



Bloating & Hormones Workshop Series (Offline • Faceless • Solopreneur Edition)

Program Overview — Component #8 (Offline)

Promise & outcomes

This **offline workshop series** helps women who experience cyclical bloating understand how hormonal changes influence digestion and teaches them cycle-synced strategies to relieve symptoms. By connecting the dots between menstrual phases and gut symptoms, the program promises clarity, practical relief, and confidence. Participants leave with a printed workbook, take-home cheatsheets, and a personalized plan they can implement without needing to be on camera or have fast internet. The series positions FitNature as the trusted women's gut-health resource by delivering science-backed guidance and ethical affiliate recommendations ¹ ².

Who it's for

- Women who notice bloating and digestive discomfort that varies across their cycle and feel dismissed by mainstream advice.
- People who prefer in-person guidance, tangible materials, and privacy (no filming; faceless branding) rather than online videos.
- Busy solopreneurs, students, and homemakers who want actionable relief strategies they can apply at home.

Differentiators

- **Cycle-synced:** Each session aligns with a hormonal phase, explaining symptoms and showing specific food, lifestyle, and supplement levers ¹.
- **Faceless & offline:** All materials are print-ready; facilitators don't need to show their face, and attendees aren't filmed.
- **Ethical monetization:** Affiliate offers are transparent and curated to support women's health; premium upsells (VIP Q&A, consultations, roadmaps) are optional ².
- **Solo-friendly:** Designed for a single operator with minimal gear—fits in a coffee shop or community room.

Four-part session map

Each session runs ~60–75 minutes and follows the menstrual cycle phases. Every session includes an introduction, education segment, interactive activity, printed cheatsheet, and Q&A. Safety notes remind participants to consult healthcare providers before starting new supplements or if they experience severe symptoms.

| Phase | Learning goals | Symptom patterns | Food & lifestyle levers | Supplement protocols & cautions | Quick wins |
|----------------------------------|--|---|---|---|--|
| Follicular (Day 1–13) | Understand how estrogen rise influences digestion and fluid balance; identify typical follicular bloating triggers | Lighter flow; increased energy; milder bloating; possible water retention | Increase fiber slowly (chia, oats, berries), emphasize leafy greens and fermented foods; incorporate moderate cardio and breath-work; prioritize sleep | Introduce gentle digestive enzymes and a multi-strain probiotic; caution: start one supplement at a time and monitor tolerance | Start a daily bloat journal; replace refined carbs with complex carbs; try 3 deep-breathing sessions per day |
| Ovulatory (Day 14–16) | Learn the link between ovulation hormones and digestion; understand why some women experience mid-cycle bloating | Possible abdominal fullness, water retention, mild constipation; appetite increases | Stay hydrated; add cruciferous vegetables and flax; practice light stretching/yoga; include anti-inflammatory herbs (ginger, turmeric) | Consider magnesium glycinate for fluid balance and ginger extract for motility; avoid high-dose laxatives; consult physician if on medication | Drink 2 litres of water; add lemon/ginger tea after meals; schedule a 20-minute walk |
| Luteal (Day 17–28) | Recognize progesterone's effects on gut motility; learn to offset pre-menstrual bloating | Slowed digestion, constipation, cravings, mood shifts, fluid retention | Emphasize warm, cooked foods and stews; increase magnesium-rich foods (pumpkin seeds, dark chocolate); reduce alcohol and carbonated drinks; manage stress via journaling or yoga nidra | Use digestive bitters or bromelain before heavy meals; magnesium citrate for constipation; consider high-quality diuretics like dandelion tea; caution: avoid if pregnant or on blood-pressure medication | Prepare a simple soup recipe; journal cravings triggers; swap evening snacks for herbal tea |

| Phase | Learning goals | Symptom patterns | Food & lifestyle levers | Supplement protocols & cautions | Quick wins |
|---------------------------|--|--|--|--|---|
| Menstrual (Period) | Teach how menstruation and prostaglandins affect gut sensitivity; offer comfort-focused relief | Cramping, loose stools or diarrhea, fatigue, iron loss | Eat iron-rich foods (lentils, spinach, beef), warming spices, bone broth; prioritize gentle movement (walking, stretching); use heat therapy | Consider iron supplements if deficient (with physician approval); ginger or chamomile for nausea; avoid aspirin if heavy bleeding; apply topical magnesium oil; caution: check interactions with medications | Use a heating pad during cramps; make a smoothie with spinach and berries; practice gentle pelvic floor stretches |

Affiliate offer map (offline-first)

For each phase, prepare a table with products on a display table. Provide a short verbal pitch, printed mini-cards with a QR code/short link, and a coupon code. Below is a guide—you'll fill in actual product names later.

| Phase | Product category → use case | How to present in-room | Printed QR & short link placeholder | Coupon code placeholder |
|------------|---|---|-------------------------------------|-------------------------|
| Follicular | Probiotic + Digestive enzyme → support microbiome & aid digestion; Fiber blend → ease transit | Display sample bottles with simple placards; explain benefits during the supplement segment; include them in the workbook | QR_F1 → bit.ly/ fn-fol-pro | FOLI20 |
| Ovulatory | Magnesium glycinate → fluid balance; Ginger extract/tea → reduce inflammation; Flaxseed bundle → hormone support | Provide sachets/teabags to smell; pass around sample seeds; mention synergy with cycle; link to curated kit | QR_01 → bit.ly/ fn-ovul-kit | OVU15 |

| Phase | Product category → use case | How to present in-room | Printed QR & short link placeholder | Coupon code placeholder |
|-----------|--|--|-------------------------------------|-------------------------|
| Luteal | Enzyme blend with bromelain → aid heavy meals; Herbal diuretic tea → reduce water retention; Heat patch → comfort | Offer a small tasting of tea; show heat patch packaging; demonstrate enzyme timing; highlight printed instructions | QR_L1 → bit.ly/ fn-lute-kit | LUTE10 |
| Menstrual | Iron supplement + Vitamin C → replenish stores; Magnesium oil → relieve cramps; Chamomile tea → soothe | Show oil spray; provide small tea samples; caution about iron dosage; emphasise synergy with warm foods | QR_M1 → bit.ly/ fn-men-kit | MENS12 |

Monetization & upsell paths

- **Tiered ticketing:** Offer free seats for general admission; charge a modest fee for VIP seats that include the printed workbook, reserved seating, and a private 15-minute Q&A circle.
- **Affiliate bundles:** Create cycle-specific bundles (e.g., “Luteal Support Stack”) sold via printed mini-catalogues and QR codes with discount codes ².
- **Workbook upgrade:** Sell an expanded 20-page workbook with meal plans, symptom logs, and journaling prompts for a nominal fee.
- **Private consult & roadmap:** Upsell to a one-on-one consultation or the Bloating Recovery Roadmap after the series, linking to the roadmap step in the user journey ¹.
- **Community challenge enrollment:** Invite participants to join a monthly challenge for group accountability, which includes exclusive product partnerships and expert guidance.

Funnel & Placement — Journey 5.2 (Offline flow)

Pre-event entrances

- **Local outreach:** Distribute posters and flyers in clinics, gyms, yoga studios, health food stores, coworking spaces, and cafés. Place table tents on community bulletin boards and at café checkouts.
- **Print lead magnets:** Include QR codes for the quiz, tracker, SOS toolkit, meal plans, and success stories on flyers. People who download those resources via short links are invited to register for the workshop.
- **Community groups:** Post event details in local Facebook/WhatsApp/Zalo groups and community boards; emphasise the offline, private nature.
- **Referrals:** Encourage previous workshop attendees or challenge participants to refer friends using referral cards with coupon codes.

Landing page (LP) bridge

Set up a simple WordPress landing page reachable via bit.ly/bloatworkshop or a similar short link printed on all materials. The page loads quickly on mobile and includes registration, calendar add-ons, and follow-up automation. Below is a full draft of the LP copy.

Hero sections (two variants)

1. **Variant A:**
2. **Headline:** *"Beat cycle-bloat for good — in-person, hormone-smart workshop"*
3. **Sub-headline:** *Unlock relief with step-by-step guidance, food & supplement tricks, and a printed cycle cheatsheet. Seats are limited!*
4. **Variant B:**
5. **Headline:** *"Understand your cycle. Heal your gut."*
6. **Sub-headline:** *Join our hands-on workshop to decode hormonal bloating, build a personalized plan, and take home a workbook — no cameras, just real support.*

Benefit bullets (choose six)

- **Cycle-specific insights:** Learn why your digestive system changes across the follicular, ovulatory, luteal, and menstrual phases ².
- **Practical relief:** Discover food swaps, lifestyle hacks, and safe supplements you can start immediately.
- **Printed materials:** Receive a cycle cheatsheet and workbook you can reference any time — no internet needed.
- **Faceless privacy:** Enjoy an intimate setting with no filming; it's about your comfort.
- **Expert guidance:** Get evidence-based coaching from a women's gut-health educator and ask your questions live.
- **Ethical product recommendations:** Access curated affiliate bundles with transparent pricing and coupon codes ².

Trust bar (three items)

1. **Science-backed:** The content is grounded in research and aligns with FitNature's evidence-based approach.
2. **Real stories:** FitNature's Bloating Success Stories demonstrate the effectiveness of cycle-synced strategies ¹.
3. **Ethical & transparent:** Affiliate products are recommended for their quality and efficacy; you'll always know why and how they support your cycle.

Schedule/location block

- **Session dates:** Four weekly sessions (e.g., every Saturday, 10:00 – 11:15 AM).
- **Venue:** Cozy café / studio in Ho Chi Minh City (address to be confirmed).
- **Host:** FitNature's gut-health educator (faceless, voice-only).
- **Included:** workbook, cheatsheet, refreshments (herbal tea), small group Q&A.

Micro-FAQ (five Qs)

1. **Do I need to be on camera or recorded?** → No. This workshop is fully in-person; there is no filming. The facilitator uses slides and voice-overs without showing faces.
2. **Is the workshop suitable if I have a medical condition?** → This is an educational program. Always consult your healthcare provider before changing your diet or taking supplements.
3. **Can I bring a friend?** → Yes! Please register each attendee so we can prepare enough materials. Use your referral code for a discount.
4. **Will the materials be available digitally?** → Yes, you'll receive a QR link to access digital copies and a replay summary after the event.
5. **What if I can't attend all sessions?** → You can attend individual sessions or send someone in your place. We'll send you the printed materials and recap.

Risk reversal

"Not sure if it's right for you? Come to the first session. If you don't find it valuable, hand back your workbook and we'll refund your fee — no questions asked."

Calls-to-action (CTAs)

- **Scan to Register:** Primary button on page and QR code on print materials.
- **Add to Calendar:** Secondary link that adds all sessions to Google Calendar.
- **Get Replay by Email:** For people who can't attend; collects email addresses and sends a recap and offers.

Offline registration options

- **Paper sign-up sheet:** Provide a simple form at the event table: Name, email, phone number, which sessions they plan to attend, and consent tick box for receiving follow-ups.
- **QR form:** For those who prefer digital, display a large QR code linking to a short form.
- **SMS keyword:** Set up an SMS gateway. Example copy: "Text BLOAT to 82023 to reserve your seat and receive your workbook coupon." This helps capture leads when Wi-Fi is unreliable.

Posters & table tents copy

- **Headline:** "Feeling bloated? It might be your hormones."
- **Sub-headline:** "Join our in-person, cycle-smart workshop – limited seats."
- **Bullets (3):** "Learn why you bloat each phase," "Take home a printable cheatsheet," "Grab your exclusive wellness bundle."
- **Time/place:** "Saturdays 10 AM, Café HCMC, Sept XX–Oct XX"
- **QR CTA:** Image of QR with text "Scan to save your seat."
- **Coupon mention:** "Use code BLOAT10 for VIP discount."

Downstream handoffs

After attendees register or attend, guide them into FitNature's ecosystem: - **Success stories gallery:** Share a short link to real transformations to build trust.

- **Bloating Recovery Roadmap:** Encourage long-term guidance via the roadmap (referenced in the user

journey ¹).

- **Community challenge hub:** Provide sign-up for monthly challenges with group support and product sponsorships.

- **Curated articles:** Offer printed cards with short links to evidence-based articles about digestive health and hormonal cycles.

Each card should include a unique slug (e.g., `/w-recovery`, `/w-challenge`) and a coupon code for a discount on affiliate bundles.

Session-by-session outlines (in-person delivery)

Each session follows the same structure: welcome & breath-work (5 minutes), educational lecture (20 minutes), interactive demonstration or worksheet (20 minutes), Q&A (15 minutes), and wrap-up with offers (10 minutes). A printed cheatsheet summarizing the session is handed out at the beginning; attendees fill in their own notes during the session.

Session 1: Follicular Phase

Slide outline (12 slides) 1. **Title & objectives** — Introduce the series, outline the four phases, and state session goals.

2. **Hormone overview** — Visual of estrogen and FSH rising; explain their effects on digestion.

3. **Symptoms to expect** — Common follicular bloating patterns (mild swelling, water retention).

4. **Root causes** — Diet, stress, sleep, microbiome changes.

5. **Food levers** — High-fibre foods, fermented foods, hydration.

6. **Lifestyle levers** — Exercise, mindfulness, breath-work.

7. **Supplement protocols** — Intro to probiotics and digestive enzymes, dosage guidance, safety notes.

8. **Red flags** — When to seek medical advice (persistent pain, bleeding, weight loss).

9. **Activity:** Create your “bloat journal” — attendees fill out a daily log template.

10. **Case study** — Share a success story from the Bloating Success Collection with cycle-specific tips (anonymous & faceless).

11. **Quick wins summary** — Three habits to implement this week.

12. **Q&A & offers** — Invite questions; present the follicular bundle with QR code and coupon.

Session 2: Ovulatory Phase

Slide outline (11 slides) 1. **Recap & objectives** — Review previous week; set goals for ovulatory phase.

2. **Hormonal snapshot** — Surge of LH and estrogen; digestive implications.

3. **Symptom patterns** — Bloating, appetite changes, mild constipation.

4. **Diet strategies** — Introduce cruciferous vegetables, seeds (flax, sesame), and antioxidant-rich foods.

5. **Hydration & activity** — Focus on water intake and gentle stretching/yoga.

6. **Supplement protocols** — Magnesium glycinate, ginger root (capsules/tea), cautions for drug interactions.

7. **Demo:** Brew a simple ginger-lemon tea; taste and discuss benefits.

8. **Red flags** — Spotting or severe pain; encourage medical consultation.

9. **Weekly quick wins** — Two small changes (e.g., drink 8 glasses of water, add flaxseed to breakfast).

10. **Interactive quiz** — Identify your ovulatory triggers; share results anonymously.

11. **Q&A & offers** — Answer questions; introduce ovulatory kit with QR and discount.

Session 3: Luteal Phase

Slide outline (12 slides)

1. **Check-in & mood poll** — Quick mood/symptom check on paper; discuss common pre-menstrual feelings.
2. **Hormone shifts** — Progesterone rise and drop; effect on motility and serotonin.
3. **Symptom patterns** — Constipation, cravings, mood swings, water retention.
4. **Comfort foods vs. triggers** — Discuss sugar, salt, and caffeine impacts; suggest warm, cooked meals.
5. **Stress management** — Introduce journaling, yoga nidra, and gentle movement.
6. **Supplement protocols** — Digestive bitters/bromelain, magnesium citrate, herbal diuretics (dandelion); safety notes (avoid if pregnant or on diuretics).
7. **Demo:** Guided journaling exercise; provide prompts in workbook.
8. **Red flags** — Severe depression, extreme bloating, or unusual bleeding; encourage professional help.
9. **Weekly quick wins** — Meal prep warm soup; schedule self-care time.
10. **Small group discussion** — Share experiences; keep anonymity by focusing on note cards rather than open sharing.
11. **Bundle pitch** — Present luteal kit (enzymes + tea + heat patch) with coupon.
12. **Q&A & offers** — Answer questions; remind about upcoming menstrual session.

Session 4: Menstrual Phase

Slide outline (10 slides)

1. **Welcome & reflection** — Reflect on the series; gather feedback cards.
2. **Hormonal landscape** — Drop in estrogen and progesterone; prostaglandin effects.
3. **Symptom patterns** — Cramping, diarrhea, nausea, fatigue.
4. **Nutrition strategies** — Iron-rich foods, bone broth, warming spices, hydration.
5. **Movement & self-care** — Gentle stretching, walks, heat therapy.
6. **Supplement protocols** — Iron plus vitamin C, chamomile tea, topical magnesium oil; safety notes (check for anemia or medication interactions).
7. **Demo:** Prepare an easy menstrual smoothie (spinach, berries, chia seeds); discuss nutrient benefits.
8. **Red flags** — Severe pain, excessive bleeding, fainting; emphasise urgent care.
9. **Series recap & next steps** — Summarize key takeaways; encourage joining the roadmap, challenge, or consult.
10. **Closing & offers** — Hand out “Next Steps” card with short links; thank attendees; collect testimonials (written, no photos).

Faceless delivery options

- **Option A: Live talk + slides + flipchart:** The facilitator uses a laptop connected to a projector to display slides. They narrate and write key points on a flipchart. Only hands and slides are visible. A portable microphone and speaker help in larger rooms.
- **Option B: Pre-recorded voiceover:** Record audio narration beforehand and embed it into the slides. During the event, advance slides manually. Attendees watch and listen while the facilitator stands aside, available for Q&A.

Safety & scope notes

- Remind attendees that the information is for education and not a substitute for professional medical advice. Encourage consulting a healthcare provider before starting new supplements or making significant diet changes.

- Disclose potential interactions (e.g., magnesium supplements may interfere with certain medications; herbal diuretics can affect blood pressure).
- Emphasise that severe or persistent symptoms (blood in stool, unintentional weight loss, chronic pain) require medical evaluation.

Affiliate & resource tables (offline-first)

Table 1: Phase protocols (offline)

Only keywords and phrases are used here to keep the table skimmable. Place this table on a poster at the workshop entrance or include in the workbook.

| Phase | Symptom pattern | Food levers | Lifestyle levers | Supplement type | Timing | Safety note | QR label | Short link |
|------------|-------------------------------------|--|---|--|----------------------------------|---|----------|-------------|
| Follicular | mild bloating, water retention | high-fibre fruits, fermented veggies, oats | cardio, breath-work, sleep | probiotic, digestive enzyme | with meals | test tolerance, one at a time | QR_F1 | fn.co f1 |
| Ovulatory | fullness, mid-cycle swelling | cruciferous veg, flaxseed, hydration | stretching, yoga, walking | magnesium glycinate, ginger tea | bedtime & after meals | avoid high-dose supplements if pregnant | QR_O1 | fn.co o1 |
| Luteal | constipation, cravings, mood swings | warm stews, magnesium foods | journaling, yoga nidra, gentle movement | enzyme blend, herbal diuretic tea | before heavy meals & afternoon | caution with diuretics, pregnancy | QR_L1 | fn.co l1 |
| Menstrual | cramps, loose stool, fatigue | iron-rich foods, bone broth | gentle stretching, heat therapy | iron + vitamin C, chamomile tea, magnesium oil | iron with meals, tea post-dinner | check iron status; avoid aspirin | QR_M1 | fn.co m1 |

Table 2: Take-home materials

| Asset | Purpose | Print size | Handout timing | QR/short link | CTA |
|-------------------------|--|------------------|-----------------------|---------------|-------------------------|
| Cycle cheatsheet | Quick reference of phase symptoms, levers, supplements | A4, double-sided | Start of each session | fn.com/cheat | “Scan for digital copy” |

| Asset | Purpose | Print size | Handout timing | QR/short link | CTA |
|------------------------------|---|--------------------|--------------------------------|-----------------|--------------------------|
| Workbook (8–12 pages) | Guided notes, activities, recipes, journaling prompts | A5 booklet | VIP purchase or end of session | fn.com/workbook | “Upgrade for full guide” |
| Feedback card | Collect anonymous feedback & testimonials | A6 card | End of final session | fn.com/feedback | “Tell us how we did” |
| Next steps card | List of roadmaps, challenge hub, consult | Business-card size | End of final session | fn.com/next | “Continue your journey” |
| Bundle flyer | Describes cycle-specific product bundles | A5 card | During offer segment | fn.com/bundles | “Redeem your discount” |

Offline analytics & tracking spec

Printed codes

- **Short links & coupons:** Use a custom domain (e.g., `fn.com`) and create unique slugs for each asset (`/w-flyer-a`, `/w-tent-1`, `/luteal-kit`). Pair each slug with a corresponding coupon code (e.g., `BLOAT10`).
- **QR codes:** Generate static QR images that encode the short links. Include the slug in small print below the QR so you can manually attribute scans if needed.

Event log sheet

Prepare a simple spreadsheet or printed form with the following columns: *Name*, *Email/Phone*, *Session(s) attended*, *Opt-in consent? (Y/N)*, *Products purchased*, *Notes/questions*. Use tick boxes to keep it fast.

QR/short link conventions

- Prefix each slug with `w-` for workshop assets.
- Use abbreviations for channels: `fl` (flyer), `po` (poster), `tt` (table tent), `wp` (workbook page).
- Example: `w-fl-fol` for follicular flyer link; `w-wp-luteal` for workbook page in luteal session.

KPI set

- **Seat reservations vs. actual attendees** — measure show-up rate to gauge local interest.
- **Scan rate per asset** — how many QR scans or short-link hits each flyer/poster/table tent generates.
- **Coupon redemptions & affiliate CTR/EPC** — track how many participants purchase through your codes and the earnings per click.
- **Workbook sales** — number of upgraded workbooks sold.

- **Follow-on purchases (14-day window)** — count of participants purchasing roadmaps, challenges, or bundles within two weeks post-event.

Data sync

After each event, manually enter paper sign-ups into your email marketing tool/CRM. Label contacts with tags (e.g., `Workshop-Fo1-2025-Sep18`). Store log sheets securely. Use the slugs in your link tracking platform to attribute offline conversions.

Ops & logistics — Solo operator

Run of show (T-72h to T+72h)

- **T-72 hours:** Confirm venue booking, finalize slide deck and audio recordings, order any missing supplements/samples, print materials (posters, flyers, cheat-sheets, workbooks, sign-up sheets, table tents, feedback cards). Test QR codes.
- **T-48 hours:** Assemble attendee packs (cheatsheet, pen, feedback card), prepare gear (laptop, projector, speakers, clicker, extension cords), pack product samples. Send reminder email/SMS (template below).
- **T-24 hours:** Visit venue; set up posters and table tents; check outlets, seating arrangement, and screen; rehearse slide timings and voiceovers.
- **Event day (T-0):** Arrive 1 hour early. Set up check-in table and display area; test audio/visual; lay out attendee packs. When attendees arrive, greet them, ensure they sign up or confirm registration, and hand out materials. Begin session on time.
- **During event:** Follow slide outlines, facilitate activities, monitor time. Use flipchart for spontaneous questions. Record Q&A for improvement notes (no filming). Offer affiliate bundles discreetly at the end.
- **T+0-24 hours:** Send thank-you SMS/email and recap. Add new contacts to CRM. Log feedback and update metrics.
- **T+24-72 hours:** Follow up with product coupon reminders and invitations to the roadmap or challenge. Restock materials and plan improvements for the next session.

Minimal gear list

- Laptop with slide deck (offline)
- Portable projector and screen or access to venue projector
- Small speaker and microphone
- HDMI/USB-C adapters and extension cord
- Flipchart, markers, and pointer
- Printed materials (cheatsheets, workbooks, feedback cards, sign-up sheets, table tents, posters)
- Product samples for demonstration (probiotics, teas, patches)
- Pens, name stickers, tape, QR stands, cash/mobile payment notes
- Water and herbal tea for attendees

Print pack

- **A3 posters (2 variants):** Bold headline, benefits, QR code; printed in colour on heavy paper with bleed marks.

- **A5 flyers:** To hand out at partner locations; double-sided; include session dates, benefits, and a coupon code.
- **Table tents:** 8 × 12 cm folded cards for café/clinic tables; include short hook and QR.
- **Check-in sheet:** A3 paper with columns (Name, Email, Phone, Consent).
- **Cycle cheatsheet:** A4 double-sided; laminated if possible.
- **Workbook:** 8–12-page booklet printed on recycled A5 paper; bound or stapled; B&W interior to save costs.
- **Feedback card:** A6 card with rating scale and open comments.
- **“Next steps” card:** Business card sized; includes short links and coupons.

No-Wi-Fi fallback

- Save slides as PDFs and store them on the laptop; keep printed notes in case of technical issues.
- Generate QR codes that work with mobile data; test them offline to ensure they link to accessible pages (hosted externally). Provide printed short links as a backup.
- Accept cash or mobile payments using local e-wallets (e.g., MoMo, ZaloPay) for workbook upgrades.
- Print contact forms in case the online form cannot be accessed.

Faceless creative system

- **Illustrations:** Use soft, gender-inclusive illustrations of digestive tracts, food, herbs, and abstract cycles instead of photos of faces.
- **Icons:** Select a cohesive set (e.g., from Lucide-React) to represent concepts like food, supplements, hormones, and movement.
- **Color palette:** Match FitNature’s palette (e.g., soft greens, blues, peach) for calm and trust.
- **Fonts:** Choose clean, sans-serif fonts (e.g., Montserrat for headings, Lato for body).
- **Hands-only photos:** When demonstrating a tea or supplement, only hands are shown.
- **Voice-only narration:** Use a warm, clear voiceover for pre-recorded segments; avoid showing faces.

Copy blocks (ready-to-paste/print)

Flyer & poster copy

Headline: *Feeling bloated? It might be your hormones.*

Hook: *Join our hands-on, cycle-smart workshop to decode your bloating and take home a relief cheatsheet.*

Bullets: - Understand why you bloat in each menstrual phase. - Learn food swaps, lifestyle hacks, and safe supplements. - Get a printed workbook and exclusive product discounts.

When/Where: *Saturdays 10 AM · Cozy Café · Sep XX – Oct XX.*

CTA: *Scan to save your seat (QR graphic). Use code BLOAT10 for a VIP upgrade.*

Table tent copy

- *Scan for your free Cycle Cheatsheet and save your seat for the Bloating & Hormones Workshop.*

- Redeem your Luteal Bundle with code LUTE10 — ask us how.

SMS/WhatsApp templates

1. **Invite:** Hi {{name}}! We're hosting a cycle-smart workshop on bloating this Saturday. Scan here [{{short_link}}](#) or text BLOAT to reserve your seat. Printed workbook included!
2. **Reminder-1 (24–48 h):** Reminder: Your Bloating & Hormones Workshop starts tomorrow at 10 AM at Café HCMC. Bring your curiosity and we'll bring the teas! Need to cancel? Reply "N."
3. **Reminder-2 (2 h):** Doors open in two hours! See you at 10 AM for a cozy, camera-free workshop on beating cycle-bloat. Tea and worksheets are ready!
4. **Doors open:** We're ready for you! Check in at the table to grab your cheatsheet and sign up for the workbook upgrade.
5. **Thank-you (post-event):** Thanks for attending today's workshop! Here's your recap and bonus guide: [{{short_link}}](#). Don't forget to use coupon LUTE10 for your bundle.
6. **Coupon follow-up (48 h after):** Your exclusive discount on our cycle-specific bundles expires soon. Redeem here: [{{short_link}}](#) with code LUTE10. Questions? Reply here.

Email 5-pack

1. **Invite email**
2. **Subject:** Beat cycle-bloat with our in-person workshop.
3. **Preview:** Unlock the link between hormones and digestion – seats are limited.
4. **Body:** > Hi {{name}}, > > Do you notice that your bloating seems worse at certain times of the month? Join our **Bloating & Hormones Workshop Series** to finally understand why. Over four in-person sessions, you'll learn how your cycle affects your digestion, which foods help or hurt, and which supplements are truly safe ². You'll leave with a printed cheatsheet and a plan tailored to your body. Seats are limited, so [scan here](#) or reply to reserve your seat. > > Looking forward to seeing you in person, > > The FitNature Team
5. **Reminder-1 (24–48 h before)**
6. **Subject:** Your workshop is tomorrow – get ready to beat the bloat.
7. **Preview:** We've prepped your cheatsheet and herbal tea.
8. **Body:** > Hi {{name}}, > > This is a friendly reminder that our **Bloating & Hormones Workshop** begins tomorrow at 10 AM at Café HCMC. Check in starts at 9:45 AM – you'll receive your printed cheatsheet and can browse our cycle bundles. Make sure to drink plenty of water today and jot down any symptoms you want to discuss. > > See you soon! If something comes up, reply to this email. > > Warmly, > FitNature
9. **Reminder-2 (1–2 h before)**
10. **Subject:** We're starting soon — see you at 10 AM.
11. **Preview:** Grab your seat and tea at the door.
12. **Body:** > Hi {{name}}, > > Just a quick heads-up that our workshop starts in about an hour. Don't forget to bring your water bottle and curiosity. We'll have pens, paper, and tea waiting for you. The

café's address is {{address}}, and parking is available on the side street. > > Can't make it? Let us know so we can save your materials. > > — FitNature

13. Replay/recap note (post-event)

14. **Subject:** *Your cycle-smart bloating recap & bonus guide.*

15. **Preview:** *Continue your relief journey with these next steps.*

16. **Body:** > Hi {{name}}, > > Thank you for attending Session {{session_number}} of our **Bloating & Hormones Workshop**. Attached is a digital version of your cheatsheet and a written recap of what we covered. You can also access our recommended products with your coupon code. > > **Next steps:** > 1. Implement your weekly quick wins and use the workbook to track symptoms. > 2. Visit our **Recovery Roadmap** for a long-term plan: {{roadmap_link}} ¹. > 3. Check out the cycle bundle we discussed: {{bundle_link}} (use code {{coupon}}). > > We're here if you have questions! > > Stay bloating-free, > FitNature

17. Post-event offer (within 48 h)

18. **Subject:** *Exclusive discount inside: continue your cycle-smart journey.*

19. **Preview:** *Our luteal bundle code expires soon.*

20. **Body:** > Hi {{name}}, > > We hope you enjoyed our workshop series and have already started applying the cycle-synced strategies. As a thank-you, we're offering **20 % off** on our cycle-specific product bundles. These kits contain the same supplements we showcased in the sessions ². > > Redeem your discount here: {{bundle_link}} using code {{coupon}} by {{expiry_date}}. Need guidance on which bundle is right for you? Simply reply to this email. > > With gratitude, > FitNature

Legal, consent & safety (offline)

- **Educational purpose only:** Clearly state on all materials that the workshop is for educational purposes and does not replace professional medical advice or treatment. Encourage participants to consult healthcare providers before starting any new diet or supplement regimen.
- **Consent lines:** Include a statement on the sign-up form authorizing FitNature to send follow-up emails/SMS. Example: *"I consent to receive educational and promotional communications from FitNature. I understand I can unsubscribe at any time."* Provide a tick box for explicit consent.
- **Photo policy:** Inform attendees that no faces will be photographed or filmed. The facilitator remains faceless (voice-only). Attendees can opt out of any audio recording (if used).
- **Sensitive topics:** Remind participants to respect others' privacy when sharing experiences. Encourage anonymous submission of questions via cards.

Implementation checklist (solo-friendly)

1. **Planning & research:** Review FitNature's user journey and blueprint documents to map step 5.2 and component #8 ¹ ². Decide dates, venue, pricing, and session topics.
2. **Content creation:** Draft slides (with voice-overs), design printed materials, create short links and QR codes, and prepare scripts for each session.
3. **Print & prepare:** Order or print posters, flyers, table tents, cheatsheets, workbooks, feedback cards, next-steps cards, sign-up sheets, and coupon stickers. Laminate cheat-sheets if possible.

4. **Set up online assets:** Build the LP, set up SMS keyword and forms, create coupon codes in WooCommerce, and configure email automation for the 5-pack.
 5. **Outreach:** Distribute flyers/posters, post in community groups, and reach out to partners (clinics, gyms). Offer referral incentives.
 6. **Run of show:** Follow the timeline above for rehearsal, setup, and execution. Bring all gear and printed materials; test equipment.
 7. **Follow-up:** Send recap and offers, record feedback, update metrics, and restock for the next session.
 8. **Iterate:** After each cohort, review feedback and analytics to refine the content, print assets, and marketing messages. Adjust product bundles or coupon codes based on popularity.
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This offline, faceless, solopreneur-friendly workshop series bridges the gap between hormones and bloating and translates online trust assets into a tangible local experience. By grounding the design in FitNature's user journey and blueprint documents ¹ ², the program integrates education, social proof, ethical monetization, and long-term retention into a simple, repeatable package.

¹ Bloating Symptom User Journey Flow.md

file:///home/oai/share/Bloating%20Symptom%20User%20Journey%20Flow.md

² 10 Scalable _Bloating Breakthrough Blueprint_ Components for FitNature.md

file:///home/oai/share/10%20Scalable%20_Bloating%20Breakthrough%20Blueprint_%20Components%20for%20FitNature.md