

How to capture your impact and  
tell your story?

Who is Adam the GH05T?

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01

Social Content

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02

Anatomy of Content

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03

Practical Principles

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04

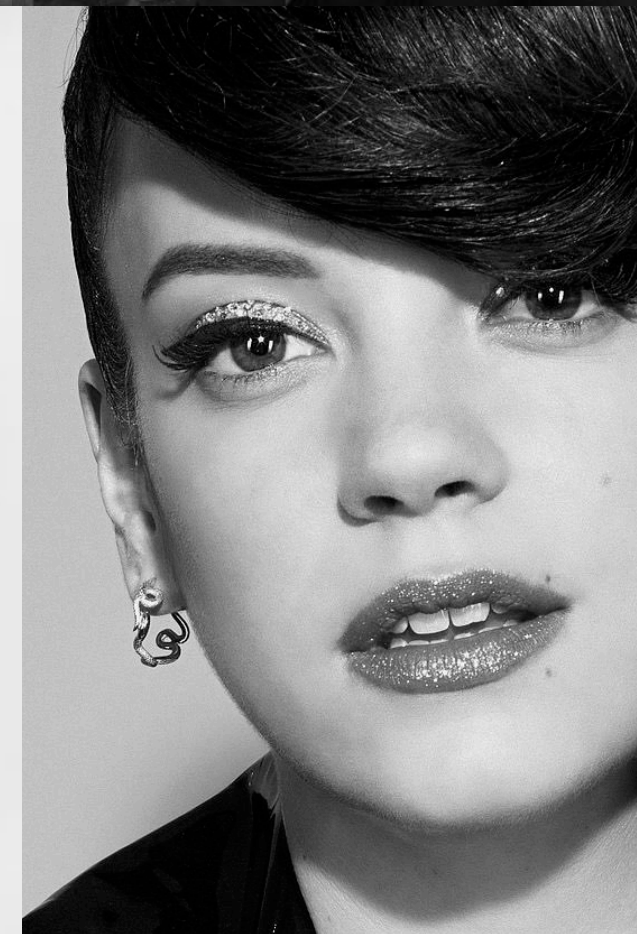
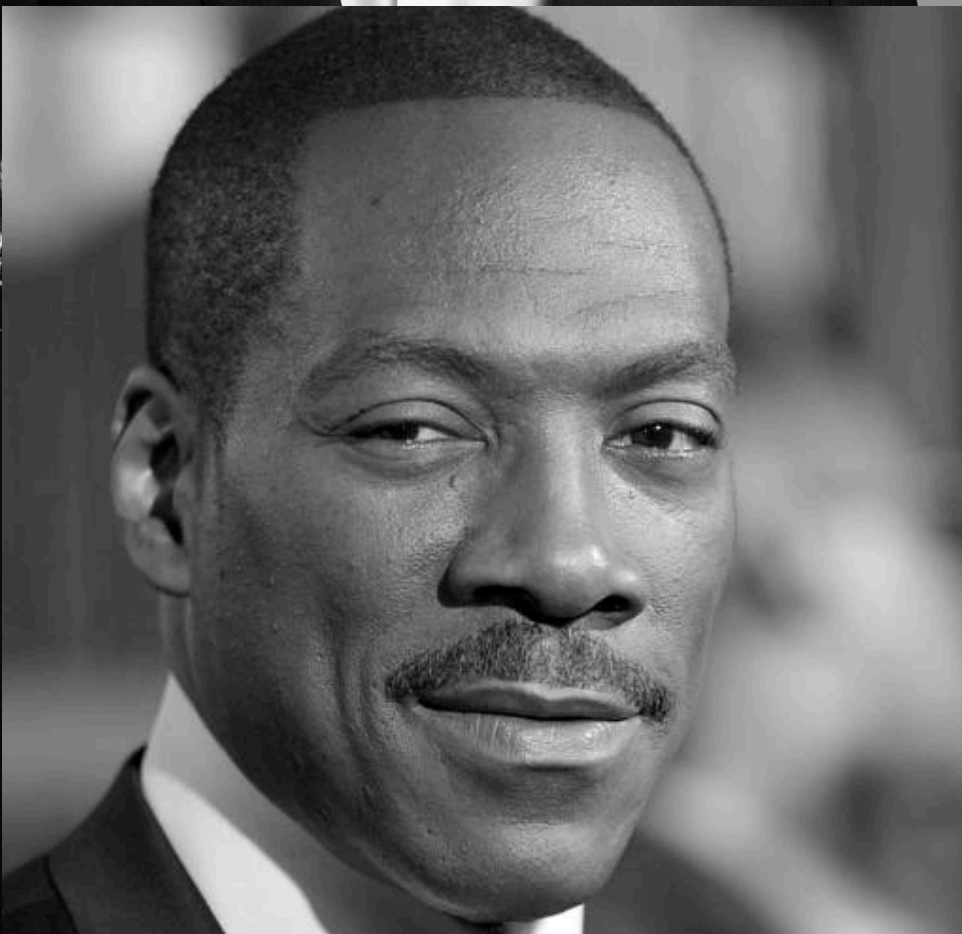
Q&A

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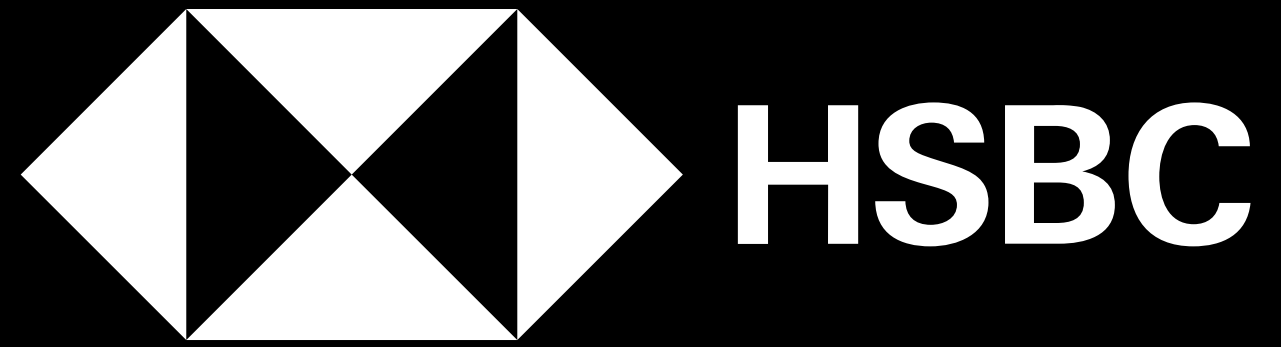
05



# *INTRODUCTION*



amazon



R&A

*Haven*



Regus<sup>TM</sup>

# *SOCIAL CONTENT*

# ***THE IDIOT IN A RUSH TEST***



***HOW TO CAPTURE YOUR IMPACT  
AND TELL YOUR STORY?***

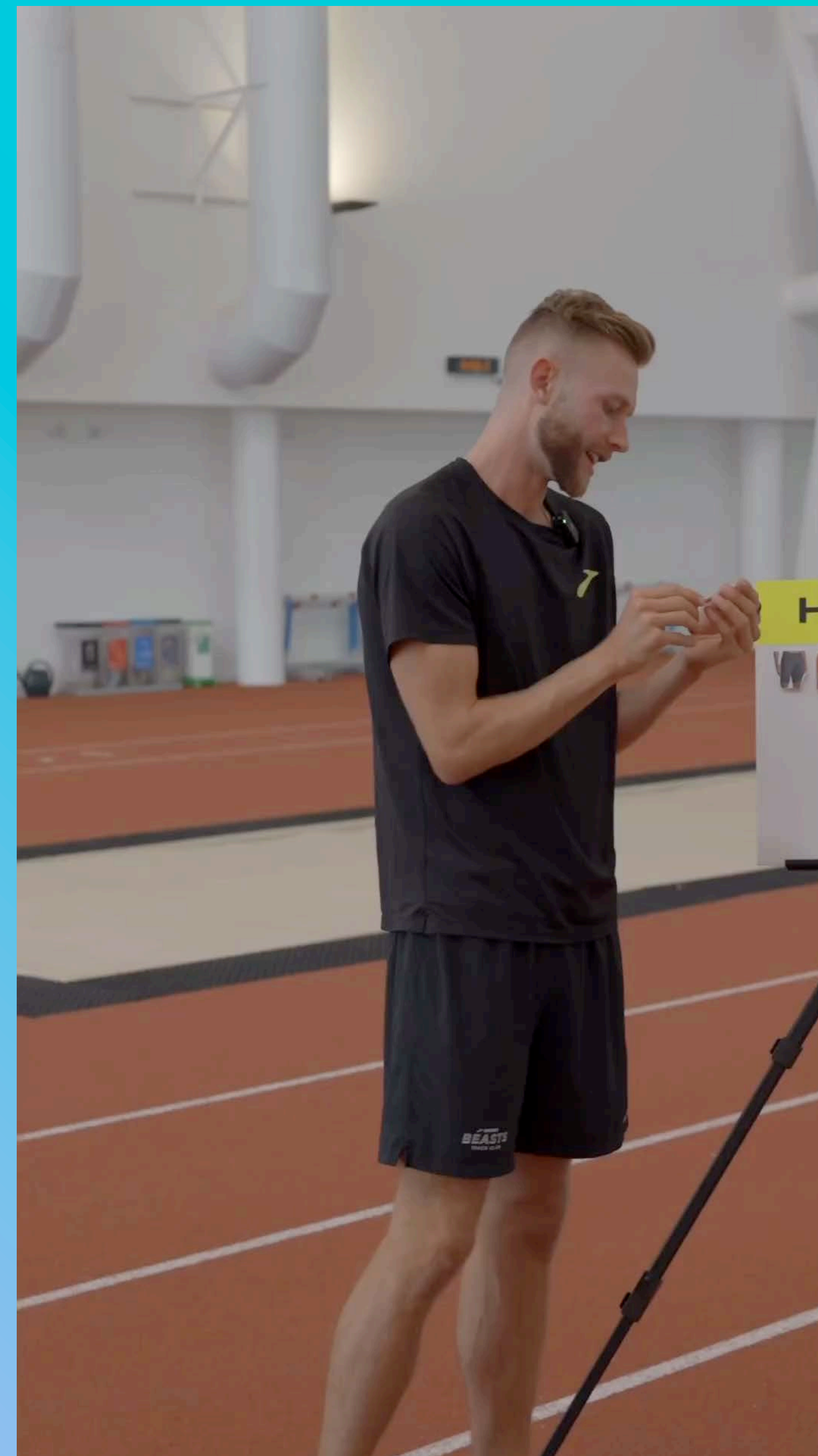


***WOULD AN IDIOT IN  
A RUSH STOP AND  
CONSUME...***



# Game 1

Yes or No?

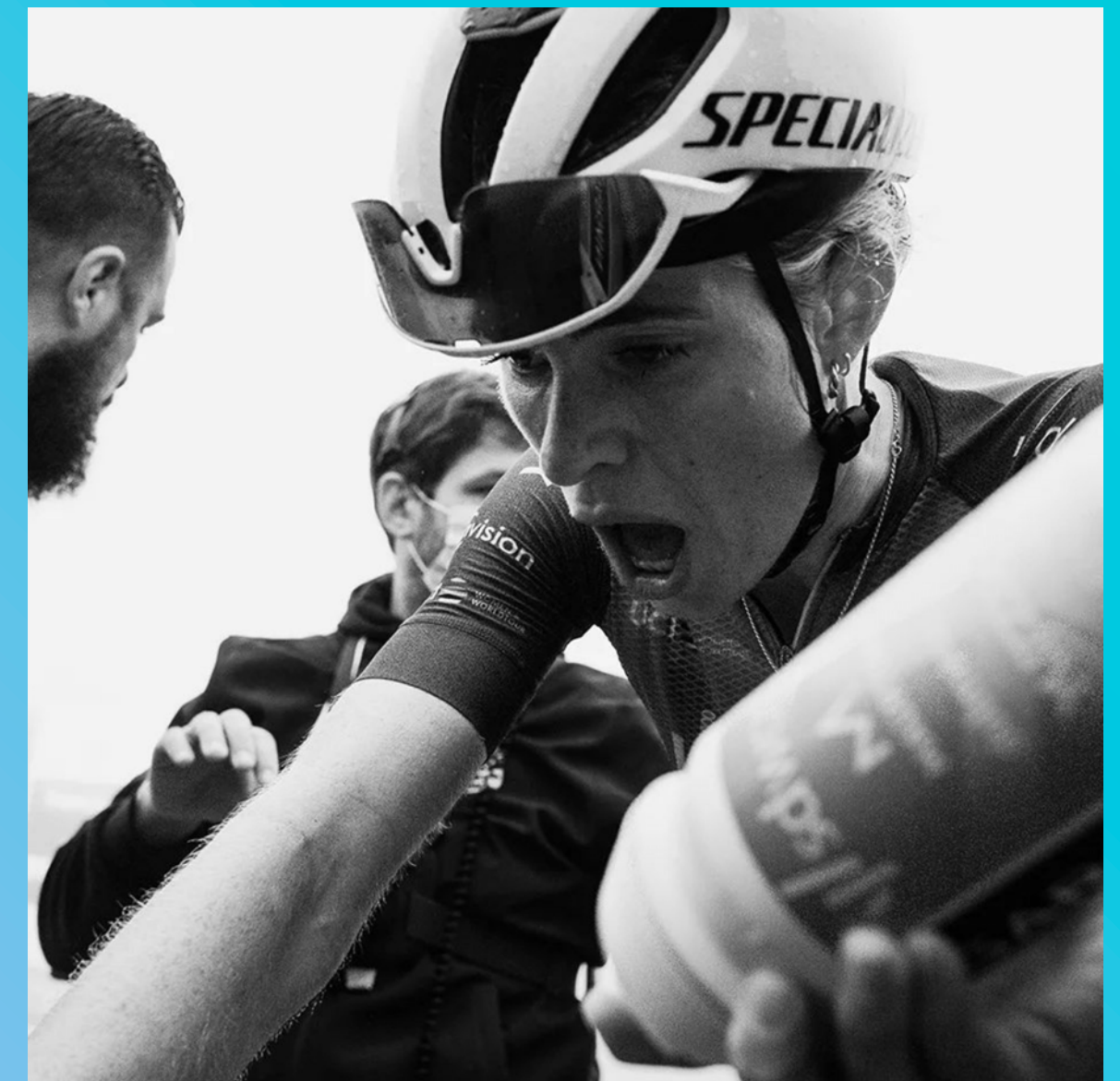




**IT'S A BIG YES  
FOR ME**

# Game 2

Yes or No?





**IT'S A BIG YES  
FOR ME**

# Game 3

Yes or No?



**POV: YOU FIND OUT HOW MUCH YOU  
COULD SAVE ON TICKETS DURING THE  
TOUGH MUDDER BLACK FRIDAY SALE**



**IT'S A BIG YES  
FOR ME**

# Game 4

## Yes or No?



Let's Do This

2 November · 🌐



Meet Andy Maxted, the Event Director behind Trimax Events – a passionate trailblazer and fitness enthusiast who's been shaping the endurance event scene in Gloucestershire and the Forest of Dean since 2008. 🏃🌳

Over the years, Trimax Events experienced exponential growth, becoming a beloved part of the community. However, with success came challenges, making event management a bit of a rollercoaster ride for Andy. 📈

Find out how Let's Do This stepped in and transformed the game. 🔄 With Let's Do This, Trimax Events has not only increased the number of participants at their events but also expanded their reach and streamlined their event communications.

Read the full customer story here: <https://buff.ly/3G1KIFD>

#EnduranceEvents #EventManagement #SuccessStory #SportEvents



“

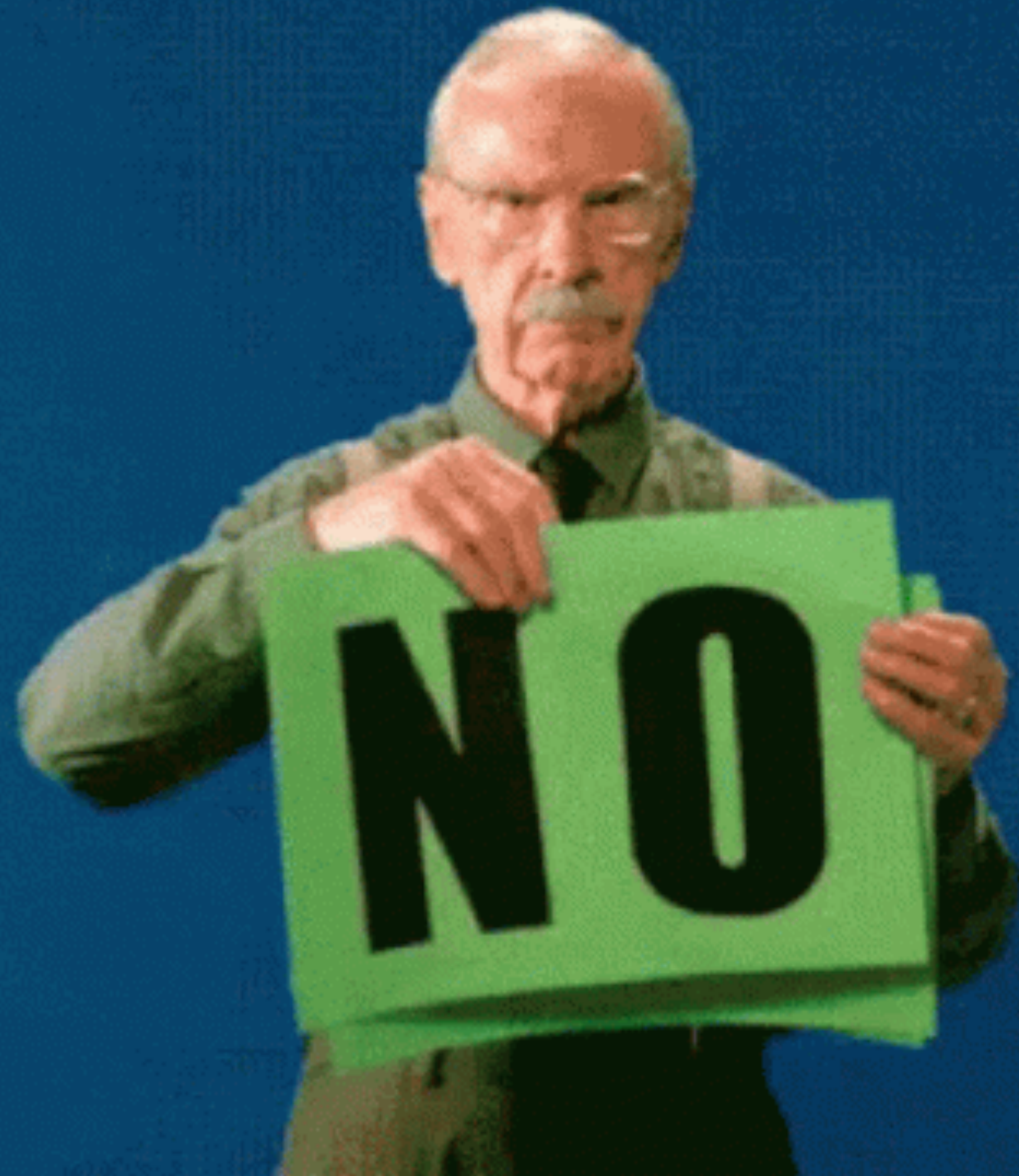
Let's Do This has transformed the way we manage and promote our events. **Our signups have grown, and we've expanded our reach beyond our expectations.**

”

Andy Maxted – Trimax Events

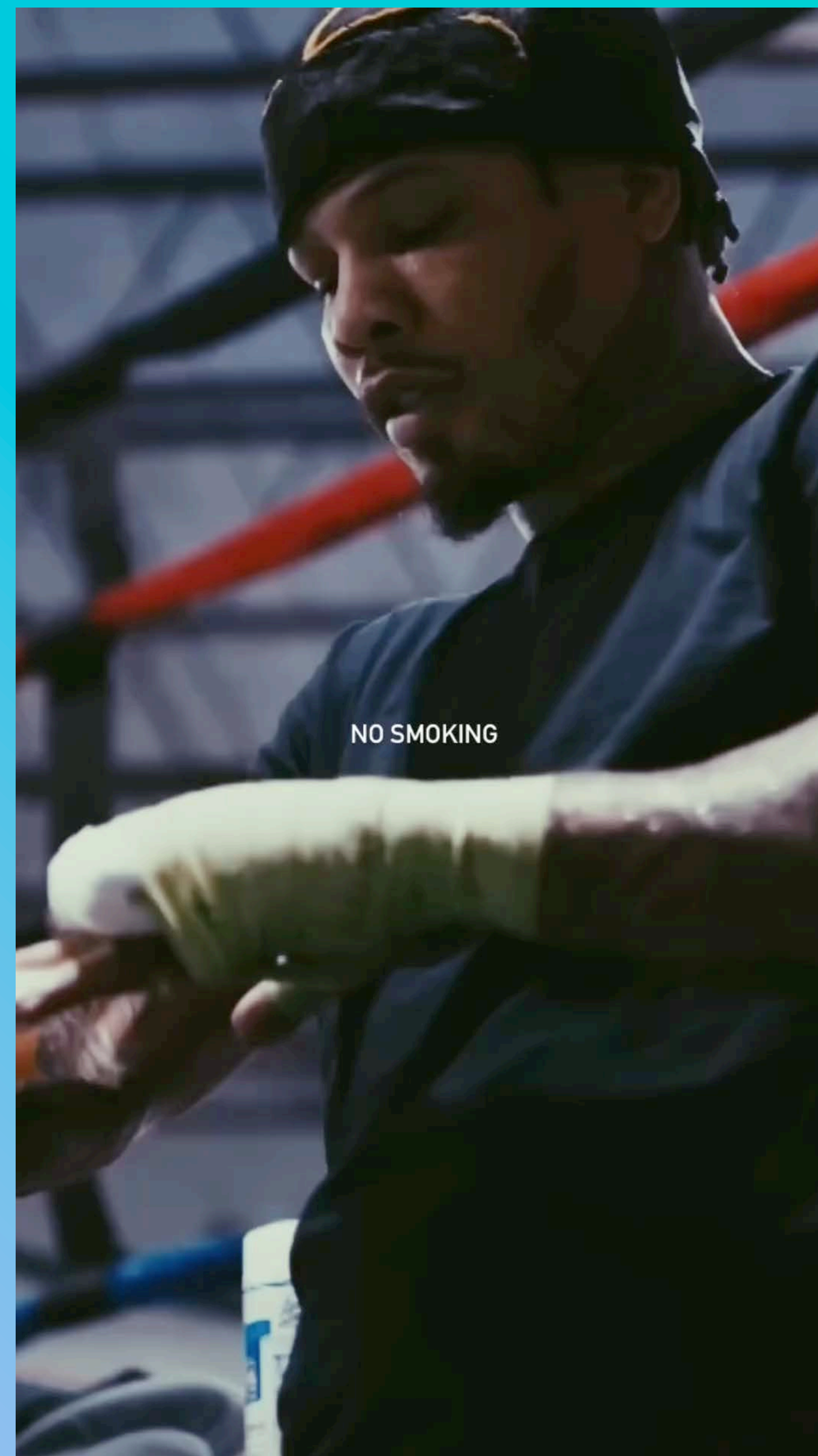


TRENDIZISST



# Game 5

Yes or No?





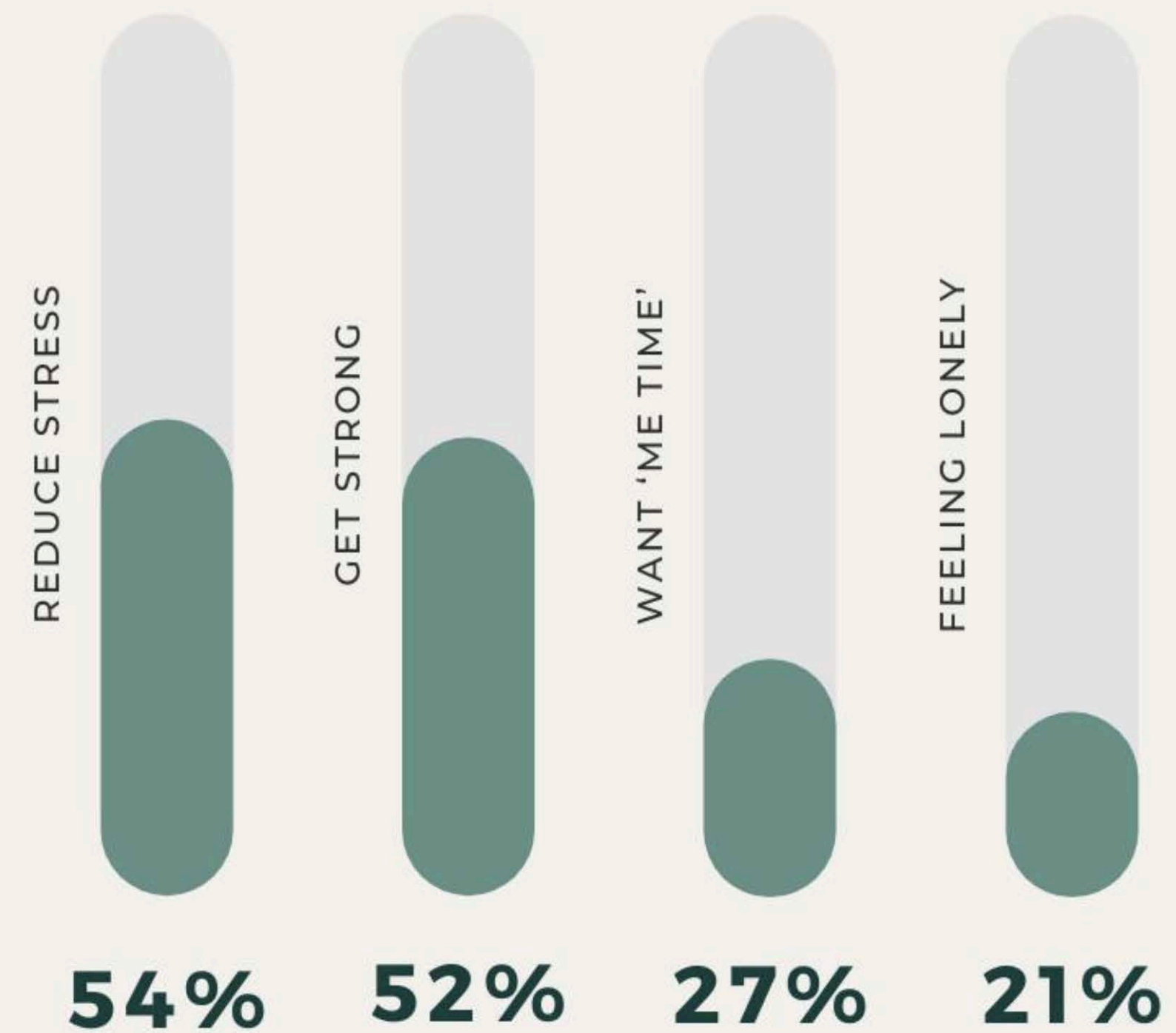
**IT'S A BIG YES  
FOR ME**

# Game 6

Yes or No?



## REASONS PRACTITIONERS DECIDED TO START YOGA



\*May have chosen more than 1. Will equal more than 100%



**IT'S A BIG YES  
FOR ME**

# Game 7

Yes or No?

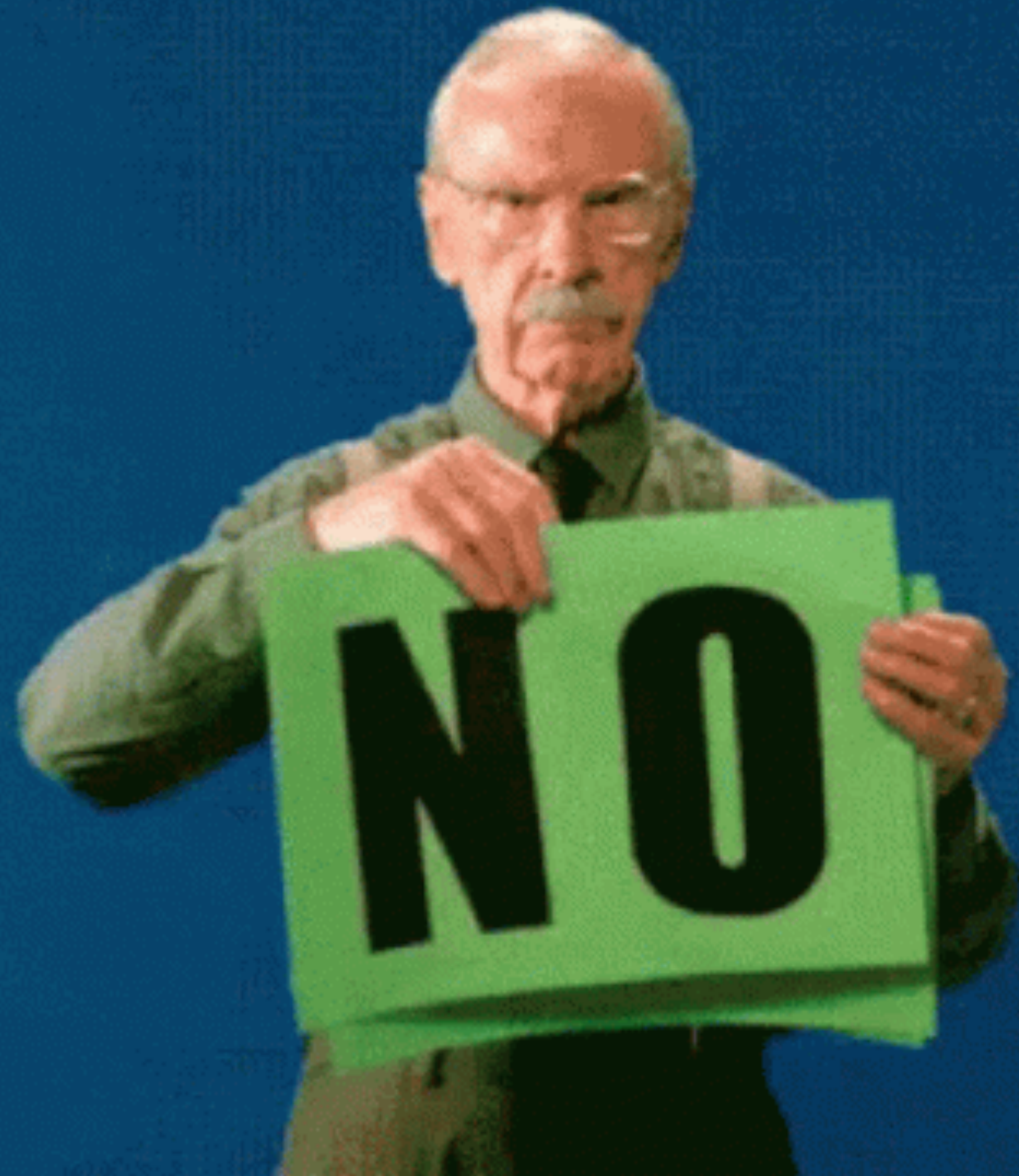


## September Programme

CATEGORY	CLASS	DAY	TIME	LEVEL	LOCATION	INSTRUCTOR
Strength & Conditioning	Circuits	Monday	9:15am-10:00am	Intermediate	Studio	Lisa B
Strength & Conditioning	Core Conditioning	Monday	12:00pm-12:30PM	Beginners	Studio	Lisa B
Cardio	Group Cycle	Monday	12:45pm-1:30pm	Beginners	Group Cycle Zone	Lisa B
Cardio	Group Cycle	Monday	6:15pm-7:00pm	Beginners	Group Cycle Zone	George
Mind & Body	Pilates	Monday	7:00pm-8:00pm	Beginners	Studio	Lisa A
Mind & Body	Yoga	Tuesday	09:30am-10:30am	Beginners	Studio	Michelle
Mind & Body	Basics Yoga	Tuesday	12:00pm-1:00PM	60+ Class only*	Studio	Michelle
Cardio	Group Cycle	Tuesday	6:00pm-6:45pm	Beginners	Group Cycle Zone	Kerrie
Strength & Conditioning	Power Pump	Tuesday	6:45pm-7:30pm	Beginners	Studio	Kerrie
Dance	Zumba	Tuesday	7:45pm-8:30pm	Beginners	Studio	Kerrie
Strength & Conditioning	Power Pump	Wednesday	9:30am-10:30am	Intermediate	Studio	Gosia
Cardio	HIIT	Wednesday	12:00pm-12:30pm	Beginners	Studio	Fitness Team
Cardio	Group Cycle	Wednesday	6:00pm-6:45pm	Beginners	Group Cycle Zone	George
Cardio	HIIT	Wednesday	7:00pm-7:30pm	Beginners	Functional Zone	George
Mind & Body	Yoga	Wednesday	7:15pm-8:15pm	Beginners	Studio	Anabela
Strength & Conditioning	Body Conditioning	Thursday	9:30am-10:15am	Beginners	Studio	Gosia
Cardio	HIIT	Thursday	12:00pm-12:30pm	Beginners	Functional Zone	Fitness Team
Cardio	Group Cycling	Thursday	5:15pm-5:45pm	Adult & JNR Class Only*	Group Cycle Zone	Fitness Team
Cardio	HIIT	Thursday	6:15pm-6:45pm	Beginners	Functional Zone	Fitness Team
Mind & Body	Basics Yoga	Thursday	6:15pm-6:45pm	Beginners	Studio	Michelle
Mind & Body	Yoga	Thursday	7:00pm-8:00pm	Intermediate	Studio	Michelle
Strength & Conditioning	Body Conditioning	Friday	9:30am-10:30am	Intermediate	Studio	Gosia
Cardio	Group Cycle	Friday	10:45am-11:15am	Beginners	Group Cycle Zone	Gosia
Cardio	Boxfit	Friday	12:45pm-1:30pm	Beginners	Functional Zone	Naomi
Strength & Conditioning	Circuits	Friday	5:15pm-6:00pm	Adult & JNR Class Only*	Studio	Fitness Team
Mind & Body	Yoga	Saturday	8:15am-9:15am	Beginners	Studio	Michelle
Strength & Conditioning	Circuits	Saturday	9:30am-10:15am	Beginners	Studio	Naomi
Strength & Conditioning	Legs, Bums & Tums	Saturday	10:15am-11:00am	Beginners	Studio	Naomi
Cardio	HIIT	Sunday	8.45am-9:15am	Beginners	Studio	Fitness Team
Mind & Body	Pilates	Sunday	9.30am-10.30am	Beginners	Studio	Tina
Strength & Conditioning	Circuits	Sunday	12:00pm-12:45pm	Adult & JNR Class Only*	Studio	Fitness Team

- ❖ Members can book online 7 days in advance via the Website or Better UK app
- ❖ Adult and JNR Classes (Adult must accompany a JNR for the time of the class) Adults are not to attend class alone.
- ❖ 60+ Classes is for members who are above the age of 60 only.

TRENDIZISST



# Game 8

Yes or No?

A screenshot of the Twitter profile for Fabrizio Romano. The profile picture shows him in a brown jacket and cap. The header includes a 'Follow' button. The bio reads: 'Here we go! ©', 'Milano, Italia', and a link to a YouTube channel. It also lists 'Born 21 February' and 'Joined July 2011'. The statistics show '2,363 Following' and '16.5M Followers'. The navigation tabs at the bottom are 'Tweets', 'Replies', 'Highlights', 'Media', and 'Likes'. The main content area shows a tweet from Fabrizio Romano with a video thumbnail, but the text is blurred.





**IT'S A BIG YES  
FOR ME**

# *ANATOMY OF CONTENT*



Logos hidden up the top

Bold call to action

Branded & Designed Image

Key assets taking up most image real estate

Blended background showing location

Information clear and easy to read

Ticket information



10%

Logos / Other Things to Hide

10%

Call To Action / Headline

50%

Lead Asset / Hook

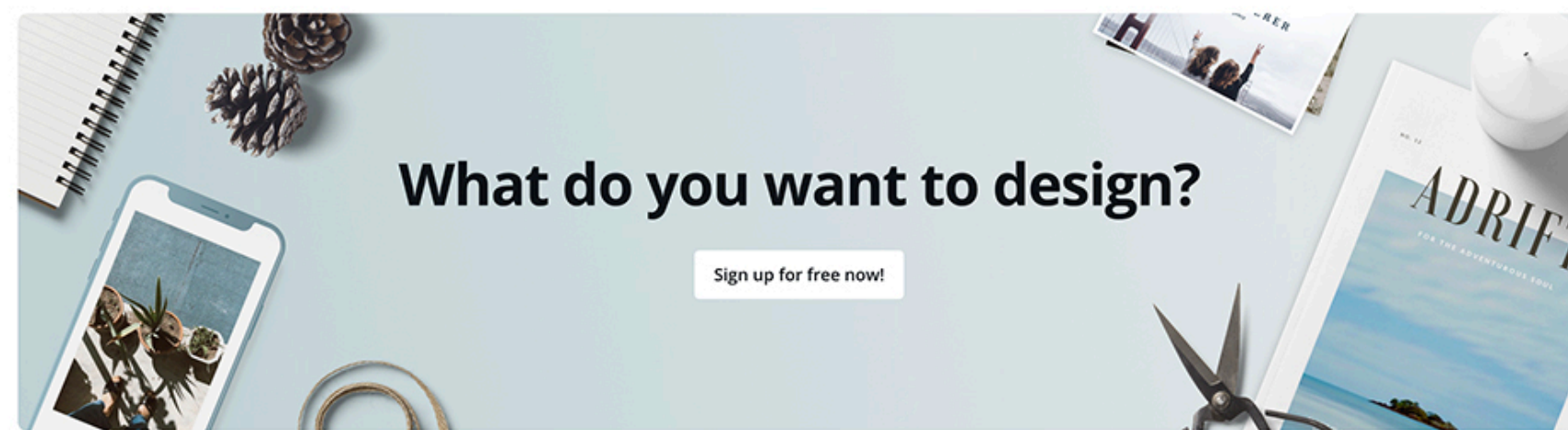
20%

Key Information

10%

Sales Message

# *TIPS & HACKS*



### Popular designs

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Baby Shower Invitations



Brochures



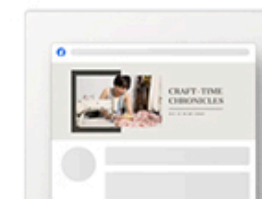
Business Cards



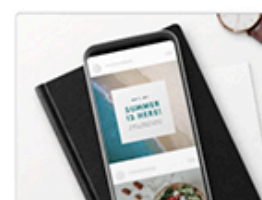
Calendars



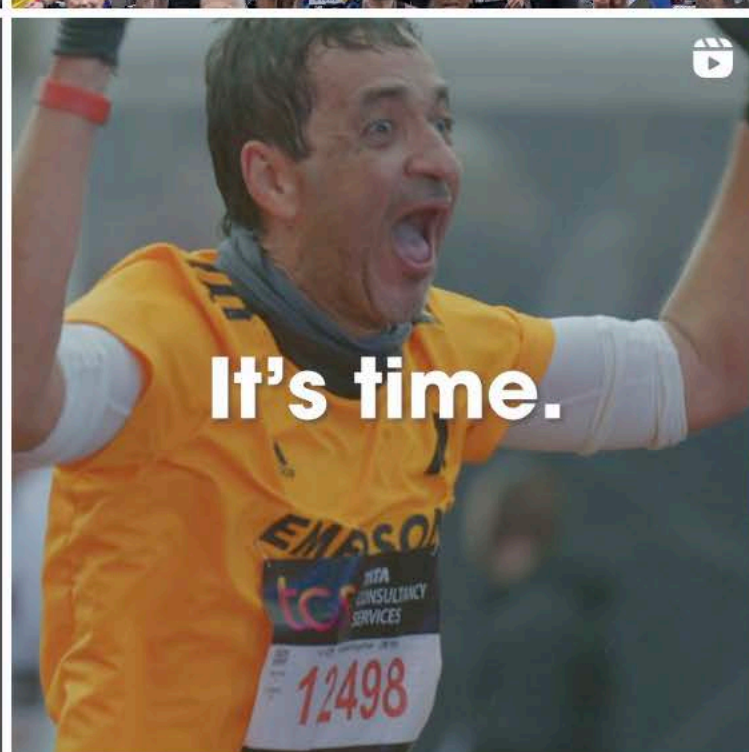
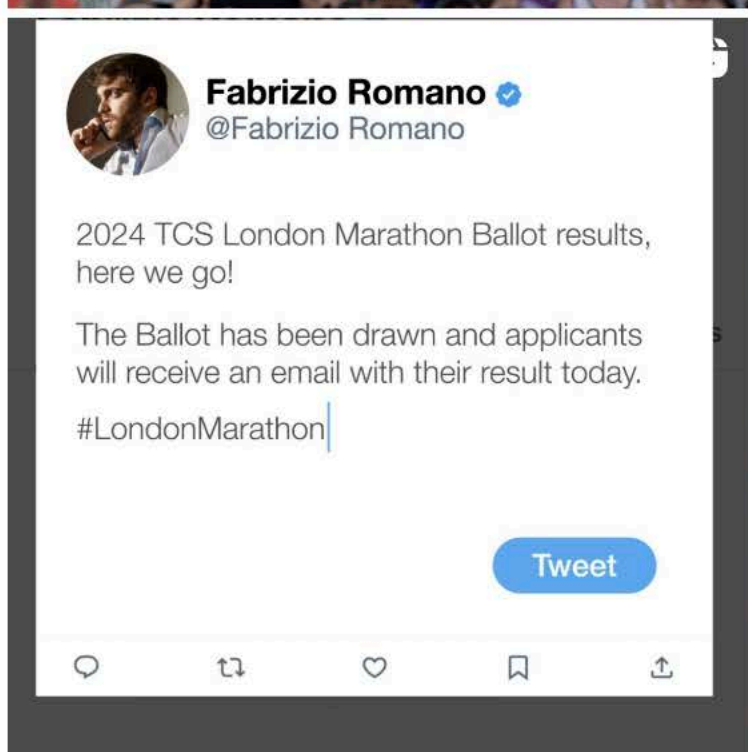
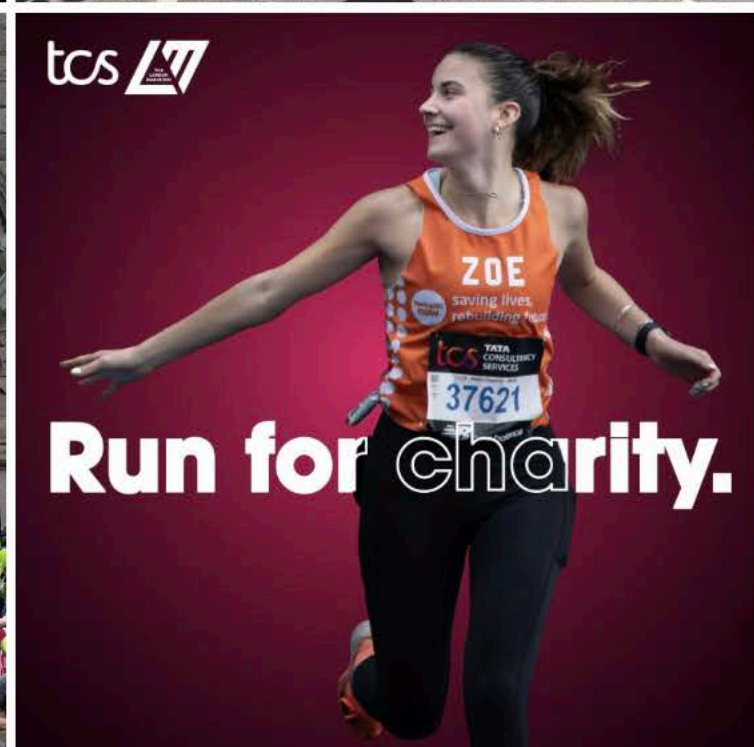
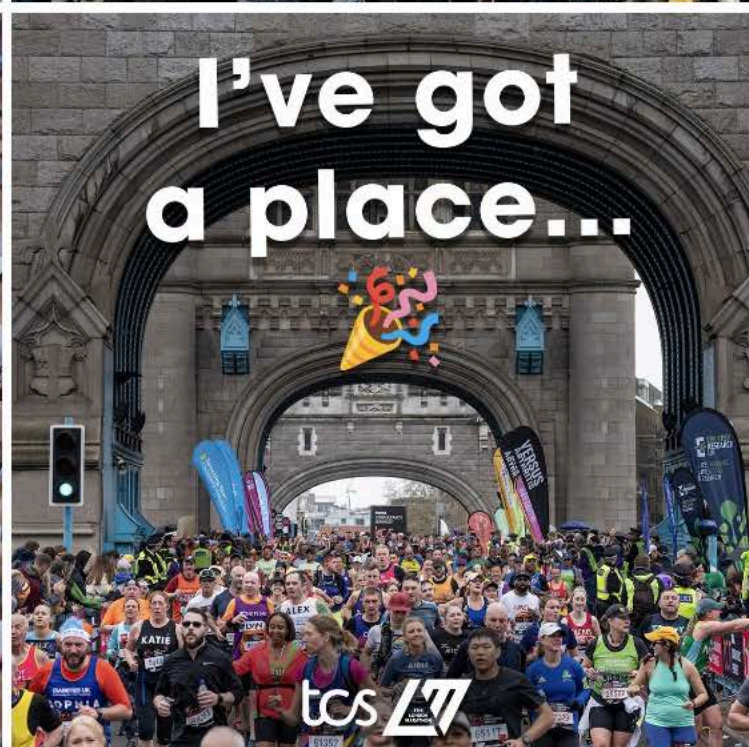
Christmas Cards



Facebook



**1.**  
Use Canva



2. Take Inspiration

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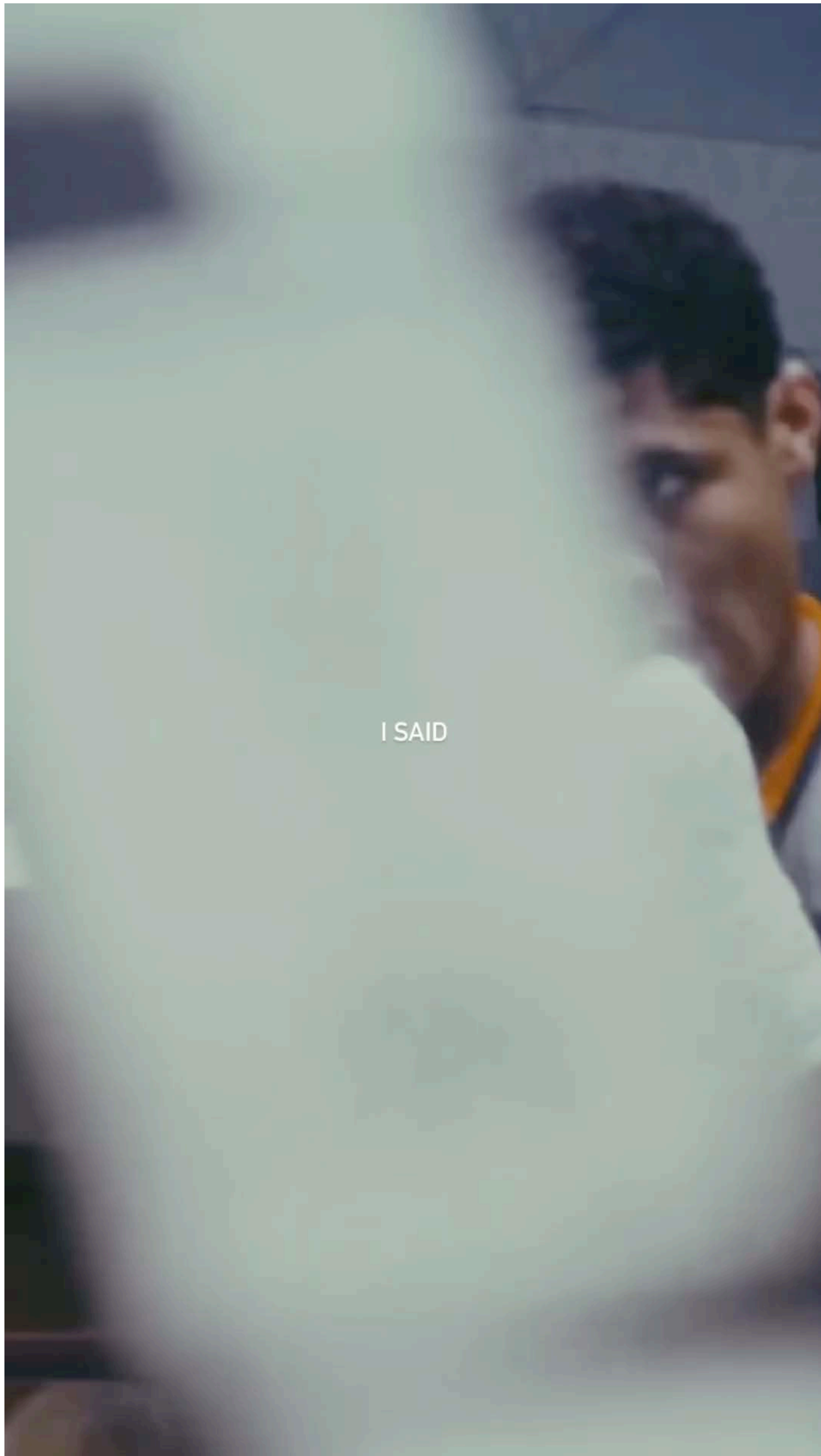


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### Media, Film, TV & Music Production courses

### 3. Content Partnerships



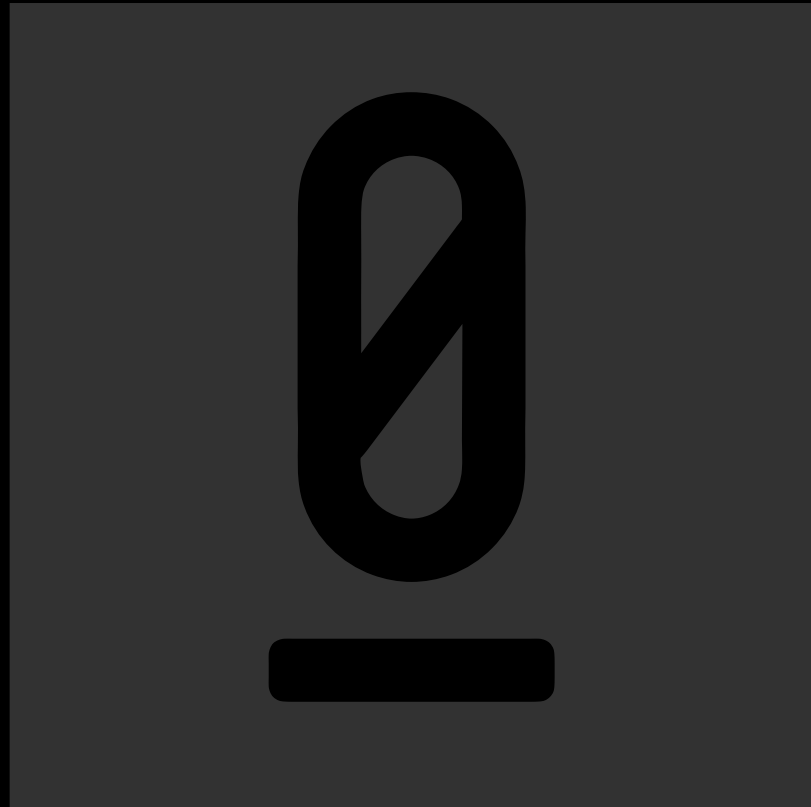


**4.**  
Your programs are built for  
content capturing



*Q&A*





Thank You

Adam Biddle  
ab@gh05t.com