

CONTENT STRATEGY · €895

FORGE

Twenty-two posts by date and time, every caption written, two shoot sessions, a grid preview and twenty spares. The main thing most people buy.

22

posts, dated and written

20

spare captions

2

shoot sessions

4

content pillars

Portfolio sample. Forge is an invented strength gym. No real business is described or named, and every figure is illustrative.

THE MONTH'S JOB

FILL THE OCTOBER INTAKE, AND STOP LOSING PEOPLE IN WEEK THREE.

Two objectives, and everything in this plan serves one of them. The intake sells out or it does not — that is a number you will know on the day. The second is harder and worth more: roughly a third of new members stop between weeks three and five, and the reason they give is almost never the real one.

So eight of the twenty-two posts are aimed at people who have *already joined*. That will feel like wasted marketing. It is the opposite: a member who stays twelve weeks is worth four times an enquiry, and the content that keeps them costs nothing extra to make.

What was looked at

Your last ninety days of posts and their saves.
Attendance by week for the last three intakes. The four gyms within fifteen minutes and what they post. Two classes attended.

The finding

Your best-performing posts by a distance are the ones where you say what you *do not* do. No burpees, no transformations, no supplements. That is not a quirk — it is the position, and this month leans on it four times.

FOUR PILLARS

Show the room

6 posts. What it actually looks like at six in the morning.
Removes the fear of walking in.

Teach one thing

6 posts. A single cue, done properly. These are the ones that get saved and sent.

Say what we are not

5 posts. The position, stated. Your highest-performing format and the hardest to keep writing.

Keep the ones we have

5 posts. Aimed at week-three members. Nobody else in your market does this at all.

WHERE PEOPLE ACTUALLY DROP OUT

WEEK	STILL ATTENDING	WHAT THEY SAY	WHAT IS USUALLY TRUE
1	100%	—	—
2	96%	—	Soreness peaks and then never returns
3	81%	“Work got busy”	No visible progress yet, and they expected some
5	68%	“I’ll come back after Christmas”	Missed two sessions and now feels behind
12	62%	—	The ones who got past week five almost all finish

Illustrative shape, drawn from your own register in a real plan. The whole retention problem lives between weeks three and five, which is why five posts are aimed squarely at it.

WEEK ONE AND TWO · MON 1 TO MON 8 OCTOBER

THE MONTH, WRITTEN OUT

Times are set from your own audience, not a general chart: your people are awake at half six and looking at a phone at lunchtime. Nothing is scheduled after seven in the evening because your best hour is the one before a class, not after one.

DATE & TIME	FORMAT	CAPTION, AS WRITTEN
Mon 1 06:40	REEL	THE 6AM CLASS, FILMED FROM THE DOOR. No music, no captions on screen. Eleven people, one coach, and a lot of breathing. The point is that it looks hard and ordinary at the same time — which is what puts a nervous person at ease.
Mon 1 17:30	SINGLE	INTAKE CLOSES FRIDAY. EIGHT PLACES. September intake closes Friday. Eight places, twelve weeks, €180. You do not need to be fit to start — that is what the twelve weeks are for.
Tue 2 12:00	CAROUSEL	HOW TO SQUAT WITHOUT WRECKING YOUR BACK, IN FOUR FRAMES. Four things, in order. 1 — Feet slightly wider than you think. 2 — Brace like somebody is about to push you. 3 — Knees track over toes, not inside them. 4 — Go as deep as you can hold the brace, and no deeper. That last one is the whole thing.
Wed 3 18:15	SINGLE	AOIFE, ELEVEN MONTHS, 40KG TO 82.5KG DEADLIFT. Aoife started in October and could not deadlift the empty bar. She pulled 82.5kg last Tuesday. Eleven months, twice a week, nothing dramatic — she just kept turning up on Tuesdays and Thursdays.
Thu 4 07:00	STORY	THURSDAY'S SESSION, ON THE BOARD. Board is up. Squats, then a conditioning piece that everybody will complain about. Doors from six.
Fri 5 16:00	SINGLE	NOBODY HERE CAN DO A PULL-UP ON DAY ONE. Nobody starts able to do a pull-up. That is not modesty, it is arithmetic — if you could already do one you would not be paying somebody to teach you. Week one is a band and a bar.
Sat 6 10:30	CAROUSEL	WHAT TWELVE WEEKS ACTUALLY LOOKS LIKE. Weeks 1–3: learning the five lifts with an empty bar. Weeks 4–8: adding weight, slowly, boringly. Weeks 9–12: your first real numbers. Nobody is impressive in week two and everybody is different by week twelve.
Mon 8 06:40	SINGLE	THE 6AM IS THE ONE THAT CHANGES PEOPLE. Six in the morning is the session that survives a busy life. Nothing comes up at six. That is the entire argument for it and it is why it is the fullest class we run.

WEEK TWO AND THREE · TUE 9 TO TUE 16 OCTOBER

WEEK TWO AND THREE

DATE & TIME FORMAT CAPTION, AS WRITTEN

Tue 9 12:00	REEL	COACH DEMONSTRATES THE HINGE IN FORTY SECONDS. Hips back, not down. Shins vertical. Bar stays against the leg the whole way. Forty seconds, no music, watch it twice.
Wed 10 18:00	SINGLE	WHY WE DO NOT DO BURPEES. We do not programme burpees. They are hard, which is not the same as useful, and they punish exactly the people who need to be encouraged. If you want to be out of breath we have a bike and it will not hurt your wrists.
Thu 11 07:00	CAROUSEL	FIVE THINGS NOBODY TELLS YOU ABOUT STARTING. 1 — You will be sore for four days and then never that sore again. 2 — Everybody else is counting their own reps. 3 — The empty bar is 20kg and that is a real weight. 4 — You will want to quit in week three. 5 — Week five is where it starts being enjoyable.
Fri 12 16:30	STORY	WEEKEND IS OPEN GYM. DOOR CODE IN THE APP. Open gym Saturday ten till two. No class, no coach on the floor, just the room. Code is in the app.
Sat 13 10:00	SINGLE	THE BAR DOES NOT CARE WHAT YOU LOOK LIKE. The bar does not know your age, your job or what you wore. It goes up or it does not. That is the most reassuring thing about a barbell and it is why this room is easier than a gym floor.
Mon 15 06:40	REEL	TWELVE WEEKS IN SIXTY SECONDS — THE SEPTEMBER GROUP. Same eight people, week one and week twelve, same camera position. Nobody transformed. Everybody is visibly stronger and standing differently.
Tue 16 12:00	SINGLE	€180 FOR TWELVE WEEKS. THAT IS €7.50 A SESSION. Twelve weeks, twice a week, coached, €180. That is €7.50 a session with somebody watching every rep. We publish it because you should not have to ask.

WEEK FOUR · WED 17 TO FRI 26 OCTOBER

WEEK FOUR

DATE & TIME FORMAT CAPTION, AS WRITTEN

Wed 17 18:15	CAROUSEL	WHAT TO BRING, AND WHAT NOT TO BOTHER WITH. Bring: flat shoes, a bottle, something you can move in. Do not bother with: gloves, a belt, a shaker, or a programme you found online. All four are things people buy to feel ready and none of them makes week one easier.
Thu 18 07:00	SINGLE	WE ARE NOT A TRANSFORMATION GYM. No before-and-afters, no six-week shreds, no body-fat calipers. We teach five lifts and you get stronger. If you lose weight that is your business and we will not photograph it.
Fri 19 16:00	STORY	BOARD FOR SATURDAY. SQUATS. Saturday: squats, then something short and unpleasant. Ten and eleven o'clock.
Sat 20 10:30	REEL	ONE SET, FILMED PROPERLY, NO TALKING. One set of five, from the side, so you can see the bar path. This is what we mean when we say slow and boring — it is also what a good rep looks like.
Mon 22 06:40	SINGLE	OCTOBER INTAKE OPENS WEDNESDAY. October intake opens Wednesday at nine. Eight places, twelve weeks, €180. The 6am filled in four hours last time — if that is the one you want, be ready.
Wed 24 18:00	CAROUSEL	THREE REASONS PEOPLE STOP, AND WHAT WE DO ABOUT EACH. 1 — Too sore. We drop the volume, not the weight. 2 — Too busy. We move you to 6am, which nothing clashes with. 3 — Not seeing progress. We show you the sheet, because the sheet always shows progress even when the mirror does not.
Fri 26 16:30	SINGLE	EVERYTHING YOU LIFTED, ON ONE SHEET. Every session you have done is on a sheet with your name on it. On the days when it does not feel like it is working, we get the sheet out. It is the least glamorous thing we do and it keeps more people than anything else.

Three deliberate gaps

Nothing on the 23rd, 25th or the last weekend. A month with a post every day is a month you abandon in week three — and abandoning it is what does the damage, not the gap.

Every caption is finished

Nothing here says *[member name]* or *talk about the intake*. Check the prices and the numbers against your own before posting; the ones here are illustrative.

THE GRID

HOW THE FIRST NINE WILL READ.



Nine squares, three weeks. Dark tiles on the diagonal, no two neighbours from the same pillar.

Why it matters more than any single post. A stranger sent your profile by a friend judges the grid in about a second and a half, before reading a word. A grid where every square is a person mid-lift reads as a gym for people who already lift — which is the exact customer you are not short of.

Why the how-to squares are bright. They are the ones that get saved and sent to somebody else, so they should be findable when a person scrolls back looking for the squat one.

Three a week, not seven

Twenty-two posts in a month is roughly five a week and it is the ceiling for a gym owner who also coaches. If a week goes wrong, drop a *show the room* post — never a how-to, and never an intake one.

THE CAPTION FORMULA, SO NOTHING IS WRITTEN FROM NOTHING

Line one — the fact

A number, a name or a thing that happened. *Aoife pulled 82.5kg last Tuesday.* Not a greeting and not a question.

Line two — the honest bit

The caveat, the limit, or what it actually took. *Eleven months, twice a week, nothing dramatic.* This is the line people believe.

Line three — the door

One way in, or nothing at all. Roughly half of these posts should end with no call to action whatsoever, which is what makes the other half work.

WHAT THE PILLARS ARE FOR

Pillars are not categories for tidiness — they are a check that the month is not four weeks of the same argument. If a month ends up with nine *show the room* posts and one how-to, it will feel busy and change nothing, because the room has already been shown to everybody who follows you.

COMPETITOR SNAPSHOT

FOUR GYMS WITHIN FIFTEEN MINUTES, OBSERVED.

Not to copy them — to find the sentence none of them is saying. A snapshot that produces a list of things to imitate has been done wrong.

WHO	POSTS / MONTH	WHAT THEY POST	WHAT THEY NEVER POST
Gym A	~40	Transformation photos, macro advice, offers ending Sunday	Anything about the first session
Gym B	~12	Class times, reposted memes, the occasional PB	Prices, or a coach's face
Gym C	~25	Competition results, athletes, heavy singles	Beginners, at all
Gym D	~8	Almost nothing. A car park photo in June.	Everything

Observed over sixty days in August. Illustrative in this sample; in a real plan it is dated and screenshotted.

The gap, in one line

Not one of the four posts anything for a person who has never lifted and is frightened of looking stupid. That is most of the market and it is the entire content position.

What not to copy

Gym A's volume. Forty posts a month is a full-time job and it is why their content is macros and offers — it is the only thing you can make that much of.

What to steal

Gym C's discipline about filming lifts properly, from the side, in focus. Their subject is wrong and their camera work is better than yours.

WHAT YOUR OWN LAST NINETY DAYS SAY

Best saved

“Why we do not do burpees.” Saved 4× the account average. Saying what you are not is your strongest format by a distance.

Best reach

The 6am class reel. Reach is not the point of it, but it is the post that gets sent to a friend.

Worst

Class timetables as images. Eleven of them in ninety days, all below average. The app already does this.

Missing entirely

Anything at all addressed to an existing member. Ninety days, zero posts. That is the gap this month fills.

THE SHOT LIST

TWO SESSIONS. FIFTY MINUTES TOTAL.

Session one — Monday 6am class, about 30 minutes

- The room from the door as people arrive. Wide, one frame, no faces needed.
- The 6am class working — three angles, thirty seconds each, no music.
- One set of five squats from the side, tripod height, so the bar path is visible.
- The hinge demo, forty seconds, coach talking to camera.
- The board with the day's session on it.
- Two members mid-set, from behind, unrecognisable — for the grid squares that need bodies but not identities.

Session two — Wednesday evening, about 20 minutes

- Aoife's deadlift, one working set, filmed and stills.
- Her sheet, photographed flat, with her name visible if she agrees.
- The empty bar on the floor. One frame. It is the most reassuring object in the building.
- The bike and the rower, for the no-burpees post.
- The wall where there are no mirrors, which is worth showing on purpose.
- One portrait of a coach, looking at a lifter rather than at the camera.

The one rule

Film from the side and from where a member stands — never from a coach's eyeline looking down. The angle is the difference between *come and join in* and *you are being assessed*.

ASK FIRST, ALWAYS

Nobody appears identifiably without saying yes out loud on the day. Six of the shots above deliberately need no face for exactly that reason.

IF ONLY ONE SESSION HAPPENS

Do session one. It covers fourteen of the twenty-two posts. Session two is Aoife's story and the objects, and both can wait a fortnight.

WHAT NOT TO FILM, EVER

A failed lift

Even with permission, even laughing. The room's promise is that nobody is being judged, and a camera pointed at a miss breaks it for everybody who sees it.

Anyone's body as a subject

No before-and-afters, no waistlines, no scales. It is your stated position and one photograph undoes five posts of it.

A full room from the front

It looks like a performance with an audience. Side-on and from the door is friendlier and it is the same room.

TWENTY SPARE CAPTIONS

FOR THE WEEKS THE PLAN DOES NOT SURVIVE CONTACT.

Each is a whole post in a line. Use them when a shoot does not happen, a class is cancelled, or you have ten minutes and want to put something up that is not a class timetable. Every one of them can be written on a phone in four minutes and needs no photograph beyond something already in the room.

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- | | |
|---|--|
| 01 The five lifts, one line each, no jargon. | 11 What happens in your first session, minute by minute. |
| 02 Why we count sets and not calories. | 12 A week of training around shift work. |
| 03 What a coach is actually watching when they watch you lift. | 13 The one cue that fixes most bad deadlifts. |
| 04 The difference between sore and injured, plainly. | 14 Why we do not sell supplements. |
| 05 Why the 6am class is full and the 7pm is not. | 15 What to do if you have to miss three weeks. |
| 06 One thing to do on the days you do not come in. | 16 How we programme around a bad back. |
| 07 How long until you can lift your own bodyweight — the honest answer. | 17 The member who has been here longest, and what has changed. |
| 08 What we changed about the programme this year and why. | 18 Why the empty bar is a real weight. |
| 09 The equipment we deliberately do not own. | 19 What we mean by strong, and what we do not. |
| 10 Why there are no mirrors on the lifting side. | 20 The two things worth buying, and nothing else. |
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How to use them

Pick one, write three sentences, post it. They are deliberately unglamorous — a spare caption that needs a shoot is not a spare caption.

Which to reach for first

Anything in the *say what we are not* family — numbers 09, 10, 14 and 19. They are your best format and they need nothing but an opinion.

What they are not

Filler. Every one is a post somebody would actually stop for. If a spare list is padding, the plan has twenty-two posts and a lie at the back.

WHAT THIS IS JUDGED ON

WEEK-TWELVE ATTENDANCE, NOT ENQUIRIES.

Enquiries are easy to move and they tell you almost nothing. The number that decides whether this gym is a business is how many of the eight people who start in October are still walking in at Christmas.

Last three intakes

62%

Average still attending at week twelve. Illustrative — your register has the real figure.

Target

75%

If the five keep-them posts do their job. Nothing here requires a single extra enquiry.

EIGHT OF THESE POSTS ARE FOR PEOPLE WHO HAVE ALREADY PAID YOU.

Forge is invented. It exists to show what an €895 content strategy contains — twenty-two dated posts with every caption written, four pillars, a grid preview with the reasoning, a dated competitor snapshot, a two-session shot list and twenty spares.