

SL: Cross Off

Hey there!

Your Instagram reel with your athletes "learning new things" popped up in my feed - the muscle ups are pretty impressive! It goes to show how rewarding and great your classes are.

CrossFit AKL seems like a wonderful community, and you can definitely bring more people onboard.

You can reach a lot more people specifically in NZ if you switched up your content strategy a little. Your content is already good, and it can be improved to cross off any chance of being bumped off people's feeds.

By that, I mean you will pop up in the right FYP to draw more people to your platforms and then to your CrossFit classes.

You can do that by creating diverse and valuable content.

Here's a carousel infographic to provide useful information for your audience that I made up for you:



MORE SLEEP

Sleeping less than 8 hours is related with a 53% more risk of injury.

Helps with better performance, both cognitively & physically.

Sleep repairs damaged muscle fibers & helps rebuild them.



HYDRATION

You need to replace the water you've lost through exercise.

Your body needs water to function to regulate your body temperature, lubricate your joints and help deliver nutrients.

Aim for 4L+ daily.



OVERTRAINING

You should have at least ONE rest day per week or more. Your body needs a break from high intensity training (crossfit) to perform better when you DO train.

Go on a light walk to keep active & promote recovery.



MORE FOOD

You need to eat in order to restore your glycogen and fuel muscle growth as well as recovery.

Aim to eat high amounts of healthy carbs and proteins, paired with moderate amounts of unsaturated fat sources.



These are just one of the many ideas I have for you, because I think it is important we build a fit and healthy community - which is where you come in.

With content marketing changes like this, as well as a few other tweaks like optimising your bio, you will gain more reach, engagement and people scurrying to sign up for your classes like it's the last squat rack in the 5pm gym rush.

What do you say? Would you want to hear some more ideas for your business?

With appreciation,

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Copywriter

Helping your business bloom

