRI	SAT
			01 <b>Work It Wednesday</b> Give a tip that incorporates how a move from your paradigm can help thm in the workplace...maybe it's yoga poses you can do at your desk or barre moves on a 5-minute stretch break	02 <b>Share An Offer</b> Can be an intro offer, current sale or promotion, workshop, etc.	03 <b>Facebook / Instagram Live - FAQ Friday</b> Hop on and answer some of the most frequently asked questions about your paradigm, studio, etc.	04 PLANNING DAY Don't worry about posting today. Instead, get the next 3 weeks of content mapped out and scheduled!
05 <b>National Friendship Day</b> Bring a friend in for a class!	06 <b>Post</b> a funny/silly "Caption This" photo - could offer a prize for best caption	07 <b>Facebook/ Instagram Live</b> Give a Virtual Studio Tour	08 <b>Post Weekly Challenge Email - Boost Post</b>	09 <b>Share</b> a podcast, article, TED talk (outside content) that connects with the nature of your business/studio and would be intriguing, educational, and/or entertaining for your audience	10 <b>Speak to the back-to-school season...</b> tips for the schedule transition, class updates, creating evening family wellness practices	11 <b>Ask a Question / Create a Poll</b> Get your audience to engage by asking a question that speaks to their needs, goals, or lifestyle...aim for the question to help you gain insight into your audience's needs and desires
12 <b>Share a Gratitude</b> end the week sharing what you were most grateful for this week, encourage your audience to share theirs, too	13 <b>Motivation Monday</b> motivating quote with corresponding photograph or quote graphic	14 <b>Instructor Highlight</b> Share a quick Q&A with one of your intructors (this would be a great Facebook Live!)	15 <b>Educational Post</b> Teach your audience something about your movement modality, how it impacts their body, health, physiology...keep it simple while still showcasing your expertise	16 <b>Post Weekly Challenge Email Boost Post</b>	17 <b>Share a Client Testimonial</b> Pull a review from your Facebook, Yelp! or Learn Surveys and share it as a quote graphic.	18 <b>Cross-promote</b> your presence on another social platform. (Share about an upcoming FB Live on Instagram, encourage FB followers to share branded hashtag on Instagram
19 <b>Slow Down Sunday</b> Encourage your audience to find time to rest, recharge, and refresh. Give thoughts or ideas around intentional living.	20 <b>Meme Monday</b> Share a funny, motivational, etc. meme that your audience will find entertaining or inspiring	21 <b>Share Your Intro Offer</b>	22 <b>Share an article</b> that ties together an element of your paradigm and an interest/concern/curiosity of your audience.	23 <b>Give a movement- or paradigm-based tip</b> to help your audience understand a common move better.	24 <b>Repost user-generated content</b> from post other have used with your branded hashtag.	25 <b>Share a Healthy Snack or Meal Recipe</b>
26 <b>PLANNING DAY</b> Don't worry about posting today. Instead, get the next 3 weeks of content mapped out and scheduled!	27 <b>Before &amp; After</b> Highlight a physical/metal transformation of you or a member of your studio	28 <b>Community Connection</b> Give a social media shoutout to a community partner (local smoothie/healthy eats cafe, doctors office, spa, etc.)...this helps expand your reach and exposure	29 <b>Post Weekly Challenge Email - Boost Post</b>	30 <b>Facebook / Instagram Live</b> Tips for Newbies / What to Expect if You've Never Done [ Barre, Yoga, Pilates, etc. ] before...really help take out indimidation or fear for first-timers	31 <b>Showcase</b> a product you carry in your studio or your retail section (or highlight a newer item)	

CONTENT IDEAS - CALENDARS

# September

SUN	MON	TUE	WED	THU	FRI	SAT
						01 <b>New Month, New Goals</b> Spur engagement by asking what are your audience's goals for the month ahead.
02 <b>Ready for the week ahead!</b> Share something motivating, a pic of the studio with people starting their week off on a great foot...good opportunity to share your class schedule for the week or share any updated classes for the season.	03 <b>Labor Day</b> share important details on holiday hours or closures	04 <b>Member Highlight</b> Give one of your superstar members a shout out celebrating a milestone, their progress or story.	05 <b>Post Weekly Challenge Email - Boost Post</b>	06 <b>Share</b> a podcast, article, TED talk (outside content) that connects with the nature of your business/studio and would be intriguing, educational, and/or entertaining for your audience	07 <b>"What's in your gym bag?"</b> or "What [ product specific to your paradigm ] can't you live without?"	08 <b>Self-Care Sunday</b> Give a tip for audience related to self-care
09 <b>Meet The Team</b> Introduce Yourself or One of Your Instructors - Share what classes they teach, why they love their work, and some personal fun facts	10 <b>Promote your email list</b> encourage people to subscribe for your list to learn about upcoming events, promotions, studio news	11 <b>Wellness Wednesday</b> Give an over-arching wellness tip, doesn't have to be something that speaks specifically to your paradigm, but shows your expertise as a wellness professional, guide and leader	12 <b>Ask a Question / Create a Poll</b> Get your audience to engage by asking a question that speaks to their needs, goals, or lifestyle...aim for the question to help you gain insight into your audience's needs and desires	13 <b>Facebook / Instagram Live</b> FAQ Friday - Hop on and answer some of the most frequently asked questions about your paradigm, studio, etc.	14 <b>Share</b> a behind-the-scenes peek into your studio - prepping for a class, teacher training, staff meetings	15 <b>PLANNING DAY</b> Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
16 <b>Meme Monday</b> Share a funny, motivational, etc. meme that your audience will find entertaining or inspiring	17 <b>Social Campaign/Lead Generation Idea</b> Host an Event (Meet Me at The Barre, Yoga in the Park, Themed Class)	18 <b>Repost</b> user-generated content from post other have used with your branded hashtag.	19 <b>Facebook / Instagram Live</b> Class Spotlight - Show a snippet of a popular class and explain what it is, what it involves, how your client benefits from this class	20 <b>Post Weekly Challenge Email - Boost Post</b>	21 <b>Bust a Move</b> Demo a common move used in your movement modality and showcase proper form and give a tip (great for video content).	22 <b>First day of fall</b> talk about seasonal living, seasonal studio news, etc.
23 <b>Motivation Monday</b> motivating quote with corresponding photograph or quote graphic	24 <b>Share Your Intro Offer</b>	25 <b>Facebook / Instagram Live</b> Demo a piece of equipment...if you use equipment for your classes, explain what it's used for, how it works, show a couple beginner moves, a couple advanced	26 <b>Promote National Women's Health and Fitness Day</b>	27 <b>Feel Good Friday</b> Share a song, habit, mantra...whatever is making you feel great lately/today.	28 <b>Post a Client Testimonial</b> (video testimonials are great if you can get them...then boost the post!)	29 <b>PLANNING DAY</b> Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
30 <b>Share a Healthy Snack or Meal Recipe</b>						



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QUESTIONS?

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