



# BUILD W BRONTÉ

TRAINING & NUTRITION SYSTEMS



## OUR MISSION STATEMENT

At Build with Bronté, my mission is to help you build a healthy, lasting relationship with fitness and food one rooted in strength, confidence, and self-respect. I'm here to guide, support, and empower you through every stage of your journey, because I understand how hard day one can be. Together, we'll create a version of you that feels strong, capable, and truly at home in your own skin.



## ABOUT

Build with Bronté was created to empower individuals to build a strong, sustainable relationship with both fitness and food. This is more than just training, it's about creating lasting change, building confidence, and helping you feel truly powerful in your own skin.

Hi, I'm Bronté!

My journey into fitness began during one of the most challenging times of my life recovering from a severe eating disorder. When my older brother introduced me to the gym, everything shifted. The first time I picked up a barbell, I found something I had been missing: strength, purpose, and a new way to see myself.

Powerlifting became my outlet for empowerment and self-discovery. Instead of focusing on becoming smaller, I began striving to become stronger. My mindset changed, food became fuel, and progress was no longer defined by a number on the scale, but by what my body was capable of.

Since then, I've competed in six powerlifting competitions, including the IPL World Championship in Surfers Paradise, Australia. I was also offered two collegiate powerlifting scholarships in the United States, opportunities I chose to turn down to stay close to my family.

Today, as an ISSA-certified personal trainer and nutritionist, my coaching philosophy has evolved beyond just strength. While strength training remains my foundation, my approach is rooted in sustainability, evidence-based training, and long-term health, both physically and mentally.

I'm known for being a bubbly, supportive coach who leads with both kindness and honesty. I'll push you, support you, and meet you exactly where you are whether you're just starting your journey or ready to level up.

At Build with Bronté, the goal is simple: to help you become your strongest, most confident self while building habits that last a lifetime. You don't have to do this alone, I'm here to guide you every step of the way.



## PROFILE PHOTOS

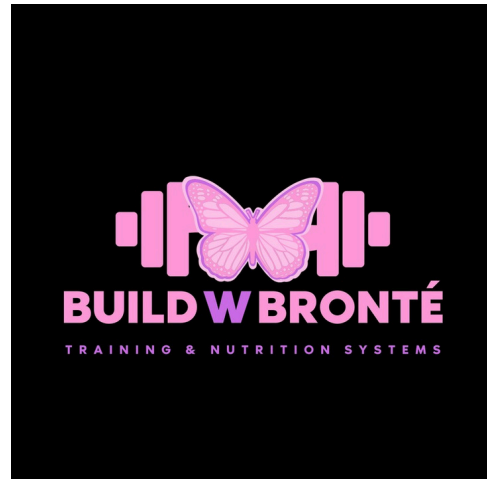
### INSTAGRAM

More personal as Bronté is the brand.



### FACEBOOK

More formal for an older audience.



## CONTENT CATEGORIES

We put our content into the following 3 categories...

### Category 1: Short-form educational videos

- These reels target a broader audience to drive engagement and acquire new followers.

### Category 2: Carousel style educational posts

- These carousels target our current audience as it offers a change for more in depth educational content benefiting those who (mostly) already follow us.

**Category 3: Carousel OR short-form videos highlighting Bronté's personal lifestyle or athletic accomplishments.**

- These posts are showing off Bronté the brand. This is the foundation (bread & butter) of what BWB is built off of. People come to Bronté for her expertise and pre-existing athletic accomplishments as she is established in the strength community.



## POSTING SCHEDULE

Posts will be scheduled via HOOTSUITE and post scheduling and timing will be based on hootsuites performance metrics and adjusted as we acquire more data.

- 3 posts weekly
- 2+ stories daily
- Minimum 1 reel/week
- 1 weekly story Q&A



## ENGAGEMENT STRATEGIES

**Story Engagement:** Share weekly polls, Q&A, start “add on” stickers to interact with target audience more frequently.

**Comment Sections:** Reply to every single comment to increase engagement and potentially give yourself a boost in the algorithms.

**Post Shares/Reposts:** Repost all BWB posts and reshare to stories immediately.

**Prompts:** Follow posts up with a question or prompt for followers to respond to in the comments or with their own post/story.



## CONTENT IDEAS

### 1. Educational

- “3 mistakes keeping you stuck in your fitness journey”
- “Why eating more might be the key to fat loss”
- “Strength training vs cardio: what actually works?”
- “What I’d do if I had to start my fitness journey from scratch”
- “The truth about ‘toning’ (and what to do instead)”
- “How to build a sustainable routine (that actually lasts)”
- “Why your workouts aren’t giving results”
- “Beginner’s guide to lifting weights”

### 2. Strength Training Content

- “How to properly squat/bench/deadlift (form breakdowns)”
- “Gym confidence tips for beginners”

- “Full beginner workout routine”
- “What my training week looks like”
- “Progressive overload explained simply”
- “Top 5 exercises every woman should master”
- “Common lifting mistakes I see in the gym”
- “At-home vs gym workouts: what’s better?”

### 3. Mindset & Relationship with Food

- “How I healed my relationship with food”
- “Stop trying to be smaller start trying to be stronger”
- “What ‘food is fuel’ actually means”
- “All-or-nothing mindset is ruining your progress”
- “How to get back on track after falling off”
- “Why discipline > motivation”
- “What I wish I knew at the start of my fitness journey”
- “You don’t need to earn your food”

### 4. Nutrition

- “What I eat in a day (realistic version)”
- “High-protein meal ideas”
- “How to build a balanced plate”
- “Grocery haul for fat loss/strength”
- “Snacks that actually keep you full”
- “How to stop binge/restrict cycles”
- “Tracking vs intuitive eating (who it’s for)”
- “Eating out without ruining progress”

### 5. Personal Story

- “My eating disorder recovery story”
- “How lifting weights changed my life”
- “From unhealthy to strong: my transformation”
- “Why I chose strength over aesthetics”
- “What competing taught me about discipline”
- “The moment everything changed for me in the gym”

### 6. Relatable / Viral Content

- “POV: You said you’d start Monday”
- “That one gym girl who knows what she’s doing”
- “Gym anxiety is real here’s how to handle it”
- “When you start lifting and suddenly...”
- “Things I thought I needed vs what actually worked”
- “Expectation vs reality in fitness”
- “Trying to eat healthy but...”

## 7. Client-Focused / Conversion Content

- Client transformations (physical + mental wins)
- “A day in the life of my coaching clients”
- “What it’s like to work with me”
- Testimonials (screenshots + storytelling)
- “Who my coaching is for (and not for)”
- “How I customize plans for clients”
- “Online coaching explained”
- “Spots open, THIS is how to apply”

## 8. Behind-the-Scenes / Lifestyle

- Daily routine
- Gym sessions (raw + real clips)
- Meal prep
- Check-ins with clients (blurred)
- Competition throwbacks
- Rest day life
- “A week of workouts with me”

## 9. Quick-Hit Hooks (for Reels/TikTok)

- “If you’re not seeing results, try this”
- “No one tells you this about fat loss”
- “You’re doing this wrong in the gym”
- “This changed everything for me”
- “Stop doing this if you want results”
- “I wish I knew this sooner”

## 10. Signature Series AKA recurring content

- **“Strong Girl Series”**
- **“Myth Busting Mondays”**
- **“Form Check Fridays”**



**BUSINESS CARDS**



 **MERCHANDISE**



 **WEBSITE**

<https://www.buildwithbronte.com>