

Running your business using AI

NOTES



HEY EVERYONE, WELCOME TO THE FIRST AI WORKSHOP OF THE YEAR! 🚀 AI IS MOVING SO FAST, AND THERE ARE SO MANY NEW TOOLS OUT THERE THAT CAN HELP YOU IN YOUR FITNESS BUSINESS. TODAY, I WANT TO SHOW YOU SOME OF THE BEST ONES THAT YOU CAN START USING STRAIGHT AWAY - MOST OF THEM HAVE FREE VERSIONS, BUT THE PAID ONES ARE SUPER AFFORDABLE AND TOTALLY WORTH IT.

AI TOOLS YOU NEED TO KNOW

OPUS PRO - AI VIDEO EDITING MADE EASY ONE OF THE BEST VIDEO EDITING TOOLS I'VE COME ACROSS RECENTLY IS OPUS PRO. IT TAKES A LONG VIDEO, BREAKS IT INTO MULTIPLE SHORT CLIPS, ADDS CAPTIONS, EMOJIS, AND SIDE-BY-SIDE LAYOUTS - ALL IN MINUTES! THIS IS PERFECT FOR REPURPOSING YOUR WORKOUTS, PODCASTS, OR LIVE SESSIONS INTO BITE-SIZED CONTENT FOR SOCIAL MEDIA.

- ◆ WHY I LOVE IT: SAVES HOURS OF EDITING TIME!

- ◆ TOP TIP: THE FREE VERSION HAS A WATERMARK, BUT THE PAID ONE IS AFFORDABLE AND WELL WORTH IT.

Running your business using AI

NOTES



ZING - AI PERSONAL TRAINER APP

HAVE YOU HEARD OF ZING? IT'S AN AI-DRIVEN PERSONAL TRAINER THAT CUSTOMISES WORKOUTS FOR YOU BASED ON YOUR GOALS, EQUIPMENT, INJURIES, AND PREFERENCES. IT EVEN INTEGRATES WITH YOUR APPLE WATCH, MYFITNESSPAL, AND STEP TRACKER!

💡 COST: £30 FOR THREE MONTHS - SUPER AFFORDABLE!

💡 HOW YOU CAN USE IT: THIS ISN'T ABOUT REPLACING TRAINERS - IT'S ABOUT ENHANCING WHAT YOU OFFER. YOU COULD EVEN INCORPORATE AI WORKOUTS INTO YOUR SERVICES WHILE KEEPING YOUR PERSONAL TOUCH.

CHATGPT & DEEP SEEK - AI FOR CONTENT CREATION

CHATGPT - ARE YOU USING IT PROPERLY?

I KNOW MANY OF YOU ALREADY USE CHATGPT, BUT HAVE YOU PERSONALISED IT?

- YOU CAN SET PREFERENCES (E.G. BRITISH SPELLING, YOUR NICHE, CLIENT DETAILS) SO IT REMEMBERS AND ADAPTS TO YOUR NEEDS.
- USE SPEECH MODE FOR BRAINSTORMING INSTEAD OF TYPING!
- TRY CHATGPT MEMORY TO STORE KEY INFO ABOUT YOUR BUSINESS - BUT REMEMBER TO CLEAR IT OCCASIONALLY.

👉 TIP: IF YOU'VE NOT PERSONALISED CHATGPT YET, DO IT! IT'LL SAVE YOU FROM REPEATING YOURSELF EVERY TIME.

DEEP SEEK - A FASTER, SMARTER ALTERNATIVE?

THERE'S A NEW KID ON THE BLOCK CALLED DEEP SEEK, AND I HONESTLY THINK IT'S BETTER THAN CHATGPT IN SOME AREAS.

- ✓ OPTIMISES YOUTUBE TITLES FOR BETTER SEO.
- ✓ POLISHES YOUR SOCIAL MEDIA CONTENT (AND EVEN ADDS EMOJIS!).
- ✓ EXPLAINS WHY A PIECE OF CONTENT WORKS - SO YOU LEARN WHILE YOU CREATE!

Running your business using AI

NOTES



GPT PLUGINS - THE GAME-CHANGER

INSIDE CHATGPT, YOU CAN EXPLORE CUSTOM PLUGINS FOR:

- ✓ LOGO DESIGN - CREATE BRANDING IN SECONDS!
- ✓ VIDEO SUMMARISATION - INSTANTLY TURN A LONG VIDEO INTO KEY TAKEAWAYS.
- ✓ WORKOUT PLANNING - GENERATE CLIENT-SPECIFIC TRAINING PLANS.
- ◆ MY FAVOURITE? THE VIDEO SUMMARISER - I USE IT TO TURN MY WORKSHOP REPLAYS INTO STRUCTURED NOTES FOR YOU!

PERPLEXITY AI - RESEARCH & CITATION TOOL

THIS IS BRILLIANT IF YOU NEED TRUSTED, RESEARCH-BACKED CONTENT. UNLIKE CHATGPT, PERPLEXITY AI GIVES YOU CITED SOURCES FOR EVERYTHING.

🔍 EXAMPLE: I SEARCHED FOR CREATINE FOR MENOPAUSAL WOMEN - IT PULLED UP PUBMED STUDIES AND SUMMARISED THE FINDINGS. THIS IS GOLD IF YOU WANT TO POSITION YOURSELF AS AN EXPERT IN FITNESS, NUTRITION, OR CORPORATE WELLBEING.

💡 USE IT FOR:

- CREATING RESEARCH-BACKED SOCIAL POSTS.
- ADDING CREDIBLE SOURCES TO YOUR CONTENT.
- IMPRESSING CORPORATE CLIENTS WITH FACT-CHECKED PRESENTATIONS.

Running your business using AI

NOTES



WHY YOU MUST SAVE YOUR FACEBOOK VIDEOS (BEFORE IT'S TOO LATE!)

🚨 FACEBOOK IS DELETING ALL LIVE VIDEOS FROM JUNE! 🚨

WHAT TO DO NOW:

✅ DOWNLOAD YOUR OLD LIVE WORKOUTS & TALKS.

✅ UPLOAD THEM TO YOUTUBE FOR LONG-TERM STORAGE.

✅ USE OPUS PRO TO TURN THEM INTO SHORT, SHAREABLE CLIPS.

🔧 REPURPOSE YOUR CONTENT INSTEAD OF LETTING IT DISAPPEAR!

FINAL THOUGHTS - HOW AI CAN SAVE YOU HOURS AI ISN'T HERE TO REPLACE US - IT'S HERE TO MAKE OUR LIVES EASIER. WHETHER IT'S VIDEO EDITING, CONTENT CREATION, OR RESEARCH, THESE TOOLS WILL SAVE YOU TIME AND HELP YOU GROW YOUR BUSINESS FASTER.

💡 NEXT STEPS:

✅ TRY ZING TO SEE HOW AI PTS WORK.

✅ PERSONALISE CHATGPT TO MAKE IT WORK SMARTER FOR YOU.

✅ UPLOAD AN OLD VIDEO INTO OPUS PRO AND CREATE CLIPS.

✅ USE PERPLEXITY AI TO ADD CREDIBILITY TO YOUR POSTS.