



7 DAY SOCIAL MEDIA CHALLENGE

INTRODUCTION

Welcome to the 7 Day Social Media Challenge

If you're here, it means you're ready to stop guessing and start fixing your gym's social media properly.

Over the next 7 days, we're going to clean up, optimise, and upgrade your Instagram & Facebook so it looks professional, intentional, and capable of bringing in new members.

This is a Level 1 challenge, but the improvements will be very noticeable by the end.

HOW THIS CHALLENGE WORKS

Every day you'll receive:

- Short coaching
- A clear daily action

Each daily task should take 15–20 minutes **max**

IF YOU GET STUCK AT ANY POINT, DM ME DIRECTLY

WHAT TO EXPECT OVER THE 7 DAYS

We'll work through:

- Profile & branding clean-up
- Content direction (what to post & why)
- Creating actual content
- Stories that build trust
- Simple ads to get leads
- Lead follow-up systems
- A basic automation intro

No fluff. No theory overload.

Just practical steps that work for gyms.

IMPORTANT – DO THIS NOW

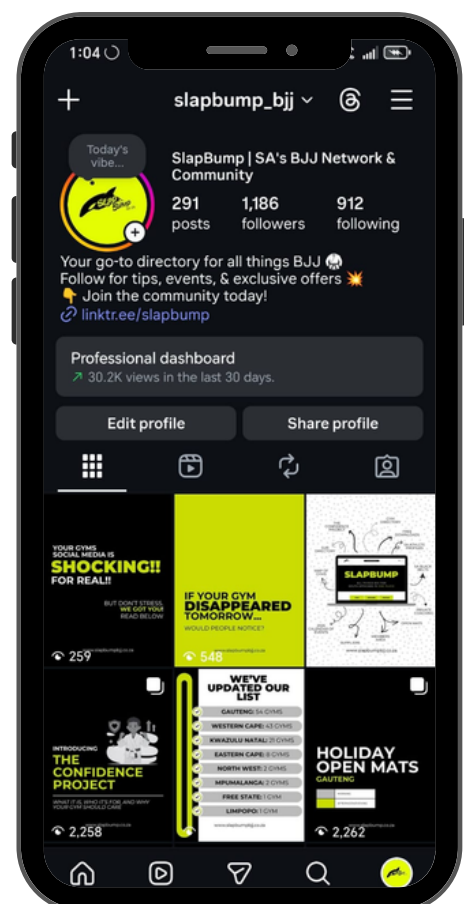
Before we start

Take a screenshot of your current Instagram and Facebook profile.

Save it somewhere safe.

At the end of the challenge, you'll compare **before vs after** and the difference will speak for itself.

**LET'S GET
STARTED**





DAY 1 PROFILE + BRAND RESET

FOUNDATION DAY

Today is about first impressions.

When someone lands on your Instagram or Facebook profile, they should instantly understand **who you are, what you offer, and how to contact you.**

By the end of today, your profile should look clean, professional, and intentional.

WHAT WE'RE FIXING TODAY

TIME REQUIRED: Approx 20 min

- Account setup
- Profile name & category
- Bio & call-to-action
- Location & contact buttons
- Profile photo
- Brand basics (colours & font)

This is the foundation everything else builds on.

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STEP 1 - ACCOUNT TYPE

Switch to the correct account type (IMPORTANT)
Your gym should be on a **Business Account**.

Why this matters:

- Gives access to profile insights (analytics)
- Enables ads
- Enables automations later this week
- Adds contact buttons
- Best setup for gyms

HOW TO SWITCH

1. Open Instagram
2. Go to your profile
3. Tap the three lines (≡) at the top right
4. Tap Settings and privacy
5. Scroll down to For professionals
6. Tap Account type and tools
7. Tap Switch to professional account
8. Select Business
9. Choose category:
 - a. Martial Arts School or Sports Club
10. Tap Done

You are now on a Business account.

STEP 2 - PROFILE NAME

Instagram is used as a search tool by many users so it is important for your name to contain certain words that will make it easy to search for you.

Profile name format:

Gym Name | BJJ | City

HOW TO UPDATE

1. Go to your profile
2. Tap Edit profile
3. Update the Name field (not the username)
4. Scroll down and confirm:
 - a. Category is correct
5. Tap Done

STEP 3 - BIO

Use this format:

Line 1: Who you help

Line 2: What you offer / who it's for

Line 3: Location + clear call-to-action

Example:

Brazilian Jiu Jitsu for all levels

Beginners • Kids • Competitors

Johannesburg | Book a free trial

HOW TO UPDATE

1. Go to Edit profile
2. Tap Bio
3. Paste or rewrite using the format above
4. Tap Done

STEP 4 - CONTACT & LOCATION

How to check:

1. Go to Edit profile
2. Tap Contact options
3. Make sure at least one is added:
 - a. Email
 - b. Phone number
4. Add your business address or city
5. Tap Save

Test the buttons from your profile to make sure they work.

STEP 5 - PROFILE PHOTO

Choose ONE:

- Clean logo
- High-quality gym photo
- Coach or team photo

Rules:

- Clear image
- No text clutter
- Easy to recognise when small

HOW TO UPDATE

1. Go to Edit profile
2. Tap Change profile photo
3. Upload the new image
4. Adjust and save

STEP 6 - BRAND BASICS

You don't need a full brand guide.

Choose:

- 2 colours you'll stick to
- 1 main font

You will use these consistently for:

- Posts
- Stories
- Highlights

Consistency matters more than perfection.

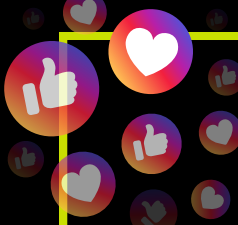
NO OVERTHINKING. JUST FOLLOW THE STEPS.

Once you're finished:

Take a new screenshot of your updated profile

Send it to me if you would like me to check it and provide feedback

Mark Day 1 as complete on the group



DAY 2 INTRO TO CONTENT

WHAT TO POST & WHY

Yesterday we fixed how your gym looks.

Today we fix what your gym posts.

Most gyms struggle with social media because they don't know what to post, so they post randomly... or not at all.

By the end of today, you'll have a clear content direction and never wonder what to post again.

WHAT WE'RE FIXING TODAY

TIME REQUIRED: Approx 15 min

- Random posting
- Inconsistent content
- "I don't know what to post" paralysis

**AT THE END OF THE 7 DAY CHALLENGE I WILL PROVIDE
YOU WITH CHATGPT PROMPTS TO HELP YOU CREATE
MONTHLY CONTENT CALENDARS IN JUST A FEW
MOMENTS.**

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STEP 1 - CONTENT PILLARS

Your gym's content should fit into one of these four categories:

GYM LIFE

Shows what it's like inside your gym.

Examples:

- Classes in action
- Rolling footage
- Gym atmosphere & facilities
- Team moments

EDUCATION

Helps beginners feel less intimidated.

Examples:

- Beginner tips
- Common mistakes
- "What to expect in your first class"
- BJJ basics

AUTHORITY

Builds trust and credibility.

Examples:

- Coach introductions
- Belt promotions
- Competition results
- Experience & achievements

CONVERSION

Encourages people to take action.

Examples:

- Free trial posts
- Timetable posts
- Sign-up reminders
- Intro offers

RULE: NEVER POST WITHOUT KNOWING WHICH PILLAR IT BELONGS TO.

STEP 2 - CREATE THE CONTENT MIX

You don't need to post everything, every day.

A simple weekly balance:

- Gym Life – 40%
- Education – 30%
- Authority – 20%
- Conversion – 10%

This keeps your page helpful and growth-focused.

EXAMPLE OF HOW TO USE THE CONTENT PILLARS

DAY	POST TYPE	CONTENT PILLAR	EXAMPLE POST TOPIC
MONDAY	PHOTO	GYM LIFE	Class in action – evening fundamentals class
TUESDAY	REEL	EDUCATION	“Do you need to be fit before starting BJJ?”
WEDNESDAY	PHOTO	GYM LIFE	Rolling footage or group class photo
THURSDAY	CAROUSEL	EDUCATION	“3 mistakes beginners make in their first month”
FRIDAY	PHOTO	AUTHORITY	Coach introduction or coach credentials
SATURDAY	REEL	GYM LIFE	Open mat / sparring highlights
SUNDAY	STATIC POST	CONVERSION	“Free trial classes this week – book now”

WHY THIS WORKS

Gym Life (3 posts – ~40%)

Shows real training, real people, real culture

Education (2 posts – ~30%)

Reduces fear and answers beginner questions

Authority (1 post – ~20%)

Builds trust in coaches and gym

Conversion (1 post – ~10%)

Clear invitation to join

IMPORTANT NOTE

**You do not need fancy edits, perfect lighting,
or viral ideas.**

**Clear, consistent, and honest content beats
everything.**

STEP 3 - WRITE YOUR CONTENT IDEAS

Now you'll create your own ideas.

How to do this:

1. Open Notes on your phone
2. Write the 4 headings:
 - a. Gym Life
 - b. Education
 - c. Authority
 - d. Conversion
3. Under each heading, write 3 post ideas

That's 12 post ideas total.

Example:

Education:

- "3 mistakes beginners make"
- "Do you need to be fit to start BJJ?"
- "What to bring to your first class"

WHERE TO FIND IDEAS

- Look at other gym pages for inspiration
- Search for trending ideas
- Go to Reddit and see what people are asking other gyms
- Use ChatGPT

STEP 4 - CHOOSE WHAT TO POST

From your list of 12 ideas:

1. Circle or highlight 7 ideas
2. These will become your posts for the next week

Don't worry about captions yet — that's coming.

IMPORTANT REMINDER

You are not trying to be viral.

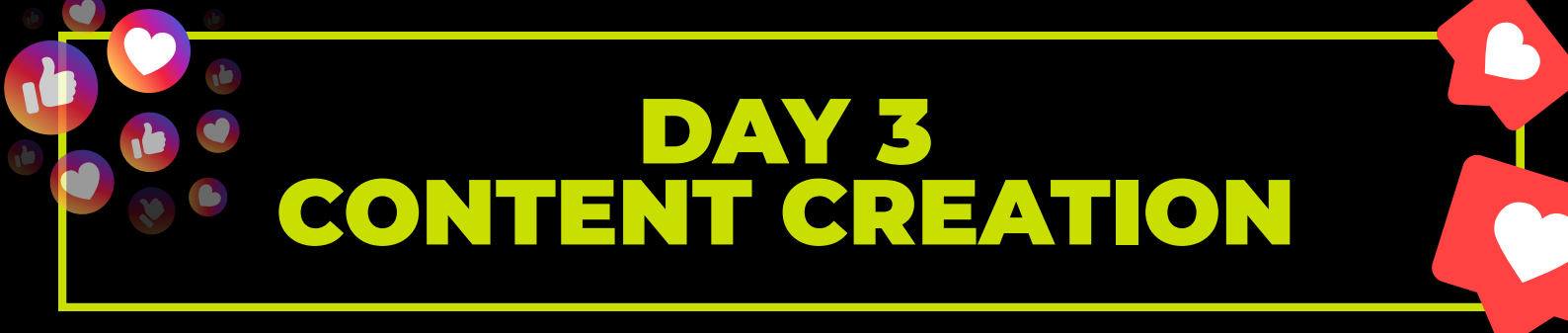
You are trying to be:

Clear

Helpful

Consistent

That's how gyms grow.



DAY 3 CONTENT CREATION

FROM IDEAS TO ACTUAL POSTS

Yesterday you decided what to post.

Today you're creating the content.

By the end of today, you'll have one full week of posts ready to go
— no more “I'll post later”.

WHAT WE'RE FIXING TODAY

TIME REQUIRED: Approx 30 min

- Overthinking
- Inconsistent posting
- Fear of posting
- Empty drafts folder

IF YOU GET STUCK AT ANY POINT, DM ME DIRECTLY

STEP 1 - OPEN CANVA

Open Canva (or your preferred app)
You'll need a simple design tool.

If you don't have Canva:

1. Go to www.canva.com
2. Sign up (free is fine)
3. Log in on your phone or computer

**I HAVE A FULL “HOW TO USE CANVA” EBOOK THAT I
WILL SHARE WITH YOU FOR FREE AT THE END OF THE
7 DAYS.**

STEP 2 - SELECT POSTS

Open your Notes from yesterday.

You should have:

- 12 total ideas
- 7 ideas selected for this week

These are the posts you'll create today.

STEP 3 - POST TYPE

For each of the 7 ideas, choose one format:

- Photo
- Reel
- Carousel

Beginner-friendly rule:

- 3 Reels
- 2 Photos
- 2 Carousels

Don't overthink it — variety is the goal.

STEP 4 - CREATE

A. PHOTO POSTS

Use:

- Gym photos
- Class photos
- Team photos

How to do it:

1. Open Canva
2. Select Instagram Post
3. Upload your photo
4. Add minimal text if needed
5. Use your brand colours & font
6. Save

B. CAROUSEL POSTS

Best for education.

How to do it:

1. Open Canva
2. Select Instagram Carousel
3. Create 3–5 slides:
4. • Slide 1: Hook
5. • Slides 2–4: Value
6. • Slide 5: Simple CTA
7. Keep text short
8. Use your brand colours

C. REELS (KEEP IT SIMPLE)

No fancy edits needed.

Ideas:

- Short class clips
- Rolling footage
- Coach explaining one thing
- Gym atmosphere

How to do it:

1. Open Instagram
2. Tap +
3. Select Reel
4. Record 5–10 seconds
5. Add text if needed
6. Save to drafts

STEP 5 - CAPTIONS

Captions do not need to be long.

Use this format:

1. One clear sentence
2. One helpful point
3. One call-to-action

Example:

New to BJJ?

Our beginner classes are designed to help you learn safely and confidently.

DM us to book a free trial

STEP 6 - SAVE OR SCHEDULE

You have two options:

Option A: Save as drafts

- Save everything in Instagram drafts

Option B: Schedule (recommended)

- Use Meta Business Suite
- Schedule your 7 posts for the week



DAY 4 STORIES

STORIES & DAILY TRUST BUILDING

Make Your Gym Feel Alive

Posts are important.

But Stories are where people decide if they feel comfortable walking through your door.

Today we're fixing your Stories so your gym feels active, welcoming, and real.

WHAT WE'RE FIXING TODAY

TIME REQUIRED: Approx 30 min

- Inactive or empty stories
- Low engagement
- No human connection

IF YOU GET STUCK AT ANY POINT, DM ME DIRECTLY

STEP 1 - UNDERSTANDING STORIES

Stories are not for perfection.

Stories should:

- Show real people
- Show real training
- Show your gym's vibe
- Build trust daily

Think: "If someone watched our stories today, would they feel comfortable coming in?"

STEP 2 - DAILY STORY FLOW

Follow the Daily Story Flow (Very Important)

Use this simple 4-story flow every day.

Story 1 – Behind the scenes

Show:

- Class starting
- Mats being cleaned
- People arriving

No talking needed.

Story 2 – Coach or team talking

Show:

- Coach explaining something
- Quick tip
- Welcome message

Example:

“If you’re new to BJJ, don’t stress — everyone starts somewhere.”

Story 3 – Student moment

Show:

- Students drilling
- High-fives
- Smiles after class

This builds relatability.

Story 4 – Simple call-to-action

Examples:

- “Thinking of starting BJJ? DM us”
- “Free trial classes available”

Keep it simple.

STEP 3 - HOW TO POST

How to post a Story (Beginner Steps)

1. Open Instagram
2. Go to your home screen
3. Tap your profile photo at the top
4. Record or upload a short clip (5–10 seconds)
5. Add short text if needed
6. Post

Repeat for each story.

STEP 4 - INTERACTIVE STICKERS

This boosts engagement.

How to do it:

1. Create a story
2. Tap the sticker icon
3. Choose Poll or Question

Example polls:

“Thinking of starting BJJ?”

- Yes
- A bit nervous

“Ever trained before?”

- Yes
- No

STEP 5 - SAVE TO HIGHLIGHTS

Your stories don't disappear — reuse them.

How to save:

1. Open your story
2. Tap Highlight
3. Add it to:
 - a. Classes
 - b. Beginners
 - c. Gym Life

IMPORTANT REMINDER

Stories don't need filters

Stories don't need perfect lighting
Real beats polished



DAY 5 MICRO ADS

GET LEADS, NOT JUST LIKES

Posting content builds trust.

Ads bring in new people.

Today you'll launch a simple, low-budget ad to get enquiries for your gym.

No complicated funnels.

No big budgets.

WHAT WE'RE FIXING TODAY

TIME REQUIRED: Approx 20 - 30 min

- Fear of ads
- Boost-button mistakes
- No clear offer

IF YOU GET STUCK AT ANY POINT, DM ME DIRECTLY

STEP 1 - CHOOSE ONE SIMPLE OFFER

Keep this very basic.

Best beginner offers:

- Free trial class
- Beginner intro class
- Free first week

Pick one.

Write it down.

STEP 2 - CHOOSE ONE

Use something real.

Best options:

- Short Reel from Day 3
- Class photo
- Gym atmosphere video

Do not overthink creative.

STEP 3 - OPEN ADS THE EASY WAY

- Open Facebook
- Tap the menu (≡)
- Tap Meta Business Suite
- Make sure the correct page is selected

STEP 4 - YOUR FIRST MICRO AD

- Tap Create
- Select Ad
- Choose objective:
 - Messages (recommended for beginners)

STEP 5 - SET YOUR AUDIENCE

- Keep it local.

Settings:

- Location:
 - Drop a pin on your gym
 - Radius: 5–10km
- Age: 18–45
- Gender: All
- Interests:
 - Fitness
 - Martial arts
 - Brazilian Jiu-Jitsu

STEP 6 - SET YOUR BUDGET

Start small.

- Daily budget: R50 – R150
- Duration: 5–7 days

This is enough to test.

STEP 7 - WRITE A SIMPLE AD MESSAGE

Use this format:

- Line 1 (Hook): Thinking of starting BJJ?
- Line 2 (Proof): Beginner-friendly gym in [City]
- **Line 3 (Offer): Try a free class**
- **CTA (Call to Action): Send us a message**

Example:

Thinking of starting BJJ?

We offer beginner-friendly classes in Cape Town.

Try a free class — send us a message

STEP 8 - LAUNCH THE AD

1. Double-check everything
2. Tap Publish

That's it.

Your ad is live.

IMPORTANT REMINDER

**You don't need perfect ads
Simple beats clever
Local beats viral**

The goal today is action, not optimisation.



DAY 6 DM & LEAD HANDLING

TURN MESSAGES INTO MEMBERS

Getting DMs means nothing if you don't reply properly.

Today we build a simple system so enquiries don't go cold and people actually walk through your door.

WHAT WE'RE FIXING TODAY

TIME REQUIRED: Approx 20 - 30 min, then 2 - 5 minutes per enquiry

- Slow replies
- Awkward conversations
- No follow-up
- "They ghosted us"

TODAY'S GOAL

Create:

- A reply template
- A follow-up system
- A clear next step for every lead

IF YOU GET STUCK AT ANY POINT, DM ME DIRECTLY

1. REPLY FAST (THIS MATTERS)

Speed = trust.

Best practice:

- Reply within 5–15 minutes
- Same day minimum

Even a short reply is better than silence.

2. SAVE QUICK REPLIES

On your phone:

1. Open Instagram
2. Go to your profile
3. Tap the three lines (≡) top right
4. Tap Settings
5. Tap Business
6. Tap Saved Replies
7. Tap + to create one

3. CREATE YOUR MAIN DM REPLY

This is your first message to EVERY enquiry.

Template:

Hey! Thanks for reaching out.
We offer beginner-friendly BJJ classes.
Can I ask: have you trained before?

Save this as:

Keyword: intro

4. QUALIFY (DON'T SELL YET)

Your goal is to learn, not pitch.

Ask one of these:

- Have you trained before?
- Are you training for fitness or competition?
- Are you local to the gym?

This makes people feel seen.

5. GIVE ONE CLEAR NEXT STEP

No info overload.

Example:

Awesome!

Our beginner class is on Tuesday at 6pm.

Want me to book you in for a free class?

Never say:

- “Let us know”
- “Check our page”
- “Maybe come through sometime”

6. HANDLE PRICE QUESTION PROPERLY

If they ask price early, don't panic.

Template:

We can chat pricing after you try a class — most people prefer that.

Our focus is making sure the gym feels right for you
This filters time-wasters politely.

7. FOLLOW UP

Most people forget. That's normal.

Follow-up rule:

- Follow up 48 hours later
- Follow up once only

Follow-up message:

Hey! Just checking in
Did you still want to try a class this week?

Save as:

Keyword: followup

8. TRACK LEADS (SUPER SIMPLE)

No fancy CRM.

Use:

- Notes app
- WhatsApp
- Google Sheet

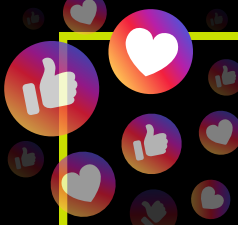
Track:

- Name
- Date
- Outcome (Booked / No reply / Joined)

IMPORTANT REMINDER

You are not bothering people.

You are helping them start something new.



DAY 7 THE LAST DAY

AUTOMATION, REFERRALS & WHAT'S NEXT

Work Less. Grow Smarter.

If you've completed the last 6 days properly, your gym already looks more professional than 90% of gyms online.

Today is about:

Locking in consistency

Setting up simple automation

Showing you what Level 2 looks like

WHAT WE'RE FIXING TODAY

- Repeating the same replies every day
- Forgetting to follow up
- Relying only on DMs to grow

TODAY'S GOAL

Understand:

- What automation is (without tech stress)
- How referrals should work
- How to keep momentum after the challenge

IF YOU GET STUCK AT ANY POINT, DM ME DIRECTLY

WHAT AUTOMATION ACTUALLY MEANS

Automation does not mean bots taking over your page.

It means:

- Replies sent automatically
- Links delivered instantly
- You saving time

Example:

- Someone comments "JOIN"
- They automatically receive your trial class info
- You didn't lift a finger

WHERE AUTOMATION FITS IN YOUR GYM

Best places to automate:

- Free trial class info
- Timetable & location
- Pricing overview
- Booking links

This removes friction.

INTRO TO MANYCHAT (NO SETUP YET)

ManyChat connects to:

Instagram

Facebook

It lets you:

Auto-reply to comments

Auto-DM info

Capture names & numbers

Important:

We are not setting it up today — this is awareness only.
This is Level 2.

SIMPLE REFERRAL SYSTEM (DO THIS MANUALLY FIRST)

Referrals don't need software.

Post idea:

- Train with a friend this week.
- If they join, you both get a free rashguard

Then:

- Track referrals manually
- Reward them properly

No reward = no referrals.

LOCK IN YOUR WEEKLY SYSTEM

If you only do ONE thing after this challenge, do this:

Every week:

- 3 posts
- 1 Reel
- Reply to every DM
- One CTA to book a class

Consistency > perfection.

TAKE YOUR “AFTER” SCREENSHOT

Remember Day 1?

Now:

- Screenshot your profile again
- Compare it to Day 1
- Notice the difference

This is your Level 1 transformation.

FREE PROFILE AUDIT (YOUR NEXT STEP)

As promised

I'm offering a FREE profile audit to everyone who completed the challenge.

In the audit I will:

- Review your bio
- Review your content
- Review your DM flow
- Show you exactly what to fix next

I'll explain how to book this in the group shortly.

EVERYTHING IN ONE DOCUMENT

You'll also receive:

All 7 days combined in one PDF

ChatGPT prompts to help you create content

Canva HOW TO guide

CONGRATULATIONS!!

You finished the challenge.

**You've just built a professional gym presence,
not just a social page.**

Proud of you.

This is how gyms grow