

## 12 DAYS OF FITMAS PROMO KIT

I am debuting my first project, the 12 Days of Fitmas on December 11, and would love for you to participate! Please review the details and jump in where it *fits* for you :)

Thanks so much,  
Paula

**BRIEF DESCRIPTION:** The **12 Days of Fitmas** will be held from **Dec 11- 22, 2011**. An Inspirational word is delivered daily in a VLOG driven series through broadcast on Aweber. There is a FB grp to encourage participation, and will culminate with a live writing call on Dec 22.

With a mind/body/soul approach, emphasis is on focusing/nurturing one self thru the crazy, stressful, obligatory Holiday season. It's humorous, poignant & a much needed reprieve during the Holiday's..... pass it on!

**LAUNCH DATE:** MONDAY DEC 5, 2011

**EVENT DATE:** SUNDAY, DEC 11 – THURSDAY, DEC 22

**SQUEEZE PAGE:** <http://pauladandrea.com/12-days-of-fitmas/>

Short link: <http://bit.ly/tFP3LD>

**FB EVENT PAGE:** <https://www.facebook.com/events/253889301331268/>

Short link: <http://on.fb.me/ty94Gk>

**FB GROUP:** <https://www.facebook.com/groups/313499248668807/>

Short link: <http://on.fb.me/vJw6A8>

### **SOCIAL MEDIA**

**FACEBOOK:** I encourage you to pass it along to as many people whom you may think will benefit from a little humor, sacred ground and inspiration to focus on being healthy throughout the Holiday season.

## Facebook promo messages:

1. Is the Holiday hustle & bustle turning you into a Scrooge?! Get a daily dose of Inspiration, humor, stress relief and great tips from Paula D'Andrea in the [12 Days of Fitmas](#)
2. Stay in the true Holiday Spirit, keep your sanity, and look good this Holiday season with the [12 Days of Fitmas](#)

## TWEETS

Are you Scrooging your Holidays? Get a laugh, get inspired, join the 12 Days of Fitmas <http://bit.ly/tFP3LD>

Tap into the True Spirit of the Holiday season with 12 Days of Fitmas <http://bit.ly/tFP3LD>

Get out of the hustle & bustle of the crazy Holiday season and give yourself some flow with the 12 Days of Fitmas <http://bit.ly/tFP3LD>

Bypass the Holiday stress, & still fit into your dress with 12 Days of Fitmas <http://bit.ly/tFP3LD>

A present for every girl & boy..... 12 Days of Fitmas <http://bit.ly/tFP3LD>

Have you been naughty or nice this year? Be a little of both with a healthy indulgence in the 12 Days of Fitmas <http://bit.ly/tFP3LD>

Sick of shopping?! Give yourself a few minutes to yourself :)  
Join the 12 Days of Fitmas <http://bit.ly/tFP3LD>

Give yourself a time out this Holiday season! Awaken your Spirit, be Inspired and stay in shape with the 12 Days of Fitmas <http://bit.ly/tFP3LD>

Soothe your Soul, Relax your Mind and Move your Body with 12 Days of Fitmas <http://bit.ly/tFP3LD>

Nourish your Soul this season and Renew your Spirit with 12 Days of Fitmas <http://bit.ly/tFP3LD>

Are you tired of spinning your wheels during the Holidays? Find an Oasis instead.  
Join the 12 Days of Fitmas <http://bit.ly/tFP3LD>

Stop wracking your brain for the perfect gift and relax your mind instead with the  
12 Days of Fitmas <http://bit.ly/tFP3LD>

Capture the season with Renewal, Birth, & Joy in the 12 Days of Fitmas  
<http://bit.ly/tFP3LD>

Start a new tradition this year..... the 12 Days of Fitmas <http://bit.ly/tFP3LD>