

Content Ideas

CALENDARS



THE
*Revenue
Remedy*

CONTENT IDEAS - CALENDARS

July

SUN	MON	TUE	WED	THU	FRI	SAT
01 Post an update on upcoming July Fourth holiday hours / being closed (if applicable) / events	02 Share a healthy snack or meal recipe ...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 Tuesday Tip Give your audience a tip for healthier/balanced living, mindset, or nutrition.	04 "Happy July Fourth" post indicate any special hours, classes, or closing	05 Post Weekly Challenge Email Boost Post	06 Share your branded/studio-specific hashtag and share on your social profiles encouraging people to tag photos at your studio with that hashtag.	07 Spur your audience to engage by asking a question - it can be about something specific to your studio or something related to living a healthy lifestyle.
08 Tools of the Trade Highlight gear or product you love (bonus points if it's available for purchase in your studio)	09 Facebook/Instagram Live Host a Virtual "Drop-In" Class where someone can follow along from home (give someone a taste of what your classes are like)	10 Member Highlight Give one of your superstar members a shout out celebrating a milestone, their progress or story.	11 Post About Your Intro Offer	12 Community Connection 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 Feel Good Friday Share a song, habit, mantra...whatever is making you feel great lately/today.	14 Share an article that ties together an element of your paradigm and an interest/concern/curiosity of your audience.
15 PLANNING DAY Don't worry about posting today. Instead, get the next 3 weeks of content mapped out and scheduled!	16 Bust a Move Demo a common move used in your movement modality and showcase proper form and give a tip (great for video content).	17 Ask a Question / Create a Poll 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 Post Weekly Challenge Email - Boost Post	19 Social Campaign/Lead Generation Idea Run a Giveaway or Announce an Upcoming Summer Challenge	20 Follow Friday 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 Give a shout-out to your weekend warriors (share an image from a weekend class)
22 Post a Client Testimonial (video testimonials are great if you can get them...then boost the post!)	23 Facebook Live Mythbuster Monday - bust a common myth about your paradigm or industry	24 Repost user-generated content from post other have used with your branded hashtag.	25 Post Weekly Challenge Email - Boost Post	26 Throwback Thursday Throwback to when you first started teaching, to your studio opening (great if your studio	27 Meet The Team Introduce Yourself or One of Your Instructors - Share what classes they teach, why they love their work, and some personal fun facts	28 Share a behind-the-scenes peek into your studio prepping for a class, teacher training, staff meeting
29 Self-Care Sunday Give a tip for audience related to self-care	30 Meme Monday Share a funny, motivational, etc. meme that your audience will find entertaining or inspiring	31 National Avocado Day 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 Work It Wednesday 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 Share An Offer Can be an intro offer, current sale or promotion, workshop, etc.	03 Facebook / Instagram Live - FAQ Friday 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 National Friendship Day Bring a friend in for a class!	06 Post a funny/silly "Caption This" photo - could offer a prize for best caption	07 Facebook/ Instagram Live Give a Virtual Studio Tour	08 Post Weekly Challenge Email - Boost Post	09 Share 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 Speak to the back-to-school season... tips for the schedule transition, class updates, creating evening family wellness practices	11 Ask a Question / Create a Poll 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 Share a Gratitude end the week sharing what you were most grateful for this week, encourage your audience to share theirs, too	13 Motivation Monday motivating quote with corresponding photograph or quote graphic	14 Instructor Highlight Share a quick Q&A with one of your intructors (this would be a great Facebook Live!)	15 Educational Post Teach your audience something about your movement modality, how it impacts their body, health, physiology...keep it simple while still showcasing your expertise	16 Post Weekly Challenge Email Boost Post	17 Share a Client Testimonial Pull a review from your Facebook, Yelp! or Learn Surveys and share it as a quote graphic.	18 Cross-promote your presence on another social platform. (Share about an upcoming FB Live on Instagram, encourage FB followers to share branded hashtag on Instagram
19 Slow Down Sunday Encourage your audience to find time to rest, recharge, and refresh. Give thoughts or ideas around intentional living.	20 Meme Monday Share a funny, motivational, etc. meme that your audience will find entertaining or inspiring	21 Share Your Intro Offer	22 Share an article that ties together an element of your paradigm and an interest/concern/curiosity of your audience.	23 Give a movement- or paradigm-based tip to help your audience understand a common move better.	24 Repost user-generated content from post other have used with your branded hashtag.	25 Share a Healthy Snack or Meal Recipe
26 PLANNING DAY Don't worry about posting today. Instead, get the next 3 weeks of content mapped out and scheduled!	27 Before & After Highlight a physical/metal transformation of you or a member of your studio	28 Community Connection 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 Post Weekly Challenge Email - Boost Post	30 Facebook / Instagram Live 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 Showcase a product you carry in your studio or your retail section (or highlight a newer item)	

September

SUN	MON	TUE	WED	THU	FRI	SAT
						01 New Month, New Goals Spur engagement by asking what are your audience's goals for the month ahead.
02 Ready for the week ahead! 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 Labor Day share important details on holiday hours or closures	04 Member Highlight Give one of your superstar members a shout out celebrating a milestone, their progress or story.	05 Post Weekly Challenge Email - Boost Post	06 Share 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 "What's in your gym bag?" or "What [product specific to your paradigm] can't you live without?"	08 Self-Care Sunday Give a tip for audience related to self-care
09 Meet The Team Introduce Yourself or One of Your Instructors - Share what classes they teach, why they love their work, and some personal fun facts	10 Promote your email list encourage people to subscribe for your list to learn about upcoming events, promotions, studio news	11 Wellness Wednesday 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 Ask a Question / Create a Poll 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 Facebook / Instagram Live FAQ Friday - Hop on and answer some of the most frequently asked questions about your paradigm, studio, etc.	14 Share a behind-the-scenes peek into your studio - prepping for a class, teacher training, staff meetings	15 PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
16 Meme Monday Share a funny, motivational, etc. meme that your audience will find entertaining or inspiring	17 Social Campaign/Lead Generation Idea Host an Event (Meet Me at The Barre, Yoga in the Park, Themed Class)	18 Repost user-generated content from post other have used with your branded hashtag.	19 Facebook / Instagram Live 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 Post Weekly Challenge Email - Boost Post	21 Bust a Move Demo a common move used in your movement modality and showcase proper form and give a tip (great for video content).	22 First day of fall talk about seasonal living, seasonal studio news, etc.
23 Motivation Monday motivating quote with corresponding photograph or quote graphic	24 Share Your Intro Offer	25 Facebook / Instagram Live 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 Promote National Women's Health and Fitness Day	27 Feel Good Friday Share a song, habit, mantra...whatever is making you feel great lately/today.	28 Post a Client Testimonial (video testimonials are great if you can get them...then boost the post!)	29 PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
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QUESTIONS?

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