



THE SOCIAL MEDIA HANDBOOK

for Fitness and Wellness Pros



Why Social Media?

Connection

People want to know about you

Inspiration and Motivation

You are the expert

To see your product or service

Best Practices:

Stay consistent with your content and brand personality among all Social Media platforms.

Post and show up consistently

Use professional-looking photos.

Public Profile

Your Bio

Have a clear picture of yourself

Be short and concise. Let them know who you are and what you do.

Have your I help statement posted..."I help _____ do _____ so that they can _____"

Link to sign up for a class, your website, etc.

Call to action- tell them what you want them to do. "Click below to..."

Know Who You Are Speaking To:

Know your audience

Who are you trying to attract or reach?

Where do they hang out?

What are their pain points?

If you ever don't know what to write/post about pull up a list of FAQs your ideal client will ask you

Content Strategy:

Break your content into Pillars, Subcategories, Categories

Pillars are the main parts of your business;

What you talk/educate about:

For example: Nutrition, Workouts, Mindset

List your Pillars HERE:

Subcategories:

Then break down your Pillars into subcategories: For example under the Pillar nutrition would be: ex. Keto, IF, Breakfast

List your Subcategories HERE:

Categories:

Categories are what you share to motivate, inspire, connect, entertain, sell, educate.

Take your Pillar, then your subcategories and then category and you have endless content!

So What Should You Share on Social?

When using social media to build your audience and sell your products you want to make sure you are doing the following:

1. Share Stories

In order for people to want to work with you they need to know who you are, like you and trust you and in order for people to get to know you, you need to share stories about yourself.

Ideas for Posts:

-Share a personal story about your own transformation Body/Mindset/Nutrition etc (Remember to be vulnerable, people want to connect with you)

-Share a story of transformation about your clients:

Talk about what this client was like when they first came to you. Share their frustrations and struggles. Then share what steps and strategies you used to help them achieve their goals. What does the client look, act and feel like now. How are they better from working with you?

-Share a testimonial from a client

This can be a video from a client or a written testimonial.

You can also share a screenshot of a text or email a client has sent to you in your stories.

-What kind of stories can you share?

2. Your knowledge and expertise

These are the posts where you share your knowledge and show that you are an expert in your field.

How can you solve a problem that your ideal client has?

What tools, tips or tricks can you share to help your ideal client solve their problems?

Ideas for Posts:

-Make a post about a tool you use in your coaching practice. Ex. Macro counting, a movement you do, etc.

-If you are in fitness, post a workout or exercise and explain why your followers should do it. 5 exercises for a stronger core.

-Make a post about how to reach goals. The specific tools you use to help clients.

-Draw a line in the sand post. Meaning take a side of something you are passionate about. For example Breakfast is not the most important meal of the day since you believe in Intermittent Fasting.

-Make a list of FAQs you usually get and make a post out of each question with your answer.

3. Your personality quirks

These are the things that are personal to you and also let your followers say ME TOO! They help people connect to you and when they see these things they think of you. Remember people buy coaches not coaching.

Example, I love a good sunset and drinking la criox club soda.

What are some of your favorite things?

Ideas for Posts:

Share about your dog or something funny your kid always does.

-What are some of your personality quirks?

-What are things that people know about you or you want them to know about you?

4. Your Services

People can't work with you if they don't know what you do, so be sure to share posts about your services and how people can work with you.

Ideas for Posts:

-Share a post about your client. "My client Sam does this..."(so they know you work with 1 on 1).

-Share where you teach class and what classes you teach:

-Share how they can work with you: Sign up here, DM me:

-Talk about your products and programs and the features and benefits.

-What services do you provide?

-Share who you coach and why:

-Share who you don't coach and why:

-Share a post about how you are the best at coaching _____:

-Why you got into coaching who you coach:

5. Who are you:

People that follow you need to know who you are and what you do. You are always gaining new followings so introduce yourself and what you do every few weeks.

Ideas for Posts:

-5 things you should know about me

-5 Things you will never guess about me

-Share something vulnerable about yourself

-Something you have dealt with and have overcome

6. Your Personal Life

These are the posts where you document your life like you are on a reality show. You want to share enough about your life but not too much.

Sharing your personal life is what builds that know, like and trust and makes people feel like they really know you.

When posting on your story these can be more fun posts and when posted on your feed more aesthetic so people stop the scroll.

Ideas for Posts:

-Share things that about your life that you practice what you preach: (You working with your own coach)

-Share your personal workouts

-What you eating and why

-What books you are reading and something you have learned

-Your hobbies

-What you do in your spare time.

-Share about where you live (I love to share the view of NYC from where I live or when I spend time at the Jersey Shore)

-Be exciting and do exciting things!

How to Write Compelling Captions

Hook, Content with Value, CTA (Call to Action)- Your captions should have all 3 in that order!

Hook- you only have a short amount of time to hook your audience into reading. Write a hook that evokes emotion, peaks interest, offer a deal or asks a question.

Content with Value-Gives info, stories, facts and values to the person reading it. This where you educate, inspire, motivate, sell, etc.

CTA- close it with a call to action, ask them to do something. Tag a friend, If you agree double tap, leave an emoji, share this post, save it fo later, DM me with your answer, see my stories for more info, Swipe to see more

Hashtag Strategy

Organize Hashtags by Pillars

30 on each post in Instagram

10 small 1k-10k, 10 med 100k-300k & 10 large 300-600k
Have 3 sets and rotate through them

Look at your analytics and see what Hashtags are doing the best

- Do you show up on the top? Are you increasing your reach?
- Keep the ones that are doing well and remove the ones that aren't

Mistakes

Using the same ones, not using them, using spammy ones

List your Hashtags below. Break them down into your main pillars of your business so you can use them for those posts.

Pillar :

Hashtags:

10 small 1k-10k

10 med 100k-300k

10 large 300-600k

Piller :

Hashtags:

10 small 1k-10k

10 med 100k-300k

10 large 300-600k

Piller :

Hashtags:

10 small 1k-10k

10 med 100k-300k

10 large 300-600k

What to Post on your Stories:

Stories allow you to share more personal and unfiltered content and get people to know you better. They help people to interact with you because it allows people to connect with you over the DMs.

Here are some ideas on what to post on your stories to

- Make a list of FAQ questions and answer those questions
- Social Proof-Share who you are and what you do. Ex. pictures and videos of you training or coaching someone.
- Reposts of people who tag you
- Client testimonials
- Screenshots of client correspondence, photos, texts

Teach Something/Educate on what you are an expert in

Shows your authority and expertise. People need to know what you can help them with in order to hire you.

Talking head videos- This is when you are just talking to the camera and teaching or educating on something.

Start with intro of what you're teaching and end with a CTA

Solve your Ideal Clients pain points in these videos

"3 ways to crush cravings"

"How to have a stronger core with these moves"

List some ideas of things you can teach/educate on:

Engage

Stories allow you ways to engage with your followers. There are many different tools you can use on stories to get your followers to engage and interact with you.

Use your stories to conduct market research around your products and programs for your ideal clients by using the tools of polls, questions and quizzes.

"Do you prefer 20 min or 30 min workouts?"

You can also ask non business questions too to train people to engage and click.

"If you had to only choose one food to eat the rest of your life, what would it be?"

"Leave me a message and lmk what you think"

"Send me a DM and tell me what's your opinion"

"Message me, what's your take on this topic"

"DM and tell me your favorite workout song that gets you pumped"

"Tell me what's your fav/least fav exercise"

"Message me, have you ever tried this before?"

Leverage the DMs. People are more likely to buy from the DMs then just off social media, so it is important to get into people's DMs and start a conversation.

Here are some tips on how to get into the DMs.

DM new followers- When you follow someone or someone follows you, send them a quick message to say hi and connect.

DM the people who are commenting on your post. In addition to replying to their comments on your post you can send them a DM to continue the conversation.

Run a poll and then send that person a DM. If they answered one of your polls or questions, send them a DM and talk to them about the response they gave.

Once you have started a conversation with them over DM then you can send them a link to your opt in or your services.

Go Live! Going live on social media is a great way to connect with your audience and have

What's In It For Them

What will the viewer get out of watching

What will stop the scroll

Usually the more controversial, urgent and confrontational the better!

How to _____ (people love to learn)

How I _____ and you can too!

Three steps to get _____

What I learned from _____

Get Engagement

Ask questions to get the audience to interact in the comment section.

Put a heart or thumbs up you agree!

Comment "replay" if you are watching on the replay.

Tag a friend who would love this content.

Share this video if you know someone who would benefit from this info.

More comments and interaction push you up on the feed.

End with a CTA

Thanks for watching, make sure you follow me on social and have your notifications on the next time I go live.

Mark your calendars for the next time I go live.

Join my challenge or my newsletter.

What is your biggest takeaway, leave it in the comments.

If you found this valuable please share it.

Comment "I'M IN" to sign up to work with me!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

About Me:



As a business owner & entrepreneur, I built a successful personal training business when I was just a teenager and ultimately managed hundreds of personal trainers and group fitness instructors in one of the largest multi-unit gyms on the east coast.

After a decade, I left my corporate job to return to school to earn my Master's in Clinical Nutrition while working as Vice President of Operations at a family owned business.

Once I completed Grad School I started to build and launch online programs that combined fitness and nutrition and quickly learned all the ins and outs of online business and how lucrative online business could be.

Finding much success around building and launching these programs I began offering support and guidance to my people that kept asking me how I built and launched these programs.

As a natural evolution, and after many hours of intensive course work, I became a business coach.

I help fit & wellness professionals work smarter and have more time for living by creating critical systems that help them make more money without the hustle.

I am passionate about helping fit & wellness pros grow their business, build their brand and incorporate additional income streams so that they can work less hours while increasing revenue and drop the exhausting hustle.

[Want to set up a free 20 Min Biz Strategy Call?](#)

On this FREE 20-minute call, we will hone in the top 2 critical things that have been holding your business back from success. You will walk away from this session with actionable items to make changes to your business that will help to make you more money in less time.

Contact info@SabrinaSarabella.com to set up an appointment.

Follow me on instagram! [@Sabrina_Sarabella](#)

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Sabrina Sarabella
FITNESS + NUTRITION EXPERT