

# **Evolving Your Content During COVID-19**

**You became a media company overnight.  
Time to act like it.**

A man wearing a brown cap and a dark shirt is looking at a tablet device. He is in a gym setting, with a woman in athletic wear visible in the background. The image is overlaid with a semi-transparent grey filter.

**This is your new reality service.**

And while it's unfamiliar, we must become proficient and evolve the quality + consistency of this new service.

<b>Content</b>	<b>Platform</b>	<b>Pros</b>	<b>Cons</b>	<b>Cost</b>	<b>Work</b>
Live Stream	Instagram, Facebook, YouTube, Zoom	• Easy to setup	• Inconsistent UX	Free	Low
Video Conference Class	Zoom, Google Meet, GoTo Meeting, Skype	• Easy to setup • Most familiar to a class	• Inconsistent UX	\$	Low
On-Demand	Studio, YouTube, Vimeo, MMS	• Highest quality • Consistent UX • Re-usable	• Moderate learning curve • Equipment needed	\$\$\$	High
<b>Service</b>	<b>Platform</b>	<b>Evolution 1</b>	<b>Evolution 2</b>	<b>Evolution 3</b>	<b>Evolution 4</b>
Group Workouts	Studio, Blog, MMS, YouTube, Vimeo	Express (workout explanation + coaching points)	Full Length Class (includes all features of normal class)	“Cherry Picking” (body part specific, skill, sport based, etc)	TBD
Personalized Workouts	True Coach, Excel, Email	Goal Based Templates (pushup progression, abs + butt, marathon training, etc)	Style Based Templates (yoga, functional body building, Oly, etc)	Individual Programming	TBD
Virtual Meetings (accountability, nutrition, etc)	Zoom, Google Meet, GoTo Meeting, Skype	Group Based on Specific Topics	• Individual • Low Frequency, Short Duration	• Individual • High Frequency, Short Duration	• Individual • Low Frequency, High Duration
Virtual Personal Training	Zoom, Google Meet, GoTo Meeting, Skype	Small Group	Individual	Reduce PT Sessions, Add in Individual Programming	TBD