

Online Fitness Business Hacks & Shortcuts Workshop

NOTES



📌 KEY TOPICS COVERED

1 WHY FACEBOOK IS RISKY FOR MEMBERSHIP BUSINESSES

- FACEBOOK IS DELETING OLD LIVE VIDEOS, WHICH COULD CAUSE BUSINESSES TO LOSE VALUABLE CONTENT.
- MANY MEMBERSHIP BUSINESSES HOST LIVE WORKOUTS, COACHING CALLS, OR LESSONS IN PRIVATE FACEBOOK GROUPS, BUT THESE COULD DISAPPEAR WITHOUT WARNING.

➔ RECOMMENDED ACTIONS:

✅ DOWNLOAD & BACK UP ALL LIVE SESSIONS

- MANUALLY DOWNLOAD IMPORTANT LIVE SESSIONS FROM FACEBOOK.
- SAVE THEM LOCALLY ON YOUR COMPUTER OR EXTERNAL STORAGE.

✅ RE-UPLOAD CONTENT FOR FUTURE USE

- OPTION 1: RE-UPLOAD TO FACEBOOK AS A STANDARD VIDEO (WON'T HAVE LIVE CHAT REPLAY).
- OPTION 2: UPLOAD TO YOUTUBE (UNLISTED) AND SHARE LINKS PRIVATELY WITH MEMBERS.
- OPTION 3: USE VIMEO - OFFERS HIGH-QUALITY STORAGE AND BETTER CONTENT CONTROL.

📌 TAKEAWAY: RELYING SOLELY ON FACEBOOK IS RISKY, AND YOU SHOULD OWN YOUR CONTENT RATHER THAN DEPENDING ON A THIRD-PARTY PLATFORM.

2 PROS & CONS OF FACEBOOK GROUPS FOR MEMBERSHIPS

✅ PROS:

- EASY TO BUILD A COMMUNITY - MEMBERS CAN CHAT AND SUPPORT EACH OTHER.
- LIVE VIDEOS CREATE ENGAGEMENT - REAL-TIME INTERACTION AND ACCOUNTABILITY.
- CHAT HISTORY REMAINS - USEFUL FOR ANSWERING COMMON QUESTIONS.

❌ CONS:

- FACEBOOK DECIDES WHAT CONTENT STAYS - NO CONTROL OVER DELETIONS OR CHANGES.
- DIFFICULT TO ORGANISE CONTENT - INFORMATION GETS LOST IN THE NEWSFEED.
- NOTIFICATIONS ARE UNRELIABLE - MEMBERS MAY MISS LIVE SESSIONS DUE TO ALGORITHM CHANGES.

📌 TAKEAWAY: FACEBOOK GROUPS ARE GREAT FOR COMMUNITY ENGAGEMENT BUT UNRELIABLE FOR CONTENT STORAGE AND BUSINESS STABILITY.

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3 ALTERNATIVE PLATFORMS FOR MEMBERSHIPS & LIVE STREAMING

✦ THE BEST APPROACH? USE A MEMBERSHIP SITE

- RATHER THAN HOSTING EVERYTHING IN FACEBOOK, USE A MEMBERSHIP PLATFORM LIKE:
 - WORDPRESS + MEMBERPRESS (FOR PRIVATE, MEMBERS-ONLY ACCESS).
 - KAJABI, TEACHABLE, OR THINKIFIC (FOR STRUCTURED COURSES).

✦ OPTIONS FOR LIVE STREAMING

- ◆ STREAMYARD (ONAIR WEBINARS)
 - ALLOWS YOU TO STREAM LIVE AND EMBED THE LINK ON YOUR WEBSITE.
 - SUPPORTS CHAT FUNCTIONALITY FOR ENGAGEMENT.
- ◆ VIMEO LIVE STREAMING
 - HIGHER VIDEO QUALITY THAN FACEBOOK.
 - CHAT FEATURE AVAILABLE, BUT CHAT HISTORY DOESN'T STAY PERMANENTLY.
 - EXPENSIVE (£500+ PER YEAR).
- ◆ YOUTUBE LIVE
 - CAN BE EMBEDDED INTO A WEBSITE.
 - GREAT FOR PUBLIC REACH BUT LACKS A PRIVATE COMMUNITY FEEL.
- ✦ TAKEAWAY: INSTEAD OF RELYING ONLY ON FACEBOOK, USE YOUR OWN WEBSITE AND THIRD-PARTY PLATFORMS TO STREAM AND STORE CONTENT.

4 HOW TO BUILD A SUCCESSFUL MEMBERSHIP BUSINESS

✦ KEY ELEMENTS OF A STRONG MEMBERSHIP

- ✓ A CLEAR NICHE – WHO IS YOUR IDEAL CUSTOMER?
 - ✓ STRONG COMMUNITY – KEEP MEMBERS ENGAGED AND ACCOUNTABLE.
 - ✓ MARKETING CONSISTENCY – USE SOCIAL MEDIA DAILY TO ATTRACT NEW MEMBERS.
- ➔ FINDING YOUR NICHE
- A BROAD MEMBERSHIP (E.G. “FITNESS FOR EVERYONE”) IS HARD TO MARKET.
 - INSTEAD, BE HYPER-SPECIFIC:
 - WOMEN OVER 50 WHO WANT EXPRESS WORKOUTS.
 - BUSY PROFESSIONALS WHO NEED BEFORE-WORK EXERCISE SESSIONS.
 - BEGINNERS IN STRENGTH TRAINING NEEDING GUIDED WORKOUTS.
 - ✦ TAKEAWAY: THE MORE SPECIFIC YOUR NICHE, THE EASIER IT IS TO ATTRACT THE RIGHT MEMBERS.

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5 THE POWER OF COMMUNITY IN MEMBERSHIPS

✦ WHY COMMUNITY IS ESSENTIAL

- PEOPLE STAY IN MEMBERSHIPS LONGER WHEN THEY FEEL PART OF A COMMUNITY.
- LIVE WORKOUTS OR COACHING CALLS CREATE ACCOUNTABILITY – MEMBERS ARE MORE LIKELY TO SHOW UP.
- CHAT FEATURES (FACEBOOK OR WHATSAPP) MAKE MEMBERS FEEL CONNECTED.

✓ WHATSAPP VS. FACEBOOK GROUPS FOR COMMUNITY ENGAGEMENT

- FACEBOOK MAKES IT HARD TO FIND OLD POSTS AND NOTIFICATIONS ARE UNRELIABLE.
- WHATSAPP IS BETTER FOR DAILY UPDATES, REMINDERS, AND CHECK-INS.

✦ TAKEAWAY: ENCOURAGE LIVE PARTICIPATION AND USE WHATSAPP FOR BETTER ENGAGEMENT.

6 SOCIAL MEDIA STRATEGIES FOR MEMBERSHIP GROWTH

✦ WHY SOCIAL MEDIA IS KEY

- PEOPLE WON'T JOIN YOUR MEMBERSHIP UNLESS THEY SEE YOU REGULARLY.
- SOCIAL MEDIA NEEDS CONSISTENT, DAILY CONTENT TO ATTRACT NEW MEMBERS.

✦ TYPES OF SOCIAL MEDIA CONTENT TO POST

1 DAILY SHORT VIDEOS (REELS & TIKTOKS) – 10-30 SECONDS

✓ QUICK PROMOTIONAL CLIPS:

- “JOIN ME LIVE TODAY AT 6 AM FOR A BEGINNER WORKOUT!”
- “ARE YOU OVER 50? TRY THIS 10-MINUTE EXPRESS WORKOUT.”

2 MINI WORKOUT CLIPS – 30-60 SECONDS

✓ SHOW AN EXERCISE OR ROUTINE:

- “TRY THIS 5-MINUTE MORNING STRETCH.”
- “BEST BODYWEIGHT MOVES FOR BEGINNERS.”

3 ENGAGING POSTS – ASK A QUESTION

✓ “WHAT’S YOUR BIGGEST FITNESS CHALLENGE?”

✓ “DROP A 🔥 IF YOU’RE WORKING OUT TODAY!”

✦ TAKEAWAY: DAILY SOCIAL MEDIA POSTS ATTRACT NEW MEMBERS AND KEEP YOUR AUDIENCE ENGAGED.

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7 AUTOMATION & SCALING: USING MANYCHAT

✦ WHAT IS MANYCHAT?

- A CHATBOT THAT AUTOMATES RESPONSES ON FACEBOOK & INSTAGRAM.
- EXAMPLE:
 - POST A VIDEO: "COMMENT 'WALK' FOR A FREE 7-DAY WALKING CHALLENGE."
 - MANYCHAT AUTOMATICALLY SENDS THEM A PRIVATE MESSAGE WITH THE LINK.

✦ WHY USE IT?

- ✓ SAVES TIME - NO NEED TO MANUALLY RESPOND TO EVERY COMMENT.
- ✓ INCREASES CONVERSIONS - MORE PEOPLE JOIN YOUR MEMBERSHIP.
- ✓ WORKS 24/7 - EVEN WHEN YOU'RE OFFLINE.

✦ TAKEAWAY: AUTOMATING RESPONSES WITH MANYCHAT CAN BOOST SIGN-UPS WITHOUT EXTRA EFFORT.

✦ CONCLUSION & FINAL TAKEAWAYS

- ✓ DON'T RELY ON FACEBOOK ALONE - BACK UP YOUR CONTENT ELSEWHERE.
- ✓ USE YOUR OWN WEBSITE + TOOLS LIKE VIMEO, STREAMYARD, OR YOUTUBE LIVE.
- ✓ BUILD A NICHE-FOCUSED MEMBERSHIP - THE MORE SPECIFIC, THE BETTER.
- ✓ USE WHATSAPP FOR BETTER COMMUNITY ENGAGEMENT.
- ✓ POST DAILY ON SOCIAL MEDIA - SHORT VIDEOS, QUICK TIPS, AND QUESTIONS.
- ✓ AUTOMATE SIGN-UPS WITH MANYCHAT TO SAVE TIME AND BOOST CONVERSIONS.