

A top-down view of a wooden desk with a laptop, tablet, headphones, and coffee. The laptop is on the right, the tablet is on the top left, and a pair of white headphones is in the center. A glass cup of coffee is on the bottom right. The text "HOW TO CREATE AN AMAZING ONLINE EXPERIENCE" is overlaid on the left side of the image.

# HOW TO CREATE AN AMAZING ONLINE EXPERIENCE


# **WEBSITE GEARED TOWARDS HOME WORKOUTS:**

- Website geared towards online home workouts
- Turn off everything else that distracts on the site
- Revised CTA around virtual consult/workouts
- Messaging, photos revised to be all about online
- Clear explanation of why someone would want to choose your online plan

A top-down view of a wooden desk. On the left, a tablet is partially visible. In the center, a pair of white earbuds lies on the surface. On the right, a laptop is open, showing its keyboard and trackpad. In the bottom right corner, a glass coffee cup sits on a saucer. The background is a dark, textured wood grain.

# **WELL ORGANIZED LIVE WORKOUTS:**

- Clear direction on what to do
- Explanation of movements: Ex. Movement library, Youtube channel



# **COMMUNICATION/ CHECK-INS:**

- Regular, scheduled video for all members
- Individual personalized member live checkin videos scheduled through autoscheduler app
- Weekly update/tip emails

# **OUTREACH/ ENGAGEMENT:**

- Paid ads
- Strong lead magnet/CTA
- Daily FB/IG posts
- Online portal members/leads can access: Posts, videos, latest info, etc.

A top-down view of a wooden desk. In the upper left, a portion of a tablet is visible. In the upper right, a laptop is open, showing its keyboard with keys like 'caps lock', 'A', 'S', 'D', 'F', 'G', 'shift', 'Z', 'X', 'C', 'V', 'B', 'Fn', 'control', 'option', and 'command'. A pair of white earbuds lies in the center. In the lower right, a clear glass cup of coffee sits on a matching saucer. The background is a dark, textured wood grain.

# **CONTINUALLY RUNNING CHALLENGES:**

- Keep members motivated
- Build excitement
- Prizes could be: swag, local gift cards
- See Google sheet for ideas

A top-down view of a wooden desk. In the upper left, a portion of a tablet is visible. In the upper right, a laptop is open, showing its keyboard with keys like 'caps lock', 'A', 'S', 'D', 'F', 'G', 'shift', 'Z', 'X', 'C', 'V', 'B', 'Fn', 'control', 'option', and 'command'. A pair of white earbuds lies in the center. In the lower right, a clear glass cup of coffee sits on a matching saucer with a spoon. Another tablet is partially visible in the bottom right corner.

**WHAT ELSE  
ARE YOU  
DOING?**