

CLEAN HEALTH'S

AI COACH



clean
health

CREATE **30 DAYS** OF
CONTENT IN 30 MINS



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ABOUT CLEAN HEALTH

Our goal is to prepare you for a successful fitness career by blending the latest science with real-world results that you can use in your business **instantly!**

Established in 2008, **Clean Health** is one of the **world's leading online fitness educators**, having taught more than 350,000 students in over 85 countries. We are the world's leading e-learning group for personal trainers, nutritionist and fitness professionals.

Clean Health has ongoing partnerships with industry titans including James Smith, Layne Norton PhD, Sebastian Oreb, Jackson Peos PhD, Mark Carrol, Lauren Simpson, not to mention and features in numerous media and TV publications – including The Sydney Morning Herald, GQ, Men's Fitness, Australian Women's Health and Fitness and more.

Clean Health Group pivoted to online Fitness Education as an Australian Government Accredited Registered Training Organisation (RTO) in 2020, where prior Clean Health existed for 12 years in the Personal Training and Gym space. Led by Founder and Group CEO Daine McDonald, this period served as an incredible real life laboratory to hone understanding and build practicality into the cutting edge fitness training accreditations offered by Clean Health today.

After completing our first foray into mergers and acquisitions in 2023, with the purchase of Vast Fitness Academy, and the acquisition of the Australian Institute of Fitness, we're not just a platform for real world education and accreditations, Clean Health Group is here to continue to create a community of fitness professionals set on shifting the industry standard for the better.

Our range of online, easy-to-access courses are developed and created by the very best in the industry, across nutrition, sports science, fitness business and strength and conditioning.

smh.com.au
The Sydney Morning Herald

oxygen

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MENS FITNESS

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SENSEI

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SPORTS
- INSTITUTE -

MMH
MEN'S MUSCLE & HEALTH

Fitness First mag

Enterprise
FITNESS

Daily Telegraph



THE **STEP-BY-STEP**
GAMEPLAN



THE COACH'S SECRET TO CONTENT THAT CONVERTS

In the past 30 days, have you ever stared at a blank screen wondering what to post? Have you spent hours writing captions, scripting reels, or researching trending topics—only to get a handful of likes? If so, you're not alone!

Most coaches are stuck in a reactive cycle: scrambling to keep up with social media while trying to actually coach clients. It's exhausting. And unsustainable. But here's the truth: you don't need more time or more ideas—you need better systems.

That's where AI comes in.

With the right tools—ChatGPT, Perplexity.ai, and a simple workspace like Notion—you can create a month's worth of high-converting content in under 30 minutes. No fluff, no burnout. Just lean, efficient systems that turn your expertise into engaging content that gets leads and builds trust with your audience.

This guide will walk you step-by-step through our Clean Health Expert AI Content Workflow, which we've battle-tested with hundreds of fitness and nutrition coaches around the world.

It works whether you're brand new to AI or you've dabbled before but didn't know how to apply it strategically.

Here's what you're going to get:

- A simple method to identify 30 scroll-stopping content topics—guaranteed to spark engagement.
- A proven ChatGPT prompt that instantly turns those ideas into reel scripts, captions, story prompts, and carousels, all optimized for lead gen.
- A way to plug everything into Notion so you stay organized, focused, and consistent—without overthinking or second-guessing yourself.

No tech headaches. No copywriting degree required. No reinventing the wheel every day.

THE FREE TOOLS THAT POWER THE WORKFLOW



Perplexity.ai — The Trend-Spotting Research

Perplexity is like having a personal research assistant that never sleeps. Think Google meets AI. This AI search engine scours the internet in real time, pulling insights from top articles, scientific journals, Reddit threads, and breaking news. What makes it special is how it delivers source-backed answers, so you're not just guessing what's trending—you're working off hard data. Use Perplexity to identify hot, controversial, and high-engagement fitness topics your audience is already searching for.



ChatGPT — The Content Creation Engine

ChatGPT is your AI copywriter, strategist, and creative partner all rolled into one. When given the right prompt, it can instantly generate hook-driven reels, persuasive captions, engaging carousels, and even DMs and emails. The beauty is in the structure—if you feed it clear direction and tone (“make this confident, informal, and results-driven”), it mirrors your voice while saving you hours. Best of all, ChatGPT can iterate on one idea in a dozen different ways, helping you break creative blocks and scale your content output fast.



Notion — Your AI-Ready Command Center

Notion is where everything comes together. Think of it as your content HQ—organized, accessible, and customized for your workflow. Once you generate your 30-day calendar in ChatGPT, you can paste it directly into a Notion database, giving you a drag-and-drop dashboard for planning, tracking, and executing your content. Notion also supports embedded files, checklists, and templates, so you can add your scripts, post times, thumbnail ideas, and even progress notes all in one spot.

STEP 1

USE PERPLEXITY.AI TO MAKE 30 DAYS' WORTH OF TRENDING CONTENT

➔ Head to [Perplexity.ai](https://perplexity.ai) and use the following prompt:

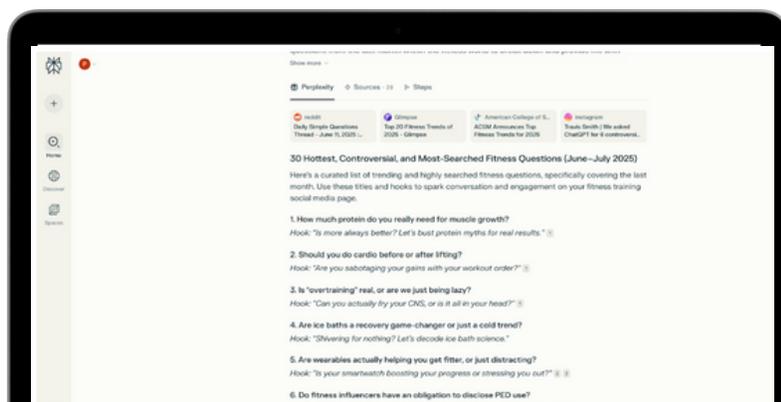
Hey there, I'm making a social media calendar for my fitness training social media page.

I need help from you with making it.

I need you to scan and find me 30 of the hottest, controversial and most-searched questions from the last month, within the fitness world to break down and provide me with hooks for them."

Perplexity will return a list of questions or topics along with a breakdown of sources—from Reddit to Men's Health to scientific journals. These become your content prompts for the entire month. You can copy/paste them straight into ChatGPT to start building full posts, scripts, carousels, captions, and more.

These serve as your content prompts, to help ChatGPT create your scripts. And you KNOW that they will get traction on social media, because Perplexity scans the internet and finds the most trending articles to source the titles from.



STEP 2

HEAD TO CHAT GPT AND CREATE THE MASTER CALENDAR

➔ Head to Chat GPT and use the following prompt:

"I am a fitness coach creating content to grow authority and generate leads.

I'm making a social media calendar for my fitness training social media page. I need help from you with making it. I need you to act as a social media content creator, marketing whiz, and true expert in breaking down fitness content to the general population.

Here's what I need:

- *30 Days of my post topics, with the extremely captivating hook provided.*
- *I need three bullet points for each reel and carousel to help me create the actual content*
- *I'm posting Mon-Fri in a cadence of reel, reel, carousel, reel, reel*
- *On Saturdays, I'll be doing a themed Q&A so please provide me with the theme for that*
- *On Sundays I will simply do a three question quiz, so please provide me with the questions for that*
- *I will also post two stories every day of me talking in a very unscripted real fashion and need controversial questions (related to the post of the day) for the content of that.*
- *Can you provide everything from the time I should post to the thumbnail design rec, caption suggestion. Ready?*
- *Here are the topics for each day.*
- *I need this in a csv file please so I can easily copy it into notion. Thank you!*

STEP 3

PUSH CHAT TO GET BETTER AND GIVE YOU MORE..

➔ *“Good prompts get decent results. Great coaches get better results by pushing Chat GPT further.”*

Chat GPT is more capable than what it gives you on the first output—but most coaches stop there.

In our AI courses, we teach two advanced strategies to go beyond the surface:

- **Prompt Chaining** – breaking complex requests into smaller, sequential prompts that layer and build on each other
- **Feedback Looping** – asking Chat GPT to revise, improve, or clarify based on real-time feedback you provide

For example, let's say the original prompt was:

“Write a 40-second reel script on the benefits of strength training for fat loss.”

A solid first answer is useful—but we can make it great by chaining follow-ups like:

1. “Can you rewrite this using more casual, punchy language like Alex Hormozi?”
2. “Now add three alternative hooks that are built around surprise or controversy.”
3. “Inject a subtle CTA halfway through that points to a free 5-day challenge.”
4. “Shorten this slightly so it fits within 35 seconds of speaking.”

STEP 4

COPY AND BUILD YOUR CALENDAR IN NOTION

➔ Open notion and create a new page called “This month’s content calendar”

At the top of the page write:

“I commit to this calendar.

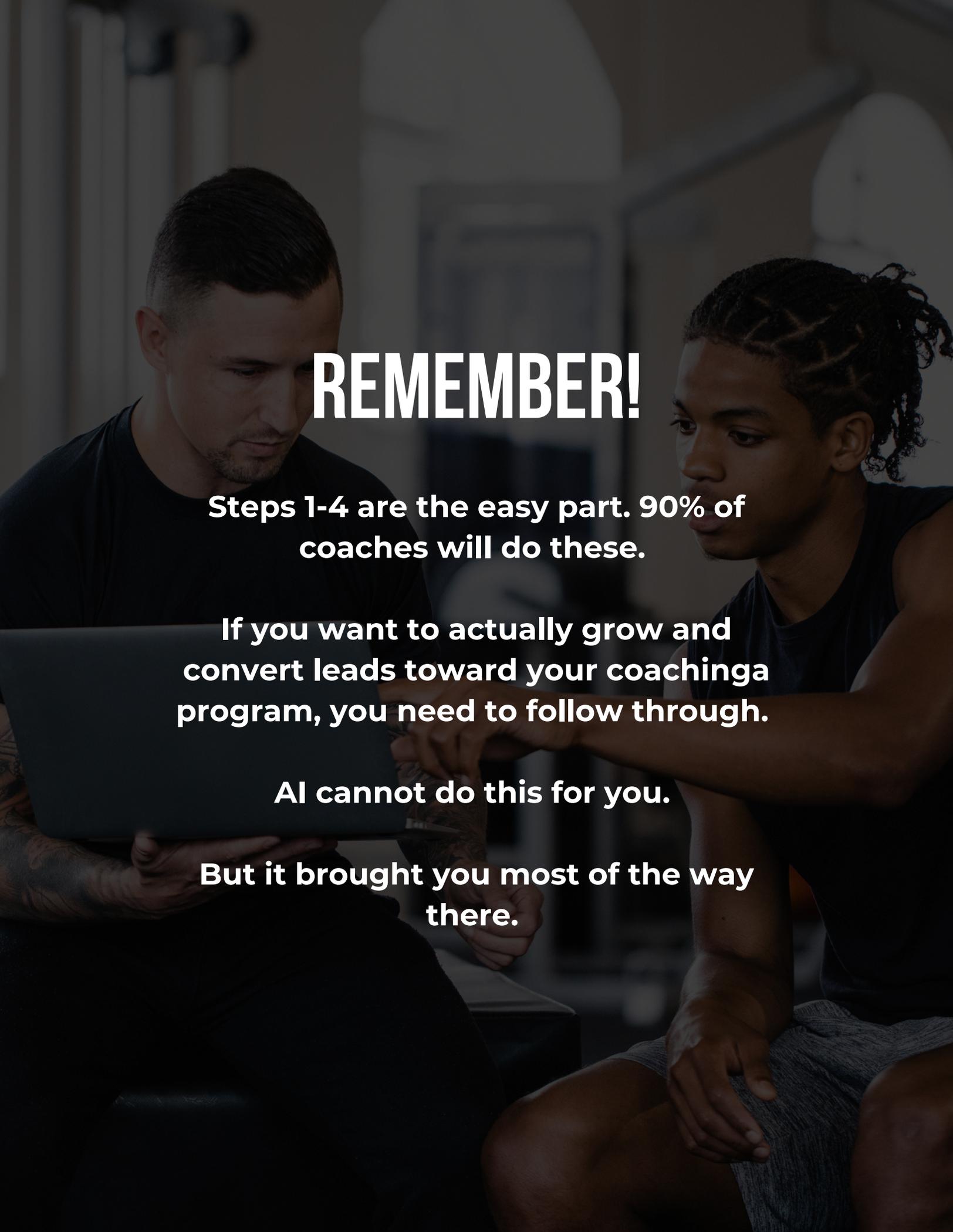
I will post every day this month. It might not be perfect, but it will be posted. If I do this, I may not grow my following by one person, I might not go viral, but I will have created a sense of community, built expectation among my current followers and boosted trust in my coaching brand”

Under this click the “+” sign on an empty line and type “csv”

It will then prompt you to upload the csv file from Chat GPT that you have downloaded.

And there is your calendar.

Day	Topic	Format	Hook	Time	Story Q1
Mon	What should I eat before and after a workout?	Reel	You're wasting your workouts	11:00 AM	Do you train fasted or fueled? - Is a protein shake really necessary?
Tue	How can I lose body fat quickly?	Reel	Here's why most fat-loss tips fail	7:30 PM	Would you rather lose 5kg fat or 5kg muscle?
Wed	Cardio vs. weights: Which is better for fat loss?	Carousel	Stop Wasting Time: Cardio	12:00 PM	Which helped you lose more fat? If you had to choose between cardio and weights, which would you pick?
Thu	How many days a week should I workout?	Reel	Working out 6 days a week	10:00 AM	Is 3x a week enough to see progress? Can you train 6 days a week?
Fri	What are the benefits of high-intensity interval training (HIIT)?	Reel	This "one type" of training built my physique	3:00 PM	HIIT or LISS-what's your poison? Is HIIT too intense for you?
Mon	How do I start strength training?	Reel	You don't need to be "fit" to lift	9:00 AM	What held you back from starting? Should you start with bodyweight exercises?
Tue	What's the best way to stay motivated?	Reel	You don't need motivation	8:00 PM	Do you rely on motivation to train? What keeps you motivated when you're not feeling it?
Wed	How do I deal with workout plateaus?	Carousel	If you've stopped seeing results	1:00 PM	Are you currently plateaued? What workarounds have you tried?
Thu	How important is rest and recovery?	Reel	You don't grow during training	10:30 AM	Do you schedule recovery days? Can too much rest be a problem?
Fri	How can I track progress with my workouts?	Reel	If your only metric is your weight	4:00 PM	Do you obsess over the scale? What non-scale victories should you track?
Mon	What supplements actually work?	Reel	95% of supplements are hype	11:30 AM	What's the biggest supplement you've used? Do you use a fitness tracker?
Tue	What are wearable fitness trackers good for?	Reel	They track your steps, sleep, and heart rate	6:00 PM	Do you use a fitness tracker? Can tracking help you reach your goals?
Wed	How do I build an effective home workout routine?	Carousel	No gym? No problem. Here's how	1:00 PM	What's your #1 struggle training at home? Do you have a dedicated workout space?
Thu	How can I gain muscle without a gym?	Reel	Yes, you CAN build muscle at home	9:00 AM	Can you bulk cleanly or is fat gain inevitable? What's your favorite home workout?
Fri	How to improve mobility and flexibility?	Reel	Tight hips and stiff shoulders? Here's how	2:00 PM	Do you prioritize mobility in your routine? What's your favorite stretch?
Mon	What are functional fitness exercises?	Reel	If you want to move better in your daily life	10:00 AM	Do you train for performance? What's your favorite functional fitness exercise?
Tue	How should older adults approach fitness?	Reel	Lifting in your 40s, 50s, 60s?	11:30 AM	Do you think age limits your fitness? What advice do you have for older adults?
Wed	What are some quick, effective workouts?	Carousel	No time? No excuses. These 10-minute workouts will change your life	12:00 PM	What's your go-to quick workout? Would you rather have a 10-minute workout or a 30-minute one?
Thu	Can fitness help with mental health?	Reel	Your mental health might be stronger than you think	3:30 PM	Does exercise help your stress? What's your favorite mental health hack?

A man and a woman are sitting in a gym, looking at a laptop together. The man is on the left, wearing a black t-shirt, and the woman is on the right, wearing a black tank top and grey shorts. They are both looking intently at the laptop screen. The background is a gym with various pieces of equipment visible.

REMEMBER!

Steps 1-4 are the easy part. 90% of coaches will do these.

If you want to actually grow and convert leads toward your coaching program, you need to follow through.

AI cannot do this for you.

But it brought you most of the way there.

STEP 5

CREATE THE POSTS

➔ **Now set a day this week, turn on your favorite focus playlist and batch all 30 days of content.** You can absolutely utilize AI for this, with the same process that we just went through.

For example, for Day 1, if the content example is “How long should rest times be in between sets” - you can use perplexity.ai and type in the following prompt:

“Please provide me an in-depth summary of all the most recent information answering this question to feed into Chat GPT and create a highly engaging reel”

➔ **Copy this output and head to back to Chat GPT, with the prompt:**

“Please act as a social media expert, and write me a 35-40 second reel script (just the script, not all the theatrics” answering this question, using the following information:

[Paste the output from Perplexity.ai]

Include three insanely captivating hooks and CTA’s that I can choose between.

The CTA should be subtle and in the middle of the script, not the start or very end.”

Oh, and our 30 minute process we promised? You can batch this process. So you can have perplexity and CHAT GPT do this for 10 post titles at a time.



BONUS STEP 6

REPURPOSE & BUILD

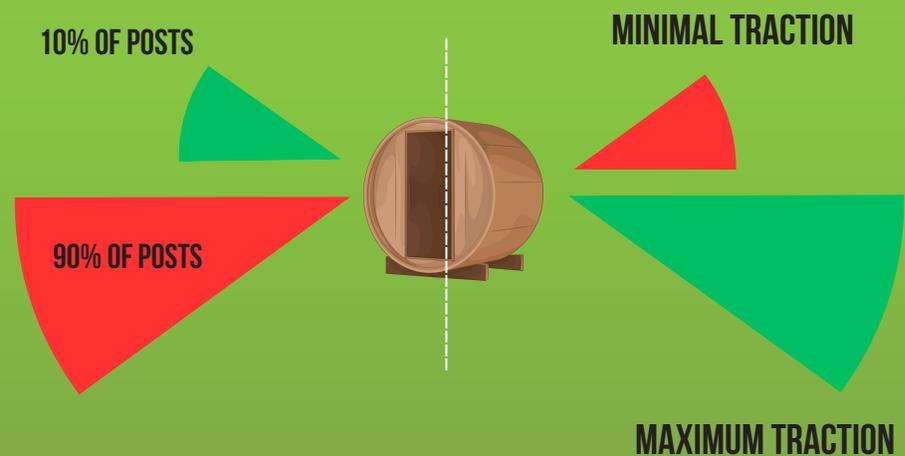
➔ **Now you want to build on that momentum. Take your best 10–15 posts and reformat them into new content. But not just a different post...**

An amazing tip to always create engaging content around a trending topic is to use a “Unique Lens”. This is when you come at the topic from a totally new and refreshing angle.

As an exercise, let’s use saunas for example.

A Unique Lens

This practice is trending with respect to improving cardiovascular function and health. However, if you can come at it with a totally different angle, you can engage all of those people who are interested in it, and will be likely to engage with sauna-related content, if it is new.



BONUS STEP 6

REPURPOSE & BUILD

➔ Head to perplexity.ai and use the following prompt:

I created an engaging reel on this post last week, and it got a lot of traction.

[Paste post topic]

Now I want to cover it again but through a completely different, unique and refreshing lens, but that still has a high likelihood of engaging the people that interacted with the initial post. Can you please provide me with three different lenses/questions to approach this topic

I need three recommendations please”

Once again, head to Chat GPT and repeat the process of creating the reels scripts, one by one or as a batch.

And there you have it, you've now batched content, saved hours of work, and decision fatigue while at the same time enhancing the quality and likelihood of engagement?

Isn't that crazy?!

This is just one of many techniques we give you in our brand new AI-Enhanced Course Series.

If you're interested in learning more, read on to see exactly who you will be and how your business will excel when you go through our accelerated AI course.

Details for the brand new AI courses, are shown below!

CONCLUSION

You now have a complete, end-to-end system for creating content that actually drives engagement, builds authority, and generates qualified leads—without burning you out or burying your calendar. This is about building a repeatable engine that leverages real-time data, proven messaging frameworks, and automation to save you hours every week. The workflow you've just built mirrors what the top 1% of coaches are already doing—but simplified for solo operators and lean teams. Whether you're coaching full-time or building a side hustle, this system adapts to your bandwidth and keeps you consistent. Below is a recap of the key assets you've created—and how they now work together to keep your content strategy dialed in month after month.

Trend Mining with Perplexity.ai

- You identify exactly what your audience is already searching for—no guesswork.
- You generate 30 of the most relevant, timely, and discussion-worthy topics in under 3 minutes.

Content Scripting with ChatGPT

- You turn each topic into a reel, carousel, caption, and story prompt using one expertly crafted prompt.
- You receive hook-first, CTA-optimized, lead-friendly content that builds trust and authority.

Execution with Notion

- You paste it into a ready-to-go Notion template that serves as your content HQ.
- You batch your creation day, stick to a weekly cadence, and keep yourself accountable.

Post Creation and Publishing

- You use AI to feed your posts with research.
- You write once, then post consistently across the week—without draining creative energy.

Momentum and Repurposing

- You identify top-performing posts and use AI to generate “second wave” content from new angles.
- You compound visibility, drive deeper engagement, and multiply the value of each idea.



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GROW & SCALE?

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