

Fitness Challenges to Crush the Summer Lull

mindbody

As summer approaches, we understand that competing with vacations and outdoor activities to keep your clients engaged and active can be difficult. Don't fret, here are some fitness challenges you can use to keep your clients motivated, focused on their goals, and consistent in their gym and studio sessions.

Gym and studio challenges can create a friendly atmosphere of competition and camaraderie while maintaining the healthy routines your clients have been building throughout the year. Although the sense of accomplishment is reward enough, you can boost engagement by allowing your clients to earn points and award prizes to your highest point earners.

Here are some fun workout challenges to help your clients stay active and healthy this summer:



OVERALL FITNESS AND HEALTHY ROUTINE CHALLENGES

With time, your clients can turn their daily routines into habits. Encourage them to incorporate various routines into their daily lives to improve their health.

Challenge your clients to:

- Stretch at least 2 to 3 times a week
- Drink 64 ounces of water a day
- Complete a [30-day challenge](#) (e.g., attending 15 yoga classes)



✓ CARDIO CHALLENGES

Regular cardio benefits the brain, joints, muscles, and heart, improves sleep, and increases energy.

Challenge your clients to:

- Incorporate daily walks into their routine
- Run 20 miles in a month
- Beat their cycling time or distance

✓ SQUAT CHALLENGES

Squats strengthen legs, abs, and lower back, reduce injury risk, and improve balance and flexibility.

Challenge your clients to:

- Complete a set of squats daily and increase their reps throughout the summer
- Increase their weighted squats over the summer
- Hold a squat position as long as possible and increase the duration each week



✓ CORE CHALLENGES

Improving core strength enhances balance and stability. It also makes it easier to perform most physical activities and reach fitness goals.

Challenge your clients to:

- Perform a core activity, such as planks, dead bugs, or inchworms, for 5 to 7 minutes a few days a week
- Hold a plank for progressively longer durations each week
- Do as many push-ups as they can in 1 minute each day

✓ FULL-BODY CHALLENGES

Full-body workouts maximize workout efficiency with full-body exercises that target multiple muscle groups.

Challenge your clients to:

- Achieve the highest number of jump rope skips in a set time and progress throughout the summer
- See how many burpees they can complete in a minute
- Complete 20 to 30-minute HIIT sessions two to three times a week

✓ DIGITAL DETOX CHALLENGES

Did you know that screen time can impact sleep quality? Taking a break from digital devices allows us to reduce stress and focus on the world around us without distractions.

Challenge your clients to:

- Limit social media usage to 3 hours a day
- Avoid using electronics an hour before bed
- Spend a whole day outdoors without digital distractions

✓ SELF-CARE CHALLENGES

Prioritizing self-care improves mental and physical health by allowing time for relaxation and recharging.

Challenge your clients to:

- Complete one act of self-care each week (e.g., a massage, facial, bubble bath)
- Dedicate one day each week to rest and recovery
- Practice a 3-5 minute guided meditation a day to reduce stress and improve well-being



Consistency is key, so encourage your clients to embrace these challenges with enthusiasm and dedication. Incorporating these challenges into your workout plan can help your clients reach and maintain their fitness goals, foster community, and maintain gym and studio attendance.

Discover how [Mindbody](#) can power your client communications during gym and studio challenges through [email](#), [in-app messages](#), and more.