

Rachel Holmes Business Briefing

Monday 10th March

Kicking off with energy – are you ready?

Pure Energy Music & Blackpool Excitement

- If you're a Pure Energy Music user, give my latest album Hit 51 a spin!
- Choreography & class plans coming – drop "51" in the chat if you want them!
- Blackpool is around the corner! Who's stewarding? Who's excited?

Shift Fitness Podcast & Industry Trends

- Had a great chat with Will Brereton (ex-Les Mills, now Shift Fitness).
- Big shift in the industry:
 - Les Mills moving away from choreographed classes.
 - Instructors are time-poor & underpaid – they need easy-to-teach workouts.
 - Less Body Pump, more strength & functional training.
- What do you think? Are pre-choreographed workouts fading out?

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Massive Market Opportunities

- Two big demographics:
 - a. Younger fitness crowd → Functional training, strength.
 - b. Midlife & older market → Longevity, wellness, injury prevention.

Niche fitness = Huge opportunity! What special programs are you working on?

Creating & Selling Audio Content

- Easy way to add an income stream:
 - Record meditations, coaching, audio workouts.
 - Use Voice Memos, Zoom, or SoundCloud.
 - Upload to WordPress, YouTube, or Captivate FM.
- Challenge: Record your first audio this week!

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Streamyard & Automated Live Streaming 📡

- Going away? Schedule pre-recorded workouts to stream in your group!
- Use Streamyard, Vimeo, or Restream to stay connected with your community.

WhatsApp Challenges & Passive Income

- WhatsApp for engagement & coaching.
- Pin content, share videos, or sell mini coaching sessions.
- Smart ways to create passive income!

Final Challenge – Take Action!

- 1** Create an audio – meditation, coaching, or a short workout.
- 2** Upload & share it – website, YouTube, WhatsApp, wherever!
- 3** Comment & let me know how it goes!