

**COACHRX**

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Free Guide Reveals:

**THE 6 MOST COMMON  
MISTAKES COACHES MAKE  
USING (OR NOT USING...) AI,  
PLUS HOW TO FIX THEM!**

# Welcome to Fitness Coaching With AI, The Ultimate Guide

Over the next 6 days in your inbox (or faster if you've downloaded this guide), we're going to help you avoid the 6 biggest mistakes fitness coaches make trying to leverage AI in their business.

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We're going to cover the most common mistakes we have seen coaches make using (or not using...) AI and how to fix them very easily:

- **Mistake #1:** *Resisting the use of AI —And Why... This Limits Your Coaching Potential*
- **Mistake #2:** *Failing to Integrate AI with a Human Touch —And Why... This Makes You Forget What Makes You Unique as a Coach*
- **Mistake #3:** *Missing Out on AI's Potential to Provide Tailored Nutrition and Lifestyle Guidance —And Why... This Leads to Less Personalized Client Experiences*
- **Mistake #4:** *Spending a Lot of Time on Program Design Manually —And Why... This Wastes Time When AI Could Save You Hours*
- **Mistake #5:** *Missing Out on Unlocking Better Communication Practices Using AI —And Why... This Results in Missed Opportunities to Delight Your Clients Without Extra Work*
- **Mistake #6:** *Forgetting to Use AI to Improve Your Marketing Content —And Why... This Leads to Wasted Time and Missed Potential Clients*

By the end of this guide, we're confident you'll know exactly why you should avoid these 6 giant mistakes on your path to *maximizing the potential of your fitness coaching business with AI*—and what you should do instead.

On to Lesson 1...!

# Mistake #1: Resisting the use of AI, Which Can Limit Your Coaching Potential

Specifically:

- The reasons many coaches resist using AI.
- Why this mistake leads to missed opportunities and wasted potential.
- And how to fix it.

Let's dive in.

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## **The Mistake: Resisting the use of AI, which can limit your coaching potential.**

Here's an uncomfortable truth: AI is not going to replace you as a coach, but you might be replaced by a coach who uses AI.

For instance, OpenAI and Thrive Global are launching Thrive AI Health to make expert health coaching accessible to everyone. The issue is that services like this will go direct to consumer removing the coach completely and likely offering a lower cost (and lower quality) service.

**But, where does that leave you as a coach?** Not using AI simply keeps you from reaching your full potential (which is why you should start using it).

- **Wasted Time on Repetitive Tasks:** Manually handling administrative tasks, messaging, and program design eats up hours of your day that could be better spent on client engagement or personal development.
- **Inability to Scale:** Without AI, scaling your coaching business becomes a huge challenge. You're limited by how much time you can personally invest, which caps your potential income and impact.

- **Missed Opportunities for Personalization:** AI tools can analyze client data more efficiently than any human, allowing for highly personalized training plans that could significantly improve client satisfaction and results. Thanks to AI, you can offer more high touch coaching feedback and your clients will be better connected to their programs.

It's not because you lack skills or knowledge. And it's definitely not because you aren't dedicated to your clients. The fact is, AI is becoming better day by day, learning and doing things that we can't even imagine accomplishing in a lifetime.

### **The Reason This Happens**

The reason this happens is that many coaches fear AI will replace the personal touch and style they pride themselves on.

And we understand this fear... but it's based on a misconception. AI is not here to replace coaches but to enhance their capabilities. It can handle repetitive tasks and data analysis, freeing you up to focus on what you do best—connecting with your clients and helping them achieve their goals.

And that's the key to unlocking your full potential.

Here are some even more specific reasons why you might resist using AI:

#### **1. "I am already an amazing coach, I don't need AI."**

That's true, you are certainly an amazing coach, providing spot-on advice to your clients.

However, what you've learned in years of coaching, AI can learn in less than a few minutes. The result is that coaches who are learning how to coach *with* AI are already becoming better and better.

Imagine being able to improve your analysis speed and accuracy by looking at:

- your clients' assessment data,
- your coach notes,
- your consultations and check-in feedback,
- your clients' previous training logs.

AI can help you progress and modify exercise, nutrition, and lifestyle prescriptions faster than we can review them alone.

You don't want to miss out on that.

## **2. You don't want to lose the human touch because, after all, coaching is really all about connecting with your clients.**

You might worry that incorporating AI will make your services feel less personal.

But in reality, it can help you deliver more personalized and targeted advice by not only freeing up time from repetitive tasks but also guiding you on the next steps and how best to communicate with your client.

For example, imagine using a tool like [RxBot](#). It could provide you with bullet points summarizing the key updates in a new training block, allowing you to quickly record a Loom video message for your client. In just seconds, you could inform them of the updates, explain the rationale, and ensure they feel supported and informed—making your service feel even more personalized and professional.

## **3. You don't know where to start.**

There's a small learning curve (and a bit of intimidation) when it comes to AI, and many coaches are intimidated by the technology, believing it's too complex or not worth the effort.

Don't worry, we've got you covered! At OPEX and CoachRx, we are dedicated to providing the best tools and education possible so that *you* can help your clients in the best way possible (and even get more clients).

For instance, we created:

- This [prompt database](#) to save you time and effort in creating your own prompts.
- [RxBot](#), your AI coaching and programming assistant. It removes the need for manual prompting, making it optional since RxBot already handles the programming prompts for you.

We do the research work, build the tools, and then give them to you and teach you how to use them. Pretty cool, right?

### **So, where should I start if I want to use AI in my coaching practice?**

I get it—it's overwhelming to think about everything AI can do for you and to actually know where to start.

Well, it starts with embracing AI as a tool that can complement your coaching, not replace it. You don't need to become a tech expert to benefit from AI; you just need to understand how it can enhance your work.

### **So, let's get specific.**

Instead of resisting AI, here's what you should do instead:

- **Identify the tasks for which you can leverage AI:** Think about where you are spending most of your time. Chances are, it's with program design and messaging. Fortunately, at CoachRx, we have the tools to help you.
- **Start small:** We are *not* asking you to drop everything you're doing and focus solely on using AI. Instead, think of it as progressive overload—start incorporating it into your day-to-day tasks so that you can gradually learn how to use it. For example, try using AI to write a meal plan for your client (You can find a prompt we created [here](#)).
- **Collaborate with other coaches:** Chances are that some of your peers have already started using AI successfully and can be great

resources for you. At OPEX, we have several success stories of coaches who are using [RxBot](#) to help them with their programming. You can see some specific examples of how coaches have successfully used it [here](#).

And don't worry—we're here to help you along the way, taking you by the hand and sharing our experience in helping thousands of coaches become the best they can be.

I hope this gives you some clarity around why many fitness coaches resist using AI—and some action steps to avoid it in the future.

## Mistake #2: Failing to Integrate AI with a Human Touch and Forgetting What Makes You Unique as a Coach

Specifically:

- The reason some coaches struggle to incorporate their human touch and own style while using AI.
- Why this mistake can lead to a lack of client engagement and leave you feeling bored.
- And how to fix it.

Let's dive in.

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***The Mistake: Failing to integrate AI with a human touch and forgetting what makes you unique as a coach.***

Think of AI as a tool, not a crutch; it's here to amplify your unique strengths, not replace you or make you blend in with every other coach using AI. Your perspective, insight, knowledge, and decision-making are the secret sauce that sets you apart.

**Imagine this:** A client receives perfectly tailored advice generated by AI, but the advice feels cold and impersonal. The human element—the connection, empathy, and understanding—is missing. This is a what happens when you lean too heavily on AI and forget to infuse your personality and style.

Without your unique touch, your coaching becomes just another service, indistinguishable from what AI alone could provide. And it is a big NO NO (but also good news because if you learn how to use it effectively, you will be miles ahead of other coaches who either don't use it or don't know how to incorporate their own style).

**But first, let's look at the negative consequences of not integrating your human touch with AI:**

- **Decreased Client Engagement:** Your clients may feel disconnected from you if they perceive that your coaching lacks personal input. AI might provide data-driven advice, but it can't replicate the empathy and intuition that come from human interaction.
- **Loss of Your Unique Brand:** Your coaching brand is built on your experiences, insights, and personality. Failing to integrate these with AI can dilute your brand and make it harder to stand out in a crowded market.
- **You Might Get Bored:** Chances are, the very reasons you decided to become a coach in the first place were because you wanted to help your clients or because you love writing programs. And now, AI can do it too...

**But don't worry—at OPEX and with CoachRX, we're here to empower you with all the knowledge and tools you need to learn how to use AI**



**while continuing to do what you love and keeping what makes you unique as a coach.**

### **The Reason This Happens**

The reason this happens is that learning how to use AI can be overwhelming: **You don't want to miss out, but you might also not know where to start. And once you do start using it, the output you get might feel impersonal.**

We've been there. AI is incredible for scaling your business and providing precise data-driven insights. However, the danger lies in letting AI take over too much, leaving your clients feeling like they're interacting with a machine instead of a human being.

And that's where the problem starts.

**Here are some even more specific reasons why it can be hard to strike the right balance between using AI and keeping your own human touch:**

### **The Challenge of Learning To Use AI:**

Learning to use AI effectively while also incorporating your own human touch can be difficult. This balancing act can be overwhelming, making it hard to know how much of your coaching should be influenced by AI versus your personal insights.

### **The Pressure to Be Cutting-Edge:**

With all the hype around AI, there's pressure to adopt the latest technology quickly. This can lead to an over-reliance on AI tools at the expense of maintaining your unique coaching style.

### **The Temptation of Speed:**

AI can produce results so quickly and efficiently that you may start depending on it too much.

It's easy to fall into the trap of copying and pasting AI-generated content without reviewing or modifying it, assuming it's "good enough." But remember, your clients hired you for your unique perspective, insight, and personal style.

**Editing is a skillset**—one you may need to develop now that you have this powerful assistant creating for you. You are still the author or publisher, and your name is on every program and every client message.

And we understand, it is hard to get to know how to use AI. Very fortunately, at OPEX and with CoachRx, we've done the hard work for you and we want to help you! Here is for instance a quick demo about RxBot, your new coaching assistant, which can save you a ton of time!



[Wath RxBot Demo here.](#)

## How To Fix It Using the 10/80/10 rule

"I'm confused. I thought using AI would make me a better coach, and now you're telling me not to use it because I'd lose the human touch that my clients want. What should I do?"

Well, we're not telling you *not* to use AI. The key is to find the right balance between leveraging AI's capabilities and maintaining the personal touch that makes your coaching unique. AI should enhance, not replace, the human elements of your coaching.

So, let's get specific.

### **Your goal is to build a 10/80/10 relationship with AI:**

1. First, you do the highest-leverage 10% of the work by providing the "thinking."

Imagine you just had a consultation with your new client, and their goal is to focus on fat loss and muscle building. You know that a Full Body split might be effective, and you also want to improve their aerobic base.

2. Next, AI does the lowest-leverage 80% of the work by "doing the doing."

Now, you can ask [RxBot](#) to generate a Full Body Program for Fat Loss. The key here is to give AI as much information about your client as possible. This is the most important part, allowing you to generate programs that are not "just" AI-generated but also tailored specifically to your clients.

3. Finally, you do the highest-leverage 10% of the work by reviewing the outputs.

RxBot just gave you the Full Body split, but your work doesn't stop there:

- You want to review the output and modify some exercises that might be better suited to your client.
- You want to use the comments provided by RxBot to offer personalized insights to your client. They likely don't just want a

training program; they also want to understand the “why” behind it. This is your time to shine, using the specific human connection you have with your client!

So no, AI won't replace you as a coach. It will create even **more** talented coaches, provided you know how to incorporate your human touch—just like Instagram didn't replace photography but created more opportunities for photographers.

Ready to see how AI can enhance your coaching while keeping your unique touch? You can start a **free** trial of [CoachRx](#) and explore RxBot. It's the perfect way to learn and practice these skills at your own pace. And we're here to guide you along the way!

We hope this gives you some clarity around why balancing AI with your unique touch is crucial—and some action steps to maintain that balance in your coaching practice.

## Mistake #3: Missing Out on AI's Potential to Provide Tailored Nutrition and Lifestyle Guidance

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Welcome to Day 3 of *Fitness Coaching With AI: The Ultimate Guide*.

Today, we're going to talk about Mistake #3: Missing out on AI's potential to provide tailored nutrition and lifestyle guidance.

Specifically:

- The reasons many coaches don't properly leverage AI for personalized nutrition and lifestyle guidance.
- Why this mistake leads to less effective coaching outcomes and a ton of wasted time.
- And how to fix it.

Let's dive in.

***The Mistake: Missing out on AI's potential to provide tailored nutrition and lifestyle guidance.***

AI has incredible potential to deliver highly personalized nutrition and lifestyle recommendations, yet many coaches miss out on this opportunity. By not fully using AI's capabilities, you might be limiting the impact you can have on your clients.

Think about it: Writing an entire meal plan for a client can take hours. You've got to consider their dietary preferences, allergies, goals, and daily routines—it's a lot to juggle. While you can certainly do it the old-fashioned way, it's time-consuming and tedious. But with AI, you can quickly analyze all that data and create a personalized plan that's just as effective, if not better, in a fraction of the time. Not using AI for this? That's a missed opportunity.

Think about it:

- Calculating recommended calories and macro splits based on unique client goals or writing an entire meal plan can take hours. You've got to consider dietary preferences, allergies, goals, and daily routines—it's a lot to juggle.
- Crafting personalized instructions for daily habit development is another layer of complexity.

While you can certainly handle these tasks manually, it's time-consuming and tedious. But with AI, like CoachRx Nutrition and Lifestyle prescriptions, you can quickly analyze all that data and create personalized plans that are just as effective, if not better, in a fraction of the time. And soon, RxBot will make this process even more seamless.

Not using AI for this? That's a missed opportunity.

**And here's what you're up against if you're not using AI for nutrition and lifestyle guidance:**

## 1. More Time on Routine Tasks

Let's be real: without AI, you'll end up spending way too much time on things like creating meal plans, calculating macros, and crafting lifestyle recommendations. That's time you could be using for other important parts of your coaching. And if you're not careful, you're on a fast track to burnout.

It's so easy to fall into the habit of sticking with your usual nutrition and lifestyle prescriptions, just tweaking them slightly for each client. But why settle for that? By using AI, you can push your thinking further and get super specific for each client in no time.

AI can help you generate fresh ideas and considerations that you can quickly sift through to find the best fit for your clients.

Not only will this save you time, but it'll also keep your coaching fresh and effective.

## 2. Harder to Keep Up as You Grow

Trying to craft personalized plans for every client by hand just doesn't scale. As your client list grows, it becomes nearly impossible to give each one the attention they deserve without a little help from AI.

**For remote or online coaches, it's even more crucial. You need well-thought-out written prescriptions and strong explanation videos to help clients really connect with the nutrition and lifestyle changes you're guiding them through.**

AI can help you do this in seconds:

- giving you more time to dive into your coaching software,
- task the prescription,

- record a Loom (especially if you're using CoachRx),
  - and equip your clients with everything they need to succeed with their nutrition goals.
3. With AI, you're not just saving time—you're enhancing the quality of your coaching and making sure every client feels supported and empowered.

#### 4. **Falling Behind the Competition**

More and more coaches are using AI to up their game.

If you're not on board, you might find yourself losing clients to those who offer more advanced, personalized services. It's tough to stay ahead when you're not using the latest tools.

And at OPEX, we don't want you to be left behind in this AI craze. So we've created [this free course about AI for coaches](#) to teach you how AI can be a valuable tool in fitness coaching by:

- helping to streamline workflows,
- analyzing data and providing insights,
- while still upholding the irreplaceable human elements of coaching, such as intuition and relationship-building!

Bookmark it—it's free! Head over [here](#).

And guess what? **We also have a prompts database** packed with tons of goal-based, prewritten nutrition and lifestyle coaching prompts. Just plug in your client's specific data, and within seconds, you're crafting detailed, personalized prescriptions. It's that easy. Plus, using these prompts is a fantastic way to get comfortable with AI in your coaching.

And again, it's 100% free! Take a look at it [here](#).

So, let's talk about why you might not be using AI for lifestyle and nutrition guidance yet, and the huge benefits it could bring to your coaching practice.

## **The Reason This Happens and Why AI Can Be the Game-Changer You Didn't Know You Needed for Your Lifestyle and Nutrition Prescriptions:**

Well, you might not realize what AI can do in this area or might feel totally overwhelmed by the idea of adding it to your practice.

We understand, AI can be intimidating, especially when you're dealing with something as detailed as nutrition and lifestyle guidance. You might not be sure where to start, or maybe you don't see how much of a game-changer AI can be in creating personalized plans that really resonate with your clients.

That's a huge missed opportunity.

**On the flip side, here are three benefits of using AI for lifestyle and nutrition guidance:**

### **1. Highly Personalized Plans**

If there is ONE thing that AI is extremely talented at, it's analyzing vast amounts of data (after all, it's a computer...):

- calories calculations and macros,
- dietary preferences,
- weight changes...

It allows you to create nutrition and lifestyle plans that are tailored specifically to each client.

This level of personalization can significantly enhance your clients' satisfaction and outcomes.

### **1. Time Efficiency**



AI can handle the heavy lifting when it comes to creating detailed meal plans and lifestyle recommendations, freeing up your time to focus on other aspects of coaching like building relationships and tailoring workouts!

This efficiency allows you to serve more clients without sacrificing the quality of your guidance.

### **1. Consistent and Data-Driven Recommendations**

AI can consistently provide you with accurate, data-driven insights that help you make informed decisions for your clients.

This reduces the likelihood of human error and ensures that your clients are receiving the most effective and up-to-date advice.

Do you want to see firsthand what AI can do when it comes to generating a meal plan? [Here's a detailed walkthrough](#) of how to use a client's target macros to build an AI-powered meal plan based on the number of meals and personal preferences. Pretty cool, right?

### **How To Start Using AI For Lifestyle and Nutrition Guidance**

So, where should I get started?

We got you! The key is to understand that AI can be an incredible asset in creating personalized nutrition and lifestyle plans that elevate your coaching to the next level. Rather than replacing your expertise, AI can enhance it, helping you to deliver even more precise and impactful guidance.

Let's get specific.

Instead of missing out on AI's potential for lifestyle and nutrition guidance, here's what you should do instead:

#### **1. List Out Common Lifestyle and Nutrition Questions**

Start by listing all the lifestyle and nutrition-related questions that

your clients ask frequently. A good rule of thumb is, whenever you find yourself answering a question or performing a task more than 10 times a week, it's a perfect use case for AI to step in and help!

For example:

- Suggesting meal options for a client with specific dietary restrictions
- Helping a client increase their daily protein intake while adhering to their food preferences.
- Generate creative ideas for getting clients to move more throughout their day or suggest alternative habits to replace the ones that are holding them back.

2. The sky's the limit here! The more time you spend identifying where AI can assist, the more efficiently you'll be able to use it.

### 3. **Create AI Prompts for Quick Responses**

Develop AI prompts that allow you to answer these common questions in the blink of an eye.

These prompts should be specific to your needs, making it easy to generate personalized responses quickly and accurately.

But guess what? At CoachRx, we have created a [Free guide](#) and [database of prompts](#) for coaches.

- This database covers program design, nutrition and lifestyle prescriptions, as well as communication prompts
- These prompts are built on decades of coaching experience, and we're excited to share them with you to help you deliver more personalized and efficient guidance to your clients.

#### 4. And even better:

- OPEX has even developed an AI Coaching Assistant, RxBot, that leverages over 25 years of coaching education and best practices—it even prompts you with ideas!
- Once you've created your prescriptions, did you know you can easily add them as daily tasks and reminders in your client's calendar for progress tracking and education inside CoachRx? You can learn more about the nutrition and lifestyle features [here](#).

#### 5. Pretty cool, right?

### 6. Add Your Unique Style and Personal Touch

Once AI provides the initial response, take a moment to review and customize it with your unique style.

This is where your expertise shines—adding insights, context, or a personal touch that only you can provide ensures the guidance feels tailored and genuine to each client.

### Don't Forget To Check Your Inbox Tomorrow!

Phew, we covered a lot today.

I hope this gives you some clarity around why leveraging AI for personalized nutrition and lifestyle guidance is crucial—and some action steps to start doing so in your coaching practice.

And stay tuned for tomorrow, because we're going to dig into *Mistake #4: Spending a lot of time on program design manually when AI could save you a ton of time (and how to use it effectively)*.

Specifically:

- The reason some coaches still spend hours on manual program design.
- Why this mistake leads to burnout and missed opportunities.
- And how to fix it.

## Mistake #4: Spending a Lot of Time on Program Design Manually When AI Could Save You Hours (and How to Use It Effectively)

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Welcome to Day 4 of *Fitness Coaching With AI: The Ultimate Guide*.

Today, we're going to dive into Mistake #4: Spending too much time on program design manually when AI could save you hours—and how to use it effectively.

Specifically:

- The reason many coaches still spend hours on manual program design.
- Why this mistake leads to burnout and missed opportunities.
- And how to fix it with AI.

Let's dive in.

### ***The Mistake: Spending Too Much Time on Program Design Manually***

Program design is a critical part of coaching, but it can also be incredibly time-consuming.

If you're spending hours every week crafting individual programs for your clients, you might find yourself overwhelmed, with less time to focus on the aspects of coaching that truly make a difference and that you also enjoy, like building client relationships or expanding your practice.

**And we're not telling you to completely delegate program design to AI**, but just to use it as your personal assistant (because we get it, one of the reasons you became a coach in the first place might be that you love program design...).

**Here's what can happen if you don't start using AI for program design:**

1. **Increased Risk of Burnout:** When you're spending hours on manual program design, it's easy to get overwhelmed and exhausted.

This can lead to burnout, making it harder for you to maintain your passion and energy for coaching, ultimately affecting your ability to serve your clients effectively.

2. **Missed Business Growth Opportunities:** The time you spend on manual program design could be better used for other high-impact activities, like client consultations, business growth, or continuing education.

By getting bogged down in the details, you might miss out on opportunities to expand your business.

3. **Less Time for Client Interaction:** Spending too much time on manual program design means less time for direct client interaction.

This could lead to missed opportunities to connect with your clients on a deeper level, understand their evolving needs, and provide the personalized guidance that sets you apart as a coach.

That's not good... And at CoachRx, we really want to help you navigate these challenges. That's why we created an AI Coaching Assistant, [RxBot](#), that leverages over 25 years of OPEX coaching education and best practices including:

- over 3 million characters of data,
- program design principles from industry legends
- and every program template in our extensive library.

**With RxBot, you're not just getting AI; you're accessing a masterclass in coaching with every question you ask about why or how it programmed something.**

**The Reason This Happens:**

But first, let's understand a bit more why you might be spending too much time on manual program design instead of leveraging AI.

**Here are the 3 main reasons that we identified (we've been there too, so we get it):**

**1. Fear of Losing the Personal Touch:**

You might worry that using AI for program design will make your services feel less personal.

It's easy to believe that manually crafting each program is the only way to maintain the unique and tailored approach that sets you apart.

But this fear can lead you to spend way too much time on tasks that AI could handle efficiently, freeing you up to focus on building deeper client relationships.

And using AI for program design does *not* mean losing your personal touch—quite the contrary, actually: it could enhance it by giving you more time to focus on the unique insights and connections that only you can provide.

For instance RxBot can actually enhance it by:

- reviewing your designs,
  - emulating your style,
  - and even helping you explain the rationale behind your choices.
2. It can recommend adjustments based on proven principles, encouraging you to rethink and refine your approach,

### 3. **Lack of Familiarity with AI Tools:**

Maybe you're not familiar with the AI tools out there, like CoachRx and [RxBot](#).

You might not realize how much these tools can help you create high-quality, personalized programs.

This lack of familiarity can make you hesitant to adopt new technologies, keeping you stuck in time-consuming manual processes, and even worse you might risk falling behind while other coaches embrace AI. But we got you, we want to provide you with the best tools possible, and teach you how to use them!

For instance what makes [RxBot](#) different is that it's more than just any AI—it's **built on over 3 million characters of coaching wisdom and hundreds of OPEX programs**. The best part? It prompts you automatically, and you can add your own input if you want, but you don't have to. It's like having a coaching brain at your fingertips, ready to enhance your practice.

### 4. **Underestimating the Potential of AI:**

You might underestimate how effective AI can be in program design, thinking it's only good for generic or basic plans.

But AI can actually incorporate detailed client data, preferences, and goals to create sophisticated, tailored programs that still need your expert touch for final adjustments.

And by underestimating AI, you might end up relying solely on manual design and missing out on the efficiency it offers.

Concretely, [RxBot](#) is designed to complement your expertise, not replace it. By automating the more repetitive aspects of program design, AI allows you to spend more time on the creative and relational aspects of coaching.

### **Where Should I Get Started?**

We get it, you might feel lost with all the AI tools out there... But don't worry, we got you!

With tools like CoachRx and [RxBot](#), you can streamline the program design process, allowing AI to handle much of the heavy lifting. This doesn't mean sacrificing the quality of your programs—quite the opposite. AI can help you maintain high standards while freeing up your time to focus on what matters most.

For example, imagine being able to generate personalized workout programs in minutes rather than hours. With RxBot, you can automatically leverage:

- your client's specific goals,
- assessment and notes,
- training history,
- and preferences.

And you just have to let AI create a well-structured program that you can then tweak to perfection. That's a dream, right?

Instead of spending countless hours on manual program design, here's what you should do:



1. **Explore RxBot in CoachRx:** Start by familiarizing yourself with RxBot, CoachRx's native AI tool. It's built to assist you in designing programs that align with your coaching philosophy.

With RxBot, you don't need to start from scratch:

- Complete the simple RxBot program design request form with built-in prompting. RxBot will leverage any client data in that client's profile.
- If you want to further refine you can include additional instructions in the open text field. Then just hit submit.
- RxBot then taps into the extensive OPEX Fitness knowledge base and reviews client data and your inputs to design a comprehensive program that's tailored to your client's needs.

RxBot considers everything from strength training principles to energy system development, ensuring that the program it generates aligns with both your coaching philosophy and your client's objectives.

This process not only saves time but also enhances your ability to deliver a well-rounded and effective program.

To see it in action, check out our demo video [here](#).

## 1. **Create Your Own Prompts:**

The key to getting the most out of [RxBot](#) is how well you guide it with YOUR prompts.

RxBot does the prompting for you, using client data, your choices, and the OPEX Knowledge base. If you want to customize things more, you can add your own prompts in the text fields, but it's completely up to you. And to make it even easier, we've included over 50 client use cases with ready-to-use prompts!

If you want RxBot to focus on strength training, hypertrophy, or aerobic conditioning, make sure your instructions are clear and specific. The better your guidance, the more the program will align

with your client's goals and your coaching style.

Think of RxBot as an assistant—it's powerful but it needs your direction to deliver the results you want. By being precise with your prompts, you ensure the program reflects the quality and personalization your clients deserve.

## 2. **Add your personal touch:**

Once RxBot puts together the initial program, you get to dive in and tweak it, making it truly yours.

**Since RxBot is fully integrated with CoachRx, it's super easy to go through each session it creates.** You can swap out exercises, adjust the intensity, or add elements that better fit your client's needs. So, if RxBot suggests Romanian deadlifts on a Wednesday but you think something else would work better, you can change it on the spot.

**Plus, RxBot gives you a breakdown of why it picked certain exercises based on the info you gave it.** This way, you're always in the loop and can make changes that make sense. You can even ask RxBot follow-up questions, like why it chose a specific aerobic workout, to ensure everything is just right.

And once you have the program designed with RxBot, you'll still need to review, refine, and apply it to the client calendar, and you can edit as much as you like.

This back-and-forth process keeps the program efficient while letting you put your personal stamp on it, all while RxBot handles the heavy lifting.

Here is a very concrete example: using [RxBot](#) can help you with

## Data-Driven Progress Tracking

- **Human Touch:** You interpret progress and provide motivation.
  - **AI Power:** RxBot analyzes trends and flags potential issues early.
  - **Result:** Proactive coaching that keeps clients on track and engaged.
3. Or let's say you want to use it to **automate periodization** in your client's program:
- **Human Touch:** You set the overall strategy and make adjustments as needed.
  - **AI Power:** RxBot handles the details of progressive overload and deload timing.
  - **Result:** Scientifically sound programs that save you hours of planning.
4. Don't miss out! Give RxBot a try [here](#).

## Don't Forget To Check Your Inbox Tomorrow!

Ahah that was a lot!

I hope this gives you some clarity on how to avoid spending too much time on program design and how to start using AI effectively.

And stay tuned for tomorrow, because we're going to dig into *Mistake #5: Missing Out on Unlocking Rock-Solid Communication Practices Using AI (and Delighting Your Clients with Spot-On Advice Without Spending Hours Behind Your Screen)*.

## Mistake #5: Missing Out on Unlocking Better Communication Practices Using AI (and Delighting Your Clients with Spot-On Advice Without Spending Hours Behind Your Screen)

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Welcome to Day 5 of *Fitness Coaching With AI: The Ultimate Guide*.

Today, we're diving into Mistake #5: Missing out on unlocking rock-solid communication practices using AI—and how this could be costing you valuable time and client satisfaction.

Specifically:

- The reason many coaches miss out on using AI to improve communication.
- Why this mistake leads to inefficiency and missed opportunities to delight clients.
- And how to fix it by incorporating AI into your communication practices.

Let's get started.

### **The Mistake: Missing Out on Unlocking Rock-Solid Communication Practices Using AI**

As a fitness coach, it's frustrating to spend hours responding to messages only to find yourself repeating the same information over and over again. Even if you love helping your clients, it might feel like a waste of time.

But here's the thing—unlocking a new level of communication practices is simple if you know where to start.

And guess what? You can do it while continuing to answer your clients and without spending hundreds of dollars on complicated tech tools.

**But first, let's talk about the common communication mistakes that might be holding you back:**

### **Mistake 1: Repeating Yourself**

How many times a week are you writing that the reason your clients are having cravings at night is because they're restricting too much during the day or not eating enough protein?

Repeating the same answers over and over is not just annoying—it's inefficient and a huge time sink.

Why not let AI help streamline these responses?

If you want to see some concrete examples, you can head over to the [CoachRx prompt database](#) to see examples of questions that can be easily delegated to AI. An example that we love is [How to improve a client's sleep hygiene habits based on their current practices](#).

### **Mistake 2: Not Using a Clear Framework for Writing Your Answers**

Coaching is essentially teaching!

If you don't provide clear reasoning behind your advice, it can lead to a lot of back-and-forth messages. This wastes time and can leave your clients feeling confused. A simple, clear framework for your responses can save both you and your clients a lot of time.

If you want to see how AI can help you craft these frameworks effortlessly, you can try using [RxBot](#) in CoachRx to get started and see how AI can help you explain the why behind your program design.

RxBot explains why it designed the split, structured the workouts, and picked certain exercises based on the info you provided, so you're always in the know and can tweak things as needed. You can even ask RxBot

follow-up questions, like why it chose a specific aerobic workout, to make sure everything fits perfectly.

### **Mistake 3: Missing Out on Organization Tips**

Maybe you have a file with pre-written answers somewhere on your computer, but searching through it every time is a hassle.

And even when you find the right answer, you might have to rewrite a huge chunk because it's not exactly what your client needs.

This lack of organization can waste valuable time and energy.

At CoachRx, we've seen that coaches often struggle with the same issues when it comes to communication. Whether it's feeling overwhelmed by repetitive tasks or not having the right tools to streamline your workflow, we've helped coaches like you overcome these challenges and unlock their full potential.

### **But first, let's talk about why you might be losing valuable time while communicating with your clients:**

There are a few reasons why these mistakes happen (and we've witnessed them all...):

#### **You're Too Busy Helping Your Clients:**

You're focused on giving the best advice and support, leaving little time to create systems that make your communication more efficient.

But the truth is that, if you are more efficient while communicating with your clients, you can help them even more! You can explore the [CoachRx prompt database](#) for ideas.

#### **You Don't Want to Use Complicated Tools**

Advanced tools might seem unnecessary for something as simple as messaging. But the truth is, you don't need anything complex—just a simple system that works.

For instance, [RxBot](#) is designed to be intuitive and easy to use—no tech expertise required, and it can save you a ton of time doing your program design and communicating around it with your clients!

You can see a demo video of RxBot [here](#).

## **You Know What Your Clients Need, But Explaining the WHY Is Hard**

While you understand your clients' needs, communicating the reasoning behind your advice can be tough.

If your clients don't grasp the importance of your suggestions, they might not follow through. And if they don't follow through.... well they won't see the results that they want.

That's a lot, we know.

**Luckily, at OPEX, we've helped hundreds of coaches overcome the challenges of inefficient communication by leveraging AI to streamline their workflows and enhance their client interactions.**

Our expertise in this area has allowed us to create powerful tools like CoachRx and RxBot, designed to support you in delivering the best possible service to your clients while saving you time and effort. What a dream!

Let's dive into it:

## **Here's How to Start Using AI for Communication to Unlock Your Full Potential:**

### **Step 1: Use the Mistakes/Reasons/Solution Framework**

For each prescription you make, write down:

- the common mistakes,
- why they happen,
- and how to solve them.

This approach doesn't just tell your clients what to do—it educates them on why they're facing challenges and how to overcome them. AI can help you structure these responses effortlessly.

(And if you are still reading this, it is proof that it works because we have been using it all along... ;) )

The best part is that it will only take you 2 min or less, and save you a ton of back-and-forth!

## **Step 2: Create Pre-Written Responses in Notion**

For each topic you frequently address, write your answers in a Notion or Google doc. Organize them into categories like Lifestyle, Nutrition, Training, etc.

Then, you just need to use the search function to quickly find and personalize your responses. Remember—personalization is key. Those extra 30 seconds can make the difference between building trust with your clients and sounding like a robot.

If you're looking for inspiration on structuring these responses, the [CoachRx prompt database](#) is a great place to start.

## **Step 3: Use AI to Assist, Not Replace**

We're not telling you to hand over all communication to AI, but using it as your personal assistant can make a world of difference (because we get it—building strong client relationships is why you became a coach in the first place).

AI tools like [RxBot](#) can help you draft prescriptions and program designs, saving you time while allowing you to add your unique touch.



For instance, you can use CoachRx to record Loom videos and send them to your clients with your prescriptions. That is what we call a super personalized approach!

## **Don't Forget To Keep an Eye on Your Inbox!**

Phew, we covered a lot today.

We hope this gives you some clarity around how to unlock better communication practices with AI and how to start incorporating these tools into your workflow.

And stay tuned for tomorrow, because we're going to dig into *Mistake #6: Forgetting to Use AI to Improve Your Marketing Content, Which Leads to Wasted Time and Missing Out on Potential Clients.*

## **Mistake #6: Forgetting to Use AI to Improve Your Marketing Content, Which Leads to Wasted Time and Missing Out on Potential Clients**

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Welcome to Day 6 of *Fitness Coaching With AI: The Ultimate Guide.*

Today, we're wrapping up with Mistake #6: Forgetting to use AI to improve your marketing content, which leads to wasted time and missing out on potential clients.

Specifically:

- The reason many coaches don't use AI in their marketing efforts.
- Why this mistake results in inefficient marketing and missed opportunities to attract and convert clients.
- And how to fix it by incorporating AI into your marketing strategy.

Let's dive in.

### ***The Mistake: Forgetting to Use AI to Improve Your Marketing Content***

As a coach, your time is precious, and every moment spent on ineffective marketing is a moment that could be spent on client work or growing your business.

Yet, many coaches find themselves stuck in the cycle of creating content, only to see minimal results.

You might be writing blog posts, recording videos, or posting on social media regularly, but if you're not using AI to optimize and amplify your efforts, you're likely missing out on significant opportunities.

### **Here's What Can Happen If You Don't Start Using AI for Your Marketing Content:**

#### **1. Wasted Time on Ineffective Strategies**

Without AI, you might spend countless hours on content that doesn't resonate with your audience, leading to missed opportunities and wasted effort.

We've been working with hundreds of coaches over the past decades and we noticed one common trend: many fitness coaches invest significant time and resources in growing their social media following, assuming it will naturally lead to more clients.

It can be very risky:

- You are constantly subject to algorithm changes.
- It takes a lot of time to create content, which is less time spent with your clients (which is why you decided to become a fitness coach in the first place)...

## 2. Missed Client Conversion Opportunities

Here is the hard truth: more followers do not necessarily mean more clients...

You want to create content that resonates with your audience and generate effective lead magnets to actually convert your subscribers into clients.

A good rule of thumb is: your subscribers don't want to be sold your services—they want to:

- a. Be educated about the problems they are facing.
- b. Learn how they can fix them.
- c.

By positioning yourself as an expert who knows how to solve *their* problem, you can then sell your services.

For instance, if you want to attract clients who are busy moms with only 3 hours a week to work out, why not create a free 5-day email course about “The 5 Mistakes Busy Moms Make When Trying to Get in Shape That Are Costing Them Time, Money, and Faith in the Fitness Industry (Fixing Them Is Easier Than You Think)”.

That's essentially what we've been doing with this email course about Coaching with AI.

- d. We want to introduce you to our amazing tool: RxBot within CoachRx.
- e. So, we're teaching you how to use AI and highlighting the missed opportunities if you *don't* use AI.

### 3. Falling Behind Competitors

Another hard truth is that many coaches have already started using AI to write content or analyze their content's performance.

And even though AI isn't going to replace you as a writer, it can significantly speed up your efforts. When you consider all the coaches who are already using AI to generate more (and better) content, that's more time they have for their clients—time that you might be missing out on.

#### **Why This Happens:**

At CoachRx, we've seen that many coaches overlook the potential of AI in marketing for a few key reasons:

#### **1. You already have a lot of responsibilities...**

You're already juggling client sessions, program design, and daily communications. Adding marketing to the mix can feel overwhelming, and using AI might seem like just another task on your plate.

However, AI is here to simplify, not complicate, your marketing efforts. By automating certain aspects, AI can save you time while improving your content's effectiveness.

Think about the last message you wrote about how to create a high-protein meal plan for a busy father of two. You can definitely use AI to repurpose that content as a blog post, Instagram captions, or even a YouTube video.

All the prompts inside our [Prompt Database for Coaches](#) can be reused to create marketing content (and we've been doing it for a while now). You can do it too.

#### **2. You don't know how to start using AI for marketing**

You might think AI is only for large-scale businesses with big budgets.

But the truth is, AI tools are becoming increasingly accessible and can provide valuable insights for small businesses and solo coaches alike.

That's why we created an AI Coaching Assistant, [RxBot](#), that leverages over 25 years of OPEX coaching education and best practices, including:

- Over 3 million characters of data,
- Program design principles from industry legends like Charles Poliquin,
- And every program template in our extensive library.

Thanks to AI, you essentially have access to this vast knowledge, and you can easily generate marketing content to help grow your coaching business!

### **3. You're already creating a ton of content, so you think that you don't need AI**

You might be creating content consistently, but without a clear strategy, it's easy to miss the mark.

Let's say you spend two hours filming, editing, and posting an Instagram reel.

- You might get some likes and comments,
- but how many of those interactions actually turn into paying clients?

If you're not targeting the right audience with the right message, your efforts might not yield the results you're hoping for. That's where AI comes in.

By integrating AI into your marketing strategy, you can move beyond just creating content to creating content that converts.

And the best part is, we've already done the hard work for you! We've helped hundreds of coaches grow their businesses, so we know the common questions clients ask and the challenges you face.

That's why we created the [Prompts Database for Coaches](#)—a go-to resource filled with AI-powered prompts specifically designed for fitness coaches.

With these prompts, you can quickly answer client questions AND create marketing content out of it.

It's like having a marketing assistant right at your fingertips, ready to help you save time and grow your business.

**Ready to Take Your Marketing to the Next Level? Here's How to Start Using AI:**

### **1. Identify the Areas of Marketing You Could Improve**

First things first, marketing your fitness practice isn't just about cranking out content for social media. It's about looking at your entire client acquisition funnel and figuring out where the bottlenecks are:

- Are you struggling to generate traction on social media?
- Having trouble converting followers into subscribers?
- Finding it hard to get people to book sales calls?
- Or maybe you're not converting those sales calls into clients?

The good news is, AI can help you create content for all of these stages! It's not just about making your Instagram feed look good; it's about creating a cohesive strategy that turns those followers into paying clients.

And the bottom line is: you have to provide a lot of FREE content before actually converting followers and subscribers to paying clients.... Good news is AI can help you with that, and we want to show you how!

*Need help figuring out where to start?*

Check out this course: [Going Beyond Social: How Email Can Drive Your Client Acquisition](#). Kandace Dickson walks you through a 6-step strategy to prioritize your marketing efforts, streamline client acquisition, and shift your focus from just social media to content that actually converts.

## 2. Generate Content

Here's the thing—every Instagram reel, YouTube video, free guide, or email course you create is essentially a writing exercise.

And just like you use AI to be your coaching assistant, you can also use AI as your writing assistant.

But remember, it's crucial to maintain your personal touch and style. Don't just copy-paste what AI gives you—make sure it sounds like *you*.

**Let's put this into practice and do a quick exercise together:**

Use the prompt from our **Prompt Database for Coaches** to create a short Instagram caption about [assisting a client in managing cravings and making healthier snack choices](#).

This will help you see how AI can help you generate content that's both effective and authentic.

## 3. Repurpose Your Content Using AI

Content creation is all about getting the reps in. The more you generate, the better you get at it, and the more you build your personal brand online. Think of every piece of content you create as a little island that *you* own on the internet.

Here are 10 Magical Ways to expand any piece of content (and you can easily ask AI to do it for you...)

- Tips
- Stats
- Steps
- Lessons
- Benefits
- Reasons
- Mistakes
- Examples

- Questions
- Personal Stories

For example, let's say you've created a guide on why your clients should have more protein at breakfast. You can easily repurpose that content in multiple ways:

- Turn it into a quick Instagram reel with "5 Reasons to Add More Protein to Your Breakfast."
- Write a blog post about "The Benefits of a High-Protein Breakfast."
- Create a YouTube video titled "Why Busy Parents Should Start Their Day with Protein."
- Send out an email with "Common Mistakes People Make with Breakfast Protein."

It's all about taking one idea and expanding it across different platforms to reach a broader audience.

The best part? AI can help you do this efficiently, so you're not spending hours on each piece of content.

Here is a very concrete example:

- We created a prompt about aerobic progression using AI in our [prompt database](#).
- We expanded it into a blog post [here](#) and sent an email.
- We created a program out of it.
- And Promoted the program on Instagram.

See? 1 topic, 4 different pieces of content! Easy using AI (and your personal touch)...

### **Don't Forget To Keep an Eye on Your Inbox!**

Phew, we've covered a lot over the past six days. I hope you now have a clearer understanding of how AI can revolutionize your coaching business—from program design to client communication and marketing.



Remember, this is just the beginning. There's always more to learn and more ways to enhance your practice with AI. Keep exploring, keep experimenting, and most importantly, keep delivering exceptional value to your clients.

And if you're ready to dive deeper, head over to CoachRx and start experimenting with [RxBot](#) and the [OPEX prompt database](#). Your next level of coaching is just a few clicks away.

## Conclusion

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Thank you again for signing up for *Fitness Coaching With AI: The Ultimate Guide*.

As a recap, here's everything we covered (can you believe it?!):

- **Mistake #1:** Resisting the use of AI, Which Can Limit Your Coaching Potential
- **Mistake #2:** Failing to Integrate AI with a Human Touch and Forgetting What Makes You Unique as a Coach
- **Mistake #3:** Missing Out on AI's Potential to Provide Tailored Nutrition and Lifestyle Guidance
- **Mistake #4:** Spending a Lot of Time on Program Design Manually When AI Could Save You Hours (and How to Use It Effectively)
- **Mistake #5:** Missing Out on Unlocking Rock-Solid Communication Practices Using AI (and Delighting Your Clients with Spot-On Advice Without Spending Hours Behind Your Screen)
- **Mistake #6:** Forgetting to Use AI to Improve Your Marketing Content, Which Leads to Wasted Time and Missing Out on Potential Clients

## **But... AI feels too complicated and impersonal for my coaching style, and honestly, I still don't know where to start**

We totally understand—AI can seem like a big leap, but it's a game-changer we don't want to miss out on.

- It's not about replacing your personal touch; it's about freeing up your time from routine tasks so you can focus more on what you do best—coaching.
- The coaches who are embracing AI are already pulling ahead, and you don't want to get left behind.

Think of it like starting a new workout routine— you want to use progressive overload. That's where we come in.

At OPEX, we've got your backs with the tools and know-how to get comfortable with AI. Just by sticking with this email course and giving it a try, you're already ahead of the curve, and that's a great place to be.

We are extremely passionate about solving the challenges coaches face in leveraging AI and helping fitness coaches unlock their full coaching potential.

**This 6-Day Educational Email Course is just one of many resources we've created to help coaches like you streamline your work, engage more clients, and grow your business.**

If you're new to using AI in coaching, here are 3 other resources we've created that I think would be helpful for you on your journey to becoming an AI-powered coach:

- **[\\*\\*The Ultimate Guide to Using AI in Fitness Coaching:\\*\\*](#)** Dive deep into how AI can enhance your coaching strategies, save you time, and deliver better results for your clients.
- **[\\*\\*FREE LearnRx Course: AI for Fitness Coaches:\\*\\*](#)** This course offers practical tips and insights on how to effectively use AI in your fitness coaching practice.

- **\*\*AI “Pro Tips” and Blogs:\*\*** Explore our collection of expert tips and blog posts on how to maximize AI’s potential in your coaching business.

Finally, if you would like help solving the challenges of integrating AI, achieving greater efficiency, and unlocking your full coaching potential, we can help!

We created an AI Coaching Assistant, [RxBot](#), that leverages over 25 years of OPEX coaching education and best practices, including:

- Over 3 million characters of data,
- Program design principles from industry legends like Charles Poliquin,
- And every program template in our extensive library.

If this is what you’re looking for, [Click here to try RxBot](#).

## **LearnRx, to learn at your own pace**

Looking for the next step in your coaching journey? We created [LearnRx](#).

It's like Netflix, but for coaches. With over 100 classes, it's got answers to all your coaching questions, right when you need them.

Remember that course we shared about using [AI for Program Design](#)? LearnRx has the sequel to that course, diving even deeper into how AI can help you create smarter, more personalized programs for your clients.

What makes LearnRx so great is that it's super cost-effective and always up-to-date with the latest coaching techniques and tools. It's like having a coaching library at your fingertips, ready to help you out whenever you're stuck or need some fresh ideas.

## **1:1 mentorship**

And if you’re looking for personalized guidance and mentorship, consider our [CCP 1:1 Mentorship](#). This program provides direct mentorship with

OPEX's top coaches, helping you refine your skills, develop your coaching style, and take your business to the next level.

We want to support you in the best way possible on your AI coaching journey so that you can deliver the best coaching to your clients. To do that, we need to know how we can best support you.

[Please take 20 seconds to fill out this survey.](#)

Or, reply directly to this email and let us know what you're looking for!

## Next Steps

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There's a lot of talk about AI in coaching, and it's easy to get caught up in myths and misconceptions that might be holding you back.

Let's clear the air.

**These 4 myths are holding you back from saving a lot of time, delighting your clients (and earning more money) by using AI in your coaching**

### **Myth 1: "AI Can't Match My Coaching Expertise"**

We get it—you've spent years perfecting your coaching style, and it's hard to believe AI could keep up with that.

- **Reality:** RxBot isn't just another AI chatbot—it's like having an experienced assistant who's absorbed decades of fitness knowledge.
- **Explanation:** With over 25 years of OPEX's expertise built into it, RxBot has internalized the principles that have shaped the fitness industry.

It's here to support you, not replace you, by applying this deep knowledge to your unique coaching scenarios.

### **Myth 2: "It's Too Expensive"**

Some coaches worry that investing in AI tools like RxBot might be too costly.

- **Reality:** The right tools can save you time, reduce stress, and lead to better client outcomes—totally worth the investment. (Plus you are probably already paying for tools that are less efficient...)
- **Explanation:** RxBot offers incredible value by streamlining your processes, helping you craft personalized programs faster, and freeing you up to take on more clients.

In the long run, it's an investment that pays off.

### **Myth 3: "I Don't Have the Time"**

We know you're busy, and the thought of adding something new to your plate might seem overwhelming.

- **Reality:** You don't need to spend hours every day on this. Even small steps can lead to big improvements. If you start programming with RxBot today (even for just 1 or 2 clients), you can easily get up to speed and be able to use RxBot for all your clients within the next month. Progressive overload ;)
- **Explanation:** RxBot's massive knowledge base, packed with over 3 million characters, lets you generate programs, offer nutrition advice, and optimize training plans in no time.

It's all about working smarter, not harder.

### **Myth 4: "AI Will Make My Coaching Impersonal"**

We understand the concern that using AI might take away the personal touch your clients love.

- **Reality:** RxBot actually gives you more time to focus on those personal connections by handling the routine stuff that takes you a lot of time. And the goal is not to blindly copy-paste what the AI gives you, but to use the output in order to add your personal touch!
- **Explanation:** RxBot is designed to fit your unique coaching style, helping you deliver personalized, results-driven programs while keeping that special bond with your clients intact.

## **With RxBot, you have access to a legacy of expertise at your fingertips**

Imagine having a coaching assistant who's learned from decades of fitness wisdom, mastered advanced training techniques, and can apply all that knowledge to your specific coaching needs. That's RxBot.

**Over 25 Years of Coaching Expertise:** RxBot is built on more than a quarter-century of OPEX's top-tier coaching education, expertise, and extensive program library, encompassing the principles that have shaped the fitness industry.

**Vast and Expanding Knowledge Base:** RxBot's 'brain' is filled with over 3 million characters of in-depth fitness education, constantly growing and rivaling—even surpassing—the knowledge of human experts.

**Comprehensive Coaching Approach:** From James Fitzgerald's groundbreaking energy system principles to advanced resistance training techniques, RxBot covers every facet of fitness coaching.

We want you to know that RxBot is here to make your coaching life easier, save you time, and help you deliver even better results. It's not about changing your style—it's about amplifying your unique voice and making sure it resonates with your clients.

**And here is how RxBot can help you**

- **Program Design Mastery:** Gain access to hundreds of results-driven program designs, allowing you to create the perfect workout for any client.
- **Nutrition and Lifestyle Coaching:** Utilize comprehensive insights on nutrition and lifestyle factors to deliver well-rounded, holistic coaching.
- **Relationship Building:** Enhance your coaching relationships by understanding the psychology behind client motivation and adherence.
- **Energy System Expertise:** Apply a nuanced understanding of energy system training to optimize your clients' performance.
- **Resistance Training Wisdom:** Implement smarter, safer resistance training principles for more effective strength building.

👉 [Click here to learn more about RxBot & start your free trial!](#)

We're excited to help you take your coaching to the next level,

The CoachRx Team