

Month of Motivation

A woman with dark hair, wearing an orange crop top and black pants, is captured in a dynamic dance pose. She is holding a large, flowing fabric that transitions through colors from blue to purple, pink, and red. Her arms are extended, and she has a joyful expression, looking upwards. The background is a plain, light gray.

THE
*Revenue
Remedy*

What is the Month of Motivation?

Month of Motivation

Month of Motivation kicks off with a one week challenge to help your clients shake off their covid-blues and get into a healthier headspace, prioritize their health, and get excited about your virtual offerings.

After that week, we'll transition to regular promos of your virtual offerings, and anything else your studio's offering at the time (like equipment rental, or nutrition packages).

At the end of the 4 weeks, you can start the cycle all over again and run another 5-day challenge to get people excited before transitioning them onto your virtual offers.

What you need in place:

To start, you'll need to pick a challenge, and a fun hashtag to go with it. This can be as simple as a push-up challenge, to something more complicated and on-brand for your studio.

You'll also need to schedule the text messages and emails in advance, so you don't need to bother with them every day.

Plan to go live at the same time every day of week 1, and keep track of who's showing up and who isn't. And don't forget to engage in the comments.

On the next pages, you will find all of the social media, text, and email copy to help you run this challenge successfully.

Day 0: Before Challenge Begins

Schedule this so it goes out the Friday before the challenge begins.

This is when you're announcing the challenge. Choose something that makes sense for your modality, or something generic like a push-up or plank challenge.

SOCIAL POST

It's official! We're kicking off the {STUDIO NAME} {Push-Up-/Plank/Squat/Stretch/Morning Flow} Challenge. Every day this week, we're going to be doing {NUMBER} {Push-Up/Plank/Squat/Stretch/Morning Flow} LIVE on {Instagram/Facebook}, all you've got to do is join in.

You can tune in live {TIME} everyday, and get your reps in with us, or do them on your own time. But you've got to get them done.

And then on Friday, we'll announce next week's challenge.

Here's how you can join in:

- + Comment on this post saying you're in. (We'll be tagging people to keep them accountable!)
- + Tag a friend who should join you

And that's it! Hit us up in the comments if you've got questions!

EMAIL COPY

SUBJECT:

- Ready to get stronger in a week?
- [FREE] Challenge from {STUDIO NAME} // *After 24 hours, resend the email with this subject line to people who didn't open your first email*

BODY:

Hi {FIRST NAME},
It's official!

We're kicking off the {STUDIO NAME} {Push-Up/Plank/Squat/Stretch/Morning Flow} Challenge. Every day this week, we're going to be doing {NUMBER} {Push-Up/Plank/Squat/Stretch/Morning Flow} LIVE on {Instagram/Facebook}, all you've got to do is join in.

You can tune in live at {TIME} everyday, and get your reps in with us, or do them on your own time. But you've got to get them done. No excuses! Then, record your number of {Push-Up/Plank/Squat/Stretch/Morning Flow} and post it on social media, tag us at @STUDIONAME with the hashtag #HASHTAGHERE.

And then on Friday, we'll announce next week's challenge.

And that's it! If you have questions, reach out!

{SIGNATURE SIGN OFF}

Week 1

Day 1: Monday

TEXT COPY

Rise and shine, {FIRST NAME}. It's Day 1 of {CHALLENGE NAME}. We'll be going live on {Facebook/Instagram} at {TIME}. Get ready to sweat! When you're done with your {Push-Up/Plank/Squat/Stretch/Morning Flow} comment on the post letting us know. If we don't see your comment, we'll be pinging you!

{SIGNATURE SIGN OFF}

Day 3: Wednesday

Send 20 minutes before going live on Facebook.

TEXT COPY

We'll be going live on {Facebook/Instagram} in 20 minutes! Change into your workout clothes, throw that hair into a bun, and let's go! Don't forget to comment on the post letting us know you got your {push-ups, planks, squats, reps} in for the day.

{SIGNATURE SIGN OFF}

Day 5: Friday

Send 20 minutes before going live on Facebook.

TEXT COPY

Home stretch. We're getting started in 20 minutes, see you there. Let's finish strong.

{SIGNATURE SIGN OFF}

EMAIL COPY

SUBJECT: You were amazing!

BODY:

PHEW, {FIRST NAME}. Are you sore? Because we sure are. Enjoy some well deserved R&R this weekend, because you kicked some major butt this week.

We know the last month hasn't been easy, and the {STUDIO NAME} Challenge was our gift to you. We hope it brought a little bit of joy to your day because it sure as heck brought some to ours.

If you enjoyed the challenge, we've got a few other virtual offerings running at the moment, that might interest you:

{INSERT OFFER HERE}

If you want to keep the momentum from this week going, just hit the sign up link above and we'll get the ball rolling!

{SIGNATURE SIGN-OFF}

SOCIAL POST

Phew! We've seen some serious sweat this week. {NUMBER} men and women really brought it in Week 1 of the {STUDIO NAME} Challenge.

If you had just as much fun as we did, join us in our virtual {MODALITY} class on {DAY}.

Want to join in? Here's what you need to do:

{INSERT INSTRUCTIONS}

And that's it! Hit us up in the comments if you've got questions!

Week 2

Day 1: Monday

TEXT COPY

Feeling the Monday blues, {FIRST NAME}? If you're itching for a workout, our next virtual {CLASS NAME} is on {DAY}. I'd love to see you there.

{SIGNATURE SIGN OFF}

Day 3: Wednesday

EMAIL COPY

SUBJECT LINE: Step away from the soup cans, {FIRST NAME}

BODY: {FIRST NAME}, if you've been using cans of soup and bags of flour as dumbbells, we're here to help. {STUDIO NAME} is renting out some of their equipment to help you make the most of your home workouts, and to help us make sure we're able to open our doors once things settle down.

Here's a list of what's available:

{INSERT LIST}

{INSERT RENTAL/RESERVATION INSTRUCTIONS}

If there's something you're interested in but don't see on this list, let us know!

{SIGNATURE SIGN OFF}

SOCIAL POST

STEP AWAY FROM THE SOUP CANS.

If you've been using cans of soup and bags of flour as dumbbells, we're here to help.

{STUDIO NAME} is renting out some of their equipment to help you make the most of your home workouts, and to help us make sure we're able to open our doors once things settle down.

Here's a list of what's available:

{INSERT LIST}

{INSERT RENTAL/RESERVATION INSTRUCTIONS}

Day 5: Friday

SOCIAL POST

PHEW.

Team {STUDIO NAME} got our sweat on this week. {NUMBER} virtual classes, including {names of classes}.

Shoutout to members {INSERT NAMES} for really bringing their A-Game.

If sheltering in place is making you go a little stir crazy, bust some of that nervous energy in our next virtual class.

Here's next week's roster:

<<INSERT CLASSES>>

And here's how you can join in:

<<INSERT INSTRUCTIONS>>

Week 3

Day 1: Monday

TEXT COPY

Sweat. Smile. Repeat. That's our mantra this week, {FIRST NAME}. We're kicking things off with a {CLASS NAME} at {TIME} today. Want me to put you down for it?

{SIGNATURE SIGN OFF}

Day 3: Wednesday

If you have any nutrition offerings, this is the email to use. If you don't, swap out the nutrition copy for another virtual class promo.

EMAIL COPY

SUBJECT LINE: Flamin' hot cheetos for dinner?

BODY:

How's that quarantine diet going, {FIRST NAME}?

If you're anything like us, then the urge to flop on the couch and binge watch the next season of {INSERT FAVORITE TV SHOW} while eating {INSERT GUILTY PLEASURE} is strong.

EMAIL COPY CONT.

If you need a little extra accountability, here's what we put together to support you:

{INSERT NUTRITION PACKAGE DETAILS}

If you're feeling the mid-week slump set in, power through.

{SIGNATURE SIGN OFF}

SOCIAL POST

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If you're anything like us, then the urge to flop on the couch and binge watch the next season of {INSERT FAVORITE TV SHOW} while eating {INSERT GUILTY PLEASURE} is strong.

If you need a little extra accountability, here's what we put together to support you:

{INSERT NUTRITION PACKAGE DETAILS}

Share a recap of all the virtual classes you held this week, tag people who really brought it. And tell people how they join the next ones.

SOCIAL POST

BOOM. That's another week down.

Here's what's on our calendar for next week:

<<INSERT CLASSES>>

And here's how you can join in:

<<INSERT INSTRUCTIONS>>

See you in our (virtual!) studio!

Day 5: Friday

Send 20 minutes before going on Facebook live

TEXT COPY

We're going live in 20 minutes to get a quick mini-workout in! Throw on those trainers and push extra hard today so we can really kick back over the weekend. Catch you on {Facebook/the 'gram} in 20 minutes.

{SIGNATURE SIGN OFF}

Send at the end of the day:

EMAIL COPY

Take a bow, {FIRST NAME}, because you've officially survived another week in lockdown! Kick back with a nice tall glass of kombucha (or something stronger), you've earned it!

Here's what we're doing next week:

{INSERT CLASS LIST FOR NEXT WEEK}

We'd love to see you join in. If there's a class on that list that strikes your fancy, here's what you need to do:

{INSERT INSTRUCTIONS}

Have a wonderful weekend!

{SIGNATURE SIGN-OFF}

Week 4

Day 1: Monday

TEXT COPY

Happy Monday, {FIRST NAME}. We're kicking things off over on the 'gram with a quick 10 minute workout to get the blood pumping. You're welcome to join in. Just go to: {INSTAGRAM HANDLE}

{SIGNATURE SIGN OFF}

Day 5: Friday

TEXT COPY

We're kicking off another live challenge next week, we'd love to see you be part of it. Keep an eye on your inbox for more details!

{SIGNATURE SIGN OFF}

This is when you're announcing the next challenge. Choose something that makes sense for your modality, or something generic like a push-up challenge.

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QUESTIONS?

SUPPORT@STUDIOGROW.CO