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AI for personal trainers: 10 prompts for the business

For PTs, yoga teachers and coaches who'd rather be training than typing. Ten prompts for enquiries, packages, check-ins and getting found.

How to use these

Paste a prompt into ChatGPT, Claude, Gemini or Copilot and swap the [brackets]. These are for running your business. Programmes, nutrition and anything touching a client's health are your professional call, and clients' health details should stay out of the chat.

Enquiries and sales

PROMPT 1

Reply to an enquiry so they book

"Hi, how much are your sessions?"

Write a reply to someone asking about personal training. Thank them, ask two questions about their goal and experience, explain how I work: **[your approach]**, give my prices: **[prices]**, and offer a free **[consultation / taster]** with these times: **[times]**. Friendly, under 110 words.

PROMPT 2

Build your packages

You sell single sessions and your income swings every month.

I'm a **[type of trainer or coach]**. I charge **[price]** a session and my clients are mostly **[who]**. Suggest three packages: a starter, a core offer and a premium one. For each: the name, what's included, the price, and who it suits.

PROMPT 3

Follow up after a taster

They loved it, said they'd think about it, and vanished.

Write a short, friendly message to someone who did a taster session with me on **[day]** and hasn't booked. Mention something specific from the session: **[detail]**. Offer the next step and make it easy to say no. Under 60 words.

Keeping clients

PROMPT 4

Weekly check-in messages

To keep clients going between sessions.

Write five different short check-in messages I can send clients between sessions. Encouraging, not preachy, each with one simple question that's easy to answer. Under 35 words each.

PROMPT 5

Win back a client who's drifted

They haven't booked for six weeks.

Write a warm, no-guilt message to a client who hasn't booked for a while. Let them know the door's open, offer an easy restart session, and keep it under 50 words.

PROMPT 6

Write your policies

Late cancellations are costing you.

Write a short, fair cancellation and payment policy for my **[type of business]**. The rules: **[notice period, charges, package expiry]**. Friendly, clear, under 100 words.

Getting found

PROMPT 7

A month of social posts

You know your stuff and never know what to post.

Give me 12 post ideas for a **[type of trainer]** whose clients are **[who]** : a myth busted, a simple tip, a client question answered, a behind-the-scenes moment, and a story with no personal details. Write each caption under 50 words in my voice, which is **[how you sound]** .

Tip: Stick to what you're qualified to advise on, and never promise results.

PROMPT 8

Write your bio

Your profile says "PT. DM for prices."

Write three versions of a short bio for my **[Instagram / website]** . I help **[who]** to **[result]** through **[how]** . My background: **[qualifications and experience]** . One under 150 characters, one under 50 words, and one of 100 words.

PROMPT 9

Ask for a testimonial

A client's just hit a milestone.

Write a short message asking a client for a testimonial. Suggest three easy questions: what they wanted when they started, what it's like training with me, and what's changed. Ask if I may share it, with or without their name. Under 80 words.

PROMPT 10

Plan a simple challenge or offer

January, or a quiet summer.

Suggest five ideas for a **[length]** challenge or seasonal offer for **[who]** , that I could run **[in person / online]** . For each: what it is, the price, how to promote it, and how it leads into my regular packages.

Find the hours hiding in your week

Paint a normal working day on doingit.today. We'll turn it into plain steps, mark the ones AI could help with, and teach you each one in a short lesson.

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