

# EMAIL CONTENT IDEAS FOR FITNESS & NUTRITION SERVICES

Increase appointments with existing clients and expand your reach to new clients.

You know it's important to regularly communicate with your audience. We know there are times when you need some inspiration of what to send out. Here you will find a few content ideas for inspiration, the link or button to design the email around so it meets your primary goal, and recommended Constant Contact templates that are a great fit for that email so you can create quickly.

| CONTENT IDEAS   | LINKS AND BUTTONS  | TEMPLATE IDEAS  |
|---|--|---|
| Share the new or favorite services you have available and their benefits along with testimonials to drive appointments.         | <ul style="list-style-type: none"> <li>• Schedule an appointment</li> <li>• Call to learn more</li> <li>• Share with friends and family</li> </ul> | <ul style="list-style-type: none"> <li>• Fitness Services</li> <li>• Client Newsletter</li> </ul>   |
| Provide clients work out ideas and tips like how to prevent common injuries to stay in their mind and drive email sharing.      | <ul style="list-style-type: none"> <li>• See more tips</li> <li>• Share with friends and family</li> </ul>   | <ul style="list-style-type: none"> <li>• Fitness Tips &amp; News</li> <li>• Client Newsletter</li> <li>• Sales Lead Newsletter</li> </ul> |
| Provide clients nutrition tips and news so you stay in their mind and drive email sharing.                                      | <ul style="list-style-type: none"> <li>• See more tips</li> <li>• Share with friends and family</li> </ul>   | <ul style="list-style-type: none"> <li>• Fitness Tips &amp; news</li> <li>• Client Newsletter</li> <li>• Sales Lead Newsletter</li> </ul> |
| Announce limited time deals on nutrition/fitness services or an incentive (i.e., free session) when clients provide a referral. | <ul style="list-style-type: none"> <li>• Schedule an appointment</li> <li>• Refer a friend, colleague or family member</li> </ul>                  | <ul style="list-style-type: none"> <li>• Fitness Promotion</li> </ul>   |
| Share the latest apps related to fitness or nutrition and your commentary on their value to drive email sharing.                | <ul style="list-style-type: none"> <li>• Share with friends and family</li> </ul>  | <ul style="list-style-type: none"> <li>• Fitness Tips &amp; news</li> </ul>   |

# Take advantage of the upcoming seasons by sharing ways to stay active, eat healthy or prevent injuries related to:

| WINTER  | SPRING   | SUMMER  | FALL   |
|---|--|---|--|
| <p><b>December</b></p> <ul style="list-style-type: none"> <li>Hanukkah</li> <li>Re-gifting Day</li> <li>Christmas</li> <li>Make Up Your Mind Day</li> </ul> <p><b>January</b></p> <ul style="list-style-type: none"> <li>New Year's Day</li> <li>National Thank You Month</li> <li>Get a Balanced Life Month</li> <li>Healthy Weight Week</li> <li>Diet Resolution Week</li> <li>Ditch New Year's Resolutions Day</li> <li>National Lose Weight/Feel Great Week</li> <li>Hunt for Happiness Week</li> </ul> <p><b>February</b></p> <ul style="list-style-type: none"> <li>Heart Month</li> <li>International Boost Self-Esteem Month</li> <li>Madly in Love with Me Day</li> <li>Valentine's Day</li> <li>Singles Awareness Day</li> <li>Random Acts of Kindness Day</li> </ul> | <p><b>March</b></p> <ul style="list-style-type: none"> <li>National Nutrition Month</li> <li>World Compliment Day</li> <li>Dream Day</li> <li>Athletics Training month</li> <li>I want you to be happy day</li> <li>National Sleep Awareness Week</li> <li>Client's Day</li> </ul> <p><b>April</b></p> <ul style="list-style-type: none"> <li>Earth Awareness Month</li> <li>Easter</li> <li>Walk on Your Wild Side Day</li> <li>Earth Day</li> <li>World Health Day</li> <li>International Customer Loyalty Month</li> <li>Stress awareness month</li> <li>Physical Wellness Month</li> <li>International Dance Day</li> <li>Honesty Day</li> </ul> <p><b>May</b></p> <ul style="list-style-type: none"> <li>Military Appreciation Month</li> <li>Mother's Day</li> <li>Lucky Penny Day</li> <li>National Physical Fitness and Sports month.</li> <li>No Diet Day</li> <li>Barbecue Month begins</li> <li>World Give Day</li> <li>Memorial Day</li> </ul> | <p><b>June</b></p> <ul style="list-style-type: none"> <li>Great Outdoors Month</li> <li>World Environment Day</li> <li>Men's Health Month</li> <li>Father's Day</li> <li>National Splurge Day</li> <li>Public Service Day</li> <li>Social Media Day</li> </ul> <p><b>July</b></p> <ul style="list-style-type: none"> <li>Bikini Day</li> <li>4th of July</li> <li>National Work-a-Holics Day</li> <li>All or Nothing Day</li> <li>Parent's Day</li> </ul> <p><b>August</b></p> <ul style="list-style-type: none"> <li>Just Because Day</li> <li>Friendship Day</li> <li>Back-to-School</li> <li>American Adventures Month</li> <li>Be Kind to Humankind week</li> </ul> | <p><b>September</b></p> <ul style="list-style-type: none"> <li>Labor Day</li> <li>National Courtesy Month</li> <li>National Self-Improvement month</li> <li>Pain Awareness Month</li> <li>Family Health and Fitness Day</li> <li>Women's Health and Fitness Day</li> <li>National Hunting and Fishing Day</li> </ul> <p><b>October</b></p> <ul style="list-style-type: none"> <li>Breast Cancer Awareness Month</li> <li>Do Something Nice Day</li> <li>Face Your Fears Day</li> <li>Fall into Fitness Month</li> <li>Make A Difference Day</li> <li>Halloween</li> </ul> <p><b>November</b></p> <ul style="list-style-type: none"> <li>Celebrate Your Unique Talent Day</li> <li>National Day of Play</li> <li>Thanksgiving</li> <li>Black Friday</li> <li>Electronic Greetings Day</li> <li>Small Business Saturday</li> </ul> |

| WINTER-THEMED TEMPLATES   | SPRING-THEMED TEMPLATES  | SUMMER-THEMED TEMPLATES  | FALL-THEMED TEMPLATES  |
|---|--|--|--|
| <ul style="list-style-type: none"> <li>Valentine Hearts</li> <li>Valentine Roses</li> <li>Boxing Day - Canada</li> <li>Christmas Card</li> <li>Family Day</li> <li>Holiday Berry</li> <li>Holiday Card</li> <li>Holiday Elegant</li> <li>Holiday Snowman</li> </ul> | <ul style="list-style-type: none"> <li>Happy Victoria Day</li> <li>Easter</li> <li>St. Patrick's Day Card II</li> <li>Earth Day</li> </ul> | <ul style="list-style-type: none"> <li>Happy July 4th</li> <li>Happy Independence Day</li> </ul> | <ul style="list-style-type: none"> <li>Happy Halloween</li> <li>Happy Labor Day</li> <li>Labour Day - Canada</li> <li>Thanksgiving</li> <li>Thanksgiving - Canada</li> </ul> |