

PAGE STATEMENTS & INSERTS

Third step, create a separate document for statements and inserts that you've thought of, but may not use at the moment. This is the MOST important doc you could ever build. Here, simply paste one liners from the "Itemized Outline". I've revisited this document over and over to find ideas I wrote months earlier. Without this you will forget the creativity that came out at the beginning.

As you can see it's mess, but absolutely necessary for long term "creative content strategy". I typically highlight statements that stand out to revisit later.

Designed to be a total solution for industry professionals
health and fitness to a whole new level
Content management and digital publishing for health and fitness professionals
[The power of one platform, The power of many into one integrated platform](#)
[Pioneering the health & fitness industry](#)
It's community with a purpose
transforming the way health and fitness professionals manage daily workflows
automate daily processes, nurture clients and bring your business to life
We deliver customized functionality for your current workflow
Offering a vibrant, fluid community is our primary focus, but your brand is our priority
Designed with you in mind
How we connect the industry
Connecting the industry
Visualize, organize, publish, automate
operate and promote your business
Our network is comprised of industry professionals from every segment in the industry
creates a truly valuable marketing and promotional environment for your business
As your health and fitness provider, we deliver more than just fitness.
Training solutions for busy professionals that motivate and deliver actual results
Complete training solutions for everyday working individuals.
Health and fitness meets busy professionals
Creating balance in your lifestyle
We solve fitness challenges for your residential community by designing customized program packages from scratch
This partnership brings a solid retention building strategy, wrapped inside of a proven program structure, which serves as a vehicle to facilitate exercise as a valued amenity.
Automate routine tasks like workflows and content calendar management, the more energy you'll have to focus on quality

[integrate technology, communication and social interaction from a single network](#)

Extensive network of wellness & fitness pros
collaborate in real-time on nearly any type of content
Now you can connect to the resources that make sense for your market and individual property
Keep track of the people, groups, and projects that matter most to you in one place
stream module helps you keep of activities happening in with your residential community
wall allows you to post or share whatever you want
The easiest way to connect and stay updated on fitness events and activities in your immediate area
easily access our health and fitness affiliate listings, event info and more
[We provide digital innovation to meet the needs of your active environment/lifestyle](#)
The Framework encourages engagement across all segments of the health and fitness industry so all members have access to digital content and technologies that enable them to create and support a healthy, meaningful, cohesive community
Add lifestyle enhancing services/enhance your active lifestyle
The easiest way to connect and stay updated on fitness events and activities in your immediate area
easily access our health and fitness affiliate listings, event info and more
engaging with your colleagues
wall allows you to post or share whatever you want your colleagues to know
You can post the status of ongoing projects or what you are working on
You can even share interesting blog links, video links, images and documents

No extra fees or out of pocket costs
Value approach without increasing your budget
Extensive network of wellness & fitness pros
Social networking system for your community
Tailored program designed to scale
Targeted marketing & promotion strategy
Targeted direct to potential residents
Real-time data for analysis, keeping on the pulse of what resident lifestyle needs
growing and establishing a high value proposition
promotional strategy that reinforces core benefits during campaigns
communication is incentivized and aligned
We show you how this retention plan makes an impact.
free you up to focus on other important aspects of your business
targeted to customers using demographic and socio-graphic information gathered from user profiles
This way the entire process can be managed and tracked from a single platform
small to midsize to large—benefit from using content marketing software to optimize their efforts
business objectives such as lead and revenue generation, you need to identify successful components and specific areas of improvement
[We bypass traditional methods of engagement to help you create content that resonates with clients](#)
solve this challenge by helping you create, publish, optimize, and analyze promotional efforts
collaborate in real-time on nearly any type of content
aligned to your target market
Now you can connect to the resources that make sense for your market and individual property
Our digital publishing platform
Keep track of the people, groups, and projects that matter most to you in one place
stream module helps you keep of activities happening in with your residential community
wall allows you to post or share whatever you want
post the status of ongoing projects or what you are working on
mobile app
Create pages and promote events and contests
Create events and get people to participate
Create unlimited external networks to include your partners, vendors, and clients
people and connect with them instantly, whether they're at the office, at home or in the gym, no matter the location
was created to help save you time, while keeping you organized
connect to the resources that make sense for your market and individual property
eliminate multiple sources for redundant publications and news
Receive an emails and notifications daily, bi-weekly, or weekly to alert you on internal and external post and promotional content
View data you collect from network interaction
Be the first to know about new fitness developments
Tap into have comfort in knowing you're connecting your residents to most valuable health and fitness content
filter details of network members to reach a targeted health and fitness audience
The easiest way to connect and stay updated on fitness events and activities in your immediate area
A platform built to meet the needs of your active environment; access your community profile from any device, at any time
Keep your residents in loop on value information from your own community interface
easily access our health and fitness affiliate listings, event info and more
What makes us special is its passionate and supportive community of serious readers
We're passionate about helping clients with respectability for their lifestyle. Our goal is to make it better
What makes us superior when it comes to digital publishing of content and discussions is the professional experience of our affiliates and contributors
We operate the concept of digital inclusion, our members understand the benefits of advanced high quality information, to take advantage of educational and social technologies
We provide digital innovation to meet the needs of your active environment/lifestyle
Your digital migration will broaden your audience and stabilize communication of your brand
increase quality of content
simplify and centralized distribution
improve workflow
receive clear ROI metrics
stay within your budget
DEVELOP & CREATE AROUND AN ACTIVE LIFESTYLE
COMMUNAL BASED