

BEST PRACTICES FOR BUILDING A BLOG

ABOUT LINDSAY TIGAR

- Worked at NBC/iVillage for three years, covering news and writing blogs.
- Created a popular dating blog that is syndicated through The Huffington Post, Thought Catalog and is under representation to be turned into a book. Regularly speaks at conferences about building a blog!
- Joined ClassPass in September of 2014 and developed our editorial strategy. While we don't share numbers, traffic has grown more than 200 percent. More than 5,000 studios have been mentioned or featured to date.



BENEFITS OF STARTING A BLOG

It's an extension of your community.

It gives your clients a place to connect with you before and after class.

It will bring more traffic to your website.

Which means more leads and eventually, more clients. According to a HubSpot survey, 60 percent of businesses who blog acquire more customers

It's a place for your brand to shine.

You can promote your message, your values and inspire your clients.

It's fun!

You started your studio because of your passion. Here's a place to have fun with it!



BUT HOW DO I GET STARTED?!

...AND WHAT DO I WRITE ABOUT?

FIRST: PICK YOUR TOPIC

WHAT IS SOMETHING YOU COULD TALK ABOUT FOREVER?

Will you cover food?

What about wellness?

Trends? Fashion?

Workout challenges?

News and trends?

Humor? All of the
above?

Try this practice at
home:

*-Set a timer for three minutes
and put down your phone.
Write down as many ideas
as you can, no editing or
censoring yourself.
Seriously, any thought,
write it down.*

SECOND: STALK YOUR FAVORITE SITES

hello, framboise
A PERSONAL STYLE BLOG

HOME // OUTFITS // FAQ // READING LIST // FEATURED // SPONSOR + DISCLOSURE // CONTACT

wednesday, january 13, 2016
pop of red

hello

I'M TAM.

find me here

The Warm Up — Health and Fitness Tips, News and Events

CLASSPASS FAQS CONTACT

Fuel Look Live Move Go Start

FILTER CONTENTS

Why I Am an Athlete and You Are, Too

by Tatiana Kuemuruyez

You don't have to be in high school or college to be an athlete. You don't have to compete professionally either. Here's why.

January 11, 2016

Greatist Now

6 things to make today a little bit more awesome

WORKOUT OF THE DAY

The 15-Minute Barre Workout You Can Do at Home

23.6K

10 Science-Backed Reasons Being Single Is Good for You

3.5K

FEATURED RECIPE

Dairy-Free Banana Chocolate Pudding



A HARRY'S MAGAZINE

METHOD: ANDREW PARIETTI

Check out how the President of Outdoor Voices gets ready for the day ahead.

Read Article

THIRD: BUILD YOUR EDITORIAL CALENDAR

CONSISTENCY

-How often will you post? Once a week? Twice a week? Everyday?

SHARING

-Via social media, your newsletter, your instructors, clients

VARIETY

-Get creative with types of content – sincerely, anything can be a topic.



LISTS

8 Motivational Tanks You Need in 2016

written by Jenn Sinrich



These tanks will get you moving when nothing else will.

If you're staying on top of your exercise schedule now that it's *actually* starting to feel a lot like winter, good for you! Half of the battle is showing up, but a little added inspiration to make it through the entire workout can't hurt, right? That's why we've compiled this list of must-buy motivational tanks that literally say it all when it comes to making it finishing your workout.

Best for when you need to go HAM

Had a stressful day at work or a nasty Gchat fight with your bestie? For those days when you feel like you just need to bust through a workout, this tank is sure to fully reflect your attitude. Let endorphins work their magic while you get your fitness on during class. P.S. Everyone will know to give you extra space to flex and strut your stuff.

Buy it: Women's Fitness Tank Top by [FierceFabFitness/Etsy](#), \$21

FOOD

7 High Protein Snacks You Need After Bootcamp

WELLNESS

5 Ways Yoga Makes You a More Balanced Person

FITNESS

4 Ways to Check Your Plank Form

FASHION

7 Athletic Pants That Actually Stay Up

FIRST PERSON/TESTIMONY

How ClassPass Made Me a Happier Person

written by Jenn Sinrich



Here's how one ClassPasser made those endorphins last beyond class.

I've always been a relatively happy person.

I've been blessed with a loving and supportive family and group of friends. I graduated from a great school and moved to the city I'd always dreamed of living in to pursue my passion in magazine journalism. And throughout all of my life experiences, starting from the ripe age of about 12, I exercised—religiously. Before high school, I'd even wake up around 5:30 a.m. to run five miles with my mom *and* made it through a full softball practice in the same day. Working out kept me sane, it made me more motivated, and it gave me a greater appreciation of life.

Why I'm An Athlete and You Are Too

How Running Helped Me Overcome Bullying

How Yoga Helped Me Fight Lupus

Why I Want to Stay Healthy For My Kids

How I Lost the Baby Weight Taking Classes

RECIPES

Trainer's Dish: Vanilla Chia Seed Pudding

written by ClassPass



If you are anything like me (major sweet tooth here!), it's a challenge to calm your sugar cravings in a healthy way.

I don't believe in completely cutting things out of your diet that you love or make you happy, but it can be tough to fulfill all your cravings without going overboard. If you love your sweets but also love being fit and healthy, this chia recipe is just for you.

Chia seeds contain tons of nutrients, especially high-quality fiber and proteins. These magic seeds are also loaded with antioxidants and are high in many important bone nutrients, including calcium. Best of all, these wonderful seeds are

Our Instructors Share Their Favorite Healthy Snacks

How to Hack Your Favorite Recipes to Make Them Healthier

The Dinners That Trainers Really Look Forward To

Smoothie Recipes That Get You Pumped For Class

ADVICE

ProCorner: How to Break Through a Fitness Plateau

written by ClassPass



How to Stretch or Foam Roll

How to Check Form During Class

How to Modify Different Moves

Best Techniques for Mastering Any Exercise

If you've been maintaining a busy fitness routine for months or years, you've probably found yourself in the middle of a workout you doing all the time thinking, *I'm kind of bored.*

Boredom in your workouts can be dangerous. Not only will you stop trying as hard and pushing your boundaries, you're also less likely to make it to class if you're not inspired to go. The good news? No matter what fitness level you're at, there is always a way to break through that plateau and take your body and your workout to the next level.

Melbourne City Guide

written by ClassPass



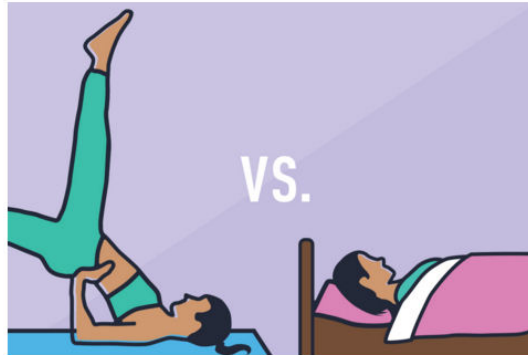
Everything you need to know about working out with ClassPass in Melbourne!

You've got no excuses when you say you don't know where to start. Cue ClassPass City Guides, helping you discover the best studios and gyms in your area. Our insiders will show you where to head for HIIT classes and what studios are a can't-miss for cycling. So go ahead and start seeing, doing and experiencing ClassPass in your city!

COLUMNS

Which Wins Wednesday: Working Out With a Cold or Not?

written by Robin Gillespie



If you're not feeling well, should you still make it to class? Here's the verdict.

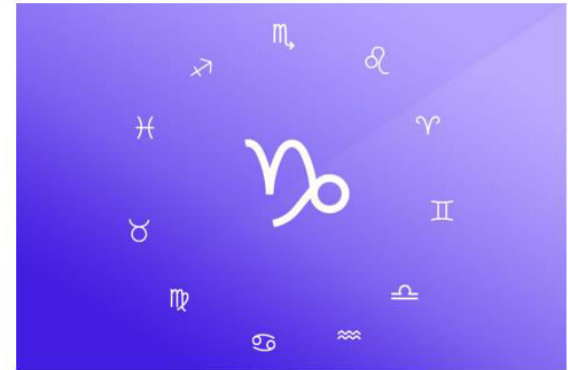
'Tis the season to be sneezing! The warmer temperatures this fall have increased the ragweed allergy season, particularly in the Northeast. But when everyday sniffles morph into sneezing, sore throat and congestion, should you continue to exercise or take a break from working out?

Working out with a cold

Cold symptoms usually appear after a few days after being exposed to the airborne virus. At that time you may experience:

January Healthy Horoscopes

written by Kim Tigar



What's in your fitness stars for 2016? Spoiler: A lot of truly amazing things.

2016 begins with all of the planets in direct motion, so this means that this year is filled with *possibilities*. Possibilities happens to be my personal word for 2016. There is an abundance of positive energy to boost your confidence and give you the power to attain your goals. Analyze your daily life and see where some healthy routines and habits can be incorporated. Set your intentions, dream big and work your plan for amazing results this year!

Aries

WAYS TO BRAINSTORM CONTENT

Ask your clients!

Hold a brainstorm with
your team!

Check out the
competition.

Read, read, read.

Play the 'flip it' game for
content...



HOW TO PLAY THE FLIP IT GAME

Step 1: Find a piece of content you really like.

Step 2: Print it out.

Step 3: Pass it out to your friends, instructors, employees, etc.

Step 4: Set a timer for 60 seconds.

Step 5: Come up with ways you could ‘flip’ the story to be more on brand for you.

Let's play!



5 Fitness Goals to Make in 2016

written by Jake Goodrich



You don't have to run a marathon to achieve a fitness feat this year. Small goals like these make the biggest differences.

With 2016 just around the corner, you might already be thinking about some resolutions you'd like to stick to in the new year. But instead of focusing on removing things from your life, try focusing on what you want to actively accomplish.

Setting fitness goals can make a big impact on what we accomplish and also make those accomplishments more meaningful. Here are some ideas to get you started:

How did you flip it?



OTHER TIPS AND TRICKS

Get in the viral
conversations.

Set some ground rules.

Track the daily holidays
and big holidays.

Be strategic about when
you post.

Odd numbers perform
better than even.

Ask yourself 'Would I
click on this?'

Tuesdays are the biggest
traffic days.



PICKING THE RIGHT PLATFORM

There are so many options! The biggest selling point should be whatever platform you're the most comfortable using.

Some options:

- Wordpress
- Squarespace
- Tumblr
- Weebly
- Blogspot
- And so many more!

ClassPass (and my personal blog) is hosted on Wordpress. Some benefits:

- Robust forums that will show you step-by-step how to solve problems.
- Premium templates that are easy to customize and inexpensive.
- Domain routing straight from the site – for as little as \$20 a year. (Yes, you should always buy the dot com!)
- Helpful customer service and many widget and upgrade options.


BUT WHAT IF YOU'RE NOT A DESIGNER?

I'm not either! Some helpful tips:

- Pick a design you already like** so you won't have to make too many modifications.
- Post at a college near you for web design/graphic design students.** They need experience and you need a design – it's a win-win. Either pay them project based or barter a membership.
- Utilize free photo websites that have beautiful imagery (at no cost!):** Pexels, Unsplash, Pixabay, Flickr's Creative Common.
- Don't be afraid to spam your network.** You never know who you might already be connected to who knows a thing or two about web design. You can always barter a free membership to cut costs.



YOUR CHECKLIST BEFORE YOU SET IT LIVE:

- Have one month's worth of content already written, scheduled and ready to go.
 - Have another month's worth of content planned with deadlines set for yourself or your writers.
 - Ask yourself: Did I cover ever relevant holiday?
 - Ask yourself: Do I stand by everything I'm publishing? Would I read it myself?
 - Are you excited?? You should feel the same passion for your blog as you do for your business!
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PROMOTING YOUR CONTENT

- Share on your social channels, especially Facebook and Twitter. (Best Social Media Practices Webinar coming soon!)
 - Promote in your newsletters to current clients and potential clients. This is a way to really sell not only your workouts, but your voice and brand, too.
 - Send to bloggers in your space that you admire and offer to do a content swap.
 - Share with other studios that you work with or know to see if they would cross-promote.
 - Share on your personal channels and send to your family and friends to spread the word.
 - Host a special event where you announce/unveil your blog to members, hold a brainstorm for content they would like to read and have free juice/champagne at the event. Make it feel special!
 - Anytime you mention a brand, tag them!
 - Make sure everything is properly tagged to get the most out of SEO.
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