

CONTENT PLAYBOOK



The problem

Content procrastination because you overcomplicate the process. Comparing yourself to other fitness professionals. Think you need to go viral to build a business online. No structure and solid processes.

Content

Content is how you train your followers to trust you and buy into you. Content increases your ability to be seen in the world. Attention is the currency of the future.

Content allows you to attract, inspire and educate thousands of people around the world.

Content creation

Idea

Every piece of great content comes from a great idea. Either from your own idea creation, or from research.

Copywriting

The skill of communicating your message in words (either text or voice)

Design / Build

Choosing the right format for your message. Put your emphasis on the delivery of your message over perfection of your design.

Analytics / Improvements

Social media platforms will tell you if your content performs well, or if it didn't. Assess every piece of content, if it worked well, do more. If it didn't, adjust and make improvements.

Content Formats

- Carousel grid posts
- Individual grid posts
- Reels
- Stories

Types of content to share

- Training advice / misconceptions.
- Breakthrough ideas
- Debunk myths.
- Nutrition ideas, misconceptions, debunk myths
- Healthy recipes, your daily meal plan

- Behind the scenes of your life / day in your life
- Client results and success stories.
- Documenting your own fitness journey (highs, lows, wins, lessons)
- Your current training, your previous results, what you're learning along the way, current fitness or physique events you're training for.
- Life lessons and hero journey
- Fitness and life breakthrough moments.
- Humor content, lighthearted content which relates to common fitness struggles around food and training.

Format and types of content

Individual grid posts	Carousel	Reels	Stories
Single photo with copy underneath	Weekly wrap up of photos	Training session compilation	Client results and reshare posts that you have been tagged in
Single image with text on top of the image	Holiday dump	Speaking to camera	Highlights of your day
	Exercise order from a training session	Educational reel split into frames	Thoughts of the day
	Advice or lessons (text on images)	Timelapse of client results (journey)	Behind the scenes of your life
	Food pictures / recipes	Training don't do this / try this	Polls / quiz / stickers
	Client results / story	Viral trends	

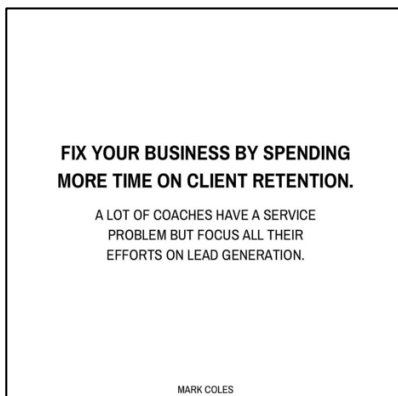
COACHING
CONCIERGE



Reels



Training carousels



Static statements / hooks

COACHING CONCIERGE



Carousels

Content Check list

Does my content reflect a problem or pain that my audience can relate to?

Yes / No

Does my content reflect a benefit that my audience wants?

Yes / No

Am I using language that my audience understand and can relate to?

Yes / No

Is it simple enough that people who are new to my page can understand?

Yes / No

Does my hook make me want to consume the full post?

Yes / No

Relatable pain / problem / challenge	Benefit that my audience wants

14-day content playbook

	Day	Theme	Content style	Structure
1	Monday	Hero story (mindset)	Carousel	My fitness journey – key lessons from fat to fit
2	Tuesday	Training Myth (debunk)	Reel	Stop doing 100 crunches a day for fat loss
3	Wednesday	Training session	Carousel	6 x 20 second videos / photos of your workout.
4	Thursday	Client result / success story	Reel / static photo	My client X achieved Y, here's how
5	Friday	Nutrition Myth (debunk)	Reel	Carbs make you fat

6	Saturday	Exercise demo	Reel	Stop doing this, do this instead
7	Sunday	Weekly roundup (life)	Carousel	7 images from the last week. Family, food, fun, work, workouts, travel.
8	Monday	Hero story (mindset)	Carousel	The mindset shift that changed everything.
9	Tuesday	Training Myth (debunk)	Reel	Stop doing 100 crunches a day for fat loss
10	Wednesday	Training session	Carousel	6 x 20 second videos / photos of your workout.
11	Thursday	Client result / progress	Reel / static photo	My client X achieved Y, here's how
12	Friday	Nutrition Myth (debunk)	Reel	You need to eat 6 meals day
13	Saturday	Exercise demo	Reel	Stop doing this, do this instead
14	Sunday	Weekly roundup (life)	Carousel	7 images from the last week. Family, food, fun, work, workouts, travel.

Nutrition myths

Carbs Make You Fat

Format: Reel Split-Screen (You eating carbs vs. you explaining science)

Hook

Love carbs? Good news, you don't need to cut them to lose weight!"

Statement Many people blame carbs for weight gain, but that's not the full story."

Debunk with Fact: "Gaining fat happens when you consume more calories than you burn—not just from eating carbs!"

If you drop carbs from your diet but still consume the same number of calories, you'll still see an increase in the scales.

Find a nutrition approach that works for you, then address your overall calorie intake. You'll stick to it a lot easier, and you'll see more consistent results.

Show Proof: Compare high-carb meals in different portion sizes with their calorie totals.

CTA: "Save this for later and tag a friend who NEEDS to hear this!"

Caption;

If you've been avoiding carbs because you think they're going to make you fat, you're going to love this.

Carbs aren't the enemy, the amount of food you consume each day is.

What's important is that you find an approach which works for you, this way you don't have to eliminate all your favourite foods.

"Fat Loss Requires Eating 6 Small Meals a Day"

Format: Side-by-Side (Eating 6 Meals vs. 3 Meals a Day)

Hook

"Eating 6 small meals a day is a complete MYTH!"

Statement: "People think eating every few hours 'boosts metabolism.'"

Debunk with Fact: Total calories across a day matter more than meal frequency. To drop body fat or even add muscle, it's more important that you choose a schedule that fits your lifestyle. You're more likely to follow any type of nutrition programme if you can stick to it, rather than forcing yourself to

Show Proof: A person losing weight on 3 meals a day vs. struggling with constant meal prep for 6 meals.

Caption:

Sick of people telling you that you need to eat multiple meals throughout the day to lose body fat.

What really matters is how much you consume in a day. You can choose the structure that works for you.

Training myths

You Can Spot Reduce Fat

Format: Reel Gym Demo + Explanation

Hook

STOP wasting time doing 100 crunches a day for fat loss!"

Statement: "People think training abs will burn belly fat."

Debunk with Fact: "Fat loss happens evenly across the body when you are following a nutrition plan that places you within a calorie deficit—not from training one specific area!"

This means, you can do as many crunches as you like, however if you are consuming more calories than you are using each day, you won't be seeing much body fat loss.

Get your diet right first, and your journey to fat loss will be a lot quicker, plus you won't need to do half as many crunches.

Show Proof: Demonstrate someone doing abs with no fat loss vs. full-body training & proper diet.

CTA: "Tag a friend who needs this reminder!"

Caption:

We've all seen the people in the gym who obsess over the abs machine and hundreds of stability ball crunches.

The truth is, ab exercises don't help you to lose body fat, what you consume from a calories



perspective across each day does.

If you want to lose body fat, make your priority your diet, followed by your training.

More Reps = More Toning"

Format: Reel Dumbbell Demo (High Reps vs. Proper Training)

Hook

"If you're still doing light weights for 'toning'... STOP!"

Statement: "Many believe lifting lighter weights with high reps 'tones' your muscles."

Debunk with Fact: Here's the truth, "Muscles either grow or they don't—you need implement progressive overload, not just endless reps!"

Which means you need to focus more of your effort on increasing the load that you lift over time, rather than increasing the number of reps.

Show Proof: Compare someone lifting heavy vs. doing endless reps with no results.

CTA: If you want a full breakdown of how to implement this into your own workouts, so you can start to see real progress, comment 'strength' below and I'll send you a progressive overload training template.

Caption

Many people think that the route to a better body shape is more and more reps. However, the real key to a better body shape is to focus on increasing strength over time.

You're right to think that you need to lift weights, but you need to focus on increasing your weight progressively.

CTA

If you'd like an example of how this looks over a 60-day time frame, comment the word REPS below and I'll send you a programme to try.

Mindset Shift

You Need to Be Perfect to Lose Weight"

Format: Carousel of eating, with a couple of not 100% meals

Hook

"You DON'T have to be perfect with your diet to lose weight!"

Statement: People think if they mess up one meal or workout, they've ruined their progress.

Debunk with Fact: Fat loss is about consistency over time—not perfection every day. One bad meal won't ruin your progress, just like one healthy meal won't fix everything.

When you're trying to lose weight, the more restrictive you are, the less enjoyable the process, which means you're less likely to stick to the plan. It's more important to stick to the plan longer, than it is to start and stop because you couldn't be consistent.

Show Proof: Display a mix of healthy and indulgent meals within an overall balanced diet. Include pictures of you enjoying an ice cream or a glass of wine.

Caption

Eating the odd meal off plan won't ruin your weight loss efforts. Most people struggle to be consistent because they don't allow themselves to have the odd meal off plan.

What really matters is consistency over time. So don't beat yourself up if you have the odd indulgent meal.

Lose Weight as Fast as Possible"

Format: Side-by-Side (Crash Diet vs. Sustainable Approach)

Hook

"Rapid weight loss will backfire on you — here's why!"

Statement: People think the faster they lose weight, the better. But 9/10 these are the people who end up back at square one.

Debunk with Fact: Extreme weight and fat loss always lead to muscle loss, low energy, and weight regain." Whilst your body will change fast, after a period of feeling terrible and weak, you won't be able to sustain it. You will only be able to resist the urge to eat for so long, before all the weight will come back on, and all your efforts will have gone to waste.

Show Proof: Compare someone who loses weight quickly and regains it vs. someone who takes a slow, steady approach.

Caption

If you think rapid weight loss is the way to go, you're likely going to be back at square one a few months down the line.

Rather than setting a short-term aggressive goal which will cause a rapid weight gain, set a realistic time frame, and allow your body to adapt over a slightly longer time frame. You'll find it a lot easier to stick to the plan long term, and less likely to regain all the weight.

Exercise, stop doing this, do this instead

STOP Swinging Your Biceps Curls! DO THIS Instead

Hook: "Your biceps aren't growing? THIS is the reason why"

Stop Doing This:

- Using momentum (demo)
- Speeding up your reps
- Rounding your shoulders when you complete each rep

Do This Instead:

- Keep your elbows as the only joints that are working to keep tension on the muscle.
- Keep a controlled tempo, to minimise using other muscle.
- Keep your elbows by your sides to maintain tension on the entire biceps.

CTA: If you'd like a full biceps workout to follow, comment the word BICEP below and it's yours.

Caption

Most people swing the dumbbells and round their shoulders, then wonder why their arms aren't growing. If you want to get the most out of your biceps training you've got to lock yourself down, minimise external movement and focus all your efforts on the muscle group that you want to grow.

Exercise, stop doing this, do this instead

STOP Using momentum on glute bridges! DO THIS Instead

Hook: "If your glutes aren't growing? THIS is the reason why"

Stop Doing This:

- Using partial reps (demo half reps not contracted)
- Using too much weight that you can't move.
- Arch your back at the top of the rep

Do This Instead:

- Pause at the top of the rep for 1 second
- Use a weight where you can use full range of movement
- Keep your back neutral and drive through your hips.

CTA: If you'd like a full glute workout to follow, comment the word GLUTES below and it's yours.

Caption

Your glutes won't grow if you try to use too much weight and bounce up and down. Glutes are like any other muscle; you need to control the range of movement and focus on the contraction.

Pause at the top and use a weight that you can control all the way through the movement.

Hero story



Carousel

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"My Fat Loss Journey—From Struggle to Success"

You can also use this for bodybuilding, physique or fitness

Your personal transformation story, showing your struggles, breakthrough moments, and ultimate success.

You will need 7 different pictures of you throughout your fitness journey.

Slide 1: Eye-catching Transformation Photo (Before & After)

Title:

"I Thought Fat Loss Was Impossible... Until I Did THIS!"

Slide 2: Image of you eating a burger or cheat meal

Myth I Believed: "I thought I had to eat perfectly all the time."

Reality: "Fat loss is about consistency, not perfection."

Slide 3: Image of you training

Biggest Struggle: "I kept quitting every time I didn't see quick results."

Breakthrough Moment: "I learned that real results take time, and I focused on building habits one day at a time"

Slide 4: You eating a healthy meal

What I Used to Do: "I jumped from one diet to the next, hoping for a quick fix."

What Actually Worked: "I chose one nutrition method that aligned with my schedule, and didn't beat myself up if I had the occasional meal that wasn't on plan."

Add image of you eating a burger / cheat food

Slide 5: You training hard in the gym

The Turning Point: "I stopped chasing diet shortcuts and started trusting the process."

Key Change: "Instead of focusing on just weight loss, I focused on getting stronger and improving my fitness".

Add image of you training hard.

Slide 6: Happy smiley picture of you

Final Message:

"If you're feeling stuck, remember: Progress happens when you stay consistent. You don't need to be perfect all the time, you need to enjoy the process, and when you do, the whole process is a lot easier to stick to.

Slide 7: Happy smiley picture of you

Call to Action:

"Drop a '🔥' if this resonates with you and save this post for motivation!"

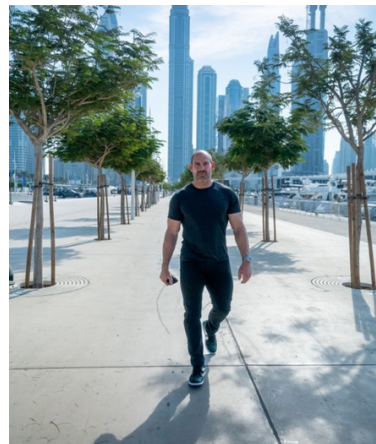
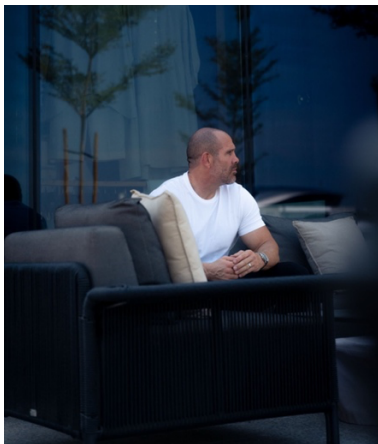
Caption

I'd always focussed on rapid fat loss and jumped from diet to diet. The result, I could never stick to anything long enough.

When I changed my nutritional approach to one that fitted around my life, rather than the diet I was following, everything became a lot easier.

I dropped body fat, gained muscle, and the result was easier to keep for a longer time frame, as opposed to the time I used to be on diets.

Hero mindset shift



Carousel

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"If You're Struggling, Read This—My Fat Loss Mindset Shift"

The mindset shift that changed everything for you, inspiring others to keep going.

Slide 1: You in the Gym, Looking Determined

"I Almost Gave Up on Fat Loss... Until I Realized THIS!"

Slide 2: Happy photo of you

OLD Mindset: "I have to be motivated every day to lose fat."

NEW Mindset: "Discipline and habits matter more than motivation."

Slide 3: You eating an off plan meal

OLD Mindset: "If I eat one bad meal, I've ruined my progress."

NEW Mindset: "One meal won't ruin my progress, just like one good meal won't fix everything."

Slide 4: You working out.

OLD Mindset: "I need to see results FAST or it's not working."

NEW Mindset: "Fat loss takes time. Small wins add up."

Slide 5: You working out.

The Game-Changer:

"I stopped looking for quick fixes and started trusting the process."

Slide 6: You smiling and happy

Words of Encouragement:

"Your results are coming—just keep showing up, even on the hard days!"

Slide 7: You in your best shape.

Call to Action:

Save this post for when you need motivation!



Caption

I used to bet myself up when I couldn't see results coming quick enough. I used to beat myself up if I went off plan occasionally.

But after sticking to everything for the last few years, I now see that my results have been more about consistency over anything else.

I'm ok with an off-plan meal, but the one thing I am always consistent with is my exercise.

Be in this for the long term, and you'll change your whole mindset around food.

Hero story – Back in time

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"What I Would Tell My Past Self Before Starting My Fitness (Lifting) Journey"

Share what you've learned to encourage people to get started.

Slide 1: Throwback Photo of You + Current Confident Self

"If I could go back in time... here's what I'd tell myself before starting my fitness journey."

Slide 2: Old photo of you before you got in shape.

"Start Before You Feel Ready"

- “You’re never going to like how you look at the start, but it’s the getting started that counts”

Use an image of you out of shape.

Slide 3: You training hard in the gym.

"Progress > Perfection"

- Share how trying to be perfect led to frustration.
- "One bad meal or missed workout doesn't ruin progress!"

Slide 4: You lifting weights.

"Lift Weights—Don't Just Do Cardio!"

- I got stuck doing way too much “cardio” and the result was less muscle and a shape that I didn't really like.
 - "Cardio burns calories. Strength training will help you to transform your physique."
- Use an image of you with less muscle.

Slide 5: Happy smiley picture of you outside.

"Your Mindset is Just as Important as Your Workouts"

- How shifting your self-talk improved your results.
- "You can't hate yourself into a body you love."

Use an image of you sitting or walking alone to show you thinking.

Slide 6: Picture of you eating healthy food.

"Trust the Process & Be Patient"

- Show a slow, steady progress pic.
- "Fat loss takes time. Focus on long-term habits, over quick fixes."

Slide 7: Smiley and happy photo of you.

Call-to-Action (Engagement & Connection)

- Which lesson do you wish you knew earlier?
Comment below!



Caption

If I went back in time, I'd have plenty to share with myself.

I've made plenty of mistakes along the way, but I don't want you to make the same.

Go through each of the list that I've shared and comment below with which one resonated with you the most.

Exercise demonstration (can be used for any exercise)

"The RIGHT Way to Squat for Bigger legs (Avoid These Mistakes!)"

Hook

"Want **bigger, legs**? Here's how to squat **the right way**!"

Demonstration Breakdown:

Show **common mistakes** (knees caving in, excessive forward lean, upper body positioning, partial squats).

Explain **why range of movement, stability & control are key for muscle growth**.

Demonstrate the **correct squat technique to build bigger legs**:

- Feet shoulder-width apart
- Controlled descent (not dropping too fast)
- Heels elevated so (whichever) degree



Pro Tip: Show a **side-angle view** to highlight **depth & back position**.

Call-to-Action:

If you'd like a full mass building legs workout to follow, comment 'LEGS' below and it's yours.

Caption

Squats are a staple in many legs training sessions but are they optimal for the results that you're trying to achieve?

First you need to consider what your goal is, then look at the set-up of the squat relative to what you want to achieve.

Remember, each person's squat pattern is going to be different.



Testimonial reel

This can be sent to your client to film, or you can record it with them in person.

Send four short video clips (total 60 – 90 seconds)

- 1. What was health, body shape and life like for you before reaching out to me for help?
- 2. What were you struggling with the most?
- 3. What does your life look like now from health, body, mindset and fitness perspective?
- 4. What’s your experience been like working with me, and what would you say to anyone who is on the fence about joining?

Once filmed ask your clients to send the videos to you. You can edit the videos in Cap Cut or other video editing software.

Content creation tips

1. Follow great content creators and study what they share. Don't just consume.
2. Use chat GPT. Add any of the pieces of content that I've shared and ask Ghat GPT for variations.
3. Content that you put out is better than sharing nothing.
4. Track your data. Are your posts performing, yes, or no?
5. Experiment.
6. Don't get too fancy with your editing, focus more on delivery of your message to start with.
7. When recording video, ensure you are filming in high quality, but also ensure that you are clearly lit.
8. Clear your camera lens.
9. Bring energy in your videos.
10. Make sure you use a hook in your videos, your first 3 seconds determine if your audience will hang around.
11. Add the hook as a title to your videos.
12. Write out your scripts and then review in 24 hours.
13. Film your content in one go. Don't get stuck into ad hock content creation.
14. Have you used a CTA?
15. Add captions to video
16. Great storytelling captures attention.
17. Use positive and negative hooks in videos and carousels
18. You don't need to focus on viral, you need to focus on value to your audience.
19. You have time to create content, don't use excuses.
20. Your job in 2025 and beyond is to be a better content creator. Your business and future rely on your ability to upskill.

Instagram accounts to follow for inspiration

Rachel Godfrey (confident speaking to camera and calling people out)

<https://www.instagram.com/therachelgodfrey/>

Nathan Williams (training content and inspirational)

<https://www.instagram.com/nathanpt/>

Kuba Cielen (bodybuilding)

https://www.instagram.com/kuba_sylvester_cielen/

Aylish Rutherford (lifestyle, health and foodie) Influencer

https://www.instagram.com/aylish_rutherford/

Lisa Lanceford – Influencer (great exercise carousels)

<https://www.instagram.com/lisafiitt/>

Kelsey Wells (lifestyle fitness and training) Influencer

<https://www.instagram.com/kelseywells/>

Sohee Carpenter (lifestyle, fitness science, training and humor)

<https://www.instagram.com/soheefit/>

Study what's working and what's not on Instagram right now

Mikhail Gribov

<https://www.instagram.com/instacoachmike/>

Hrabren Lindfors

<https://www.instagram.com/marketingharry/>