




























































January

SUN	MON	TUE	WED	THU	FRI	SAT
			 01 Happy New Year Start your day with some journal writing and put your goals for 2020 on paper	 02 WEEKLY CHALLENGE Boost Post	 03 Share a testimonial from a client. Bonus points if it's a video!	 04 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
 05 Share a fun workout that gets the whole family involved	 06 MYTHBUSTER MONDAY Bust a common industry-myth and establish your expertise.	 07 Promote your email list - encourage people to subscribe to your list to learn about upcoming events, promotions, studio news	 08 Post a 5-minute desk-friendly workout for everyone stuck at work.	 09 Try-It Thursday Share an easy at-home workout	 10 Feature Friday Shine the spotlight on a member who's been crushing it lately.	 11 Saturday Stretches Share a few ways to warm up on a chilly Saturday morning
 12 PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!	 13 Monday Blues Post a 5-minute desk-friendly workout to shake off those Monday morning blues	 14 Instructor Highlight Host a Facebook Live Q&A with one of your instructors!	 15 Mid-Month Check In Ask Your Audience How They're Progressing on Their Goals	 16 Share your favorite winter workout tips	 17 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	 18 WEEKEND WARRIORS Share a snap of the dedicated members working out on the weekend
 19 Share any upcoming promos or offers	 20 Martin Luther King Jr. Day	 21 TUESDAY TIP Post a mindfulness, meditation, or wellness tip!	 22 Share an educational post about the benefits of your studio's specialization	 23 Try-It Thursday Share a challenging modification of a tried-and-tested favorite	 24 National Compliment Day Share a post appreciating a client or a staff member who's been killing it lately	 25 Share a piece of content tagged with your studio's hashtag. Encourage your audience to use the hashtag!
 26 National Green Juice Day Share your favorite green juice recipe	 27 MENTAL HEALTH MONDAY Share a post about the mood-boosting benefits of exercise	 28 PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!	 29 Share a modification of a common exercise. (It can be modified for people with injuries, a more challenging variation, or an easier version)	 30 Thankful Thursday Share something you're grateful for this week and ask your audience the same for a mid-week pick-me up.	 31 Friday Favorites Share your favorite cold weather-friendly gear. Bonus points if you sell it at the studio!	



























February



SUN	MON	TUE	WED	THU	FRI	SAT
						 01 Saturday Stretches Share a few ways to warm up on a chilly Saturday morning
 02 WEEKEND WARRIORS Share a snap of the dedicated members working out on the weekend	 03 Monday Blues Post a 5-minute desk-friendly workout to shake off those Monday morning blues	 04 TUESDAY TIP Post a mindfulness, meditation, or wellness tip!	 05 Hump-Day Pick-Me Up Share a quick workout to get that blood pumping mid-week.	 06 WEEKLY CHALLENGE Boost Post	 07 Feature Friday Shine the spotlight on a member who's been crushing it lately.	08 How We Spend Our Weekends Let an instructor take over your Instagram and share how they spend their weekend
 09 Promote your email list encourage people to subscribe to your list to learn about upcoming events, promotions, studio news	 10 MYTHBUSTER MONDAY Bust a common industry-myth and establish your expertise.	 11 Share any upcoming promos or offers	 12 PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!	 13 Share a testimonial from a client. Bonus points if it's a video!	 14 Valentines Day	 15 Mid-month check in: Ask your audience how they're progressing on their goals
 16 Share a fun workout that gets the whole family involved	 17 National Random Acts of Kindness Day Consider a pay-it forward campaign where members can buy classes for others	 18 TUESDAY TIP Talk about injury prevention in cold weather	 19 Instructor Highlight Host a Facebook Live Q&A with one of your instructors!	 20 Share your favorite workout music and ask your audience to share their own.	 21 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	 22 Share a healthy brunch recipe
 23 Share an educational post about the benefits of your studio's specialization	 24 MENTAL HEALTH MONDAY Share a post about the mood-boosting benefits of exercise	 25 TUESDAY TIP Talk about how to choose the right shoes for your modality	 26 Share a piece of content tagged with your studio's hashtag . Encourage your audience to use the hashtag!	 27 Share your favorite inspirational quote	 28 PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!	 29 Share a guided meditation to set the tone for the weekend

March

THE
**Revenue
Remedy**

SUN	MON	TUE	WED	THU	FRI	SAT
<p>WW 01</p> <p>WEEKEND WARRIORS Share a snap of the dedicated members working out on the weekend</p>	<p> 02</p> <p>MENTAL HEALTH MONDAY Share a post about the mood-boosting benefits of exercise</p>	<p> 03</p> <p>TUESDAY TIP Share your thoughts on cross-training</p>	<p>#WCW 04</p> <p>WOMAN CRUSH WEDNESDAY SHARE A POST ABOUT A FEMALE ATHLETE THAT INSPIRES YOU.</p>	<p>05</p> <p>Share a piece of content tagged with your studio's hashtag. Encourage your audience to use the hashtag!</p>	<p> 06</p> <p>Share a gear review</p>	<p> 07</p> <p>Saturday Stretches Share a few ways to warm up on a chilly Saturday morning</p>
<p> 08</p> <p>Daylight Savings Share updated hours if necessary</p>	<p> 09</p> <p>MYTHBUSTER MONDAY Bust a common industry-myth and establish your expertise.</p>	<p> 10</p> <p>TUESDAY TIP Talk about the importance of fueling your body with the right food</p>	<p> 11</p> <p>Share an educational post about the benefits of your studio's specialization</p>	<p> 12</p> <p>Thankful Thursday Share something you're grateful for this week and ask your audience the same for a mid-week pick-me up.</p>	<p> 13</p> <p>PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!</p>	<p> 14</p> <p>WEEKLY CHALLENGE Boost Post</p>
<p> 15</p> <p>Slow Down Sunday Encourage your audience to find time to rest, recharge, and refresh. Give thoughts or ideas around intentional living.</p>	<p> 16</p> <p>Mid-month check in Ask your audience how they're progressing on their goals</p>	<p> 17</p> <p>Promote your email list Encourage people to subscribe to your list to learn about upcoming events, promotions, studio news</p>	<p> 18</p> <p>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</p>	<p> 19</p> <p>Instructor Highlight: Host a Facebook Live Q&A with one of your instructors!</p>	<p> 20</p> <p>Share any upcoming promos or offers</p>	<p> 21</p> <p>Share a testimonial from a client. Bonus points if it's a video!</p>
<p> 22</p> <p>Share a fun workout that gets the whole family involved</p>	<p> 23</p> <p>Monday Blues Post a 5-minute desk-friendly workout to shake off those Monday morning blues</p>	<p> 24</p> <p>TUESDAY TIP Post a mindfulness, meditation, or wellness tip!</p>	<p>25</p> <p>Hump-Day Pick-Me Up Share a quick workout to get that blood pumping mid-week.</p>	<p>26</p> <p>Try-It Thursday Turn up the heat with a challenging variation of a classic workout</p>	<p> 27</p> <p>Feature Friday Shine the spotlight on a member who's been crushing it lately.</p>	<p> 28</p> <p>Saturday Snooze Share a post about the importance of sleep for overall health and wellness</p>
<p> 29</p> <p>PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!</p>	<p> 30</p> <p>Monday Motivation Share an inspirational story or anecdote to set the tone for the week</p>	<p> 31</p> <p>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</p>				