

HYROX COMMUNITY PLAYBOOK

THE RACE GROUP

How CrossFit BC runs its HYROX WhatsApp community from base season to the finish line at HYROX Vancouver, December 17 to 20, 2026. Sixteen weeks, three posts a week, 53 messages already written.

16 WEEKS

53 MESSAGES

3 POSTS A WEEK

RACE WEEK PACK

WHAT'S INSIDE

6 SECTIONS ●

1

The strategy

What the group is for, and the one test every post has to pass.

3

The four phases

Base, build, sharpen, race week runway.

5

The full calendar

All 53 posts, dated, with media notes.

2

The three weekly slots

Monday plan, Wednesday coaching, Friday crew.

4

The ask schedule

What you sell, when, and how often. Nothing over-asked.

6

Rules and guardrails

Claims, tone, medical questions, what never gets posted.

START HERE

THE GROUP IS A COACHED RACE BUILD, NOT A CHAT ROOM.

Every post either makes them faster, makes them less nervous, or makes them feel like part of a crew that is showing up at the Convention Centre together. If a post does none of those three things, it does not go in.

01 WHY A GROUP AND NOT A NEWSLETTER

Members already get email. What email cannot do is create the feeling that twenty other people are doing the same session this week. The group's real product is accountability plus a coach in your pocket. The training content is the reason people open it. The crew is the reason they stay.

02 THE THREE WEEKLY SLOTS

DAY	TIME	SLOT	JOB
Mon	6:30am	The Week Ahead	Name the week's focus. Point at the exact classes and SIM-ilar sessions that serve it. One cue to hold all week.
Wed	12:00pm	Coach Drop	One skill, station, or pacing lesson. Short, specific. Often a 30-second clip from the floor.
Fri	4:00pm	Crew Call	Community. Check-ins, wins, weekend session, race logistics, and the week's ask.

Monday fills classes. Wednesday builds trust. Friday builds the crew and carries the ask. Monday 6:30am lands before the first class and before the work day eats the plan. Wednesday noon is the mid-week lull. Friday 4:00pm is when people decide what their weekend looks like.

THE ONE-SENTENCE VERSION

Give them something useful on Monday and Wednesday, and they will forgive you the ask on Friday. Every Wednesday of the campaign has no ask at all, and that ratio is what keeps the other two welcome.

THE ARC

FOUR PHASES, SIXTEEN WEEKS.

The group's content follows the same periodisation as the training. Base first, then build, then sharpen, then get out of the way.

PHASE	WEEKS	DATES	THEME
1. Base and Buy-In	4	Sep 1 to Sep 28	Rhythm, baselines, aerobic base, meet the eight stations
2. Build	4	Sep 29 to Oct 26	Compromised running, sled mechanics, wall ball pacing, SIM-ilar push
3. Sharpen	5	Oct 27 to Nov 30	Race pacing, transitions, roxzone, fuelling, doubles and relay forming
4. Race Week Runway	3	Dec 1 to Dec 20	Taper, logistics, kit, wave times, crew meetup, post-race

01 WHAT EACH PHASE HAS TO ACHIEVE

- ☐ **Phase 1:** every racer states their division and goal in public, in week one. The commitment is the real payload.
- ☐ **Phase 2:** SIM-ilar attendance becomes a habit, and every athlete completes one full 90-minute simulation.
- ☐ **Phase 3:** everyone has a written race plan, and doubles and relay teams are matched and training together.
- ☐ **Phase 4:** nobody arrives at the Convention Centre with an unanswered logistical question, and nobody arrives alone.

02 THE ONE THING THAT MAKES IT A CREW

The doubles and relay post on October 31. That is the moment the group stops being a broadcast list. Pairs formed there train together for six weeks and become the visible CFBC presence across all four race days. Everything in Phase 4 depends on it landing.

DO NOT SKIP THE VULNERABILITY POST

November 7: ask what their single biggest worry about December is. It is the highest-reply message of the campaign and it turns a training group into a support group at exactly the point people start quietly panicking.

THE BUSINESS SIDE

THE OFFER RIDES INSIDE THE USEFUL POST.

Never a hard sell in a training group. The ask sits at the bottom of a post that was already worth reading, as the obvious next step. One ask per post, never two.

ASK	HOW IT SHOWS UP	COUNT	WHEN
Classes and SIM-ilar	Every Monday names the specific sessions matching the week's focus	16	Weekly
Edge Test and DEXA	Know your numbers before you build, then confirm the gains before you taper	2	Sep 12, Nov 14
The Engine Room	One dedicated Friday per phase, at real transition points	3	Sep 26, Oct 10, Nov 21
Membership and trial	Framed as an invitation for a friend who trains elsewhere	2	Sep 19, Oct 17
Crew and race day	Doubles, relays, cheer squad, meetup, gathering	5	Oct 24 onward
Zero ask	Pure coaching, no link to anything we sell	16	Every Wednesday

01 RACE WEEK IS A NO-SELL ZONE

From December 14 there are exactly two asks left: come to the meetup, and come to the post-race gathering. No membership links, no camp links, no tests. The retention conversation happens in January and it converts far better for having waited.

02 CANONICAL LINKS

- HYROX pillar: crossfitbc.com/programs/hyrox
- Schedule and booking: crossfitbc.com/schedule
- SIM-ilar sessions: crossfitbc.com/hyrox/sim-ilar
- Race standards: crossfitbc.com/hyrox/standards
- Class packs: crossfitbc.com/hyrox/class-packs
- The Engine Room: crossfitbc.com/hyrox-prep-camp
- Edge Test and DEXA: crossfitbc.com/edge-test-dexa
- Three free classes: crossfitbc.com/free-trial
- Official race page: hyrox.com/event/hyrox-vancouver

CALENDAR, PART 1

PHASES 1 AND 2 WEEK BY WEEK.

Full copy for every row is in **01-phase-1-base.md** and **02-phase-2-build.md**. Batch a phase at a time.

DATE	SLOT	TITLE	ASK
Mon Sep 1	Week Ahead	Welcome, aerobic base, division and goal	Schedule
Wed Sep 3	Coach Drop	The race is a running race	none
Fri Sep 5	Crew Call	Which station do you dread	HYROX pillar
Mon Sep 8	Week Ahead	Know your numbers	SIM-ilar
Wed Sep 10	Coach Drop	The roxzone is a station	none
Fri Sep 12	Crew Call	Edge Test and DEXA	Edge Test
Mon Sep 15	Week Ahead	The sleds	Schedule
Wed Sep 17	Coach Drop	How to push a sled	none
Fri Sep 19	Crew Call	Bring a friend	Free trial
Mon Sep 22	Week Ahead	Wall balls, early	Schedule
Wed Sep 24	Coach Drop	The wall ball maths	none
Fri Sep 26	Crew Call	Phase 1 review	Prep camp
Mon Sep 29	Week Ahead	Compromised running	SIM-ilar
Wed Oct 1	Coach Drop	The first 200 metres	none
Fri Oct 3	Crew Call	What is your weekly volume	HYROX pillar
Mon Oct 6	Week Ahead	Sandbag lunges	Schedule
Wed Oct 8	Coach Drop	Where the sandbag sits	none
Fri Oct 10	Crew Call	Engine Room	Prep camp
Mon Oct 13	Week Ahead	Burpee broad jumps	Schedule
Wed Oct 15	Coach Drop	Three settings	none
Fri Oct 17	Crew Call	Racing but not training with us	Free trial
Mon Oct 20	Week Ahead	Put it together	SIM-ilar
Wed Oct 22	Coach Drop	What to write down after a SIM	none
Fri Oct 24	Crew Call	Phase 2 close, doubles teased	none

CALENDAR, PART 2

SHARPEN, RUNWAY, AND RACE WEEK.

DATE	SLOT	TITLE	ASK
Mon Oct 27	Week Ahead	Build your race plan	SIM-ilar
Wed Oct 29	Coach Drop	Pace by feel, three gears	none
Fri Oct 31	Crew Call	Doubles and relays open	Race entry
Mon Nov 3	Week Ahead	Transitions, properly	Schedule
Wed Nov 5	Coach Drop	Fuelling	none
Fri Nov 7	Crew Call	Your biggest worry	none
Mon Nov 10	Week Ahead	The second half	SIM-ilar
Wed Nov 12	Coach Drop	The row is a rest station	none
Fri Nov 14	Crew Call	Confirm the gains	Edge Test
Mon Nov 17	Week Ahead	Peak week	SIM-ilar
Wed Nov 19	Coach Drop	How to read your simulation	none
Fri Nov 21	Crew Call	Engine Room last call	Prep camp
Mon Nov 24	Week Ahead	Taper starts	Schedule
Wed Nov 26	Coach Drop	The taper feeling	Tendon guide
Fri Nov 28	Crew Call	Crew list, day and wave	Race entry
Mon Dec 1	Week Ahead	Race month, touch everything	Schedule
Wed Dec 3	Coach Drop	The kit list	none
Fri Dec 5	Crew Call	Crew schedule and cheer squad	none
Mon Dec 8	Week Ahead	Rehearse the morning	Schedule
Wed Dec 10	Coach Drop	Race-day warm-up	none
Fri Dec 12	Crew Call	Final logistics	Race page

RACE WEEK

THE DAILY PACK, DECEMBER 14 TO 21.

Seven messages, one a day, sent in the morning. From December 14 there are only two asks left in the whole campaign: come to the meetup, and come to the gathering.

01 RACE-WEEK DAILY PACK, DEC 14 TO DEC 21

DATE	MESSAGE	FILL IN BEFORE SENDING
Sun Dec 14 pm	Three days out	nothing
Mon Dec 15	Meetup point and crew list	Meetup spot, crew list
Tue Dec 16	Pack and plan	nothing
Wed Dec 17	Race day one	nothing
Thu Dec 18	Race day two	Day one names and finishes
Fri Dec 19	Race day three	Day two names, gathering details
Sat Dec 20	Final day and gathering	Day three names, gathering details
Sun Dec 21	The wrap	Racer count, finish line photos

Ten bracketed placeholders across the pack. Fill every one before sending.

02 LINES WORTH REPEATING ALL BUILD

- Nothing new on race day.
- The race starts at station 5.
- The row is a rest station.
- Jog every transition.
- Rack the ball, do not drop it.
- Taper feeling terrible is normal and means nothing.
- You cannot add fitness in three weeks, but you can arrive tired.
- Nobody from this gym stands in that Convention Centre on their own.

RACE WEEK HAS ONE JOB

Get everyone to the start line calm, fed, kitted, and standing next to someone they know. Everything else is already done.

GUARDRAILS

WHAT WE CAN SAY, AND WHAT NEVER GETS POSTED.

01 CLAIMS WE ARE ALLOWED TO MAKE

- ☐ HYROX Vancouver 2026 runs **December 17 to 20, 2026** at **Vancouver Convention Centre West**. No other range, anywhere.
- ☐ CrossFit BC is **one of Vancouver's official HYROX Training Clubs**. Never the only one, never any exclusivity phrasing.
- ☐ **15+ coached HYROX classes a week**, including **four 90-minute SIM-ilar race-prep sessions**. Always 15+, never a bare number.
- ☐ All eight race stations permanently on the floor: SkiErg, sled push, sled pull, burpee broad jumps, rowing, farmers carry, sandbag lunges, wall balls.
- ☐ Coaching in Vancouver since 2008.

02 TONE RULES

- Second person. Your race, your sled. Never *athletes should*.
- Short lines. Read on a phone, standing up, one thumb.
- Lead with the useful thing. The link goes at the bottom.
- One idea per post. If it needs two, it is two posts.
- No em dashes. Canadian spelling. SIM-ilar is never autocorrected.
- Only numbers we can verify. No invented times, no invented percentages.

03 WHAT NEVER GETS POSTED

- Anything that reads as an advertisement with no coaching value.
- Discount codes and countdowns for unrelated offers.
- Anyone's race photo or result without asking them first.
- Competitor comparisons of any kind. We win by being better.
- More than one ask in a single post.
- Anything the group cannot act on this week.

RUNNING IT

HANDLING THE GROUP WEEK TO WEEK.

01 MEDICAL AND INJURY QUESTIONS

- 1 Acknowledge in-thread, briefly and warmly.
- 2 Move it to a direct message. *Let me grab this with you privately.*
- 3 Never diagnose in the group and never program around undiagnosed pain in public.
- 4 Tendon and load-tolerance questions: share crossfitbc.com/articles/tendon-training-joint-health-guide.
- 5 Refer out when it is beyond coaching scope, and say so plainly.

02 REPLYING WELL

- **Great result:** name the specific improvement, not the number. Specific beats *amazing work*.
- **Disappointing result:** ask one question before coaching. They usually diagnose it themselves.
- **Gone quiet three weeks:** never call it out in the group. Direct message, and ask how they are.
- **Every reply inside the hour** on Friday. That is what makes it feel like a coached group.

03 WHAT GOOD LOOKS LIKE

- A quarter of the group replies to at least one post a month.
- Monday posts move class bookings the same day.
- Doubles and relay pairs formed in the group are training together by mid November.
- Nobody arrives on race day without knowing where the crew is meeting.

RUN IT PROPERLY

BATCH A PHASE, SHOOT THE CLIPS, THEN SPEND YOUR TIME REPLYING.

All 53 messages are already written. The only weekly work is adjusting Monday for what is actually on the schedule, and answering people. That is the job.

- Full copy: docs/marketing/whatsapp-hyrox-community/
- HYROX at CFBC: crossfitbc.com/programs/hyrox
- Questions: info@crossfitbc.com · 604-683-2446