

Build Confidence and Purpose with Pilates

Episode 5 · The seven-day marketing calendar · Tania Huddart

Marketing isn't selling. It's telling the right people who you are.

You already do it every day. You greet someone at the door. You remember their name. You ask how their back is. This calendar simply helps you do the same thing online, a little at a time.

It helps to give each day a theme. Then you never sit down to a blank page wondering what to post.

And if posting every day feels like a lot, it is. Spread the seven ideas over two or three weeks instead. Nobody is counting. What matters is that you keep showing up, in your own voice.

1. Before you start

Decide these first. Be honest. For most owners the honest answer is less often than they think.

- Who are the three kinds of people I most want to reach? And where do they spend their time online? (Start there. Everything else follows.)

- How often can I post without feeling overwhelmed?

- How often can I send a newsletter without annoying my readers?

- Which one or two platforms will I use? (Choose where your clients already spend their time.)

- What is the one simple thing I will track? (For example comments on posts, email opens, or classes booked.)

- When will I look at it? (Once a month is plenty.)

2. The seven days

Choose one idea for each day, or write your own in the last column. Keep each post short. Write it the way you would say it in your studio.

DAY AND THEME	IDEAS FROM THE BOOK	MY IDEA
Monday Mindful Motivation	• Share a client's story or testimonial (with their permission in writing). • Send your weekly newsletter: upcoming classes, community events and a short, encouraging note from you.	
Tuesday Teacher Spotlight	• A behind-the-scenes photo or video introducing one of your teachers: how they came to Pilates and what they love about it. • Or a live question-and-answer session with a teacher on Instagram or Facebook.	
Wednesday Wellness Wednesday	• A wellness tip linked to Pilates or whole-body health, on your blog or social media. • A mid-week note encouraging people to keep going.	
Thursday Throwback Thursday	• A photo or story from the studio's early days, showing how far you have come. • Invite followers to share how they found Pilates, using a hashtag, with a chance to be featured on your page.	
Friday Feature Friday	• Highlight a local business or community partner you love. • Announce weekend events, workshops or special classes, with early registration or a member discount.	
Saturday Social Saturday	• Hold a community event, such as an outdoor class or a charity fundraiser. • Share photos and videos afterwards. Tag the people who came (if they're happy to be tagged) and thank them.	
Sunday Self-Care Sunday	• A calming image or quote about rest and looking after yourself. • An offer for the week ahead, such as a class pack or a bring-a-friend class.	

3. Spread it over two or three weeks

If seven posts a week is too many, plan the same seven themes across two or three weeks. There is one row for each theme. Fill in a date and a quick note of what you will share. Tick it off when it is done.

DATE	THEME	WHAT I WILL SHARE	WHERE	DONE
				☐
				☐
				☐
				☐
				☐
				☐
				☐

4. Before you press post

- ☐ I read it out loud. It sounds like me talking to a client on the mat.
- ☐ I gave something first: a tip, a story, something true about the studio.
- ☐ There is one clear next step. Book a class, come to the open day, tell me what you think. One, not five.
- ☐ The photos show real people and real moments, not a perfect model on a white background.
- ☐ Anyone in a photo, or whose words I'm sharing, has agreed in writing and knows where it will appear.

5. A few bigger ideas for the year

From the same page of the book. Pick one to try in the next few months.

- **Charity partnerships.** Work with a local charity on a donation-based class or event.
- **Local business collaborations.** Team up with a nearby café, wellness centre or shop on a joint offer or event.
- **Client appreciation events.** A gathering every few months to celebrate anniversaries and what your clients have achieved.

The one I will try, and when:

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