



How AI can help you grow your fitness business

AI can function as your work colleague, business partner, data analyst, or even graphic designer. Large Language Models (LLMs) are the most accessible and widely used form of AI, designed to process and generate human-like text based on your input. The true value of AI lies not just in what it produces but in how you use it to meet your unique needs. Here are some ways to integrate LLMs—like [Gemini](#), [Copilot](#), or [ChatGPT](#)—into your fitness business:

AI in exercise programming

With LLMs, you can use data such as fitness goals, workout durations, injury history, and your expertise to create exercise programs. The more expertise you have on the subject, the stronger the outcomes will be.

AI as a business partner

When working on emails, business proposals, or marketing content, AI tools like LLMs can act as a brainstorming partner. They help identify gaps, refine ideas, and generate SEO-friendly keywords to improve your results.

AI as a personal assistant

You can train AI tools like LLMs to mimic your tone or brand voice, helping you create consistent and professional communications, including emails, marketing campaigns, and flyers.

It is important to remember that AI tools can enhance productivity and provide valuable insights, but they are only as reliable as the data they're trained on. Always review outputs, verify sources, and ensure accuracy while following your organization's policies on AI usage.

Keeping human connection at the heart of AI

As technology becomes more prominent in the health and fitness industry, the human touch remains essential. AI can't replace the connection, accountability, and empathy that drive lasting lifestyle changes.

This is where your business stands out. Behavior change coaching is more important than ever. While AI can create personalized programs, it's your ability to foster accountability, inspire motivation, and build genuine connections that sets you apart. People succeed because they feel accountable to other people, not technology.

Consider expanding services like one-on-one or group lifestyle coaching to help people make sustainable changes. By fostering community, showing empathy, and offering support, you can inspire growth and success for your team and clients.

Be creative. Listen. Motivate. Inspire. Connect. These are the things your clients and members value most.

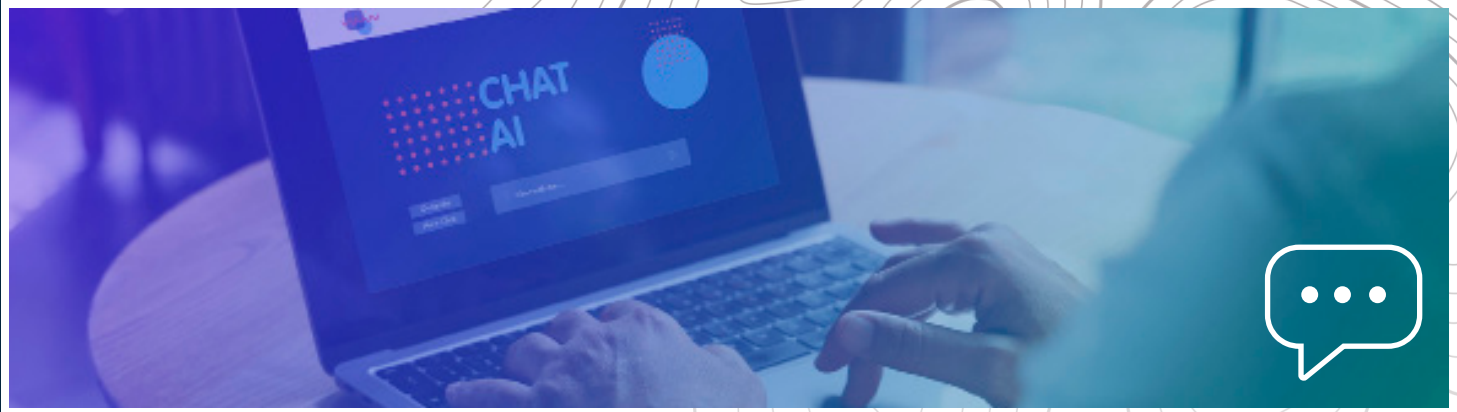


Training your LLM

Think of LLMs like new employees—they need training to understand your business and communication style.

Start by teaching the model your tone with examples of your writing or videos of you speaking. Share details like your name, title, and job description. Introduce your business by providing its name, website, and key details like your business plan. Always remove personal or confidential information before sharing, as anything uploaded becomes public.

In tools like ChatGPT, you can create projects and upload specific documents for the LLM to reference in your chats. While chat history isn't always retained, these uploads allow the AI to access relevant information when you need it.



Crafting the perfect prompt

Using AI takes practice. Here are tips to refine your prompts and maximize your assistant's capabilities:

Provide context

Include all relevant details about the task. If unsure, ask the LLM what it needs to complete the task effectively.

Be concise

For recurring tasks, ask the LLM to create a reusable template that ensures consistency and saves time.

Follow up

Use follow-up questions to uncover deeper insights, refine answers, or explore new directions in the conversation.

Be specific

Describe the desired output, such as word count. Try prompts like "Act as" for insights from a specific perspective.

Simplify writing

Share handwritten notes or brainstorm freely, then guide the AI to organize ideas or draft polished content efficiently.

Practice makes perfect—experiment with prompts to see what works best!

AI practice prompts to help you build confidence

Here are some simple examples to help you practice using AI effectively.

- Create a business plan for investors that includes specific information about your concept, revenue model, market size, etc
- Review this HRV data for my client and share any insights
- Provide a template of information that you need to create client programs using wearable data, goals, injuries, etc
- Suggest best practices for growing my YouTube channel audience
- Review my website and suggest improvements
- Write a health and wellness newsletter on these three trends
- Suggest a three-email nurture campaign for participants after a webinar signup

Balancing AI and human touch for lasting impact

By combining the efficiency of AI with the authenticity of human connection, you can create meaningful, sustainable transformations. Focus on behavior change, empathy, and holistic coaching to lead your clients toward long-term success in a technology-driven world. Here are two courses and an article to help get you started:

[AI in Fitness: The Next Frontier for Coaches >](#)

[AI Bootcamp for Health and Fitness Coaches >](#)

[How to Use AI to Save Time and Build Your Business >](#)