



THE  
10-DAY  
*Done For You*  
REELS



Hi I'm Ashley

When people ask me what I do, I tell them:

"I help fitness coaches eliminate the overwhelm in their marketing efforts so they can have the business of their dreams.

But what I really want to say is...

"I show coaches how to get their BAD-ASS AUTHENTICITY back and I do this by giving them the tools to separate themselves in a sea of sameness - once and for all."

**AND WHAT I REALLY REALLY WANT TO SAY IS...**

My mom literally went into contractions in a Gold's Gym parking lot (#gymlife), I've sold everything from Hello Kitty stationary to \$1200 knife sets + I create UNAPOLOGETICALLY SIMPLE online marketing courses & done.for.you posting plans that feel like learning the ABCs...because I hate when people make things OVERLY complicated + I love working with heart-filled, risk-taking, bad-ass entrepreneurs.



## ABOUT THIS COURSE...

Imagine what it would be like to get more likes, comments and shares than ever on Instagram...

(\*\*So many that you go from dreading Instagram to “can’t wait to check Insta” kind of excitement!!)

And with all that engagement and people lovin’ up on your posts, you’re more motivated than ever because you’re seeing real connections forming...

...And your DMs? Let’s just say they’re so full you’re afraid to check them because you know it’s gonna take a ton of time to get back to all those ideal customers wanting to know more!!



## Reel #1

### Caption:

Raise your hand if you're guilty of putting your health on the backburner.

When you start to feel overwhelmed or anxious, have you ever tried moving your body and noticed the CRAZY calming and positive effects it has??

Whether you're a parent with tiny (or no) cracks of time to yourself during the day, or someone commuting to an office job... you OWE it to yourself (and those closest to you) to focus on your fitness and nutrition. It's NOT self-indulgent or selfish... It's a necessity.

Crazy busy?

If you can give yourself just 20 minutes each day for 5 days, you can add a professional workout routine to your life (with 2 whole days off) and feel the benefits. IDK if you've ever tried working out as a stress reliever, but I PROMISE you... if you feel overwhelmed, making time to work out will actually HELP. #IYKYK

### Reel Idea:

Record a Reel using this audio, with the caption "When someone tells me they don't have time for a fitness routine"

<https://www.instagram.com/p/CWGY7CRgKTV/>

### Hashtags:

#careaboutyourhealth #youcantaffordnotto #makethetime



## Reel #2

### Caption:

It's time to prioritize yourself the way you prioritize your job, or your family. 🙌

In a perfect world, we'd ALL have at least an hour to dedicate to working out (and a personal trainer), but reality isn't always like that! That's why this program was created. ✓

It's no-nonsense, simple, and created to help you build a healthy routine you can STICK with. (something livable that doesn't kill your happiness!)

It helps you tap into a WORLD of benefits. More self-confidence... strength... optimism... ability to handle what life throws at you!

Start making your health your top priority and you'll see MAJOR improvements in pretty much EVERY aspect of your life.

Ready to give it a shot? Let me know in the comments or DM's and it's go-time!

### Reel Idea:

Post a Reel using this audio. For a visual, one idea could be to hold up a blank piece of paper, and have text bubbles pop up on the paper that say "20 min/day", "2 Rest Days", "Cardio", "HIIT", "Strength Training", "Good Nutrition". Have some fun with it!

<https://www.instagram.com/reel/CWf-v3lluzx/>

### Hashtags:

#workoutsforbusypeople #prioritizeyourhealth  
#healthandfitnesscoach



### Reel #3

#### Caption:

↪ Start with us.

↪ Start today.

↪ Start now.

↪ Start over...

Just START, no matter where you are, and don't do it alone this time. We're waiting for you over in my free Facebook Group. Dm or leave a comment and I'll get you in ASAP

#### Reel Idea:

Video Idea: A clip of you doing part of a workout routine.

[https://www.instagram.com/reel/CW\\_qW9Ppgmp/](https://www.instagram.com/reel/CW_qW9Ppgmp/)

#### Hashtags:

#dontoitalone #startnow



## Reel #4

### Caption:

If all it took to improve every aspect of your life were a few easy tweaks, would you do it?

By a few easy tweaks, I mean 20 minutes a day, and bomb recipes.

((Side note: ALL of us who have said “I don’t have an extra 20 minutes/day” have probably spent 20 minutes collectively scrolling socials. #guilty ))

No judgment here- Sometimes all we need is a lil perspective-shift! ‘Cuz we ALL make time or find the \$ for what we truly want. It’s human nature!

No matter what route you take, you can’t afford NOT to prioritize your health and fitness habits. EVERYTHING functions better after exercise and good nutrition- your brain, hormones, energy levels, moods, ability to tackle life itself... errrythang.

While there are options screaming at you everywhere on the internet and TV, I’m over here waving my hand saying it doesn’t have to be overwhelming and complicated- it’s fun, affordable, and FAST. 🙌 (oh and it works. Did I need to mention that part?)

I would be STOKED to learn more about exactly what you need, and find out how I can help. Let’s do this together! Drop a comment or send me a DM!

### Reel Idea:

Record a Reel using this audio and the caption “My response to all the reasons I hear for not prioritizing someone’s fitness and nutrition”

[https://www.instagram.com/reel/CWl6yF\\_I8Ji/](https://www.instagram.com/reel/CWl6yF_I8Ji/)

### Hashtags:

#investinyourself #youareworthit #healthiswealth



## Reel #5

### Caption:

This -kicking workout is brought to you by my new best friend.

AKA, a professional trainer who believes 20 minutes a day is all it takes.

I used to browse YouTube for workout videos, and it got me by for a while. They have their place, but after some time I realized I STILL wasn't seeing the amount of progress I wanted to see.

This is SO, SOOO different. It's everything in one. No guesswork, no "what am I due to work on today", no "can I eat that?" included.

It's all laid out for me and designed specifically to GET RESULTS... and my gosh, it's doing just that. #mindblown

Off to enjoy that endorphin rush... ya feel me?!

### Reel Idea:

Record a Reel using this audio and the caption "That post-workout rush tho"

Tip: I encourage you to REALLY COMMIT to the acting on this one- it'll make ALL the difference! 😊

[https://www.instagram.com/reel/CW6HI3XjuuV/?utm\\_medium=share\\_sheet](https://www.instagram.com/reel/CW6HI3XjuuV/?utm_medium=share_sheet)

### Hashtags:

#mindblown #postworkout



## Reel #6

### Caption:

This tells me something...

You haven't done THESE at-home workouts yet.

Because trust me, if YOU work, THEY work (and will totally kick your butt, in the BEST way!)

So many people think they need a gym membership, a personal trainer, or to attend fancy boutique fitness studios to get results.

I'm not saying you can't get results there, but I'm also saying you can get just as good or even better results at home, in your living room, with your kids/dogs/cats by your side.

Don't believe me? I've been using these workouts for X years now and I have literally never been so strong, mentally and physically. And I have a whole group of women who could say the same.

Ready to ditch these limiting beliefs and let our super trainers kick your butt at home? Message me to learn more about getting started today!

### Reel Idea:

Record a Reel using this audio with the caption "When someone tells me they've tried everything and at-home workouts don't work for them."

<https://www.instagram.com/reels/audio/725055308346648/>

### Hashtags:

#athomefitness #homegym #strongwomen



## Reel #7

### Caption:

Just a small piece of my “why.” I always knew I wouldn’t be clocking in and out of somewhere for forever. It felt unnatural, but honestly anything else freaked me the HECK out!

Being my own boss has stretched me. I’m constantly having to step into a higher version of myself. AND? It’s been more freeing and rewarding than I ever expected. ♥

Working in the cracks of my day - during whatever time works for ME - and HELPING PEOPLE - is what’s paying for this. When you feel this strongly about something, you want the world to know it and I LOVE WHAT I DO!

If you could have any job in the world, what would it be?

### Reel Idea:

Text on screen for Reel: “I was freaking out... then remembered betting on myself was the only way to find out and it was WORTH it”

[https://www.instagram.com/reel/CXOeqOIFo5z/?utm\\_medium=copy\\_link](https://www.instagram.com/reel/CXOeqOIFo5z/?utm_medium=copy_link)

### Hashtags:

#mindsetgrowth #comfortzone #faithoverfear #lawofattraction #relatable reels #growthmindset #growthzone



## Reel #8

### Caption:

Afraid of what someone from highschool \*might\* think of you for starting a side-hustle?

Be free, my friend. No one's really thinking of us as much as we imagine they are.

((And why do we ever listen to imaginary arguments from people who aren't paying our bills, anyway?)) 🙄

Hey- you might start a side-gig, decide it's not for you, and life will go on.

But you might start a side-gig, LIKE it, and it changes absolutely everything.

Does this resonate?!?!

### Reel Idea:

"I lost SO much weight in 2021!!!! ...The weight of other people's opinions"

<https://www.instagram.com/p/CYWtAooBARZ/>

### Hashtags:

#weightlossstory #losethefear #doyourownthing #startthebusiness



## Reel #9

### Caption:

Raise your hand if you've ever ruined a good time for yourself by stressing about the number of calories you consumed?

When you start to feel those anxious feelings setting in, I want you to ask yourself...are calories the bad guys here? Or is it my mindset?

Hint...it's most likely your mindset.

Your brain is telling you that calories are bad and you'll get "fat" if you eat too many and don't burn them off.

But I want you to start training yourself to think this way...calories are fuel for your body, and especially at special events, it's ok to enjoy calories that taste DELICIOUS.

You aren't going to gain 20 pounds in one day, so brush off the stress, enjoy yourself in moderation, and live yo' life!

### Reel Idea:

Record a Reel using this audio with the caption "First time stressing about calories at a social event?"

<https://www.instagram.com/reels/audio/241208344023713/>

### Hashtags:

#nondiet #mindsetwork



## Reel #10

### Caption:

Let me guess...

They haven't experienced what just 20 minutes a day can really do.

So many people think a gym and/or a personal trainer is required to get results (I used to think the same thing), but with technology and new research being sooo good these days...it's just NOT the only way anymore!

It's ok if you're like "hmm.. I dunno." I get it. But I've been doing this for \_\_\_ years/months now and let me tell you- I've never felt this good! (And I can introduce you to a whoooole slew of women who say the same thing!)

Ready to try something a little outside the box? Cause I can send you something right now that'll kick your butt without you even needing to leave the house. 😁

Just drop a comment and it's yours!

### Reel Idea:

Record a Reel using this audio, with the caption "When I hear people say need at least an hour or more for the gym every day"

<https://www.instagram.com/p/CWE7OhSJKDf/>

### Hashtags:

#workoutathome #quickfitness

LET'S CONNECT!



[WWW.ASHLEYSHAW.CA](http://WWW.ASHLEYSHAW.CA)



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