

FOUR BLOCKS, FIVE MINUTES TO READ

Fitness newsletter **template**

Write one clear idea per block. Fill it in here first, then copy it into your email tool. Aim for a read of under five minutes.

SEND	LENGTH	ONE GOAL	BLOCKS
Every 2 weeks	300 to 500 words	1 reply or 1 click	4 + footer

SUBJECT LINE (UNDER 50 CHARACTERS)		PREVIEW TEXT	
SEND DATE		SENT TO	
1 The tip One thing a reader can use today			
2 The client win Short story, with their permission			
3 The offer One next step: a link, a spot, a date			
4 The question Ask for a reply, answer the best ones			
Footer, every time: your name and business, your postal address, and a working unsubscribe link. Address:			

1 Before you hit send

- | | |
|---|---|
| ☐ Subject line matches what is inside | ☐ One main link or call to action |
| ☐ Client story approved by the client | ☐ Postal address and unsubscribe link in |
| ☐ Sent a test to myself and read it on a phone | ☐ "From" name is mine or my business |

SUBJECT LINES AND A YEAR OF IDEAS

20 subject lines to adapt

Swap in your own client names, numbers and dates. Keep the subject line true to what is inside, short enough to read on a phone, and specific.

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|---|--|
| 1 One exercise I would drop from your program | 11 A simple warm-up for desk workers |
| 2 The 5 minute habit my clients keep | 12 Reply with your goal and I will send a plan |
| 3 How [client] reached [result] without cutting carbs | 13 The mistake I made in my first year of coaching |
| 4 Your protein target, in plain numbers | 14 Meal prep in 45 minutes, step by step |
| 5 Do you really need to train 6 days a week? | 15 Your weekly check-in, made easier |
| 6 What I eat on a busy Wednesday | 16 What a good week of training looks like |
| 7 The question I ask every new client | 17 A lift you probably do wrong |
| 8 Stuck on a plateau? Check these 3 things | 18 3 things I would tell my past self |
| 9 Two spots open for [month] | 19 Behind the scenes: how I write a program |
| 10 Why your scale lies (and what to track) | 20 Last call: the challenge starts Monday |

2 One topic per month

Our own suggested rhythm, adjust it to your clients

JANUARY Realistic goals and a first-4-weeks plan	FEBRUARY Consistency check-in, habit of the month	MARCH Spring: train outside, walking plan
APRIL Protein basics and simple meal prep	MAY Strength for everyday life	JUNE Summer travel and keeping routine
JULY Mid-year check: goals vs results	AUGUST Sleep and recovery	SEPTEMBER Back to routine, new challenge
OCTOBER Stress, energy and the dark months	NOVEMBER Gratitude: client wins of the year	DECEMBER Holidays: a minimum plan, not zero

Rules for marketing email. In the US, the FTC's CAN-SPAM rules require accurate header information, a subject line that reflects the content, a valid postal address, and a clear way to opt out that you honor within 10 business days. Other countries have their own rules, so check where your readers live. This is not legal advice.