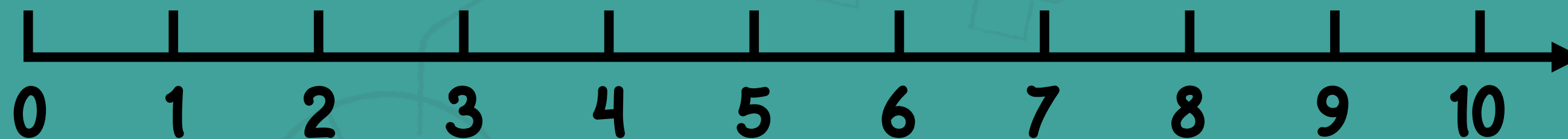


Thursday | 8 May 2025

# How To Finally Get AI To Create Content That Is Better Than Anything You Could Write And Sounds Exactly Like You

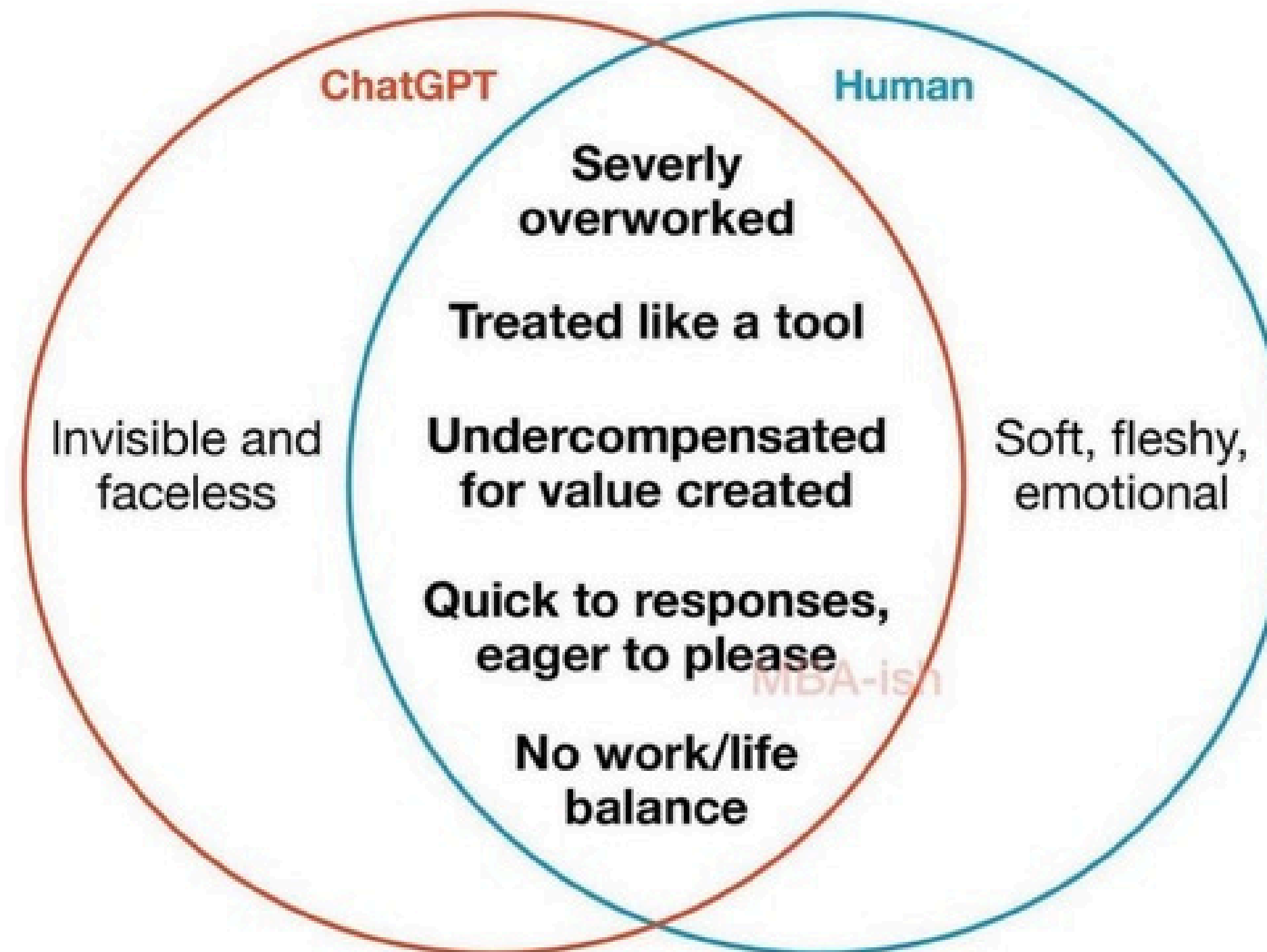
Without substituting your voice





# Everyone's Using AI (But It Shows)

# ChatGPT vs a Human worker



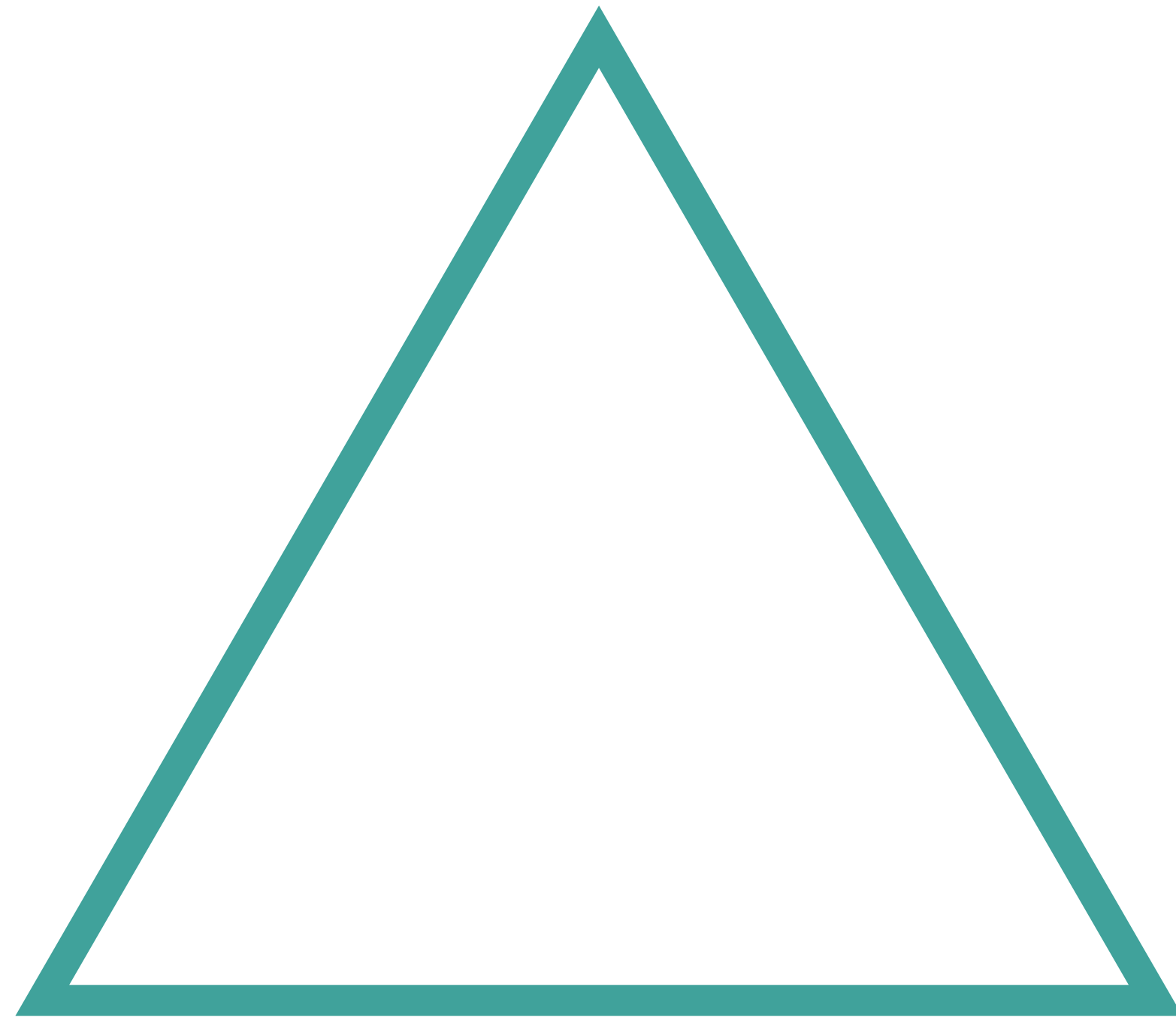


- ChatGPT for captions.
- Tools for email.
- Auto responses.
- Repurposing content...









**AI doesn't make your marketing  
better. It just makes it faster.**

Unless you know how to use it properly.

## Most Coaches Use AI To:

- Write fast captions that sound nothing like them
- Auto-generate emails that sound nothing like them
- Save time posting - but what's the point if you're posting isn't doing what you want?

## But Smart Coaches Use AI To:

- Clarify their voice
- Plan big-picture strategy
- Get unstuck creatively
- Build slow, standout marketing



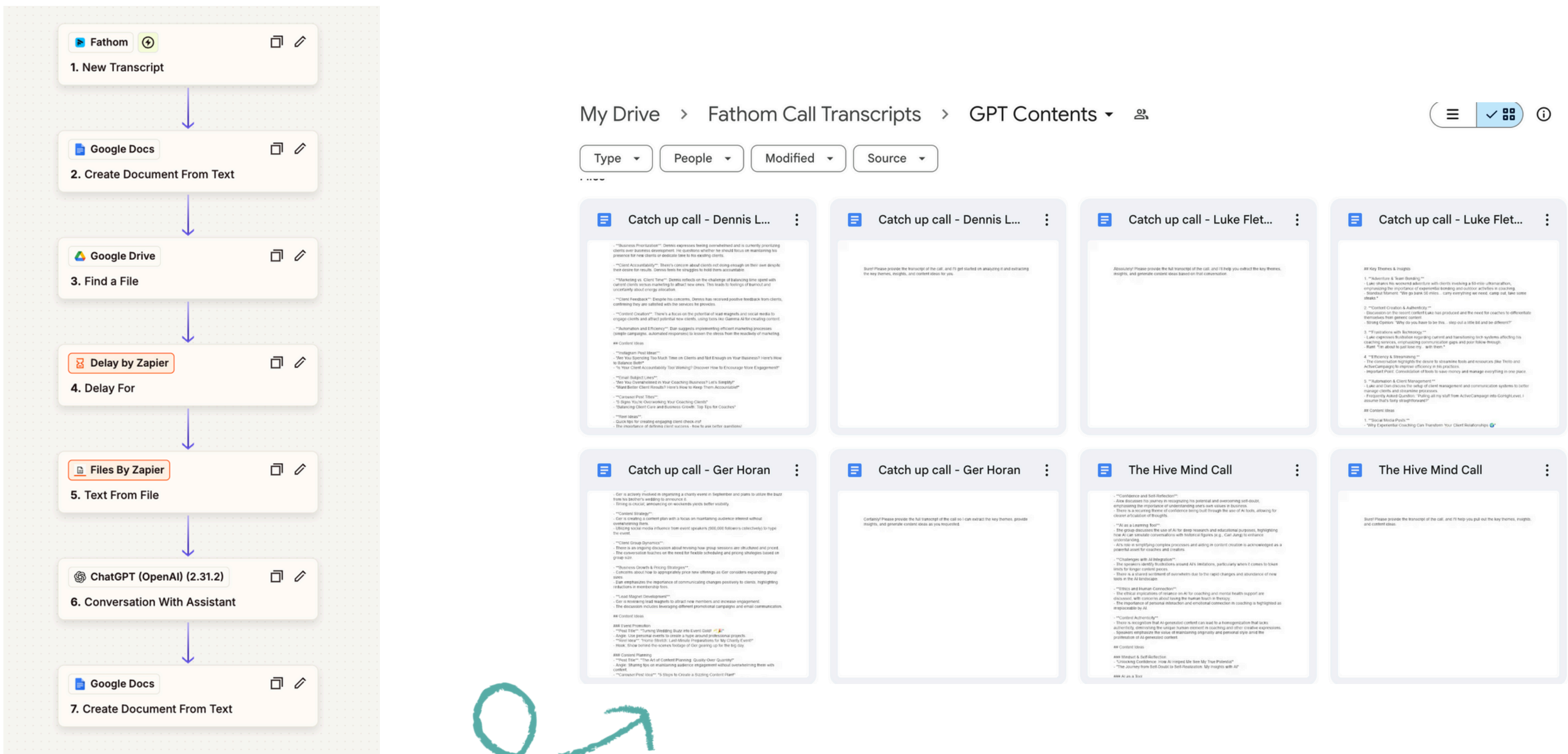
**Your best ideas don't come from  
prompts... they come from space**

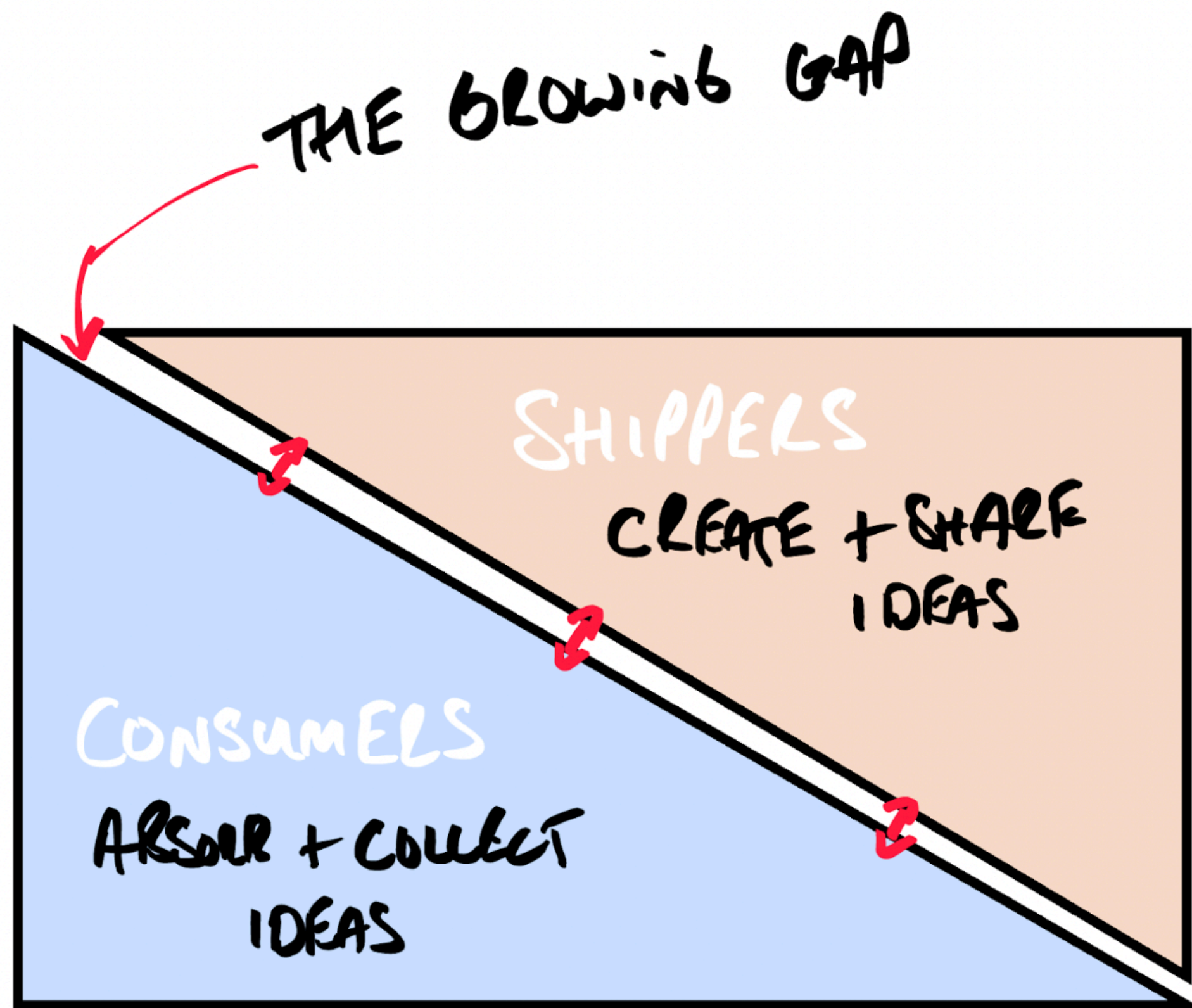
# **Slow Marketing = Thoughtful, Intentional, Personal**

You still move forward but you stop rushing just to stay visible.  
You use tools like AI to amplify clarity, not replace it.

**What if you could use the data  
already in your coaching world to  
give you all the content ideas you  
could ever need?**

# The Call Content Curator







## What should content be?

- A chance to share unique ideas, in unique ways, to stand out from everyone else
- An opportunity to connect with your audience, develop know, like, trust and build relationships
- Your main opportunity for communicating

## What is content for many coaches?

- A tickbox thing that they want to get done asap
- Something that they feel they 'should' do, rather than want to do
- An inconvenience that should be sped up and shipped asap
- Awkward, scary, intimidating way to invite comparison from other coaches

**If you're serious about your online business, then marketing is important.**

**If you're serious about your marketing - you wouldn't copy and paste the first thing that ChatGPT chucks out at you.**

# Bad ChatGPT use cases

Reclaiming her evenings from the scroll-hole

Building a morning routine that actually served her

Teaching her body the power of REAL strength training

We are all getting older, the best time to start strength training was yesterday

-Which is helpful for absolutely no-one 🤔

The next best time is NOW

The results?

✓

Nearly 18kg - SHREDDED AWAY

✓

Sleep quality - REVOLUTIONISED

✓

Nutrition - IMPROVED WITH CLARITY

✓

Daily habits & routines - REWIRED

✓

Strength levels - SOARING

✓

Digital habits - REFORMED

✓

Food relationship - REBUILT

How did we crack the code? 🧑‍🔬

1

Swapped passive movement for empowering strength training

While still incorporating yoga a huge passion of S's 🧘‍♀️

2

Turned "women don't lift" mindset into "watch me lift this heavy s\*\*t"

3

Created a phone-free evening routine that actually works

4

Built a nutrition approach that ditched diet culture for real food

5

Designed movement patterns that combat modern life's sitting trap

But here's the real win

This isn't about the 18kg she lost or the habits she broke

It's about the woman who discovered that aging doesn't mean settling ✨

You don't need a complicated routine to build strong, well-rounded glutes. Stick to these 4 movement categories for an effective workout. Focus on good form and consistency, and watch your glutes grow gal 🔥

1

Thrust/Compound Movement:

These are powerhouse exercises that allow you to lift heavy and fully engage the glutes.

• Examples: Barbell Hip Thrusts, Banded Hip Thrusts, Smith Machine Hip Thrusts

➡

Tip: Pause at the top for 1-2 seconds to maximise glute engagement.

2

Lengthened Movement:

These focus on stretching the glutes under tension for optimal growth.

• Examples: Romanian Deadlifts (Dumbbell or Barbell), Good Mornings, Cable Pull-Throughs

➡

Tip: Control the eccentric (lowering) phase to feel the stretch in your glutes.

3

Unilateral Movement:

Single-leg exercises help fix imbalances and improve stability while targeting each glute individually.

• Examples: Bulgarian Split Squats, Reverse Lunges, Single-Leg Romanian Deadlifts

➡

Tip: Focus on one leg at a time and drive through the heel for maximum glute activation.

4

Isolation Movement:

These target the glutes directly and finish off your workout with a burn!

• Examples: Cable Kickbacks, Glute Bridges, Frog Pumps

➡

Tip: Use a band or lighter weight for higher reps to really feel the burn.

Workout Structure Example:

1.

Barbell Hip Thrusts (4 sets x 8-12 reps)

2.

Romanian Deadlifts (3 sets x 8-10 reps)

3.

Bulgarian Split Squats (3 sets x 10-12 reps each leg)

4.

Cable Kickbacks (3 sets x 12-15 reps per leg)

We help guys achieve life-changing results.

The kind where people see you and say "what the hell have you been doing?"

Here's how we make it happen:

Training that's built around your life and your body

It's personal. Structured. Data-driven. So you stop plateauing and finally see week-on-week progress in your physique and performance.

▶

Nutrition that works in real life

No bland meal plans. Just smart choices, proper structure, and flexibility.

You'll still enjoy life, but your body will say otherwise — lean, strong, athletic.

▶

1-2-1 support and coaching:

Not someone who checks in once a week with a thumbs up. You'll be guided, challenged and backed every step of the way.

▶

A high-performance environment:

A group of individuals pushing forward in all areas: Careers, health, mindset, relationships.

Because standards rise together.

▶

And most importantly- results:

Not small changes you can barely see

But jaw-dropping, head-turning transformations that make you proud of the person staring back at you in the mirror.

You'll build a body that performs as good as it looks...

Running faster, lifting heavier, feeling at your peak.

You'll become who you know you can be:

More focused, more confident, more fulfilled.

This is what we do.

We've helped over 200 people go from average to outstanding.

The only question left is:

are you next?

# VERY Bad ChatGPT Use Cases

It's easier to tear down what you couldn't stick with.

To anyone putting in the work: keep going.

You don't need to shrink to make others feel comfortable.

To those projecting: ask yourself why someone else's progress threatens you.

Respect the grind or stay silent.

Want it more casual, punchy, or tailored to your specific audience?

Busy women don't need more hustle — they need systems, nourishment, and moments to reset.

How do you like to set yourself up for success on a Sunday? Drop your favourite ritual below! 📍

**#BusyWomenWellbeing #SundayReset  
#HealthyHabits #WomensHealthCoach  
#WeightLossJourney #WellbeingOverWhelm  
#HighProteinBreakfast #FemaleFounderFitness**

Would you like a Reels script version too with on-screen prompts or voiceover style?

9 minutes ago





**Using ChatGPT for writing content  
that sounds like you**

**Vs**

**Asking it to write your captions for  
you, and copying and pasting the first  
thing it comes out with.**



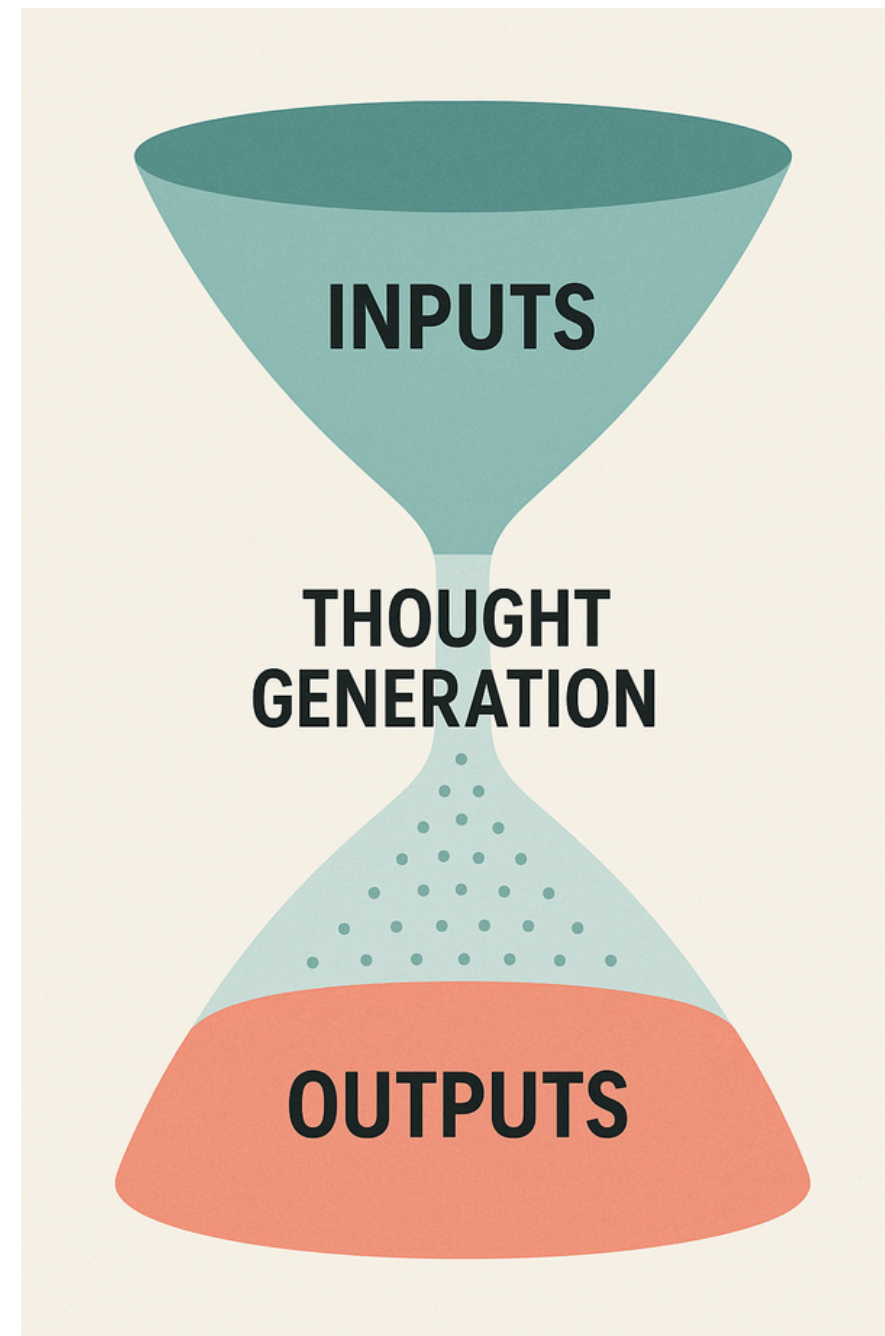
## What is 'content'?

- The understanding of your ideal client
- Knowing how you help that person
- Being clear on why your way of working and thinking about it is different to everyone else
- Advocating for the person you want to help
- Having a point of view on the industry, your work, your clients - that differs to everyone else
- Being able to express that POV in a unique way
- Communicating your ideas in a way that grab attention, and keep hold of it
- Writing to persuade, enlighten, move and resonate
- Doing this consistently, in a way that aligns with your brand

# **When we understand what content is, we can see why ‘Write a post on X’ doesn’t work**

It’s actually just doing a disservice to you and your brand when you post content that you didn’t write, edit or even read through

# The Content Funnel



**How to use AI to ASSIST with your  
content creation**

**A side-by-side comparison of good  
use and bad use**

# The AI Vault

## AI Collective Vault

The AI Vault is a toolkit for coaches who want to excel at what they do whilst harnessing the power of AI and technology.

Resume Course

0 of 31 Lessons Completed

### Coach



Dan Smith  
Instructor

### Welcome



Welcome

### Collecting Your Business Intelligence

Every business is sitting on a goldmine of data that we can use to tap into what our ideal clients want, need and desire - because we've already worked with people! So we're going to start by using automations to scrape every bit of data from our existing clients to use to market to future clients, but also to ensure that our programme completely meets the needs of those we work with



# The AI Vault

Welcome

Published

Welcome

Collecting Your Business Intelligence

The What and Why of Business Intelligence

Create a Client Language Master Sheet

Collecting Google Form Data into your Client Language Master Sheet

Collecting Typeform Data into your Client Language Master Sheet

Collecting Client Whatsapp Data

Collecting Future Data

Client Phrasebooks

WALKTHROUGH - 'Why I Bought' phrasebook

Common Objections phrasebook

I don't know my niche

Published

The Niche Navigator

Help me build a roadmap

Published

Coaching Roadmap Builder

I need a killer offer

Published

The Coaches Offer Architect

How do I write a sales page?

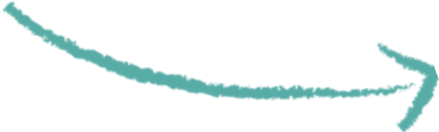
Published

Coaches Sales Page Builder

I don't know what lead magnet to build

Published

Coaches Lead Magnet Idea Generator



# The AI Collective

SCM The AI Collective

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9+

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Implementation Sprints

HIVE Mind call recordin...

+ ADD CHANNEL

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Leaderboard

About

Chat

What's on your mind, Dan?

Dan Smith

17h ago in HIVE Mind call recordings

HIVE Mind replay 7/4/25

This was an excellent discussion about the wider feelings of AI within the coaching space. Key Takeaways : Custom GPTs with Zapier Actions are simplifying complex workflows, making A...

0

0

Stu Graham

2d ago in Start Here

AI as a Team Member not a Tool

This was an interesting video about the use of AI <https://youtu.be/wv779vmyPVY?si=Ah3RCvyQw00cBCwa> The main takeaway for me, was using AI like another member of your team,...

1

1

New comment 1 days ago

Kevin Amoako

3d ago in Start Here

Goldmine of content

The AI Collective

Private Group

A community of other coaches all on a journey to use AI within their business.

32

Members

49

Posts

2

Admin

GM

SETTINGS

INVITE MEMBERS

# Thank you

El Questions?



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@charliebeestone



Fitbiz ai