



Rock Your Subscription Site with Sadie Nardini

Sadie is:

One of the world's top digital wellness creators.

Founder of The Fit & Fierce Club: My Yoga / HIIT (Yoga Shred®) and other online classes: www.FitFierceClub.com

Founder of Creatrix, an online subscription platform for wellness creators.

Sample monthly playlist and video creation outline:

Your subscription site is an environment you design that allows your clients to have fresh monthly information / training / guidance from you, and better access to you.

Subscription sites create ongoing relationships with your audience, a more convenient and affordable way to learn, and exponentially more recurring revenue for your marketing dollar.

To create your best subscription model:

- Clarify what your core message and skill set is. What will you offer at your e-learning platform?

- Use your time wisely. Start with what your schedule will comfortably allow - don't overpromise content. You can always add more, but adding less won't go over well.
- Plan out your monthly theme or creations.
- Film all classes well in advance.

Equipment I use:

Camera: Canon EOS M6 Mark II with an SD card

Sound: Rhode directional mic

Lights: Fovitec soft box lights (3)

But **a smartphone** with a video pro mic and a better lens for filming (along with the lights) can work fine.

AirPod earbuds and the Filmic app can also improve sound.

Editing: I use either iMovie or Final Cut Pro.

Upload: Once you film and edit your videos: Upload them to Vimeo Pro and/or your preferred platform:

Platforms I recommend (and don't):

Beginning Creators: Rent it:

Hey Marvelous

Pro Creators with a Web person or team: Own it:

Creatrix (email info@fitfierceclub.com to inquire)

***Do Not Recommend:** Vimeo OTT, Uscreen, YouTube. Expensive, not built for wellness creators, customer service is poor, YouTube simply looks awful and you have to handle all customer service yourself.

UPLOAD CHECKLIST (How I do it)

(I house my videos on VIMEO PRO*)

- Make sure your videos are uploaded to *Vimeo Pro and put in the right folder by the 20th of each month
- Add thumbnail (create in Canva)
- Add video title and description
- Make sure you have the number of the video in the title to remember which order to list them in on your site - can take the numbers off once ordered.
- Do not wait until the last minute (you'll have to manually add the videos and filters to the new site so delays will stress you)
- Create Filters and Categories to choose from listed below (brainstorm your own):

AREA OF FOCUS: (yours can be anything you like - helpful to orient your viewers to what's in the video) :

- Cardio / Sweat Workout / Weight Loss
- Core Strength / Abs
- Arm Sculpt / Upper Body / Shoulders
- Lower Body: Hips / Glutes / Legs / Thighs
- Detox / Cleanse
- Stress & Anxiety Relief
- Hands Free / Wrist Safer

- Align Your Spine
- Back Body Strength & Stretch
- Arm & Leg Balances & Stability
- Backbends
- Whole Body Transformation
- Energy Cleanse & Focus
- Pregnancy / Post Natal

INTENSITY Choose from these:

- Sitting (Still Or Very Little Movement)
- Gentle / Restorative (Warm, Stretch, Restore, Detox)
- Strong Basics (Slow & Strengthening Flow, Foundations)
- Open Level (All Levels, Strong, Flowing, Creative)
- Quite Fierce (Adventurous, Stamina, Mindfully Challenging)

DURATION

- Under 10 Minutes
- 10-20 Minutes
- 20-30 Minutes
- 30-40 Minutes
- 40+ Minutes

PREVIOUS JOURNEYS (2-4 classes per week: 8-18 videos)

2022

Jan Happy New Fierce

Feb All fierce heart

March Back to Basics

April: Chakra Cleanse

May: Yoga Shred Bootcamp

June: The Resistance Revolution

July: The Elemental Journey

August: Total Body Reset II + Lower Body Legs and Booty

September: Balance and Perspective

October: Yoga for Life

November: The Emotional Evolution

Sample class listing (I usually drop 18 new classes per month, all in a Member Journey along a theme). This one was for:

JUNE: The Resistance Revolution

Resistance Training (add weights to yoga, HIIT or other flows plus restorative classes, meditations or motivations about breaking through resistance).

1. **Yoga Shred with Sadie**

Title Class: The Booty Builder Yoga Shred Fusion

Description: Blend HIIT cardio moves and yoga flow, all focused on glutes tone and lift - as well as whole body fitness!

Area of focus: Cardio, Sweat, Lower Body, Glutes, Whole Body Transformation

Duration: 20 mins

Intensity: Open, Fierce

Props: Two 1-3 lb hand weights and ankle weights recommended

Promote your site: Check out my Instagram to see how I talk about the Club and use social media to add value and build an organic audience quickly and within my personal brand.

@SadieNardiniOfficial on IG and FB