**TUF Marketing Toolkit:**

**1.Instructor email:**

**Use this script to message your followers to invite them to a class:**

Hey,

How are you? I’m << insert name here >> and I’m a Turn’d Up Fitness instructor. Turn’d Up Fitness is a completely unique dance fitness workout to all your fav R & B, Hip Hop and Dancehall tunes.

If you’ve been looking for a way to get fit, that feels like a night out with the girls, you’ve found it! Unleash your inner Bey or JLo, lose weight, tone up and feel great about yourself.

Not only will you burn between 700 and 900 calories per session, you’ll also boost your self-confidence and have fun, with sassy routines you just won’t find anywhere else.

Each week we get together, dance, laugh and shake off the stresses and strains of life – something we all need more than ever right now.

As well as improving your fitness levels, your positivity and your mental health, Turn’d Up Fitness is also a great way to make new friends. We’re a warm, caring, inclusive bunch who are always looking to welcome more women into our girl gang.

Want in? Let me know your email address and I can send you more information about your local class and my online work-outs, so you can join in wherever you are in the world.

Looking forward to hearing from you, I can’t wait to dance with you!

**2. Gym script:**

**Use this script to approach gyms to run your classes there:**

Hi there,

Hope you’re well. I’m << insert name here >> and I’m a Turn’d Up Fitness instructor: https://turndupfitness.com

Are you looking for a totally unique fitness programme, that will attract new members and drive attendance to your gym? You’ve found it! Founded by fitness and dance professional Shekira Johnson, Turn’d Up Fitness is a dance fitness workout to everyone’s favourite R & B, Hip Hop and Dancehall tunes.

Women love the fact that each session burns between 700 and 900 calories, boosts their self-confidence and brings an hour of fun into their lives each week, with sassy routines you just won’t find anywhere else.

No previous dance experience is necessary to take part. Our routines are expertly choreographed to give women of all ability levels a high intensity work out, with lots of laughs along the way. Women have credited our classes with giving them a whole new outlook on life, you can read just some of our testimonials [here](https://turndupfitness.com/testimonials/).

Turn’d Up Fitness takes you to places that no other class can. If you want to discuss how to get your gym Turn’d Up and ways we can work together further, you can contact me on <<insert contact details here>>

I look forward to hearing from you,

**3. Corporate Companies script:**

**Use this script to approach companies about running teambuilding sessions or lunchtime classes for them.**

**Title**: **Unique team building activities from Turn’d Up Fitness that will improve motivation, fitness and fun levels**

**Text:**

Hi there,

Hope you’re well. I’m << insert name here >> and I’m contacting you from Turn’d Up Fitness: https://turndupfitness.com

Are you looking for a way to bring together and motivate your employees? Whether you want a unique team building event, or a lunchtime (or post-work) fitness session, to improve your employees physical and mental health, we can help.

With so many of us working from home now, getting your team together can be challenging. Zoom socials can often end up with everyone talking over each other, Zoom quizzes are SO April 2020… Instead, why not get the gang together for an exciting activity that will improve their fitness and confidence levels, as they work out and learn our energetic and fun routines.

Did you know that a period of exercise during the day improves productivity and concentration levels? [Studies](file:///Users/Home/Desktop/howed%20that%20workday%20exercise,%20not%20only%20improves%20well-being%20but%20participants%20noted%20a%2072%20percent%20improvement%20in%20time%20management%20and%20workload%20completed%20on%20days%20when%20they%20exercised.) have shown that exercise during the working day not only improves well-being, but also delivers a 72 percent improvement in time management and clearing workloads (on any day exercise is added into the daily routine). Team building and enhanced performance in one hit!

We can offer tailored one hour, or 30-minute, sessions of our unique dance fitness workouts to all your favourite R & B, Hip Hop and Dancehall tunes.

Our routines are specially choreographed so that anyone can take part and easy enough for beginners to follow. All your team will be unleashing their inner JLo or Justin Timberlake before you know it!

Get involved and ask your team to choose all their favourite tunes and we’ll incorporate them into your session. It’s like a team night out, without the hangover, that will leave everyone buzzing. Our workouts improve energy and fitness levels and boost self-confidence, sure to lift everyone’s morale and productivity.

We have a great deal of experience in running classes, both in person and online, which means you’ll never have to cancel a team night out again. We’ll get everyone involved and make sure all your team have a great time, whether physical meet ups are possible, or not.

Want to know more? You can read some of the testimonials of some of our class members [here](https://turndupfitness.com/testimonials/). If you have any questions, or you’d like to find how to book a session with us, get in touch. You can contact me <<insert contact details here>>

I look forward to hearing from you,

**4. Facebook ad:**

**Use this script to run an ad on Facebook to attract new followers and class members.**

Looking for a way to get fit, that feels like a night out with the girls? You’ve found it!

Turn’d Up Fitness is a totally unique dance fitness programme to all the best R & B, Hip Hop and Dancehall music. Lose weight, build your confidence and dance your worries away. Join our girl gang and you’ll never want to miss a workout again.

Meet me in the studio, or online, for classes that are sassy, sexy, fun and can burn up to **900** calories per session. Click on the [link](https://turndupfitness.com/) to find out more.

5. **Instagram Planner**

**Here are some ideas for one month’s worth of Instagram Posts**

**One post per day, Monday to Friday**

**Week One:**

Monday – Share an image of the space you run your classes from and talk about how it inspires you

Tuesday – Post a picture of a family member, or pet and introduce them to your girl gang!

Wednesday – Post a throwback pic of a trip you’ve been on and share an experience, we all need some sun-soaked holiday pics on our feeds RN

Thursday – Share a picture or video of you teaching a class and explain how it made you feel

Friday - Post a photo of yourself and reveal three things your followers might not know about you

**Week Two:**

Monday – Post a photo of the last book you read and explain why you loved it

Tuesday – Share a picture of the town/place you live and tell your followers what you like about it

Wednesday – Show your followers your newest purchase and share why you bought it. If you can make it fitness/self-care related even better!

Thursday – Share a picture or video of you teaching a class with a short testimonial from one of your class members

Friday – Post your most Turn’d Up picture of you working out and explain why you teach TUF.

**Week Three:**

Monday – Take a photo of your favourite space in your home and share it. It’s great to share where you’ve been working out in lockdown, to give your followers ideas of where they can exercise.

Tuesday – Post a picture of your children/ pet/ BFF and tell a story about them

Wednesday – Go on a walk and snap a picture of something that jumps out at you

Thursday – Post video or picture of you doing your all-time fav Turn’d Up routine and explain why you love it. Is it the music? Choreography? A special memory? Or all these things.

Friday – Share a picture of you instructing a class and write a few of the benefits that class members will find if they start working out with you.

**Week Four:**

Monday – Show your followers the best gift you’ve ever received and explain to them why you loved it and what it means to you.

Tuesday – Style your work-out gear and take a flat lay picture OR post a video of you learning a new routine and tell people about what you’ve been working on.

Wednesday – Share a picture of you when you started out with TUF and tell your followers a bit about your Turn’d Up Fitness journey

Thursday – Post a picture or video of something that is inspiring you this week

Friday – Share a picture of you with people you love and let your followers in to that special moment.