













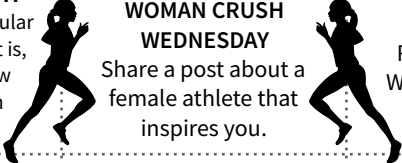













































October

SUN	MON	TUE	WED	THU	FRI	SAT
		 01 WORLD VEGETARIAN DAY Invite your audience to share their favorite vegetarian or vegan recipes	 02 POST A 5-MINUTE DESK-FRIENDLY WORKOUT FOR EVERYONE STUCK AT WORK.	 03 Try-It Thursday Share an out of the box workout	 04 Feature Friday Shine the spotlight on a member who's been crushing it lately.	 05 PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
 06 Weekend Warriors Share a snap of the dedicated members working out on the weekend	 07 Mythbuster Monday Bust a common industry-myth and establish your expertise.	 08 Tuesday Tip Post a mindfulness, meditation, or wellness tip!	 09 SHARE SOME MID-WEEK MOTIVATION	 10 Try-It Thursday Share a challenging modification on a tried-and-tested favorite	 11 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	 12 Share your favorite workout music and ask your audience to share their own.
 13 Share your best ideas for an active rest day	 14 Mid-Month Check in Ask your audience how they're progressing on their goals	 15 FACEBOOK / INSTAGRAM LIVE - CLASS SPOTLIGHT - Show a snippet of a popular class and explain what it is, what it involves, and how your clients benefit from this class	 16 #WCW WOMAN CRUSH WEDNESDAY Share a post about a female athlete that inspires you.	 17 REVENUE REMEDY WEEKLY CHALLENGE Boost Post	 18 Promote your email list - encourage people to subscribe to your list to learn about upcoming events, promotions, studio news	 19 PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
 20 Share a fun workout that gets the whole family involved	 21 Mental Health Monday Talk about the mood-boosting benefits of exercise. Bonus points if you have a story to go with it.	 22 Tuesday Tip Talk about injury prevention as the weather gets cooler	 23 Hump-Day Pick-Me Up Share a quick workout to get that blood pumping mid-week.	 24 Share any up-coming promos or offers	 25 Freaky Friday Share a Halloween Inspired Workout	 26 Share a piece of content tagged with your studio's hashtag. Encourage your audience to use the hashtag!
 27 Share a healthier alternative to Halloween candy	 28 Host a virtual "drop in" class via Facebook Live, let people at home follow along and get a taste of what your classes are like!	 29 THROWBACK TUESDAY Share a throwback to your first year as an instructor/studio owner	 30 SHARE A WORKOUT How to train for the zombie apocalypse	 31 Halloween Post		



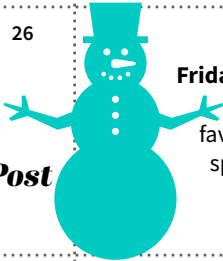
November



SUN	MON	TUE	WED	THU	FRI	SAT
					01  Facebook Live How to ease back into working out if you've taken a break. End with an invite to sign up!	02  PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
03  National Sandwich Day Share your favorite healthy sandwich ideas	04  National Check Your Blood Pressure Day Talk to your audience about the importance of knowing your BP and the benefits of exercise	05  BIG SALE Share any up-coming promos or offers	06 #WCW WOMAN CRUSH WEDNESDAY Share a post about a female athlete that inspires you.	07 Promote your email list - encourage people to subscribe to your list to learn about upcoming events, promotions, studio news	08  ★★★★★ Share a testimonial from a client. Bonus points if it's a video!	09  Share a guided meditation to set the tone for the weekend
10  Workout Buddy Post a picture with your workout buddy (even if it's your dog) and encourage people to do the same. Don't forget your hashtag!	11  Veteran's Day Post	12  Tuesday Tip Post a mindfulness, meditation, or wellness tip!	13  THE Revenue Remedy REVENUE REMEDY WEEKLY CHALLENGE Boost Post	14 World Diabetes Day Reminder To Get Checked	15  Member Highlight Shine the spotlight on a member who's been crushing it lately.	16  PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
17  National Take A Hike Day Share a post about your favourite hikes in your area	18  MONDAY BLUES Post a 5-minute desk-friendly workout to shake off those Monday morning blues	19  Tuesday Tip Talk about SAD (Seasonal Affective Disorder) and how getting outdoors can help	20  BIG SALE Start promoting any Black Friday promos you're running	21  Share an educational post about the benefits of your studio's specialization	22  Friday Favorites Share your favorite cold weather-friendly gear. Bonus points if you sell it at the studio!	23  Share your favorite inspirational quote
24  Thanksgiving Share updated hours and what you're grateful for	25  Share a Thanksgiving Inspired Workout	26  THE Revenue Remedy REVENUE REMEDY WEEKLY CHALLENGE Boost Post	27  Share a reminder about any Black Friday promos	28  Share a gear review	29  BLACK FRIDAY Promote your offers or share a round up of best gear deals	30  Small Business Saturday Post about supporting local businesses

December



SUN	MON	TUE	WED	THU	FRI	SAT
01  PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!	02  CYBER MONDAY Share the best deals for your favourite gear and equipment	03 #GivingTuesday Partner with a local charity to fundraise for a cause you care about AND/ OR Share one new exercise or workout tip leading up to Christmas as part of your Studio advent calendar	04  Share your favorite healthy holiday recipe	05 Try-It Thursday Challenge your audience to incorporate a new healthy habit for 3 weeks and get a headstart on New Year's resolutions	06  Share your favorite winter workout tips	07  Share a healthy brunch recipe
08  How We Spend Our Sundays Let an instructor take over your Instagram and share how they spend their Sundays	09  Mythbuster Monday Bust a common industry-myth and establish your expertise.	10  Tuesday Tip Post a mindfulness, meditation, or wellness tip!	11  REVENUE REMEDY WEEKLY CHALLENGE Boost Post	12  Share a modification of a common exercise. (It can be modified for people with injuries, a more challenging variation, or an easier version)	13  Share any up-coming holiday specials	14  PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
15 Slow Down Sunday Encourage your audience to find time to rest, recharge, and refresh. Give thoughts or ideas around intentional living.	16  Mental Health Monday Talk about the mood-boosting benefits of exercise. Bonus points if you have a story to go with it.	17  Instructor Highlight Host a Facebook Live Q&A with one of your instructors!	18  Share any up-coming holiday promos or offers	19  Thankful Thursday Share something you're grateful for this week and ask your audience the same for a mid-week pick-me up.	20 Promote your email list - encourage people to subscribe to your list to learn about upcoming events, promotions, studio news	21  SATURDAY STRETCHES Share a few ways to warm up on a chilly Saturday morning
22  Hannukah Post	23  Weekend Warriors Share an image from a weekend class + Post about updated hours for the holiday season	24  CHRISTMAS EVE If you put up a Christmas Tree in your studio, share a picture, and seasonal greetings.	25  Christmas Day Post	26  Boxing Day Post	27  Friday Favorites Share your favorite way to spend a snow day	28  PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
29  Sunday Snooze Share a post about the importance of sleep for overall health and wellness	30  Beat the Holiday Food Coma 10 minute workouts to get your blood pumping	31  NEW YEAR'S EVE Share your favorite memories of the year				