



Fitness and Wellness Package

The **Fitness and Wellness Package** on a monthly retainer is specifically designed for fitness instructors, wellness coaches, gyms, and health-focused content creators who aim to regularly engage their audience with fresh, inspiring, and informative content. This package supports clients in building and maintaining a vibrant online presence, promoting healthy lifestyles, and offering value through workout routines, wellness tips, nutrition advice, and more. It's an excellent way for fitness and wellness professionals to consistently connect with their community, motivate their audience, and showcase their expertise.

Target Audience: Fitness instructors, wellness coaches, gyms, yoga studios, and health and wellness content creators looking to produce regular video content to engage and grow their online community.

Pricing: \$4,000 - \$8,000 per month

Deliverables:

- **Videos:** 8 fitness and wellness videos per month, each ranging from 5-10 minutes in length. This could include workout routines, yoga sessions, meditation guides, nutrition tips, and wellness advice.
- **Content Strategy Session:** Initial meeting to outline the month's content themes, goals, and any specific campaigns or promotions. Monthly review sessions to assess content performance and refine upcoming content plans.
- **Pre-Production:** Planning and scripting for each video, ensuring a clear structure and objectives are in place. Assistance with selecting suitable locations for filming, whether in-studio or outdoors, to match the video's theme and tone.

- **Production:** Half-day filming sessions twice a month, with professional lighting and audio equipment to ensure high-quality video production. Includes capturing multiple angles and takes to keep the content dynamic and engaging.
- **Post-Production:** Editing to create a polished final product, including the addition of engaging on-screen graphics (e.g., exercise names, health tips), licensed background music, and basic motion graphics for branding consistency. Two rounds of revisions per video to guarantee satisfaction.
- **Optimization:** Formatting videos for optimal performance on various platforms, such as YouTube, Instagram, Facebook, and the client's website, including the creation of shorter clips or teasers for social media promotion.
- **Analytics and Feedback:** Bi-monthly reports on video performance, viewer engagement, and actionable insights to continuously improve the content strategy and audience reach.

Optional Add-Ons (For Additional Fees):

- **Additional Videos:** For clients needing more than 8 videos per month, priced at \$500 - \$1,000 per additional video, depending on the content's complexity and length.
- **Advanced Motion Graphics:** Incorporation of more sophisticated motion graphics or animation to highlight exercises, anatomy, or wellness concepts, starting at \$300 per video.
- **Professional Voiceover:** Adding professional voiceover for instructional clarity or branding consistency, priced at \$200 - \$400 per video.
- **Live Stream Workout Sessions:** Hosting live workout or wellness sessions for real-time audience engagement, priced at \$1,000 - \$2,000 per session, including setup and technical support.
- **Expedited Delivery:** For quicker turnaround times on video production, an additional 20% of the monthly retainer fee.