ChatGPT Prompts for Gyms

We've created twelve simple, effective prompts as examples for you to try with ChatGPT. For all of these prompts, use the standard prompt template below to give ChatGPT all the necessary details to generate satisfactory results. You'll need to customise each prompt to suit your business, brand and audience before copying and pasting them into ChatGPT.

STANDARD PROMPT TEMPLATE:

Hi ChatGPT, today you're a (*insert role, e.g. email marketer, blog writer or SEO expert*). Your response is designed for (*insert target audience, e.g. tired dads or female CEOs*). Please use a (*insert tone, e.g. humble, blunt or humorous*) tone of voice and a (*insert writing style, e.g. casual, educational or descriptive*) writing style.

MARKETING

1. Generate a list of relevant keywords to target for our next search engine marketing campaign, focusing on keywords that are both high-volume and low-competition. The campaign is to promote [product/service] and our target audience is [brand persona]. The goal is to generate [number] of [leads or sales].

2. Write a blog post about the latest trends in the fitness industry and how businesses can use them to their advantage. Be sure to include specific examples of how businesses are using these trends to achieve success.

3. Write a five-email campaign promoting our upcoming sale for [products or services] and offering a [percentage] discount to subscribers. Include urgency, FOMO and exclusivity.

4. Create three social media posts for my gym business. Each post should highlight our unique services, promote upcoming events or classes, or engage with our community. Include relevant hashtags.

5. Develop a seasonal marketing campaign to boost gym memberships and class attendance during [season, e.g., winter or summer]. The campaign should include special offers, themed events, and targeted messaging. Provide a timeline and budget estimate.

PERSONALISED TRAINING

1. Generate a personalised 4-week training program for my client based on their fitness goals, current fitness level, and preferences. Include a variety of exercises with recommended durations and frequencies. (Next, list details about your client's fitness goals, preferences, restrictions, etc after the prompt.)

2. Generate a personalised 7-day nutrition plan for my client based on their fitness goals, current fitness level, and preferences. Include a variety of exercises with recommended durations and frequencies. (Next, list details about your client's fitness goals, preferences, restrictions, etc after the prompt.)

3. Develop a hybrid training program that combines in-person and virtual sessions for clients with busy schedules. Include a mix of live virtual workouts, pre-recorded sessions, and in-gym training. Tailor the program to suit clients with varying fitness goals and availability.

BUSINESS PERFORMANCE

1. Please analyse my customer feedback to identify common themes and areas for improvement. Next list your customer details including demographic data (age, gender, and location), behavioural data (how customers interact with your product or service) and sales data.

2. Please analyse my current offers to identify common strengths and areas for improvement. Next list details about your services and their rates.

3. Please conduct a SWOT analysis for my gym business. Identify and summarise the Strengths, Weaknesses, Opportunities, and Threats. Focus on our services, competition, market trends, and internal operations.

4. Create a 3-step referral program that encourages current members to bring in new members. The program should include clear incentives, easy-to-follow steps, and a timeline for the campaign. Include suggestions for promoting the program across different channels (e.g., social media, email).

Tip:

It's always a good idea to ask at the end of the prompt "let me know what other information you need from me to provide this information" - the more information you provide ChatGPT, the better the results.

Using AI tools like ChatGPT can save you heaps of time and headspace. If your first attempt at using AI doesn't bring fantastic results- don't despair. You may need to provide extra details or clarify what you want AI to do before you get a result you're happy with.

Prompting AI tools takes practice. As you learn more about what each tool needs and how to use it, you'll save more and more time while streamlining your systems and processes.