



The Playbook

How to run your first Saturday • Play • Compete • Belong

This is everything you need to turn a driveway and a handful of neighbors into the best morning of your week. Follow it once and you'll have your own Saturday Shred up and running. Adapt it forever.

One

The Week Before

A great Saturday is won during the week. Show up rested, fueled, and hydrated and everything else takes care of itself.

Nutrition

- Eat like you'll be moving hard on Saturday, because you will. Prioritize protein and whole foods through the week.
- Friday night: a real dinner, not a heavy one. Something you digest easily and sleep well on.
- Saturday morning: light and simple, an hour before. A banana, a little protein, some coffee. Don't show up on an empty tank or a full stomach.

Hydration

- Hydration is a week-long habit, not a morning-of scramble. Drink water daily and add electrolytes (a pinch of mineral salt or a clean mix) so it actually absorbs.
- Bring water for everyone Saturday. Nobody performs, or comes back, dehydrated and miserable.

Rest

- Protect Friday-night sleep like it's part of the workout. It is.

Two

Rally Your People

The workout is easy. Getting people to show up is the real skill. Keep it simple, warm, and low-pressure.

- **Start with a group text or chat.** One place everyone lives. Announce the time and spot by Thursday so it's on calendars.
- **Make it an invitation, not an obligation.** "We're doing our thing Saturday 9am, come move and hang, all levels, no excuses needed." The tone is the whole thing.
- **Personal beats broadcast.** One direct "you in Saturday?" text pulls more than any group blast.
- **Give it a standing time.** Same time every week. The magic is in the ritual. People build their Saturday around it once they trust it's always there.

The golden rule: make everyone feel like they belong before they ever break a sweat. The out-of-shape neighbor and the elite athlete both need to feel welcome, or your club never grows.

Three

Set the Field

- **Pick the spot:** a driveway, a cul-de-sac, a garage, a park. Flat, safe, and enough room to run and move. Your neighborhood is the gym.
- **Keep gear simple:** whatever you've got. A few weights, a couple of ropes, a sled if you're lucky, cones or water bottles for markers. You need almost nothing to start.
- **Arrive a little early** so the first person who shows up is met, not left standing alone.

Four

The Warm-Up

Ten minutes, together, non-negotiable. It prevents injuries and it's where the group becomes a group.

- Easy jog or brisk walk to raise the heart rate.
- Dynamic movement: leg swings, hip circles, arm swings, a few squats and lunges.
- A little shaking and bouncing to wake the body up.
- End with one deep-breath reset together. Now you're ready.

Five

The Workout

The point isn't to destroy people. It's to make them feel alive and want to come back. Build it so the elite athlete and the beginner both leave better.

- **Make it a game.** Relays, partner races, team competitions. Play beats grind every time, and it's what people remember.
- **Keep it simple and scalable.** Runs, carries, squats, push-ups, rope work. Give an easier and a harder version of everything so nobody sits out.
- **Mix effort and fun.** A hard block, then something playful, then another push. Suffer together, laugh together.
- **25-40 minutes is plenty.** Leave people wanting the next one, not dreading it.

Scale for everyone. Announce it out loud: "Take the version that's right for you today." That one sentence keeps your club open to your whole neighborhood.

Six

The Aftermath

This is the secret ingredient, and most fitness groups skip it. Don't. The workout earns the friendship; the hang builds it.

- Cool down together. Easy walk, a few stretches, catch your breath as a group.
- **Stay ten extra minutes.** Coffee, water, standing around talking. This is where "workout buddies" become real friends and where people decide to come back.
- Thank people by name. Notice who showed up. Make the newcomer feel like a regular.

Seven

Capture & Grow

Every Saturday is content, and content is how you reach the next neighbor who's been wanting exactly this. You don't need a production team, just a phone and a plan.

- **Assign one person to film** (rotate it). Grab short vertical clips: the run, the effort, the laughing, the group shot at the end. Quantity over polish, real energy wins.
- **Always get the group photo.** It's your best recruiting tool. People want to be in that picture.
- **Post within a day, while it's fresh.** A short reel of the session and the group shot, tagged to everyone who came.
- **Tag and let your people repost.** When each person shares to their own audience, one Saturday reaches hundreds or thousands of potential new neighbors.
- **Keep the caption warm and open:** what you did, who showed up, and a simple "same time next Saturday." Make people want in.
- **End every week with an invite.** The content isn't for vanity, it's the flyer that fills next Saturday.

The flywheel: Great Saturday, capture it, your crew posts it, new neighbors see it, they show up next week, bigger Saturday. Repeat. That's how a driveway becomes a movement.

Eight

Keep It Alive

- **Consistency over intensity.** The same time every week, rain or shine, is what builds the ritual and the trust.
- **Share the load.** Let people own roles: the warm-up, the filming, bringing water. Ownership builds commitment.
- **Protect the vibe.** Welcoming, competitive, fun, no ego. Guard that culture and the rest takes care of itself.

Saturday Shred • Play • Compete • Belong
Your best Saturday is this Saturday.