



Peak Flow Workshop Host Social Media Content

Marketing Brief Milestones: 1-2 month runway

1. 30-60 Days Before Workshop: share the news with your community!

○ Social Media:

Post #1: EXCITING WORKSHOP ANNOUNCEMENT!"

Post #2: "DEMYSTIFYING BREATH"

2. 10-29 Days Before Workshop: gentle nudge with inspiration

○ Social Media:

Post #3: "DEMYSTIFYING COLD"

Post #4: "BE INSPIRED TOGETHER"

3. 9-2 Days Before Workshop: last chance

○ Social Media: [see appendix for examples](#)

Post #5: "LAST CHANCE"

Story #6 "CHOOSE YOU"

Feel free to modify the coupons and dates as needed.

Social Media Posting:

Remember to adjust the hashtags and content as needed to align with your specific goals, discounts, and target audience. The Call-to-Action (CTA) should always point to the event booking link in your bio

POST #1: Exciting Workshop Announcement

☀️ Exciting News! Elevate your wellness and performance with our upcoming Peak Flow workshop. Join us for an immersive respiratory/breath training experience that optimizes your potential, reduces stress, and enhances peak performance. Our hosts are thrilled to introduce a special guest - "Peak Flow" - for this transformative journey. Plus, you'll receive free tools to continue your journey at home!

Plus you've earned a special discount! Use code "PEAKFLOW20" for 20% off! 🧠
The Call-to-Action (CTA) should always point to the event booking link in your bio.

Tag: @thepeakflow

Hashtags: #BreathTraining #OptimalWellness #PeakPerformance #StressManagement
#RespiratoryHealth #WorkshopExperience #MovedByBreath

POST #2: Demystifying Breath Science

🧠 Uncover the science behind habitual breathing patterns and how they're linked to better sleep, improved mental health, and peak performance. Join our Peak Flow workshop to demystify the power of your breath and unlock its potential! Come discover your personal breathing assessment and tools to improve your breath at home.

Breathe better with a limited-time discount! Use code "PEAKFLOW20" and get 20% off! 🧠
The Call-to-Action (CTA) should always point to the event booking link in your bio.

Tag: @thepeakflow

Hashtags: #BreathScience #BetterSleep #MentalHealth #PeakPerformance #BreatheWell
#MovedByBreath #PeakFlow

POST #3: Demystifying Cold Science

❄️ Dive into the science of cold exposure and stress resilience. Discover how regular cold practice can organically help you manage stress, improve sleep, and boost mental clarity. Join our Peak Flow workshop to explore the fascinating world of cold and its positive impact!

Chill out with a discount! Use code "PEAKFLOW20" and get 20% off at check out! 🧠

The Call-to-Action (CTA) should always point to the event booking link in your bio.

Tag: @thepeakflow

Hashtags: #ColdExposure #StressResilience #BetterSleep #MentalClarity #ColdTraining
#MovedByBreath #PeakFlow

POST #4: Be Inspired Together

👉 Community is the key to inspiration. Connect with like-minded individuals and embark on a journey of self-improvement. Our Peak Flow workshop is more than just learning – it's about being inspired and evolving together. From individual breathing assessments to learning tools to organically manage stress, you'll learn it all.

Breathe better with a limited-time discount! Use code "PEAKFLOW10" and get 10% off! 🌍

Tag: @thepeakflow

Hashtags: #CommunityInspiration #SelfImprovement #EvolvingTogether #WellnessJourney

POST #5: Last Chance to Join

🕒 Time is running out! Secure your spot in our special guest's transformative workshop. Limited seats are available – don't miss this chance to fill your cup with wellness and knowledge! Our hosts can't wait to introduce you to the transformative power of "Peak Flow."

The Call-to-Action (CTA) should always point to the event booking link in your bio.

Tag: @thepeakflow

Hashtags: #LastChance #TransformativeWorkshop #WellnessExperience #SecureYourSpot

POST #6: Choose YOU

🌟 When did you last dedicate time to invest in your health? Maybe it's time to put yourself first? Join our Peak Flow workshop and dedicate space and time to dive deep into your well-being. We promised you won't be disappointed. Breathing is everything.

The Call-to-Action (CTA) should always point to the event booking link in your bio.

Tag: @thepeakflow

Hashtags: #ChooseYourself #InvestInYourHealth #WellBeingJourney #SelfCare

More coming soon ...