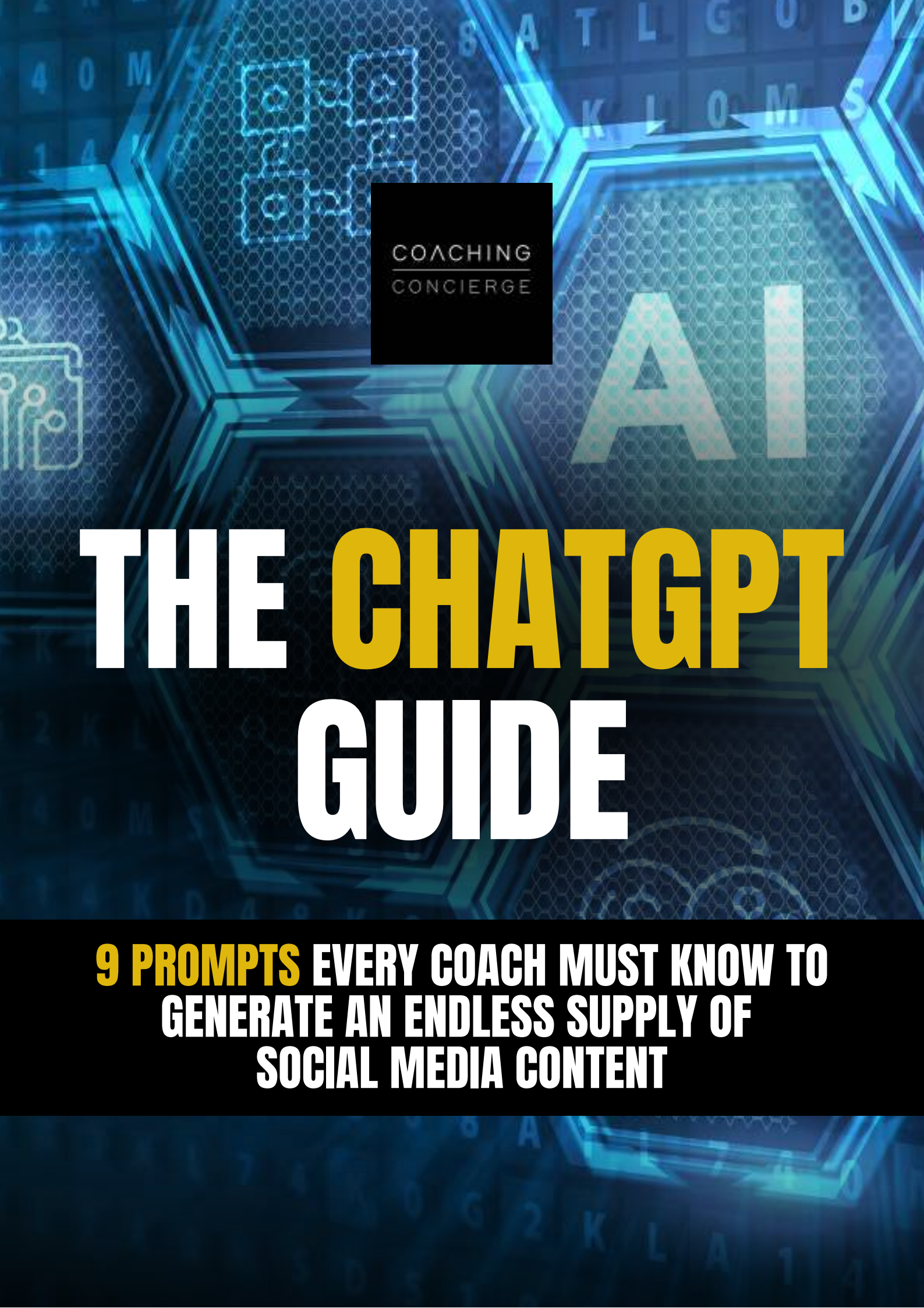




COACHING
CONCIERGE

THE **CHATGPT** GUIDE

9 PROMPTS EVERY COACH MUST KNOW TO
GENERATE AN ENDLESS SUPPLY OF
SOCIAL MEDIA CONTENT

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WHY USE CHATGPT?

The digital landscape for online fitness coaches is ever evolving. With the rapid advancement of AI technology, leveraging its power is important to streamline tasks and generate content efficiently.

As an online fitness coach, your time is precious.

AI, particularly ChatGPT, stands at the forefront of the AI revolution.

This ground-breaking tool offers a wealth of possibilities to revolutionise content creation, helping you overcome the limitations of time and resources.

This guide aims to empower you with the knowledge of 10 essential prompts that will serve as your secret weapon, enabling you to consistently produce engaging and relevant content for your online fitness business.

By unlocking the full potential of AI-driven content creation, you not only enhance the quality and quantity of your social media output, but also reclaim valuable time – meaning you can use that time to focus on growing your fitness business to new heights.

Embrace the power of AI to unleash your creativity and business potential while reclaiming your most precious asset...

TIME. Let's get started!



HOW TO OPTIMISE YOUR OUTPUTS

Before we get started, there is one important concept to bear in mind before you type in any command into ChatGPT.

“The quality of the output depends on the quality of the input”

This means that ChatGPT needs to understand WHO you are before you ask it to generate content that is relevant to you, your target audience and tone of voice.

Answer these questions below to get started...

The Who, What, Why & How Matrix

Who are you?	I am an online fitness coach
Who do you work with?	I work with busy Dads who want to lose weight
Audience demographics?	My audience are over 40, 2 kids, married, business owner
What is unique about your approach?	My approach is all about combining the power of real food nutrition (no supplements), time saving home based kettlebell workouts (without hours of cardio) and working on your mindset to connect to your vision and internal motivation (whilst reducing stress).
Main Challenges	The main challenges are time, balance of work and family, eating with family



HOW TO OPTIMISE YOUR OUTPUTS

Pain points	The main pain points for my audience are belly fat, concern about poor health, setting a bad example to kids, lacking energy, and motivation
Main goals	My audience's main goals are to lose the belly, have energy, feeling confident in their own skin, family proud and attractive to wife
Brand values	My brand values are honesty, integrity, knowledgeable, caring
Tone of voice	My tone of voice is direct, polite, professional



HOW TO OPTIMISE YOUR OUTPUTS

Before using any of the 10 prompts within this guide, always make sure you tell ChatGPT the Who, What, Why & How so that it has context.

FOR EXAMPLE:

I am an online fitness coach who works with busy Dads who want to lose weight. My audience are over 40, 2 kids, married, business owner. My approach is all about combining the power of real food nutrition (no supplements), time saving home based kettlebell workouts (without hours of cardio) and working on your mindset to connect to your vision and internal motivation (whilst reducing stress). The main challenges are time, balance of work and family, eating with family. The main pain points for my audience are belly fat, concern about poor health, setting a bad example to kids, lacking energy, and motivation. My audience's main goals are to lose the belly, have energy, feeling confident in their own skin, family proud and attractive to wife. My brand values are honesty, integrity, knowledgeable, caring and my tone of voice is direct, polite and professional. Do you understand?

You ask ChatGPT to confirm it understands at the end of your bio, so that it can now generate specific content for you and your audience.

Now you are **READY** to use the prompts within this guide to generate quality, relevant and targeted content.

Remember – never copy and paste the answers. Use it as inspiration and always review to ensure it is aligned to your knowledge, brand and target audience. AI generated content will never 100% come across as YOU, but it will save you hours of time trying to craft content from thin air.



PROMPTS 1 & 2: REELS AND CAROUSELS

PROMPT 1: REELS

Reels are an integral strategy when it comes to building your online following, due to its nature of having increased reach vs other types of content, it can expose you to new people when done right. ChatGPT can help you create an optimised video but also save you time when it comes to coming up with new content ideas.

➤ USE THIS PROMPT:

I want 3 reels ideas with 20 second scripts for my target audience listed above that will generate new followers and increase my brand awareness. Please include a caption for the video and suggested keywords to improve the search volume and reach of my video. The CTA should be – follow me for more free tips on how to achieve your health and fitness goals.

PROMPT 2: CAROUSELS

Carousels also play a key role in your content strategy and, after reels, are the 2nd most popular format that is displayed on the Explore page – key to getting you in front of new followers!

This format allows you to convey bite sized pieces of value to your audience, encouraging them to engage, SAVE and interact with you in the DMs.

➤ USE THIS PROMPT:

Write copy for a 6 slide Instagram carousel for my target audience listed above. Please include a 500-word caption to go with the carousel and relevant keywords to improve reach and engagement of my carousel. The CTA should be to DM me a keyword for a guide relevant to the topic of the carousel.



PROMPT 3: GET DMS ON INSTAGRAM

PROMPT 3: GET DMS ON INSTAGRAM

On Instagram, the DM's is where all the magic happens when it comes to sales. Creating valuable content on the platform that leads to a conversation is the key to signing up more clients.

➤ USE THIS PROMPT:

Create a 2000-character post letting my audience know I am looking for 5 people to join my next coaching intake. The goal of the post is to generate interest in my coaching programme, encourage my audience to send me a DM to find out more. Ensure the copy clearly shows how my audience will move away from their struggles and challenges and towards their goals based on my target audience above. Include relevant keywords to reach more of my target audience. The opportunity is only open for 72 hours as spots usually fill up fast.

My programme includes (list 5 bullet points with what you include in your programme – example below):

- Customised programming around your lifestyle.
- Customised nutrition to get results and eat what you want.
- Accountability check in posts.
- 121 WhatsApp support.
- Dedicated Facebook community



PROMPT 4: GET APPLICATIONS VIA EMAIL

PROMPT 4: GET APPLICATIONS VIA EMAIL

When you open applications for your coaching programme, email is a great way to generate consultations! Email provides a strong return on investment and is something you can always rely on when social media algorithms and reach are always changing.

➤ USE THIS PROMPT:

I want to generate applications for my coaching programme. Write a 500 word email with 5 subject line options to convince the person reading it to act on the opportunity. Focus on overcoming buying objections to improve conversions. Focus on moving them away from their pain points (listed above) to their goals (listed above). Applications open on the 5th of January 2024 and close on the 10th.

My programme includes (list 5 bullet points with what you include in your programme – example below):

- Customised programming around your lifestyle.
- Customised nutrition to get results and eat what you want.
- Accountability check in posts.
- 121 WhatsApp support.
- Dedicated Facebook community.



PROMPT 5: CREATE A CLIENT TESTIMONIAL

PROMPT 5: CREATE A CLIENT TESTIMONIAL

The most powerful way to generate applications is client stories and testimonials!

Use this prompt to enhance the power of your testimonial for best results. You can also use the questions below when asking your clients for their testimonial via a video call.

➤ USE THIS PROMPT:

Create a testimonial story for use on Instagram, about my client's information to promote my coaching services. **Provide detail around your client's transformation – for example:** My client's name is John. When he started: He struggled to stay consistent and lacked motivation to workout.

He has now lost 10kg in 90 days. He has energy for his kids, he is confident in his clothes and his wife fancies him again. The goal of the post is to connect with my audience at a deep level, show them that my client is just like them and with coaching, they can get life changing results too!

Write it in a story format that taps into emotional and logical triggers, influencing my audience to reach out and apply to work with me. Include relevant keywords to reach more of my target audience. The CTA should be – DM me with the word COACHING for more info.



PROMPT 6: CREATE A PROMOTIONAL POST

PROMPT 6: CREATE A PROMOTIONAL POST

Seasonal promotions on social media are a great way to boost your following and generate new enquires for your online fitness business. Here is an example of a promotion that typically converts well.

➤USE THIS PROMPT:

Create a promotional post for Instagram to generate interest in my coaching services. I am giving away £3000 in coaching for 10 people for the next 72 hours, ending on 27th November 2023. The goal of the post is to create a buzz around this give away. To enter the content each person must: like the post, tag 3 friends in the comments AND DM me on WHY they should be chosen.

My programme includes (list 5 bullet points with what you include in your programme – example below):

- Customised programming around your lifestyle.
- Customised nutrition to get results and eat what you want.
- Accountability check in posts.
- 121 WhatsApp support.
- Dedicated Facebook community



PROMPT 7: CREATE A POSTING SCHEDULE FOR MY FACEBOOK GROUP

PROMPT 7: CREATE A POSTING SCHEDULE FOR MY FACEBOOK GROUP

Running a successful Facebook group requires dedication and consistency, one of the easiest ways to achieve that is having a clear content strategy. Generate a framework using ChatGPT.

➤ USE THIS PROMPT:

Create a 7 day content schedule for my Facebook group that allows me to:

- Share valuable content on how to help my audience achieve their goals.
- Generate engagement, community, and conversation.
- Generate applications for my coaching programme (x1 per week).

The goal is to build trust with my audience, be seen as an expert, and create a place where they are willing to share their journey with others.



PROMPT 8: GENERATE MORE LEADS

PROMPT 8: GENERATE MORE LEADS

Generating leads is important for every business, and the best way for you to generate leads for your fitness business is by using a high value lead magnet. This is a great way to start more conversations and generate emails. You can then use these email addresses to promote your coaching services to over an extended period of time.

➤ USE THIS PROMPT:

Create a post that I can use on Instagram and Facebook to generate interest in my free lead magnet (add the name of your lead magnet here i.e. **The Lean Mum Blueprint**). The goal of the post is to create interest and start conversations with my target audience who want to get a copy of my free guide. Mention 3 struggles my audience face and why my free guide will help them. The CTA should be – to get 1 of the 50 free copies, comment below with the word GUIDE and I will send it right over!



PROMPT 9: GET CLIENT REFERRALS

PROMPT 9: GET CLIENT REFERRALS

One of the best ways to get high quality applications for your online coaching business is to generate leads through your current clients who already know, like and trust you. Use this strategy with your existing clients via email BUT don't forget to verbally let them know you will be sending it through.

➤ USE THIS PROMPT:

I want to generate referrals from my current coaching clients who have been training with me. Write me a 500 word email to ask my current clients to refer a friend, colleague or family member to work with me as their online coach. I want my current clients to pass on their information to me so I can contact the people in their network.

Each client should refer 3 names of people they think would be a good fit, provide them with instructions on how to approach the people in their network.

The incentive is this: anyone they refer who signs up with me will give my current client an additional month of coaching at no charge.



FINAL WORDS

We hope this guide showed you just how much AI can help online fitness coaching content creation.

The goal is never to take away your creativity but to make it even better.

AI tools, like ChatGPT, are like your super helpful virtual assistant! It helps you make more content, quicker and better, even when time or tools are limited.

In today's fast digital world, coaches who use technology will get ahead. High quality content is important, but when you mix that with the speed and consistency AI gives you, you gain a competitive advantage.

This guide is all about helping you do more, and giving you time to invest in other areas of your fitness business.

As an online fitness coach, it's not just about keeping up – it's about leading the way.



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