



# FITNESS & NUTRITION EXPERT PROGRAM

**BUSINESS SESSION 4:**  
PR, Communications, & Business  
Planning



## Before we get ready to rock, just a few things

1. **Please make sure all phones are muted.**
2. **In case of tech probs, this is what to do:**
  - If you get kicked out or power out, just log back in
  - If we get kicked out or power out, we will email you a back up link to log in to asap to continue on class.
3. **Access to live class recordings:**
  1. Each class is taped
  2. Links to access the recordings will be sent a max of 48hrs post class
4. **We heart questions!**
  - Please type all questions in the chat box. If you want your question to be anonymous, please just send to "HOST"



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## Business session 4: what we are going to cover



### **WHAT IS PUBLIC RELATIONS?**

- How public relations applies to you!

### **HOW TO CREATE KICK BUTT BIO**

- 3 different ways to introduce who you are so no one will forget

### **HOW TO PITCH MEDIA & OTHER BLOGGERS**

- Building credibility and awareness in your communities

### **KEY MESSAGES**

- What they are and why they are important no matter what you do

### **COMMUNICATIONS PLAN**

- How to create a plan to keep you accountable, consistent and successful

### **WRITING A BUSINESS PLAN**

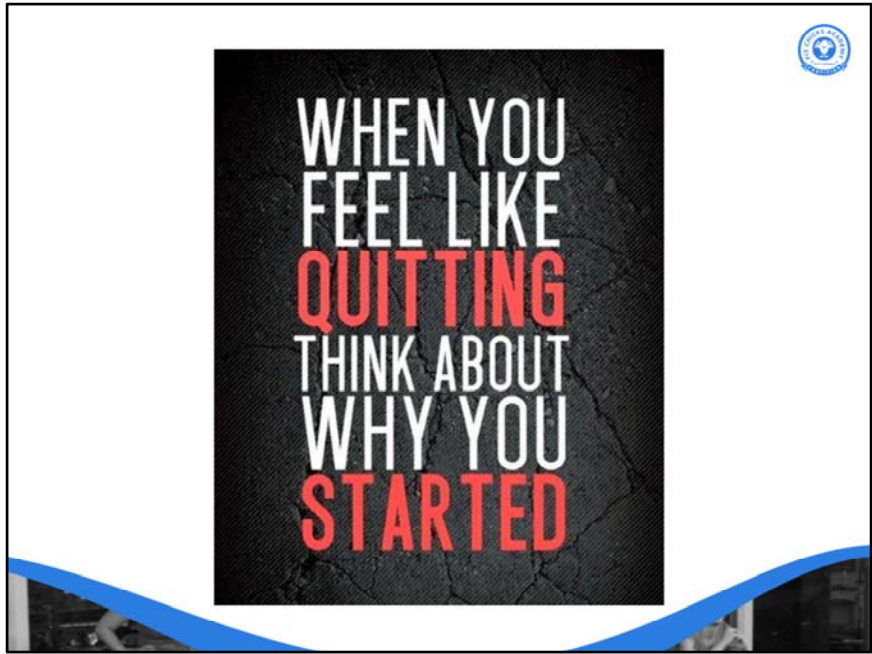
- Overview and resources to help you get started



"Remembering that you are going to die is the best way I know to avoid the trap of thinking you have something to lose. You are already naked. There is no reason not to follow your heart."

- Steve Jobs







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**THE WORLD**  
**NEEDS THAT SPECIAL GIFT**  
THAT ONLY  
**YOU**  
H A V E

---

MARIE FORLEO

## What you need before we start:



1. Water
2. Put your finger tips together
3. Take 3 deep breaths



## What is public relations?



The Canadian Public Relations Society defines public relations as:

**Public relations is the strategic management of relationships between an organization and its diverse publics, through the use of communication, to achieve mutual understanding, realize organizational goals, and serve the public interest.**

(Flynn, Gregory & Valin, 2008)







## What is public relations?

Public relations professionals present the face of an organization or individual, usually to articulate its objectives and official views on issues of relevance, primarily to the media.

Public relations contributes to the way an organization is perceived by influencing the media and maintaining relationships with stakeholders.

Specific public relations disciplines include:

- Financial public relations – communicating financial results and business strategy
- [Consumer/lifestyle](#) public relations – gaining publicity for a particular product or service
- [Crisis communication](#) – responding in a crisis
- [Internal communications](#) – communicating within the company itself
- [Government relations](#) – engaging government departments to influence public policy
- Food-centric relations – communicating specific information centered on foods, beverages and wine.
- [Media Relations](#) – a public relations function that involves building and maintaining close relationships with the news media so that they can sell and promote a business

## How does PR apply to you?

No matter if you want to be a one chick show or open a multinational company, you should have the following to help you sell yourself

### 1. Your Bio

- Know how to describe yourself in 25 words when networking!
- Longer bio (75 - 150 words) for blog posts, media pitches, etc

### 2. Know how to pitch media

- Feel comfortable in reaching out to media
- How to write headlines that get results

### 3. Develop your key messages

- Maximize any PR opportunities you get by hitting the right points
- The more prepared you are, the more confident you will feel



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# CREATING YOUR BIO



## Creating your bio

It is very important to develop your personal bio

1. Allows you to quickly be able to describe yourself at a networking event, to a client or to a potential business partner
2. Shows your credentials and experience as a fitness and nutrition professional
3. Gives insight into your personality & brand

*Let's figure out how to write 3 types of bios to get you ready to rock!*



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## How to build your bio

By Melissa Cassera <http://melissacassera.com> "Build a better bio"

### #1 - Your Cocktail Mini : 25 word bio

It is very important to have this short bio for networking, interviews, client inquiries, etc. It is more of your "convo" bio when people ask what you do so it should be around 25 words only!

Check out Melissa's example,

*"Hey, I'm Melissa.*

*I work with people who haaa-ate promoting their businesses.*

*I show them how to get more publicity + sales – while making every step feel like a total guilty pleasure."*

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### Your turn!

Hey, I'm \_\_\_\_\_.

I work with / I create products for / I train / I coach / I speak to / I serve people who ...

: love ...

: hate ...

: need ...

: crave ...

: can't figure out how to ...

: struggle to ...

: secretly yearn for ...

: are looking for ...

: desperately want ...

: are totally over ...

: are totally into ...

: are totally ready for ...

I help them / I remind them / I train them / I give them the tools to / I show them how to ...

- : have more \_\_\_\_\_, while sprinkling in a little \_\_\_\_\_.
- : get more \_\_\_\_\_, while making it feel like \_\_\_\_\_.
- : deal with \_\_\_\_\_, while getting more \_\_\_\_\_.
- : get exactly what they want, which is \_\_\_\_\_.
- : bring more \_\_\_\_\_ into their lives.
- : turn \_\_\_\_\_ into \_\_\_\_\_.
- : resolve \_\_\_\_\_, once + for all.
- : look + feel totally \_\_\_\_\_.

## How to build your bio

By Melissa Cassera <http://melissacassera.com> "Build a better bio"

**#1 - Your Cocktail Mini : 25 word bio**

My version would be:

*"Hi, my name is Laura*

*I work with women who want to start a career in health & fitness*

*I teach them to how to coach and build a biz in fitness, nutrition and wellness - while combining every step with a lot positive self love & chick power!"*

Now let's do yours! See notes section below 😊



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**Your turn!**

Hey, I'm \_\_\_\_\_.

I work with / I create products for / I train / I coach / I speak to / I serve people who ...

- : love ...
- : hate ...
- : need ...
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- : can't figure out how to ...
- : struggle to ...
- : secretly yearn for ...
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- : resolve \_\_\_\_\_, once + for all.
- : look + feel totally \_\_\_\_\_.



## How to build your bio

By Melissa Cassera <http://melissacassera.com> "Build a better bio"

### #2 - Your Femme Fatale : 75 word byline

It is important to have a by-line for things like contributing blog posts, speaking engagements or interviews. It just sums you up quickly!

*Melissa Cassera is a PR expert for people who haaa-ate promoting their businesses.*

*Through her totally-addictive [blog posts](#), [free challenges](#) + [on-demand classes](#), she's here to show you how to [more publicity](#) + [sales](#) – while making every step feel like a total guilty pleasure.*

*A few of her guilty pleasures? Epic movie trailers, trashy novellas + salted-caramel everything.*

*Transform your business into a toe-curling addiction at [CasseraCommunications.com](#).*

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### Your turn!

\_\_\_\_\_ is a \_\_\_\_\_ for people who \_\_\_\_\_.

Through her \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_, he's / she's here to help you / show you / remind you / teach you / inspire you / shake up your approach to \_\_\_\_\_ — while making it all feel like \_\_\_\_\_.

And when he's / she's not \_\_\_\_\_-ing, you can find him / her indulging in \_\_\_\_\_, \_\_\_\_\_ and the occasional \_\_\_\_\_.

Meet \_\_\_\_\_ + get ready to \_\_\_\_\_ at \_\_\_\_\_ .com.

## How to build your bio

By Melissa Cassera <http://melissacassera.com> "Build a better bio"

### #2 - Your Femme Fatale : 75 word byline

*"Laura Jackson is a Fitness & Nutrition expert for women looking to start a career in health & fitness.*

*Through her totally-addictive bootcamp & nutrition programs, weekend retreats + on-demand classes, she's here to show you how to coach & build a business in fitness, nutrition and wellness - while combining every step with positive self love & chick power!*

*A few of her fave healthy must haves? High intensity intervals, Nike Pro shorts + inspiring quotes on post its everywhere!*

*Transform your career into healthy success - inside & out at FITCHICKS.ca"*

Now let's do yours!

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### Your turn!

\_\_\_\_\_ is a \_\_\_\_\_ for people who \_\_\_\_\_.

Through her \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_, he's / she's here to help you / show you / remind you / teach you / inspire you / shake up your approach to \_\_\_\_\_ — while making it all feel like \_\_\_\_\_.

And when he's / she's not \_\_\_\_\_-ing, you can find him / her indulging in \_\_\_\_\_, \_\_\_\_\_ and the occasional \_\_\_\_\_.

Meet \_\_\_\_\_ + get ready to \_\_\_\_\_ at \_\_\_\_\_ .com.

## How to build your bio



### #3 - Your Evening Gown: 150 word story (This is the full bio!)

*Melissa Cassera is an award-winning PR expert for people who haaa-ate promoting their businesses.*

*Through her totally-addictive [blog posts](#), [free challenges](#) + [on-demand classes](#), she's here to show you how to get more publicity + sales – while making every step feel like a total guilty pleasure.*

*Her delectable advice has been featured on NBC, ABC, CBS and Fox News as well as glossy magazines + web portals like Glamour Magazine, Redbook Magazine, AMEX Open and Forbes.*

*And when she's not teaching small business owners how to write toe-curling blog posts, make BFFs with the press and land national media coverage, you can find her planning her next exotic vacation, penning (tasteful) erotic fiction, savoring salted-caramel everything and working on her paranormal screenplay.*

*Transform your business into the ultimate addiction – for your audience, for the media and for YOU – at [CasseraCommunications.com](#).*

### Your turn!

\_\_\_\_\_ is a \_\_\_\_\_ for people who \_\_\_\_\_.

Through her \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_, he's / she's here to help you / show you / remind you / teach you / inspire you / shake up your approach to \_\_\_\_\_ — while making it all feel like \_\_\_\_\_.

His / her advice / insights / opinions / tips / teachings / lessons / products / stories / artwork / designs / illustrations have been featured on \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

(Or! If you haven't been featured anywhere — yet! — try incorporating a few snappy testimonials: “Her adoring fans + customers have called her “\_\_\_\_\_” and “\_\_\_\_\_,” and one woman called her “THE \_\_\_\_\_ to watch in 2014.”)

And when he's / she's not \_\_\_\_\_-ing, you can find him / her indulging in \_\_\_\_\_, \_\_\_\_\_ and the occasional \_\_\_\_\_.

Meet \_\_\_\_\_ + get ready to \_\_\_\_\_ at \_\_\_\_\_ .com.

## How to build your bio



### #3 - Your Evening Gown: 150 word story (This is the full bio!)

*"Laura Jackson is an award winning Fitness & Nutrition expert for women looking to start a career in health & fitness.*

*Through her totally-addictive bootcamp & nutrition programs, weekend retreats + on-demand classes, she's here to show you how to coach & build a business in fitness, nutrition and wellness – while combining every step with positive self love & chick power!*

*Her fierce fitness & health advice has been featured on CBC, CTV, A-Channel and Breakfast Television as well as newspapers + web portals like the Huffington Post, Canadian Living, Toronto Star and Canada.com. You can also catch her on her daily workout show "Shape Up with FIT CHICKS on Rogers TV.*

*And when she's not teaching women how to become fierce heart centered fitness professionals, build awesome health businesses and find their true career passion & potential, you can find her planning her next foodie adventure, hiking in random trails dressed in her fave Nike Pro shorts or adding to her collection of inspirational quotes.*

*Transform your career into a healthy success – inside & out at FITCHICKS.CA"*

### Your turn!

\_\_\_\_\_ is a \_\_\_\_\_ for people who \_\_\_\_\_.

Through her \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_, he's / she's here to help you / show you / remind you / teach you / inspire you / shake up your approach to \_\_\_\_\_ — while making it all feel like \_\_\_\_\_.

His / her advice / insights / opinions / tips / teachings / lessons / products / stories / artwork / designs / illustrations have been featured on \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

(Or! If you haven't been featured anywhere — yet! — try incorporating a few snappy testimonials: "Her adoring fans + customers have called her " \_\_\_\_\_" and " \_\_\_\_\_," and one woman called her "THE \_\_\_\_\_ to watch in 2014.")

And when he's / she's not \_\_\_\_\_-ing, you can find him / her indulging in \_\_\_\_\_, \_\_\_\_\_ and the occasional \_\_\_\_\_.

Meet \_\_\_\_\_ + get ready to \_\_\_\_\_ at \_\_\_\_\_ .com.



## HOW TO PITCH

**To peeps in the community or media  
to help build your street cred!**



## How to pitch

So you want to share your awesome, healthy knowledge with the world to build more credibility! What do you do?

1. **Research the producers or editors** for the section or tv show you want to be featured on so you can contact them directly and build a list. (It's usually listed on the website. If not, just call and ask).
  - Tip: Find them on TWITTER! Send them a tweet – it is the quickest way 😊
2. **Determine what you want to pitch based on what is RELEVANT and buzz worthy to media such as**
  - What is currently going on in pop culture
  - Recent trends, stats or studies in fitness / health
  - Time of year (seasons, holidays, events)
  - Response to a recent article (positive OR negative!)
  - Creating your own study, challenge (think world records!)
  - Surprising facts that a lot of peeps wouldn't know



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## How to pitch

### 3. Write awesome headlines! Peeps love things such as

- Lists (ie Top 5 ways to XXX or The 10 xxxx you should never do)
- Secrets (ie The secret to xxx or How to xxx with this secret)
- Steps (ie Follow these 5 simple steps to xxx)
- How to (ie How to get a fierce booty this summer)
- What not to do (ie the biggest fitness mistake women make)

### 4. Ask for what you want

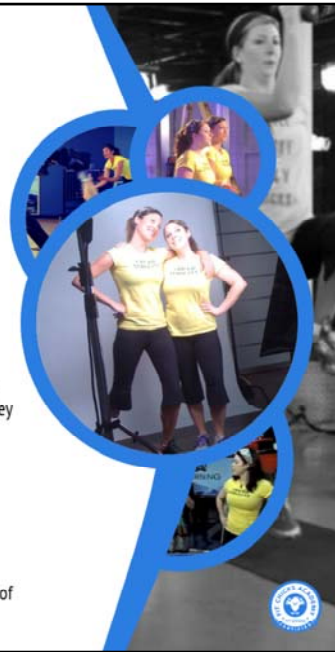
- Do you want to write an article, demo on TV, radio?
- Make sure to say you know their readers or viewers would love it, would they have availability this spring? Would they be interested in setting up a call to chat further?

### 5. Include your bio to show your credibility and who you are

### 6. Follow up! Just because you haven't heard back doesn't mean they are not interested.

- Follow up 5 -7 days later
- Always include another little tidbit, stat or something else of value to the reader

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## PRESS RELEASES

For more info on how to write PR Releases, pitching different types of media outlets and how to prepare for interviews, please download

<http://www.melissacassera.com/wp-content/uploads/The-Perfect-Pitch-eBook1.pdf>

## Template email to media

SUBJECT LINE: Your article: [insert article name]

Dear xx, My name is [name] with [company name + web link + short description of what you do].

I recently read your article or saw your show on [article title they wrote] and I had another story idea I thought you might be interested in.

[Describe story idea + which section or tv show you think it would be a good fit for].

Would you be interested in setting up a time to chat about this?

Thank you in advance for your consideration!

(Your name and bio underneath)



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Laura Jackson <laura@fitchicks.ca>  
to Meghan Lackenb.

Apr 13

Hi Meghan,

I hope this email finds you well!

Amber Buchanan passed your email on to me and I wanted to introduce myself and see if I could spark your interest with some great ideas I have that may suit your upcoming programming schedule.

I am a local fitness & nutrition expert specializing in the weight loss for women niche. I've started to notice an increasing number of my clients, and other ladies in this demographic, are becoming more and more overwhelmed with the amount of information out there. All they really want is to know is exactly how to drop the weight and feel amazing in their skin!

Recently there have been a ton of new weight loss products (like the "waist trainer" and detox teas!) that driving tons of attention to this topic.

I would love to break down a segment spinning off these ideas. Perhaps...

- The 5 Biggest Mistakes that women make when trying to get fit
- The true food to fitness connection to weight loss that the fitness professional aren't telling you
- The secrets to losing weight the professionals don't want you to know

These are some ideas to facilitate a discussion and of course I am flexible should you have some insights. Should I send you a more detailed breakdown?

Looking forward to connecting and chatting more!



## Tips for pitching bloggers

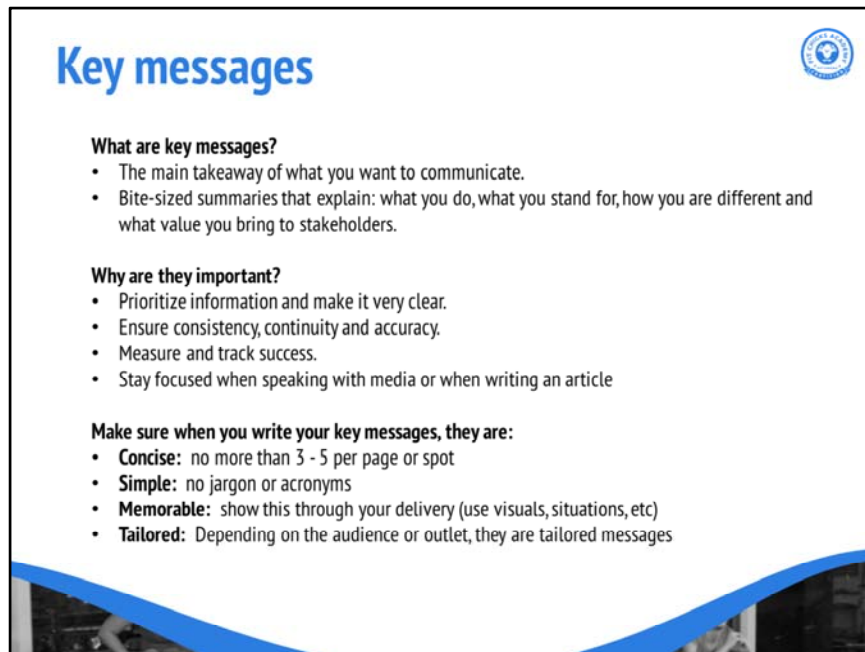
1. Offer them to attend your classes or workshops for free to review
2. Offer to provide a giveaway or contest to their readers in addition to your content (ie Enter to win a FREE 8 week session!)
3. In your bio, instead of just linking back to your bio include a special code coupon for their readers or to click through to enter email to get a free gift like an ebook (remember list building strategies!)
4. Build and maintain the relationship! Offer to feature them on your blog or try to schedule a 2<sup>nd</sup> upcoming post

Remember anytime you are reaching out, this is a chance to get more clients so keep your objective in mind and weave into the content!



# KEY MESSAGES





## Key messages

**What are key messages?**

- The main takeaway of what you want to communicate.
- Bite-sized summaries that explain: what you do, what you stand for, how you are different and what value you bring to stakeholders.

**Why are they important?**

- Prioritize information and make it very clear.
- Ensure consistency, continuity and accuracy.
- Measure and track success.
- Stay focused when speaking with media or when writing an article

**Make sure when you write your key messages, they are:**

- **Concise:** no more than 3 - 5 per page or spot
- **Simple:** no jargon or acronyms
- **Memorable:** show this through your delivery (use visuals, situations, etc)
- **Tailored:** Depending on the audience or outlet, they are tailored messages

### How to write your Key messages:

**Concise:** Optimally three key messages on one page; each statement only one to three sentences in length or under 30 seconds when spoken.

**Strategic:** Define, differentiate and address benefits/value proposition.

**Relevant:** Balance what you need to communicate with what your audience needs to know.

**Compelling:** Meaningful information designed to stimulate action.

**Simple:** Easy-to-understand language; avoid jargon and acronyms.

**Memorable:** Easy to recall and repeat; avoid run-on sentences.

**Real:** Active rather than passive voice; no advertising slogans.

**Tailored:** Effectively communicates with different target audiences, adapting language and depth of information.

## Key messages



Here's an example FIT CHICKS in a TV Spot on Summer Workouts:

**Our key messages for the spot are:**

- Our next outdoor classes start July 6
- We offer challenging but inclusive HIIT workouts to ALL levels of fitness
- Our brand is fierce, fun but gets results!

**To help support our key messages, I would:**

- Do a demonstration of 3 HIIT exercises that can be done outdoors and give a level 1 and 2 option
- Share the names of the workouts that we do in class to show how fun we are "ie Fab & focused or The Dirty 30"
- Tie in client stories to certain moves "ie Our Chick of the Month Jenn lost 100lbs and this was her love to hate move for her core)





# YOUR COMMUNICATIONS CALENDAR

*Let's write it down and make it real!*



## Communications calendar

This is your commitment to what communications you will be putting out in the next 4, 8, 12 (or more weeks...the longer the better!)

So how do you build a communications calendar?

1. **Find an online or print calendar you like to use** (I reco Gmail Calendar esp for the alerts!)
2. **Set aside a few hours and pencil in what days you will sending**
  1. Any holidays, events that affect your area, class start times, promotions, etc.
  2. Communications to clients (ie newsletters, flyers, etc)
  3. Posting Blog Post (be consistent weekly!)
  4. Pitches to be sent and follow up days to media or bloggers
  5. Contesting



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## Communications calendar

**3. Once you have plugged in, go back and start brainstorming topics** and key messages that tie into the holidays, seasons, your classes, etc

**4. After brainstorming all topics, go back and add the topics** to your communications calendar to commit to the dates

**5. Review your calendar weekly and ensure you are on track**


- Remember life happens and opportunities come up so this is always a working document!
- You are accountable to YOU so make it happen!

**Let's go build a sample communications calendar!**



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Bundy Tours  
social media Communications  
Month: April 2012



Month	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1						
2	Twitter					
3	Facebook	Instagram				
4	Twitter					
5						
6						
7						
8						
9						
10		Facebook	Blog/SFB			
11						
12						
13						
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15						
16	Twitter					
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23			Facebook			
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28						
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30						

Date	Topic	Content	Media	Keywords	Link to content
<b>Twitter</b>					
4	Tweets	Preview of Bundera 2012 from Jon Marshall	Photo	Bundera 2012	Tweets
18	Tweet Tweet	Photo of happy guests on tour	Photo	Bundera 2012	Tweets
<b>Facebook</b>					
4	Tweets	Preview of Bundera 2012 from Jon Marshall	Photo	Bundera 2012	Facebook
11	Blog/SFB	How to become a member	Photo	Bundera 2012	Facebook
18	Link on tour	Photo and video on tour	Photo	Bundera 2012	Facebook
25	Bundera cover	Graphic for Bundera 2012	Photo	Bundera 2012	Facebook
<b>Instagram</b>					
11	Tweets	Our quarterly mobile game	Photo	Bundera 2012	Instagram
24	Blog/SFB	What to expect from our new mobile game	Photo	Bundera 2012	Instagram
<b>Media Release Centre</b>					
4	Tweets	Tourist heading	Photo	Bundera 2012	Media
<b>Blog / Facebook</b>					
9	Instagram on our tour	How the trip was from Jon Marshall	Photo	Bundera 2012	Instagram
<b>YouTube</b>					
21	Tweets	Tourist heading	Photo	Bundera 2012	YouTube
<b>Other</b>					

Tweets follows @ start of month:	25	% Change on last month:	25.00%
Facebook likes @ start of month:	402	% Change on last month:	3.82%



# WRITING A BUSINESS PLAN

## BUSINESS PLAN

TABLE OF CONTENTS	
Introduction	
1.1	1
1.2	2
1.3	3
1.4	4
1.5	5
1.6	6
1.7	7
1.8	8
1.9	9
1.10	10
1.11	11
1.12	12
1.13	13
1.14	14
1.15	15
1.16	16
1.17	17
1.18	18
1.19	19
1.20	20
1.21	21
1.22	22
1.23	23
1.24	24
1.25	25
1.26	26
1.27	27
1.28	28
1.29	29
1.30	30
1.31	31
1.32	32
1.33	33
1.34	34
1.35	35
1.36	36
1.37	37
1.38	38
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1.96	96
1.97	97
1.98	98
1.99	99
1.100	100

## What is a business plan?

Think of your business plan as a sales document. It must convince readers that your venture has the potential to be successful.

Your plan should reflect the current reality of your business, the environment in which it operates, and your present and future goals.

If you're starting a business, a business plan can help you:

- Turn your ideas and capital into a viable business
- Secure financing from lenders and investors
- Identify strengths, weaknesses, opportunities, and threats

### DOWNLOAD A FREE BUSINESS PLAN TEMPLATE:

<http://www.bdc.ca/EN/articles-tools/entrepreneur-toolkit/templates-business-guides/Pages/business-plan-template.aspx>



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## Business session 4: recap



### **WHAT IS PUBLIC RELATIONS?**

- How public relations applies to you!

### **HOW TO CREATE KICK BUTT BIO**

- 3 different ways to introduce who you are so no one will forget

### **HOW TO PITCH MEDIA & OTHER BLOGGERS**

- Building credibility and awareness in your communities

### **KEY MESSAGES**

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### **COMMUNICATIONS PLAN**

- How to create a plan to keep you accountable, consistent and successful

### **WRITING A BUSINESS PLAN**

- Overview and resources to help you get started



Any questions or  
inquiries, please email:

[fne@fitchicks.ca](mailto:fne@fitchicks.ca)





**Want to watch this  
class again?**

The link will be posted  
within 48 hours for  
you to access.