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Content-as-a-Service Portal for Wellness Coaches

A gated, no-code membership web app providing weekly social media templates, captions, and prompts for massage therapists and wellness coaches. It leverages Airtable and Softr to deliver a scalable, batch-updated B2B subscription service.

Who it fits

Ideal for a part-time no-code builder with 15-20 hours a week who wants a low-maintenance, batchable B2B SaaS project.

Startup budget

\$100-\$300 (Softr, Airtable, Canva Pro, and domain registration)

First demand check

Offer a 'Free 1-Month Content Calendar for Massage Therapists' in national Facebook groups and subreddits, capturing emails on a simple landing page.

Local reality check

As a national digital product, local Florida validation is unnecessary. Instead, validate demand by directly targeting nationwide online communities (Facebook groups, LinkedIn, Reddit) where independent wellness professionals already gather.

14-day plan

Day 1-2

- Set up the Airtable database with 4 weeks of sample content (captions, Canva links, tags).
- Build a simple Softr landing page to capture waitlist emails.

Day 3-7

- Distribute the landing page in national online communities for wellness coaches and massage therapists.
- Engage in conversations to uncover their specific social media pain points.

Day 8-14

- Build the gated membership portal in Softr and integrate Stripe for subscription payments.
- Email the waitlist with a discounted 'founder rate' to convert early leads into paying B2B customers.

🎯 Week-one goal

Generate 50+ email signups from independent wellness professionals eager to save time on social media.

⚠ Watch-outs

- High churn rate if content feels repetitive or generic.
- Competition from free AI tools like ChatGPT or Canva's built-in magic write.
- Target audience may lack the technical comfort to use and adapt templates.