



101 Subject Lines, Titles, and Post theme for Health & Fitness Coaches

If you've ever felt your open rates are lower than they deserve or your video titles are not getting the attention they deserve, this is for you! These done-for-you lines are yours to use as-is or substitute content that is more in alignment with your audience or content. For any case of staring at a blank screen or if you need to give some titles

Negative: Since we are motivated more by getting away from things we don't want than by things we do, negative headlines always get attention.

Positive: Feature a positive spin on news

Lists: "Listicles," or numbered lists always do well

Curiosity: Controversy: these scroll stoppers counter someone's traditional thoughts

Once you get familiar with these, you'll find it easy to create new ones that combine more than one category. Most importantly, check your statistics on open rates. Let your subscribers tell you which titles do best for YOUR audience. Test, don't guess or use your own opinion.

Negative

Why Your Workouts Aren't Working (and What to Do Instead)

The Diet Mistake That's Slowing Your Metabolism

Are You Making These Common Fat Loss Mistakes?

The One Exercise That Could Be Sabotaging Your Results

Think You're Eating Healthy? You Might Be Hurting Your Progress

Why More Cardio Won't Help You Lose Menopause Belly Fat

Your Workouts Could Be Making You Gain Weight—Here's Why

What No One Tells You About Losing Weight After 40

Most Women Over 50 Are Training the Wrong Way

The Real Reason You're Gaining Weight (Hint: It's Not Just Hormones)

Exercising More But Seeing Less Progress? Read This

You're Wasting Time in the Gym If You're Still Doing This

The Truth About Belly Fat That No One Wants to Admit

Why Your Energy Levels Are Tanking—And How to Fix It

What Happens If You Ignore Muscle Loss After 40

Still Struggling With Fat Loss? This Might Be Why

The Biggest Weight Loss Lie You've Been Told

Your Workouts Might Be Aging You Faster—Here's How to Fix It

Think You Can Walk Your Way to Fat Loss? Think Again

The Foods You Think Are Healthy but Are Actually Hurting Your Progress

Positive

The Best I've Ever Felt—And How You Can Feel This Way Too

Stronger, Leaner, Happier—It's Easier Than You Think

The Simple Changes That Made Me Feel Amazing After 50

Finally! A Workout Routine That Gives You Energy Instead of Stealing It

Yes, You Can Lose Weight and Love Your Workouts

I Never Thought I'd Feel This Good in My 50s—Here's What Changed

How I Got in the Best Shape of My Life—Without Exhaustion or Dieting

The Secret to Feeling Confident and Strong at Any Age

What If Your Best Years Were Just Getting Started?

Waking Up Energized and Loving Your Body? It's Possible

Every Woman Deserves to Feel This Good—Here's How You Can Too

What Happens When You Start Training the Right Way? Everything

You're Not Stuck—Your Strongest, Leanest Self is Waiting

The Simple, Sustainable Formula for Feeling Amazing After 40

I Stopped Fighting My Body and Started Thriving—You Can Too

The Truth About Midlife Fitness—It's Better Than You Think

Aging Strong: How to Feel Better Than Ever in Your 50s, 60s, and Beyond

What If Losing Weight and Gaining Strength Was Fun?

Your Body Is Amazing—Here's How to Help It Thrive

The Key to Confidence, Strength, and Energy Starts Here

Curiosity

I Changed One Thing in My Workout—You Won't Believe What Happened

Most Women Over 40 Are Doing This Wrong (Are You?)

I Thought I Was Eating Healthy... Until I Realized This

The One Exercise That Finally Made the Scale Move

I Stopped Doing This and My Belly Fat Disappeared

It's Not Your Age—It's This That's Slowing Your Metabolism

Something You're Eating Every Day Is Making Fat Loss Harder

I Didn't Change My Diet or Workouts, But I Lost Weight Anyway

I Found the Secret to More Energy After 50 (and It's Not What You Think)

Everyone Focuses on Fat Loss—But This Matters More

I Added This to My Routine and Suddenly Everything Clicked

Your Workouts Might Be Backfiring—Here's How to Tell

This “Healthy” Habit Was Actually Keeping Me Stuck

I Thought I Needed More Cardio—Until I Tried This Instead

There's One Food I'll Never Eat Before a Workout Again

Most Women Are Wasting Time in the Gym—Here's Why

This One Small Change Transformed My Sleep, Weight, and Energy

I Was Exercising the Wrong Way for Years—Until I Discovered This

You Think It's Hormones, But It's Actually Something Else

I Took a Week Off from Working Out—What Happened Shocked Me

Lists

5 Things I'd Do If I Wanted to Lose 20 lbs

3 Things I Eat on Repeat for Breakfast

5 Things that Happened After I Stopped Fasting 16:8

30 30g Protein Meals in 30 Minutes or Less

7 Mistakes Women Over 40 Make in the Gym

10 Foods That Help You Burn Fat Without Trying

4 Exercises That Are Wasting Your Time

6 Surprising Signs You're Not Eating Enough Protein

3 Hormone Hacks Every Woman Over 50 Should Know

5 Strength Training Moves Every Midlife Woman Needs

7 Ways to Boost Metabolism After 50

10-Minute Workouts That Burn More Fat Than an Hour of Cardio

The 5 Best and Worst Breakfasts for Menopause Belly Fat

8 Foods That Naturally Balance Your Hormones

5 Ways to Tell If Your Workout Is Hurting Your Metabolism

10 Protein-Packed Snacks for Women Over 40

4 Myths About Midlife Weight Gain You Need to Ignore

3 Daily Habits That Are Slowing Your Fat Loss

9 Reasons You're Gaining Weight Even When Eating Healthy

The 7-Day Strength Plan to Get Lean After 50

Controversy

Eat More, Exercise Less and Still Lose Weight

Yes, You Can Increase Bone Density

It's Not Calories In, Calories Out Afterall

Eat 300 Calories More a Day and STILL Lose Weight

I Stopped Doing Cardio and Lost Menopause Belly Fat

I Ate Eggs 4 Times a Week and Improved My Cholesterol

Lifting Heavy Won't Make You Bulky—It'll Make You Leaner

Walking Isn't Enough for Fat Loss (Here's What Is)

Your Doctor is Wrong About Exercise for Menopause

Strength Training Works Better Than HRT for Belly Fat

The More You Diet, The More Weight You Gain

Your HIIT Workouts Could Be Making You Fatter

Want to Lose Fat? Stop Doing Endless Ab Workouts

Cardio Won't Get You Fit—This Will

You Don't Have to Eat Less to Lose Weight After 50

Muscle, Not Cardio, is Your Key to Longevity

You're Not Eating Enough to Lose Weight

Why "Toning" Workouts Are a Waste of Time

Your Menopause Weight Gain Isn't About Willpower

The Best Diet for Fat Loss? Not What You've Been Told

How to Gain 10lbs Fast: Mistakes Women Over 40 Make

