

April

SUN	MON	TUE	WED	THU	FRI	SAT
			 01 April Fool's Day Prank your audience, or post a silly picture of your team	 02 World Autism Awareness Day Share any awareness events in your community	 03 Instructor Highlight Host a Facebook Live Q&A with one of your instructors!	 04 Saturday Snooze Share a post about the importance of sleep for overall health and wellness
 05 Weekend Warriors Share a snap of the dedicated members working out on the weekend	 06 Share a testimonial from a client. Bonus points if it's a video!	 07 Tuesday Tip Quick modifications to make certain moves easier or more challenging	 08 <i>Promote your email list - encourage people to subscribe to your list to learn about upcoming events, promotions, studio news</i>	 09 TRY-IT THURSDAY Challenge your audience to get an extra workout in today	 10 Share an educational post about the benefits of your studio's specialization	 11 PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
 12 Share a fun workout that gets the whole family involved	 13 Mental Health Monday Share a post about the mood-boosting benefits of exercise	 14 Mid-month check in Ask your audience how they're progressing on their goals	 15 HUMP-DAY PICK-ME UP Share a quick workout to get that blood pumping mid-week.	 16 Share any up-coming promos or offers	 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	 18 Facebook Live Most common injuries and how to prevent them
 19 Slow Down Sunday Encourage your audience to find time to rest, recharge, and refresh. Give thoughts or ideas around intentional living.	 20 Monday Blues Post a 5-minute desk-friendly workout to shake off those Monday morning blues	 21 Tuesday Tip Share the best places to go for a run in your area	 22 National Earth Day Share how you're doing your part for the environment	 23 Share a piece of content tagged with your studio's hashtag. Encourage your audience to use the hashtag!	 24 Feature Friday Shine the spotlight on a member who's been crushing it lately.	 25 PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
 26 Self-Care Sunday Share some of your favorite ways to unwind after a rough week	 27 MYTHBUSTER MONDAY Bust a common industry-myth and establish your expertise.	 28 Revenue Remedy Weekly Challenge - Boost Post	 29 #WCW WOMAN CRUSH WEDNESDAY Share a post about a female athlete that inspires you.	 30 Thankful Thursday Share something you're grateful for and encourage your audience to do the same		

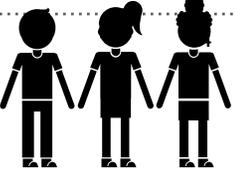
May



SUN	MON	TUE	WED	THU	FRI	SAT
					01  Memorial Day Share updated hours	02  National Fitness Day Celebrate all things fitness!
03  Slow Down Sunday Encourage your audience to find time to rest, recharge, and refresh.	04  Share a testimonial from a client. Bonus points if it's a video!	05  Cinco de Mayo Wish your followers a happy holiday and encourage them to have fun!	06  HUMP-DAY PICK-ME UP Share a quick workout to get that blood pumping mid-week.	07  Thankful Thursday Share one thing you're thankful for and ask your followers to do the same.	08  Feature Friday Shine the spotlight on a member who's been crushing it lately.	09  PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
10  Mothers' Day	11  National Women's Checkup Day Encourage your female followers to go get a thorough checkup at their closest clinic	12  Tuesday Tip Post tips for beginners who have no prior workout experience.	13  Mid-month check in Ask your audience how they're progressing on their goals	14  TRY IT THURSDAY Ask your followers to workout for 10 minutes longer than they usually do.	15  Promote your email list encourage people to subscribe to your list to learn about upcoming events, promotions, studio news	16  Saturday Snooze Share a post about the importance of sleep for overall health and wellness
17  Introduce (or re-introduce) your followers to the benefits of meditation and ask them to share their experiences.	18  Share a piece of content tagged with your studio's hashtag. Encourage your audience to use the hashtag!	19  Instructor Highlight Host a Facebook Live Q&A with one of your instructors!	20  Children and exercise. Chat about exercises busy parents can do with their kids.	21  Share an educational post about the benefits of your studio's specialization	22  Revenue Remedy Weekly Challenge - Boost Post	23  PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
24  Sunday Funday Share a fun, unconventional workout like dancing or roller blading	25  Memorial Day Ask your followers to set goals for the rest of the year on this day.	26  Share any up-coming promos or offers	27  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	28  TRY IT THURSDAY Encourage your followers to try to take their workouts outdoors today!	29  Friday Favorites Share what you've been loving throughout the month. Brownie points if its fitness related, but no harm in sharing movies/music too!	30  Weekend Warriors Share a snap of the dedicated members working out on the weekend

June

THE
**Revenue
Remedy**

SUN	MON	TUE	WED	THU	FRI	SAT
	01  BIG SALE Share any up-coming promos or offers	02  Since this is the halfway mark of the year, ask followers to check in with themselves on the progress of their resolutions	03  NATIONAL RUNNING DAY	04  TRY IT THURSDAY Introduce a new super food into your diet today!	05  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	06  PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!
07  National Cancer Survivor Day	08  Share a testimonial from a client. Bonus points if it's a video!	09  Throwback Tuesday Share a throwback to your first year as an instructor/studio owner	10  #WCW WOMAN CRUSH WEDNESDAY Share a post about a female athlete that inspires you.	11  Share a piece of content tagged with your studio's hashtag. Encourage your audience to use the hashtag!	12  Feature Friday Shine the spotlight on a member who's been crushing it lately.	13  Saturday Stretches Share a few ways to warm up on a chilly Saturday morning
 National Children's Day	15  Mid-month check in Ask your audience how they're progressing on their goals	16  Tuesday Tip Share the best time of the day to work out for optimal results!	17  <i>Promote your email list - encourage people to subscribe to your list to learn about upcoming events, promotions, studio news</i>	18  MAJOR MILESTONE Highlight one important milestone that your studio achieved in 2020.	19  End the week on a high Share your favorite high intensity workout	20  Weekend Warriors Share a snap of the dedicated members working out on the weekend
21  Fathers' Day Shoutout to all the dad's at your studio	22  PLANNING DAY Don't worry about posting today. Instead, get the next 2 weeks of content mapped out and scheduled!	23  <i>Share a fun, warm weather workout.</i>	24  POST A 5-MINUTE DESK-FRIENDLY WORKOUT FOR EVERYONE STUCK AT WORK.	25  Thankful Thursday Share something you're thankful for and encourage your followers to do the same!	26  Share a recipe of your favorite home-made healthy snack.	27  Share your favorite stretches for a good night's sleep
28  How We Spend Our Sunday Let an instructor take over your Instagram and share how they spend their Sunday	29  MYTHBUSTER MONDAY Bust a common industry-myth and establish your expertise.	30  Tuesday Tip How to work out when you're on holiday				