



[www.rapid-results-training.com](http://www.rapid-results-training.com)

# Marketing Your Personal Training/Gym/Sports Coaching Business With Chat GPT

Hey there,

Are you a personal trainer, gym owner, or sports coach looking to take your marketing to the next level? Look no further! With my expertise as a top copywriter, I'll guide you through the process of leveraging Chat GPT to supercharge your marketing

strategies. In this comprehensive guide, I'll walk you through harnessing the power of Chat GPT for Facebook/Instagram ads content marketing, social media engagement, and email campaigns.

But here's the best part: You don't need to be a marketing genius or a tech expert to make it work for you. I'll break down the entire process into easy-to-follow steps, providing you with a wealth of prompts and real-world examples that will ignite your creativity. Whether you're a seasoned professional or just starting out, my tips and tricks will empower you to generate more leads and increase sales.

So, take a moment to grab a cup of coffee, sit back, and let's embark on this exciting journey together. Get ready to unlock the true potential of Chat GPT and revolutionize your marketing game!

The following list is made up of decisions you need to make, as well as actual prompts that you'll type into Chat GPT. It's important to go in order, and use every prompt in this sequence to get the best results.

Chat GPT is your secret weapon for crafting captivating headlines, persuasive ad copy, and compelling calls to action that resonate with your target audience. By leveraging the power of carefully crafted prompts, you'll unlock the true potential of Chat GPT to drive action and achieve outstanding results.

To maximize your success, I've curated a comprehensive list of decisions and prompts that you need to follow in a specific sequence. Each prompt has been strategically designed to ensure you get the best possible outcomes. By following this step-by-step approach, you'll witness the true magic of Chat GPT in action.

Remember, the sequence of prompts is crucial for achieving optimal results. So, let's dive in and explore how Chat GPT can empower you to create attention-grabbing headlines, compelling ad copy, and irresistible calls to action that inspire your audience to take action. Get ready to witness the transformative power of Chat GPT in your marketing endeavors!

***NOTE: Please take note that I have included the option of joining Rapid Results Training™, which can be seamlessly integrated into your prompts. This addition holds the potential to greatly enhance your marketing results, serving as a distinctive selling point that fulfills the desires of your audience. In essence, Rapid Results Training™ can also be seen as an independent offer, delivering precisely what your audience craves.***

***You can also follow the prompts for Rapid Results Training™ in your video here if required***

<https://rapid-results-training.com/prompts-4-vid/>

## Facebook/Instagram Ads: Ignite Action with Persuasive Language

As a top copywriter specializing in assisting personal trainers, gyms, and sports coaches with their marketing, I understand the importance of using powerful and evocative words to create compelling Facebook/Instagram ads. That's why I've curated a game-changing prompt for you:

Login to <https://chat.openai.com/>

PROMPT:

"What are some powerful or evocative words associated with [your product, service, or offer]?"

This prompt is a game-changer because certain words have the remarkable ability to drive action and elicit a positive emotional response from your audience. By incorporating these impactful words into your ads, you'll witness a surge in conversions and create a compelling connection with your target audience.

If you are a member of Rapid Results Training™ you may incorporate *\*rapid results into the prompt\* as this is what your audience desires*

Get ready to harness the power of persuasive language to captivate your audience, inspire action, and achieve remarkable results in your Facebook/Instagram ad campaigns. Let's dive in and uncover the potent words that will revolutionize the way you communicate your offerings!

## Problem or Desire?

Does your offer aim to solve a problem or fulfill a desire? As a seasoned copywriter specializing in assisting personal trainers, gyms, and sports coaches with their marketing, I know the importance of understanding the compelling factors that drive your target audience. To help you make an informed decision, consider the following prompts:

Problem PROMPT:

"What problems might [your product, service, or offer] solve for its customers, who are [your customer demographic info. Be as specific as possible]?"

When you focus on problem-solving, you tap into the core pain points of your customers for example –

- Time constraints
- Lack of motivation
- Plateau in progress
- Accountability and consistency
- Lack of knowledge or guidance

By identifying and addressing the specific challenges they face, you can position your offer and unique selling point (***Joining Rapid Results Training™ is the ultimate solution***) that creates a compelling connection that drives action.

Desire PROMPT:

"What desires might [your product, service, or offer] solve for its customers who are [your customer demographic info. Be as specific as possible]?"

aspiration and satisfaction within your customers. By understanding their deepest desires and aspirations, you can position your product or service as the key to unlocking their dreams, creating a powerful emotional appeal that drives engagement and conversions.

Remember, it's crucial to be as specific as possible when identifying the problems or desires of your target audience. By doing so, you'll be equipped with the insights needed to craft highly compelling marketing messages that resonate with their needs and aspirations. Let's delve deeper into the psyche of your customers and unleash the true potential of your offer!

## NEXT: Highlight the Most Compelling Problems or Desires Discovered by Chat GPT

When it comes to crafting your ad, it's essential to focus on the problems or desires that resonate most with your target audience. Chat GPT has uncovered a range of potential insights, and now it's time to decide which ones to prioritize. Choose as many as you believe accurately reflect the needs and aspirations of your customers.

# Next: Enhance Your Advertising with a Compelling Offer and Unique Selling Point

(For those who have completed the 21-day  
online course and are Rapid Results Training™  
members, here's how you can truly stand out)

To ensure the utmost impact of your advertisement, it is highly recommended to highlight a specific offer or promotion while also distinguishing yourself from competitors.

**When it comes to selling services like training and coaching, which are intangible by nature, it can be challenging to convey their value and lead to price comparisons, which is a race to the bottom.**

**However, by joining Rapid Results Training™, you can transform your training into something tangible and provide**



**your audience with a clear incentive to engage with your ad and take immediate action as it is giving your audience what they desire**

**This not only grabs the attention of potential customers but also generates a sense of exclusivity, ultimately driving conversions.**

Consider also showcasing a limited-time discount, a complimentary training session, or a tailor-made package designed to meet their unique needs.

By incorporating a concrete offer and highlighting the distinctiveness of Rapid Results Training™, which itself can be viewed as an appealing offer fulfilling people's desires, you can captivate your potential customers and compel them to embrace the incredible opportunity presented by your compelling proposition.

**Prompt:**

Shift your focus towards list (the problems or desires you have chosen). Utilize the previously generated words to compose five captivating Facebook ad headlines for [product/service]. Our target audience, [customer demographic info], will be enticed by the enticing offer and unique selling point of [offer and unique selling point].

Prompt:

Proceed to create the supporting copy for headlines numbers X, employing various proven ad copywriting frameworks. Draft 5 versions.

Prompt:

Now, let's repeat the process for video ads.

Develop a script for each headline, crafting a 15-30 second video ad. Assume the role of the owner of [your business name] and write the scripts in the first person.

## Content Marketing

Crafting compelling content that truly connects with your audience can often pose a challenge. However, with the assistance of Chat GPT, you now have the power to generate

topic ideas, outline articles, and even create engaging headlines in a matter of minutes.

Let's embark on a 5-step journey to accomplish this:

### Step 1: Spark a Brainstorming Session

Prompt:

Unleash your creativity and provide me with 20 attention-grabbing titles for [content type] centered around [personal training, gyms, or sports coaching]. Embrace a click-bait style that generates interest without misleading readers.

\*If you are a member of Rapid Results Training™ add - that give rapid results with The Inner Mind Game\*

Step 2: Choose the good ones and add to a spreadsheet

Step 3: Crafting an Outline

Prompt:

Create an outline for the article titled "CHOSEN ARTICLE TITLE."  
Write it from the perspective of a professional personal trainer  
etc. expert, tailored specifically for [AUDIENCE DEMO].

\*If you are a member of Rapid Results Training™ you can ask to give it a point of view from that perspective\*

Once the outline is generated, review it carefully and feel free to request any tweaks or modifications you desire. You can ask Chat GPT to delete a section, replace content, rearrange the order, or make any specific requests. If you feel the outline lacks comprehensiveness or length, request additional points to be added at this stage

#### Step 4: Crafting Compelling Content

Prompt: It's time to write the [article/video script/podcast script] in a [desired tone] tone, incorporating personal anecdotes where relevant to enhance the message. Begin by composing the introduction to captivate your audience and set the stage for what's to come.

Prompt: Now write the next section

Go on like this until it's finished.

### Step 5: Infuse a Human Touch

Copy and paste the drafted article, including the headings, into a Google/Word document. Now it's time to unleash your editing skills. Make necessary edits to fix errors, infuse the content with personal stories, your unique thoughts, and experiences that will transform it from an AI-generated piece to a vibrant and relatable creation. Breathe life into the content, making it truly human and engaging for your audience.

## Social Media

Let's dive into the realm of social media, a powerful avenue for connecting with your audience and establishing your brand. However, crafting captivating social media content that sparks

conversations among your followers can often be a daunting task. Thankfully, Chat GPT is here to help!

Utilizing Chat GPT, you can now generate attention-grabbing social media posts that captivate and engage your audience. Whether it's Facebook, Instagram, or any other platform, Chat GPT's capabilities remain equally effective in driving excitement and interaction.

### Step 1: Spark a Topic Brainstorming Session

\*If you are a member of Rapid Results Training™ you can ask to give it a point of view from that perspective\*

Prompt: Create a brainstorming session to generate 50 compelling topics for [Instagram reels, Instagram captions, tweets, etc.] that perfectly align with your [Personal Training etc.] business. These topics should effectively resonate with your specific [customer/audience demographic specifics], capturing their attention and interest

### Step2 Choose and put in a spreadsheet

### Step 3: Content Creation

Referencing your spreadsheet of winning topics, let's proceed to write one by one using the following prompt.

Prompt:

Now, without any intro or conclusion, dive straight into crafting a [content type with any specific requirements] for the topic of [topic]. Emphasize unique and actionable tips in your writing, prioritizing their practicality/actionable tips. Maintain a [desired tone] tone throughout the content.

To continue from topic to topic, use the prompt...

Prompt:

Now do the same for [next topic].

# Email Marketing

The power of email marketing stands as the most profitable marketing channel, ensuring you remain top of mind with your audience and successfully convert them into paying customers.

However, crafting emails that effectively capture attention, encourage reading, and drive clicks can prove to be quite challenging.

With Chat GPT as your ally, you can now create impactful emails that offer value and focus on driving sales, leaving a lasting impression on your audience while encouraging them to make purchases.

Here's the secret to success...

Always remember to strike a balance by sending 3 value - packed emails, followed by 1 sales-oriented email. Maintaining this ratio ensures your email list remains engaged and ready to take action when the time is right.

\*If you are a member of Rapid Results Training™ you can ask to give it a point of view from that perspective\*



# Value Emails

Now, let's focus on creating those value emails. The most effective approach is to directly email your list about your latest content, whether it's an informative article, an engaging podcast episode, or a captivating video. With your content piece in mind, let's follow these three prompts in sequence:

Prompt:

What compelling reasons would drive a [audience/customer demographic specifics] to [watch a video, read an article, listen to a podcast, etc.] about [content title/topic]?

Prompt:

Craft an email targeting [audience/customer demographic specifics], informing them about your newly created [video, article, podcast, etc.] and why they should watch it. Keep the email concise, straightforward, and [specify the desired tone]. Remember, don't reveal everything at once; instead, aim to build intrigue and curiosity.

Once you have informed them about your valuable content, it's crucial to let them know that if they desire further assistance and want to delve deeper, they can access even more help by working with you or purchasing your offerings.

To maximize the effectiveness of these emails, here's how you can prompt Chat GPT using the PAS (pain, agitate, solution) copywriting framework. This framework effectively highlights the reasons why they need your assistance and demonstrates how you can provide them with the best solutions.

**Prompt:**

Chat GTP you're an expert marketing copywriter. Using the Pain Agitate Solution Technique, write a sales email to [audience/customer demographic specifics] who want/don't want [their desire/pain point].

We are looking forward to help them decide if we're the best fit for them, and we offer [add benefits]. Make it friendly, and helpful in tone. Use power words. The call to action is to [your call to action].

So, there you have it

Let the adventure begin

Freddie