

September 2020 Content Calendar



THE
*Revenue
Remedy*

September 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Tuesday Tip: Prepping for the colder months	2 FB Live/ Insta Story: Meet an Instructor	3 Throwback Thursday: Member Journey	4 National Food Bank Day 	5 Warm Ups for Intense Cardio
6 Sales Email Offer Campaign #1	7 Back to School Monday: How to workout when your days get busier	8 Tuesday: Subscribe to Newsletter	9 Hump Day Booster: Share a 5-minute workout 	10 Throwback Thursday: Member Getaway	11 Weekend Wellness Prep	12 Sales Email Offer Campaign #2
13 Sunday Cheat Day Meal Prep	14 FB Live/ Insta Story: Mid-Month Check In	15 Tuesday Tip: Shopping List	16 Sales Email Offer Campaign #3	17 Throwback Thursday: Pre-lock-down	18 Friday Celebrations: Wins since reopening	19 Self Care Saturday: Meditation 
20 Sales Email Offer Campaign #4	21 Meet an Instructor: Follow Up	22 Tuesday Tip: Desk-break workouts 	23 Reminder to subscribe to newsletter 2	24 FB Live/ Insta Story: Follow an instructor	25 Friyay: Instructor Wins	26 Sales Email Offer Campaign #5
27 Reminder to take a breather	28 FB Live/IG Story: End of the Month Check-in	29 Tuesday Tips: Intro to strength training	30 Sales Email Offer Campaign #6			

TUESDAY, SEPTEMBER 1ST

TUESDAY TIP

Where we are _____ [we're well into fall/still waiting for the weather to change/are still in the sunny days of summer]. But it's never too early to _____ [get ready for those colder months]. The first thing we do at the studio to prep for winter is _____ [stocking up on heating gloves/hot packs/insulated yoga mats] WELL in advance in order to get the best deals. Winters are also the time where we _____ [suffer from body aches/are more prone to injuries] so be sure to include more strength training into your routines now.

WEDNESDAY, SEPTEMBER 2ND

FB LIVE/ INSTA STORY

Our team is very important to us, and we're sure _____ [you'll love them when you get to know them too]! Today, we'd like you to meet _____ [INSTRUCTOR NAME]. [Name] teaches our _____ [NAME OF CLASS], has been with us for _____ [X YEARS] and is a client favorite due to _____ [their energy/passion/positive vibes] . [Pronoun] spends _____ [his/her/their] off days _____ [sailing], _____ [making homemade Greek Yoghurt], and _____ [knitting]. For all of our new clients (and the old), spend the hour with [INSTRUCTOR NAME] through a mini Q&A sesh and learn something new about [STUDIO NAME] too!

THURSDAY, SEPTEMBER 3RD THROWBACK THURSDAY

The one thing we love _____ [highlighting/talking about] more than anything on here are _____ [journeys/achievements] of our members! Thinking about the _____ [immense growth] we've seen in our members always puts a massive smile on our faces. Today, we'd like to introduce [MEMBER NAME]. [NAME] has been with us since _____ [October of 2019] and in _____ [under a year], has managed to _____ [lose 10 lbs/ increase their stamina, flexibility, and bump endurance by X]. And with a little bit of assistance from us, [pronoun] has also managed to _____ [bench press 100 pounds/run a marathon] all while operating on a super busy schedule! Cheer [MEMBER NAME] on down in the comments and sign up for our [intro offer] to start seeing results yourself.

FRIDAY, SEPTEMBER 4TH NATIONAL FOOD BANK DAY

If there's anything this year has shown us, it's that giving back is above all. Today, we're celebrating National Food Bank Day by _____ [giving back/donating/volunteering] in our community. Last year, our community celebrated by _____ [donating over 1,000 food packs]. This year, we plan to _____ [keep the tradition going/ continue the giving circle]. That's why we're _____ [volunteering at our local soup kitchen/donating to local food-based charities] so we can help out as much as possible. We encourage you to do the same _____ [however you can/in whatever way possible]!

SATURDAY, SEPTEMBER 5TH WARM UPS FOR INTENSE CARDIO

Say it after us: NEVER skip your warm ups! Warming up, especially before an intense cardio session, is crucial to _____ **[get the blood flowing/prevent injuries]**. To properly warm up before a cardio sesh, we recommend a full body warmup like _____ **[lateral lunges/walk-outs/jumping jacks]**. Remember, warm ups are NOT your actual workout session, so be sure to _____ **[go easy/take it slow]**! Your goal is to _____ **[get your heart rate up slowly]**.

SUNDAY, SEPTEMBER 6TH SALES EMAIL OFFER CAMPAIGN #1

Have you been struggling to _____ **[keep healthy/get back into shape]** in quarantine? We hear ya'! Whether you want to _____ **[get back into your regular workout swing/dip your toes into exercise]**, we're sure we at **[STUDIO NAME]** have something for you! Sign up for our introductory package where our trainers can help _____ **[meet you at your level/create a custom plan for your road to a healthy lifestyle]** TODAY. Psst, we also have an INCREDIBLE new offer, shared exclusively to _____ **[our amazing Insta/FB followers]** till the _____ **[end of the month]**. Sign up **[here]** and get _____ **[your next two classes off/free passes for a friend]**!

MONDAY, SEPTEMBER 7TH BACK TO SCHOOL MONDAY

If you _____ [have kids going to school/ are going back to school], even if it's just online, chances are _____ [your days are going to get A LOT busier] and taking care of your health might _____ [move down to the bottom of your priority list]. But, you can still make _____ [small changes to your routine] that'll help you stay on top of your health game. _____ [Meal prepping] is a great way to ensure you're eating healthy throughout the week. _____ [Quick HIIT workouts] are ideal for getting the burn in a short amount of time. For those days when you do decide to hit the gym, join us at [STUDIO NAME] and we'll make sure to get you results _____ [and keep to your schedule]!

TUESDAY, SEPTEMBER 8TH SUBSCRIBE TO NEWSLETTER

Have you subscribed to our _____ [Name of Newsletter] yet? We have tons of content about _____ [meal preps/quick workouts/staying fit/outdoor workouts] delivered right to your inbox [every week/ every month]. It's also the #1 place to stay in the loop on _____ [studio updates/instructor changes/class schedules]. We also share _____ [member stories/inspiring content] to help keep you on track to reach the ultimate bossed out version of you! Join our list [HERE]!

WEDNESDAY, SEPTEMBER 9TH HUMP DAY BOOSTER

For days where you just don't have enough time, our favorite way to _____ [feel energized/get your cardio in] is to do a quick, 5 minute _____ [HIIT session/ stretching exercise/yoga session]. It keeps you fit, but more importantly, it makes sure you're on track with your _____ [fitness goals/ healthy lifestyle]. If you want more quick workouts check out _____ [link in bio/LINK to blog/youtube] for more!

THURSDAY, SEPTEMBER 10TH THROWBACK THURSDAY

Though we're slowly easing out of lockdown, it'll probably be a long while before we can _____ [venture outside in groups/plan studio retreats] again. So today, we thought we'd look back on some _____ [fond memories/good times] we had _____ [a year ago] on our annual studio retreat! We took our members _____ [seaside] and brushed up on our _____ [yoga], all while _____ [getting to know each other better]! If any of you _____ [were there with us], leave a comment and share your experience with us!

FRIDAY, SEPTEMBER 11TH WEEKEND WELLNESS PREP

Weekends are the perfect days to _____ [relax/unwind] and let the stress of the week go. However, it's still _____ [important/helpful] to keep wellness in mind and not neglect your health and _____ [binge eat unhealthy foods/ ignore taking care of your body]. Before every weekend, try to prep your meals to include smaller 'cheat' snacks and make sure to include _____ [some light stretching/morning yoga/a few mat pilates exercises] on days where you don't feel like working out!

SATURDAY, SEPTEMBER 12TH SALES EMAIL OFFER CAMPAIGN #2

Hey, we just wanted to remind you that our _____ [limited offer] expires in just _____ [2 weeks]! Sign up for [offer name] [here] and get _____ [your next two classes with us off/ free passes for a friend]. On the fence? [CLIENT NAME] might help convince you -> [LINK](#)

SUNDAY, SEPTEMBER 13TH SUNDAY CHEAT DAY MEAL PREP

We get it, those chocolate cravings always seem to hit the hardest on weekends. But then we end up overeating and regretting everything by the time Monday rolls around. So, why not meal prep while taking your Sunday cheat day into account for the most _____ [mindful/ healthy] weekend you can have? To quell our sugar cravings, we've been loving _____ [Bananas/Sweetened Almond Milk]. However, if you feel like you need that chocolate fix no matter what, we recommend _____ [dark chocolate/ mini chocolate pieces]. Some of our favorite chocolate recipes are _____ [Date Chocolate Cake/ Dark Chocolate Crumble/ Chocolate Mug Cake]. The best part? They're all delicious without bogging you down!

MONDAY, SEPTEMBER 14TH FB LIVE/INSTA STORY

Hey everyone! The days are flying by and we're already at the mid-way point for the month! We wanted to keep you updated on _____ [studio news/wins/changes] that have happened in the month so far, and give you a sneak preview into _____ [our plans/future plans] for the rest of the month too. So, we invite you to join our _____ [FB/ Insta Live] for a quick update and q&a sesh! We'll also be answering questions today so make sure to keep the comments coming!

TUESDAY, SEPTEMBER 15TH TUESDAY TIPS

Mindful grocery shopping has always been important, but more so now, given that _____ [immune health/wellbeing/physical health] is so crucial. So this week, we urge you to _____ [pay extra care to your shopping cart/ get healthy] and drop in some of our favorite staples. Go ahead with _____ [quinoa/sweet potato/squash] for your carb fix, _____ [chia, cashews, mackarel] for those all-important Omega-3s and _____ [kimchi/sauerkraut/miso] for your gut!

WEDNESDAY, SEPTEMBER 16TH SALES EMAIL OFFER CAMPAIGN #3

There are only _____ [10 days] left until the end of our [Offer Name]! Sign up for our intro package and _____ [get your next two classes with us off/ free passes for a friend]. Not only is this a great way to _____ [take advantage of what your studio has to offer/ come to workout with a friend], it can also _____ [keep you motivated to come work out more!]

THURSDAY, SEPTEMBER 17TH THROWBACK THURSDAY

If you're like us, you need a pick me up every now and then, and looking back at pre-lockdown times is the perfect way to do it. With that in mind, we invite you to look back on _____ [the last year/pre-lockdown months] with us! These pictures in particular are a throwback to _____ [our vacations/trips with instructors/weekend getaways] _____ [year/date/month]. We're missing those times, but we're sure we can get back to it very soon! In the meantime, _____ [wear your masks/avoid large crowds] and help flatten the curve.

FRIDAY, SEPTEMBER 18TH FRIDAY CELEBRATIONS

Phew, we can't believe it's been _____ [Days/Weeks since re-opening]. Time has flown by and though this year hasn't been easy for any of us, we're happy that we have _____ [something to celebrate/some good news]. Over the past month, our studio has managed to help _____ [number of clients] and has _____ [another major accomplishment]. This couldn't have been possible without your support so stand up and take a bow!

SATURDAY, SEPTEMBER 19TH SELF CARE SATURDAY

Meditation is _____ [essential/easier said than done] and we think we have a few tricks up our sleeves to help you make it a part of your daily routine. Today, we urge you to _____ [take some time out/get into the frame of mind] for some meditation to help ease your mind and get you ready for the next week! We recommend _____ [clearing out some space/going into a clear space] and spending 10 minutes meditating to start off with.

SUNDAY, SEPTEMBER 20TH SALES EMAIL OFFER CAMPAIGN #4

Those days when you eat a whole tub of _____ [Rocky Road ice cream] are irreplaceable and dare we say, necessary! But what's also irreplaceable is _____ [getting to the gym and working up a sweat]. That's exactly why we urge you to take advantage of [Offer Name] which _____ [ends in a week!]. For just another week, we're giving you the opportunity to _____ [get your next two classes with us off/get free passes for a friend] and make sure you hit all your fitness goals!

MONDAY, SEPTEMBER 21ST MEET AN INSTRUCTOR

A few weeks ago, you got to meet up with _____ [Instructor from FB/Insta Live]. We're stoked with all the positive responses, you _____ [seem to love them] and we can't blame ya', it's the same over here too! In an update on how [instructor name] has been doing, [pronoun] _____ [ran that marathon they were talking about/FINALLY baked a chocolate souffle/knit a sweater for themselves] this past week! Go ahead and congratulate _____ [instructor name] below and leave any _____ [fitness/health] related questions you might want them to answer!

TUESDAY, SEPTEMBER 22ND TUESDAY TIP

Whether you're working from home or at an office, sitting at a desk all day is _____ [rough on your body/not the best for your health]. Luckily, we have a few desk-friendly workouts to help _____ [loosen your joints/get your exercise in]. The first, and the most simple, are some stretches! Make sure you stretch out your legs, arms, and upper back _____ [once an hour/at least 4 times a workday]. For some quick cardio, we recommend _____ [jumping jacks/mime jump rope/butt kicks]. If that sounds too intimidating to do in an office space, stick to stretching and _____ [a little yoga/standing up and walking around your space every half an hour]!

WEDNESDAY SEPTEMBER 23RD REMINDER TO SUBSCRIBE TO NEWSLETTER 2

Have you subscribed to the _____ [studio name] _____ [monthly scoop, weekly digest] newsletter yet? If not, we _____ [totally recommend/highly recommend] you do for all the backstage deets including _____ [studio updates/instructor interviews/member journeys] and much, MUCH more!

THURSDAY, SEPTEMBER 24TH FB LIVE/INSTA STORY

Our instructors are _____ [Studio Name]'s biggest rockstars! And today _____ [instructor name] is sharing a day in their life! Hop on to _____ [FB/Insta Live] to find out how _____ [pronoun] spends their day. You can also learn valuable tips on _____ [staying fit in a busy schedule/meal plans/healthy diet ideas] and can get to know your instructor a little better! Stay tuned all the way to the end because [Instructor Name] will be _____ [going deeper into our offer for the month/ giving you important studio updates]. Let's begin!

FRIDAY, SEPTEMBER 25TH FRIYAY: INSTRUCTOR WINS

This Friday, we're taking the time to _____ [celebrate our instructors]! Since reopening, our instructors have managed to achieve a lot in _____ [a short amount of time]. While some of our instructors have celebrated _____ [gaining the trust of new clients at work], some of them have _____ [mastered new certifications/killed that new piece of equipment/have completed 100 classes with us]! They've really _____ [pulled through for all of us in these hard times] so again, leave your kudos and questions in the comments below!

SATURDAY, SEPTEMBER 26TH SALES EMAIL OFFER CAMPAIGN #5

We're almost at the end of the month and time is flying by! Don't miss out on our _____ [Offer Name] until we get back to regular prices in _____ [a week/date]. Make sure you make _____ [getting fit/staying healthy] your top priority this year, because we need it now more than ever.

SUNDAY, SEPTEMBER 27TH REMINDER TO TAKE A BREATHER

PAUSE! If you're on your laptop _____ [working/'setting things up' for Monday], take a step back and relax! We understand the importance of _____ [the hustle/working right now], but we also know how important it is to take a breather, pause, and gather your energy for tomorrow. Make Sunday a _____ ['no electronics day'/ a FULL rest day]! So go ahead and _____ [do some quick yoga/bake some cookies/spend time with your family] and keep that laptop FAAAR away!

MONDAY, SEPTEMBER 28TH FB LIVE/IG STORY

And that's a wrap on another month at _____ [Studio Name!] Thank you as always for tuning into our _____ [live sesh/story/stream]. As with last month, we're doing a _____ [monthly update/end-of-the month check-in] where we can connect with all of you. We really want to know _____, _____, and _____ [what hit the mark, where we fell short, and we're you'd like to see us go next]. This live is moderated by the lovely _____ [instructor name] who's part of the [Studio name] family who will be _____ and _____ [sharing resources, taking in questions live]. It's an open discussion and we want your unfiltered feedback!

TUESDAY, SEPTEMBER 29TH

TUESDAY TIPS

While we all love _____ [some heart pumping cardio] that helps us _____ [burn calories/shed off those pounds/get into shape], general wellbeing is a holistic process, and that includes your workouts too. Sticking to only cardio doesn't _____ [offer a rounded workout experience] and you're missing out on _____ [the immense benefits of strength training on your endurance, flexibility, and even weight loss]. If the idea of _____ [bench pressing/lifting heavy dumbbells] scares you off, don't worry! That's not all there is to strength training. Incorporate _____ [more push ups/squats/lunges] into your workouts moving forward. Using your body weight is an incredible from of strength workouts too!

WEDNESDAY, SEPTEMBER 30TH

SALES EMAIL OFFER CAMPAIGN #6

Last call everyone! Sign up TODAY for _____ [Offer Name] and make sure you _____ [take all the steps to reach a better you]. So while there are a few hours left, commit to _____ [transforming into the best version of yourself] and see results, we promise!