January

juice recipe

of exercise



SUN MON TUE WED THU FRI SAT Revenue Share a healthy snack Remedy or meal recipe **Happy New Year** ..you may not offer any food-Start your day with WEEKLY CHALLENGE related services at your Share a testimonial studio, but this type of some journal writing **Boost Post** content ties into the lifestyle from a client. Bonus and put your goals for you're promoting for your 2020 on paper points if it's a video! community 07 11 06 Promote your email list -Post a 5-minute Feature Friday encourage people to Try-It Thursday Share a fun desk-friendly Shine the spotlight on a Saturday Stretches **MYTHBUSTER MONDAY** subscribe to your list to workout for Share an easy at-home workout that gets member who's been Bust a common industrylearn about upcoming Share a few ways to everyone stuck workout the whole family crushing it lately. myth and establish your events, promotions, warm up on a chilly at work. involved expertise. studio news Saturday morning 13 14 16 PLANNING DAY Facebook / Instagram Live -**Mid-Month Check In Instructor Highlight Class Spotlight** Don't worry about **Monday Blues Share your** WEEKEND WARRIORS Show a snippet of a popular Ask Your Audience How posting today. Instead, Host a Facebook Live Q&A favorite winter Post a 5-minute desk-Share a snap of the class and explain what it is, get the next 2 weeks of with one of your They're Progressing on friendly workout to shake dedicated members workout tips what it involves, and how content mapped out and instructors! off those Monday Their Goals working out on the vour clients benefit from this scheduled! morning blues weekend class 19 20 21 22 25 **COMING SOON!** National Share a piece of content **Try-It Thursday** Share an educational post **TUESDAY TIP** tagged with your studio's Martin Luther **Compliment Day** Share a challenging hashtag. Encourage your about the benefits of your Share any up-Post a mindfulness, King Jr. Day modification of a tried-Share a post appreciating audience to use the studio's specialization meditation, or wellness tip! coming promos and-tested favorite a client or a staff member hashtag! who's been killing it lately **PLANNING DAY** Thankful Thursday **National Green** Share a modification of Friday Favorites Don't worry about Share something you're **Juice Day** a common exercise. Share your favorite cold posting today. Instead, grateful for this week and MENTAL HEALTH (It can be modified for Share your weather-friendly gear. **MONDAY** get the next 2 weeks of people with injuries, a ask your audience the Bonus points if you sell it favorite green Share a post about the more challenging content mapped out and same for a mid-week variation, or an easier mood-boosting benefits at the studio!

version)

pick-me up.

scheduled!

February



out and scheduled!

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

audience to use the

hashtag!

the right shoes for your

modality

March



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