



Content Strategy

(Voice and Writing Style)

All 4:13 FITNESS Communication

4:13 FITNESS should portray excellence and openness, as there is a warmth and friendliness that accompanies the fitness and boxing center's accomplishments and drive. In writing content, keep in mind these personalities: a friend who is aiding another friend in health goals, an overcomer that moves to achieve fitness over their physical ailments.

Use the following guidelines to ensure that content fits the preeminence-without-pretension personality:

- Do be concise. While details add color, be mindful of length. Long blocks of text are difficult to read online and can convey pretension. Functional text on the site, such as navigation or page descriptions, should be brief.
- Do be conversational. Write like you're telling a story — not issuing a press release.
- Do use the active, rather than the passive, voice to keep style lively and interesting.
- Do think like the audience (Parkinson's patients, middle-aged to elderly, fitness enthusiasts, boxers, etc.) to whom you're speaking. Be mindful of each group's different needs and demonstrate that you care. When talking to insider audiences, treat them as members of the fitness and wellness communities. Tap into your shared knowledge of the benefits of this type of program. For new audiences, be clear, informative and reassuring when necessary.
- Don't let pride come across as arrogance. When pointing out a measure of success, keep it honest and go easy on the superlatives.
- Don't use 4:13 Fitness lingo and insider references with audiences who are not deeply connected with the fitness and boxing centers. For instance, spell out all acronyms and explain proprietary items such as the additional branding developed for the numbering systems (4 Fitness Pillars) Etc.

MESSAGING

Aim to convey the fitness and boxing center's core values of health, fitness, and overcoming ailments, in site content.

The positioning of the fitness center is Four-fold:

- An excellent, boxing and fitness program/regimen that equips hard workers and those with health ailments for success.
- A fitness and boxing center for new techniques, discoveries, and innovations that are key to the health and wellness of its clientele.
- Outreach and or acceptance of new clients that are in the demographic of middle-aged to elderly, some with or without health ailments that the program can benefit.
- Finally, and most importantly, to spread the good news of the Gospel through the meaning of the fitness center name and identity. To uplift and encourage those who feel they can't overcome the very thing they aim to.

IDENTIFYING THE FITNESS CENTER'S NAME

- The first reference to 4:13 FITNESS should always use the entire name, "4:13 FITNESS", not "413" or "Fitness Center".
- In text, it should be 4:13 FITNESS not 413 FITNESS or 413 Fitness.
- Titles and subtitles can also use one of the three terms above in lieu of the entire name. For example: 4:13 Spin Class or 4:13 Men's Locker Room.