EMAIL CONTENT IDEAS FOR
FITNESS & NUTRITION SERVICES

Service Offerings
Update / Reminder

Inform clients of existing services or make them aware of a new service offering

Subject Line:
New Classes: Sign up today!

Recommended Template:
Product Promotion

Call-to-Action:
• Schedule an appointment
• Call to learn more
• Share with friends and family

Business Result:
• Fill new classes
• Increase registrants for existing services or classes
• Reach new customers through email sharing

Suggested mailing schedule:
Once a month or every other month, as needed
Healthy Lifestyle Tips

Provide clients with fitness or nutrition tips (e.g., workout ideas, how to prevent common injuries, best low-calorie food during the holidays)

Subject Line:
Quick tips to achieve your goals

Recommended Template:
Class Schedule

Call-to-Action:
• See all tips
• Learn more
• Share with friends and family

Business Result:
• Helps clients see you as the expert
• Reminds clients and prospective clients of your services
• Increase traffic to your website

Suggested mailing schedule:
Once a month

Request a Referral

Request a referral from your clients and offer an incentive for those that do (such as a discount off one of your services)

Subject Line:
Invite a friend & save

Recommended Template:
Basic Letter

Call-to-Action:
• Refer a friend, colleague or family member
• Register now

Business Result:
• Acquire new high quality clients
• Increase loyalty with current clients
• Fill slow selling classes or services

Suggested mailing schedule:
Once every quarter
Take advantage of the upcoming seasons by sharing ways to stay active, eat healthy or prevent injuries related to:

### WINTER

**December**
- Eat a Red Apple Day
- Hanukkah
- Re-gifting Day
- Christmas
- Make Up Your Mind Day
- World Peace Meditation Day

**January**
- New Year’s Day
- National Thank You Month
- Get a Balanced Life Month
- Healthy Weight Week
- Diet Resolution Week
- Ditch New Year’s Resolutions Day
- National Lose Weight/Feel Great Week
- Hunt for Happiness Week

### SPRING

**March**
- National Nutrition Month
- Athletics Training month
- I want you to be happy day
- National Sleep Awareness Week
- Registered Dietician Day
- Spinach Day

**April**
- Earth Awareness Month
- Easter
- Walk on Your Wild Side Day
- Earth Day
- World Health Day
- Stress awareness month
- Physical Wellness Month
- International Dance Day

### SUMMER

**June**
- Great Outdoors Month
- World Environment Day
- Men’s Health Month
- Father’s Day
- National Splurge Day
- Public Service Day
- Social Media Day

**July**
- Bikini Day
- Independence day
- National Work-a-Holics Day
- All or Nothing Day
- Parent’s Day

**August**
- National Girlfriends Day
- Just Because Day
- Friendship Day
- Relaxation Day
- Be Kind to Humankind Week

### FALL

**September**
- Labor Day
- National Courtesy Month
- National Self-Improvement month
- Pain Awareness Month
- Family Health and Fitness Day
- Women’s Health and Fitness Day

**October**
- Breast Cancer Awareness Month
- Do Something Nice Day
- Face Your Fears Day
- Fall into Fitness Month
- Make A Difference Day
- Halloween

**November**
- Celebrate Your Unique Talent Day
- National Day of Play
- Thanksgiving
- Black Friday
- Electronic Greetings Day
- Small Business Saturday