



P R O M P T A C A D E M Y

Health & Fitness

Prompting guide for health & fitness using Chirpy: captions, images, designs, image editing, AI video and video editing.

chirpy.me · Social Media Operating System

Introduction

Health and fitness content carries a responsibility that most social media content does not. Your posts influence how people train, eat and think about their own bodies. That means precision matters twice: once for marketing results, and once for keeping every claim honest, safe and within your professional scope.

Instead of asking Chirpy to:

"Write a post about my gym."

Tell Chirpy:

- What you are promoting (a class, programme, challenge, trainer or offer)
- Who you want to reach (beginners, busy parents, athletes, over-50s, online clients)
- What verified details must appear (dates, times, prices, spots available, trainer names)
- Where the content will be published
- What tone to use (encouraging, expert, community-minded, no-nonsense)
- What action the reader should take (book a trial, join the challenge, reply, enquire)
- What must never be claimed (guaranteed results, medical outcomes, invented client stories)

Chirpy's BrandKit stores your persistent brand information: your business name, brand voice, logo, colours, fonts, target audience, services and programmes, locations, standard calls to action and brand rules. Put your non-negotiables in the BrandKit once, such as "never promise a specific weight-loss result." Each prompt then focuses on the specific campaign, class, programme, offer or piece of education you want to create.

Two rules sit above everything else in this guide. First, never let Chirpy invent client results, testimonials or transformations. Real client stories, shared with written consent and real imagery, are the only transformation content you should ever publish. Second, stay within professional scope. You coach, train and educate. You do not diagnose, treat or promise health outcomes.

1. Post Captions and Written Content

What to include in a caption prompt

A strong health and fitness caption prompt should include:

Content type + platform + audience + class, programme or topic + verified details + tone + objective + call to action + claims to avoid

Reusable formula

Create a **[content type]** for **[platform]** about **[class, programme, offer or topic]** .
The target audience is **[audience]** .
Include these verified details exactly: **[dates, times, prices, trainer names or spots available]** .
Focus on **[main angle or benefit, described honestly]** .
Use a **[tone]** tone.
The goal is to **[objective]** .
End with a call to action asking readers to **[action]** .
Do not promise specific results, make medical claims or invent client stories.
Keep it **[length or format requirements]** .

WEAK PROMPT

Write a post about our new fitness challenge.

IMPROVED PROMPT

Create an Instagram caption announcing the "Stronger in Six" challenge at Ridgeline Strength Club, starting Monday 3 February and running for six weeks. The audience is local members and past members aged 25 to 45 who want structure and accountability. Include these verified details exactly: three coached sessions per week, a weekly habit focus, price of \$149 for the full six weeks, and a limit of 20 places. Use an encouraging, down-to-earth tone. Describe what participants will do, not what results they are guaranteed. End by asking readers to send us a message with the word "SIX" to claim a place. Keep it under 150 words.

Ready-to-use caption prompts

Membership promotion

Create a **[platform]** caption promoting membership at **[gym or studio name]** in **[location]** . The audience is **[audience description]** . Include these verified details exactly: **[membership options, prices and inclusions]** . Focus on what members actually get: coaching, structure, community and a plan that fits their week. Use a welcoming, confident tone with no pressure tactics. Do not promise results or use before-and-after language. End by inviting readers to **[book a tour, start a free trial or enquire]** .

Free trial or intro offer

Write a caption for **[platform]** promoting our **[free trial, intro week or starter package]** at **[business name]**. Include the exact offer terms: [what is included, duration, any conditions and the end date if there is one]. The audience is

[beginners, newcomers to the area, or another group]. Address the nervousness many people feel walking into a gym for the first time, and explain exactly what happens in their first session. Use a warm, reassuring tone. End with the call to action "**[exact CTA]**".

New class announcement

Create captions for Instagram and Facebook announcing our new **[class name]** class at **[business name]**. Include these verified details exactly: [day, time, duration, coach name, who it suits and how to book]. Explain what the class involves and what level of experience it suits, including complete beginners if true. Use an energetic but honest tone. Do not describe fitness benefits beyond what the class genuinely offers. End by asking readers to book their spot via **[booking method]**.

Trainer or coach introduction

Write a **[platform]** caption introducing **[trainer name]**, **[role]** at **[business name]**. Use only these verified details: [qualifications, years of experience, specialities and one personal detail the trainer has approved]. Do not invent credentials, certifications or career history. The audience is current and prospective members. Use a friendly, human tone that makes the trainer approachable. End by inviting readers to book a session or say hello at their next visit.

Programme launch

Create a launch caption for **[platform]** announcing **[programme name]**, a **[duration]** [type of programme, such as strength foundation, running block or online coaching intake] from **[business name]**. Include these verified details exactly: [start date, structure, what is included, price and enrolment deadline]. Explain who the programme is designed for and what participants will do each week. Use a clear, structured tone. Do not guarantee outcomes; describe the process and the support. End with "**[exact CTA]**".

Educational technique post

Write an educational **[platform]** caption explaining [technique topic, such as three common squat mistakes or how to pace an easy run]. The audience is **[experience level]**. Give practical, safe, generally accepted coaching advice in plain language. Include a note recommending readers work with a coach if they are unsure about their form, and consult a health professional before starting a new exercise programme if they have injuries or health conditions. Use a helpful, expert tone without jargon. End by inviting readers to save the post or ask a question in the comments.

Healthy habits post

Create a **[platform]** caption about [habit topic, such as building a consistent morning routine, sleep and recovery basics, or planning meals for a busy week]. The audience is **[audience]**. Offer realistic, sustainable advice rather than extreme rules. Do not give medical or clinical nutrition advice, prescribe calorie targets or promise weight-related outcomes. Frame everything as general education and encourage readers to seek personalised advice from a qualified professional where relevant. End by asking readers to share their own approach in the comments.

Motivation post

Write a motivational **[platform]** caption for **[business name]** about [theme, such as showing up on low-energy days or progress being non-linear]. The audience is **[audience]**. Keep the motivation grounded and kind: no shame, no "no excuses" language, no idealised body talk. Focus on consistency, small wins and self-respect. Use our brand voice from the BrandKit. End with a simple prompt like "**[question or gentle CTA]**."

Client milestone post

Using only this approved information from a real client who has given written consent to be featured: "[client first name, milestone achieved, and their approved quote]," write a celebration caption for **[platform]**. Preserve the client's words exactly and do not add, embellish or extrapolate any result. Focus on the effort and consistency behind the milestone rather than appearance. End by congratulating them and inviting others who want structured support to **[CTA]**. Do not publish until the client has approved the final caption.

Community event post

Create a **[platform]** caption inviting members and locals to [event, such as a charity workout, open day or Saturday community run] hosted by **[business name]**. Include these verified details exactly: [date, time, location, cost or free entry, and whether non-members are welcome]. Emphasise the community angle: all levels welcome, bring a friend, no experience needed if true. Use a warm, inclusive tone. End with clear instructions to **[register, RSVP or just show up]**.

Re-engagement post for lapsed members

Write a caption for **[platform]** aimed at past members and people who paused their training with **[business name]**. Acknowledge honestly that life gets busy and that coming back can feel awkward. Explain how we make restarting easy: [verified details such as a returning-member session, updated timetable or a check-in call]. Use an understanding tone with zero guilt. Do not reference any individual by name. End by inviting them to reply "BACK" or book a friendly catch-up session.

HEALTH AND FITNESS WRITING TIPS

- Never promise specific results, timeframes or measurements. Describe the process, the support and the structure instead.
- Stay inside professional scope. Coaching and general education are yours; diagnosis, treatment and clinical nutrition belong to licensed professionals, so route readers there when topics cross the line.
- Only publish client names, milestones, quotes or images with written consent, and let the client approve the final post.
- Never let Chirpy invent testimonials, member stories or statistics. If you do not have a real example, write an educational post instead.
- Speak to beginners without condescension. Most of your future members are intimidated, not lazy.
- Give every verified detail (dates, prices, times, coach names) in the prompt and instruct Chirpy to use it exactly.
- Avoid shame-based motivation and idealised body language. Consistency and capability age better than aesthetics.

2. Image Generation

What to include in an image prompt

A strong health and fitness image prompt should include:

Subject + setting + people direction + composition + visual style + lighting + camera angle + mood + brand palette direction + negative space + aspect ratio + exclusions

Reusable formula

Create a **[type of image]** showing **[subject]** in **[setting]** .

Use a **[visual style]** style with **[lighting]** .

Show the scene from **[camera angle or perspective]** .

The people should look like everyday members with realistic, varied bodies, not fitness models.

The image should feel **[mood]** .

Use tones that complement my brand colours from the BrandKit.

Leave clear space in **[location]** for **[headline, logo or offer]** .

Format it as **[aspect ratio]** .

Do not include **[unwanted elements]** , unrealistic physiques or generated text.

WEAK PROMPT

Generate a picture of people working out.

IMPROVED PROMPT

Create a photorealistic image of a small group strength class in a boutique gym like Ridgeline Strength Club: exposed brick, black steel racks, warm overhead lighting and chalk in the air. Show four everyday adults of varied ages and body types mid-set with a coach observing, shot from a low three-quarter angle with shallow depth of field. The mood should feel focused, supportive and earned, not intimidating. Use tones that complement a charcoal and burnt-orange palette. Leave negative space in the top-left corner for a headline. Format it as 4:5 for Instagram. Do not include unrealistic physiques, visible third-party brand logos or generated text. This is campaign imagery, not a photo of real members.

Ready-to-use image prompts

Gym atmosphere hero image

Create a photorealistic hero image of the training floor at a [gym type, such as boutique strength gym or group fitness studio]. Show **[key visual details, such as racks, turf, rigs or bikes]** under **[lighting style]**. Include a few everyday members training with a coach nearby, with realistic and varied body types. The mood should feel **[welcoming, focused or energetic]**. Leave negative space at the **[position]** for a headline and logo. Format it as **[aspect ratio]**. Do not include unrealistic physiques, third-party logos or generated text.

Beginner-friendly campaign image

Create a warm, photorealistic image of a nervous-but-smiling beginner being welcomed at the front desk of a friendly gym. Show a staff member greeting them at eye level in a clean, bright entrance area. Use natural morning light and an authentic lifestyle-photography style. The image should feel safe, low-pressure and human rather than staged. Format it as 4:5. Do not include intimidating equipment close-ups, extreme physiques or generated text. This image is for a free-trial campaign and must not be presented as real members or staff.

Online coaching lifestyle image

Create a photorealistic image of a person doing a home workout in a **[living room, garage or small apartment space]** while following a programme on a phone or tablet propped nearby. The person should look like an everyday adult, mid-exercise, with believable form and simple equipment such as **[dumbbells, bands or a mat]**. Use soft natural window light and a candid lifestyle style. The mood should feel achievable and self-directed. Leave space at the **[position]** for a headline. Format it as **[aspect ratio]**. Do not include generated screen text or unrealistic physiques.

Coaching moment image

Create a photorealistic image of a coach giving supportive technique guidance to a client during a **[exercise type]** in a **[setting]**. Show the coach engaged and attentive, with the client concentrating, both looking like everyday people. Use documentary-style photography with **[lighting]**. The mood should feel professional, encouraging and personal. Format it as **[aspect ratio]**. Do not include generated text or exaggerated physiques. This is concept imagery for a coaching campaign, not a photo of a real client session.

Healthy habits flat lay

Create a clean overhead flat-lay image representing [habit theme, such as simple meal preparation, hydration and recovery, or a morning routine]. Include [items, such as prepped containers of everyday food, a water bottle, trainers and a notebook] arranged on a **[surface]**. Use bright natural light and a minimal editorial style with tones that complement my BrandKit colours. Leave negative space in the **[position]** for a short headline. Format it as **[aspect ratio]**. Do not include supplement products, brand labels, calorie numbers or any medical imagery.

Challenge campaign visual

Create a bold campaign image for a fitness challenge called **[challenge name]**. Show [subject, such as chalked hands gripping a barbell, trainers on a dark track at dawn, or a kettlebell under dramatic side lighting] in a high-contrast, cinematic style. The mood should feel determined and gritty but not punishing. Leave generous negative space at the **[position]** for the challenge name and start date to be added as exact text afterwards. Format it as **[aspect ratio]** with a 9:16 Story variant. Do not include generated text or unrealistic physiques.

Seasonal campaign image

Create a photorealistic image for our [season or moment, such as New Year intake, summer outdoor sessions or winter indoor training] campaign. Show [subject and setting tied to the season, such as a group training outdoors at sunrise or a warmly lit gym on a dark evening]. Use **[lighting]** and a **[mood]** mood that treats the season as an opportunity, not a crisis. Avoid any "new year, new you" body-transformation visual clichés such as tape measures or scales. Leave space for campaign text. Format it as **[aspect ratio]**.

Community feel image

Create a photorealistic image capturing the community side of a **[gym or run club or studio]**: members of different ages and body types laughing together after a session, fist bumps, water bottles and towels, in a **[setting]**. Use warm, candid documentary-style photography with **[lighting]**. The mood should feel like belonging. Format it as **[aspect ratio]**. Do not include unrealistic physiques or generated text, and never present this image as our real members.

HEALTH AND FITNESS IMAGE-GENERATION TIPS

- Ask for everyday people with realistic, varied bodies in every prompt. Idealised physiques alienate the very people you are trying to reach.
- Never present a generated person as a real member, real client or real transformation. Generated imagery is for campaigns, education and concepts only.
- Transformation content is a hard exception: it must use real photos of a real client who has given written consent. Do not generate it, ever.
- Leave negative space so exact dates, prices and challenge names can be added afterwards as controlled text.
- Describe the training environment specifically (turf, racks, bikes, studio mirrors, outdoor park) so the image matches your actual style of training.
- Avoid scales, tape measures, shrinking-body visuals and "fat to fit" clichés. They date badly and invite unsafe comparisons.
- Use "photorealistic documentary-style photography" for authenticity, or name an illustration style if your brand feed is illustrated.

3. Posters, Carousels and Infographics

What to include in a design prompt

A strong health and fitness design prompt should include:

Design format + objective + platform + exact required text + slide count and sequence + information hierarchy + visual style + BrandKit reference + call to action

Reusable carousel formula

Create a **[number]** -slide carousel for **[platform]** about **[topic]** .

The target audience is **[audience]** .

Slide 1: **[hook, under 12 words]** .

Slides 2 to **[number]** : **[content sequence, one idea per slide]** .

The final slide should include the call to action " **[exact CTA]** ." .

Use **[visual style]** with my colours, fonts and logo from the BrandKit.

Keep each slide under **[word limit]** words and readable on a phone screen.

Do not include claims about guaranteed results or medical outcomes.

Format every slide as **[aspect ratio]** .

WEAK PROMPT

Make a poster for our timetable.

IMPROVED PROMPT

Create a class timetable poster for Ridgeline Strength Club for Instagram and printing. Include this text exactly, with no changes: the heading "Weekly Timetable," the class list "**[exact class names, days and times as supplied]**," the line "All levels welcome. Beginners coached in every class," and the call to action "Book via the Ridgeline app or message us." Use our charcoal and burnt-orange BrandKit colours, bold condensed typography and a clear grid layout so each day is scannable in seconds on a phone. Make class times the most prominent text after the heading. Create a 4:5 feed version and a 9:16 Story version.

Ready-to-use design prompts

Class timetable poster

Create a weekly timetable poster for **[business name]**. Include this text exactly: heading "**[exact heading]**," the full class schedule "**[exact class names, days, times and coach names as supplied]**," and the booking instruction "**[exact booking details]**." Do not reorder, rename or invent any class or time. Use my BrandKit colours and fonts with a clean grid layout readable on mobile. Create one 4:5 feed version and one 9:16 Story version.

Free trial poster

Create a promotional poster for our **[free trial or intro offer]**. Include this text exactly: headline "**[exact headline]**," offer details "**[exact inclusions, duration and any end date]**," the reassurance line "**[exact line, such as No experience needed]**," and the call to action "**[exact CTA]**." Use a welcoming image area and my BrandKit styling. Make the offer and the CTA the most prominent elements. Format it as 4:5 with a 9:16 Story variant.

Technique mistakes carousel

Create a **[number]**-slide Instagram carousel titled "[title, such as 5 Common Deadlift Mistakes and How to Fix Them]." Slide 1: the title as a bold hook. Each following slide covers one mistake with a short heading, one plain-language fix of no more than 20 words, and space for a supporting photo. The final slide invites readers to book a technique session with the exact text "**[exact CTA]**." Include a small note on the final slide recommending coached supervision for anyone unsure of their form. Use my BrandKit design style. Format every slide as 4:5.

Beginner guide carousel

Create a **[number]**-slide carousel titled "[title, such as Your First Week at **[business name]** : What Actually Happens]." Slide 1 is the hook. Slides 2 to **[number]** walk through the real first-week experience in order: **[step one]**, **[step two]**, **[step three]**, **[step four]**. Use calm, reassuring wording under 25 words per slide. The final slide includes the call to action "**[exact CTA]**." Avoid any language about results, weight or body change. Format as 4:5.

Challenge announcement carousel

Create a **[number]** -slide carousel announcing **[challenge name]** . Slide 1: the challenge name and start date as supplied: "**[exact text]** ." Following slides cover, one per slide: what the challenge involves, who it suits, the weekly structure "**[exact structure]** ," the price and inclusions "**[exact details]** ," and how places are limited to **[number]** if true. The final slide carries the call to action "**[exact CTA]** ." Describe what participants will do, never what results they will get. Use an energetic version of my BrandKit style. Format as 4:5.

Healthy habits infographic

Create a single-image infographic titled "**[exact title, such as A Simple Weekly Movement Guide]** ." Present only this supplied content: **[exact points, in order]** . Use clear sections, simple icons and my BrandKit colours. Include the exact footer line "General education only. Not medical advice. Consult a health professional before starting a new programme." Do not add statistics, calorie figures, medical claims or any content beyond what I supplied. Format as 4:5.

Programme launch poster

Create a launch poster for **[programme name]** from **[business name]** . Include this text exactly: programme name "**[exact name]** ," start date "**[exact date]** ," structure summary "**[exact summary]** ," price "**[exact price]** ," and the call to action "**[exact CTA]** ." Use a strong campaign image area with my BrandKit typography and colours. Make the start date impossible to miss. Create a 4:5 feed version, a 9:16 Story version and a 16:9 version for a website banner.

Membership options graphic

Create a clean comparison graphic presenting our **[number]** membership options side by side. Use only this supplied information for names, inclusions and prices: **[exact membership details]** . Do not add, remove or reword any inclusion, and do not label any option "best value" unless I confirm it. Keep the layout scannable in under ten seconds on mobile. Use my BrandKit colours and fonts. Format as 4:5.

HEALTH AND FITNESS DESIGN TIPS

- Supply exact wording for every class name, time, price, date and coach name, and instruct Chirpy to use it verbatim.
- Timetables and schedules fail at small sizes first. Ask for mobile readability explicitly and check the Story version on a phone.
- One idea per carousel slide. Technique education especially needs room to breathe.
- Put a professional-scope footer on every educational infographic: general education, not medical advice.
- Never allow a design to imply guaranteed outcomes, "lose X kg" promises or clinical benefits, and keep challenge posters about the experience and structure, not body outcomes.
- Update recurring designs (timetables, offers) from a saved template rather than rebuilding them, so errors do not creep in.

4. Image Editing

What to include in an editing prompt

A strong health and fitness editing prompt should identify:

What to preserve + what to change + where the change happens + how it must match the original + what must not be altered (especially people's bodies)

Reusable formula

Edit the supplied image while preserving **[protected elements]** .

Change **[specific item]** by **[requested modification]** .

The change should appear in **[location]** .

Match the original image's lighting, perspective, textures and shadows.

Keep the result photorealistic and honest.

Do not alter anyone's body shape, size, skin, face or apparent fitness level.

Do not alter **[other elements that must remain unchanged]** .

WEAK PROMPT

Make this gym photo look better.

IMPROVED PROMPT

Edit the supplied photo of the Ridgeline Strength Club training floor taken before our open day.

Preserve the racks, rig, flooring, signage, layout and camera angle exactly. Remove the stacked delivery boxes near the entrance, the mop and bucket by the wall, and the loose resistance bands on the floor. Reconstruct the floor and wall surfaces naturally. Brighten the overall exposure slightly so the space feels welcoming, without changing the actual paint colours or our logo wall.

Do not add equipment we do not own and do not alter any person visible in the background.

Ready-to-use image-editing prompts

Training floor cleanup

Edit the supplied photo of our **[training area or studio]**. Preserve the equipment, layout, signage, flooring and camera angle exactly. Remove [specific clutter, such as water bottles, towels, boxes or cleaning equipment]. Reconstruct hidden surfaces naturally. Keep the result photorealistic and true to the real space. Do not add equipment we do not have and do not alter any people in the frame.

Class photo exposure fix

Enhance the supplied class photo by correcting exposure, white balance and clarity so faces and movement are clearly visible. Preserve every person exactly as they appear: do not slim, smooth, reshape or otherwise alter anyone's body, face or skin. Preserve the room, equipment and branding. The goal is a brighter, cleaner version of the real moment, nothing more.

Remove non-consenting people

Edit the supplied gym photo to remove the [people in the background who have not consented to appear in our marketing, described by position]. Preserve the main consenting subjects, the equipment and the room exactly. Reconstruct the background naturally where people are removed. Do not alter the remaining people in any way.

Trainer headshot retouch

Retouch the supplied headshot of **[trainer name]**. Preserve their genuine appearance, features, skin character and build. Correct exposure, white balance and stray hairs, and reduce temporary blemishes only. Do not slim the face or body, change apparent age or muscularity, or make them look materially different from real life. Apply this background treatment: **[background instruction]**. Keep the result consistent with our other team headshots.

Add branded frame and logo

Add my logo from the BrandKit to the **[corner or position]** of the supplied image at a small, unobtrusive size, and apply my standard branded frame treatment. Preserve the photo itself without cropping out people or key equipment. Do not place the logo over faces or the main subject.

Aspect-ratio extension

Extend the supplied **[orientation]** photo of **[subject, such as our group class or outdoor session]** into a **[target ratio, such as 9:16]** composition. Preserve the original people and action exactly in their position of emphasis. Naturally extend the floor, walls, sky or surroundings to create the additional space. Do not stretch, crop into faces or distort any person or equipment.

Timetable and offer graphic correction

Edit the supplied graphic by replacing the old **[class time, price or date]** with this exact new text: "**[exact replacement text]**." Preserve the layout, fonts, colours, logo and every other element exactly. Match the typography of the original so the change is invisible. Do not alter any other text on the graphic.

Equipment product-style edit

Edit the supplied photo of [equipment or merchandise, such as our branded shirts or kettlebells]. Preserve the item exactly, including its colours, proportions and any printed logo or text. Replace the background with **[new backdrop, such as a clean neutral studio surface]**. Match lighting direction and add natural contact shadows. Do not regenerate or sharpen away any part of the printed branding.

HEALTH AND FITNESS IMAGE-EDITING TIPS

- Never edit anyone's body, face, skin or apparent fitness level. Not clients, not trainers, not yourself. This is both an ethical line and a legal risk in transformation marketing.
- Real transformation photos must remain unedited beyond basic exposure and colour correction, and must only be published with the client's written consent.
- Remove non-consenting gym members from marketing photos rather than publishing them without permission.
- Cleaning, brightening and decluttering are fine. Making your facility look bigger, newer or better equipped than it is will backfire on the first visit.
- Protect printed text in every edit: timetables, signage, logos and shirt prints regenerate badly unless explicitly preserved.
- When adapting formats, extend backgrounds instead of stretching. Distorted bodies in fitness content are instantly noticed.

5. AI Video Generation

What to include in a video-generation prompt

A strong health and fitness video prompt should include:

Objective + platform + duration + aspect ratio + opening hook + scene sequence + people direction + camera movement + visual style + lighting + pacing + music + voice-over + text handling + final frame + call to action + exclusions

Reusable formula

Create a **[duration]** **[aspect ratio]** video for **[platform]** promoting **[class, programme, challenge or message]** .

Scene 1: **[opening hook visual]** .

Scene 2: **[next visual]** .

Scene 3: **[next visual]** .

End with **[final frame]** , leaving space for " **[exact CTA]** ."

Show everyday people with realistic, varied bodies, not fitness models.

Use **[camera movement]** , a **[visual style]** style and **[pacing]** .

Include **[music direction]** and **[voice-over instruction]** .

Leave space for exact text overlays rather than generating text in the footage.

Do not include unrealistic physiques, unsafe technique or generated text, and do not present the footage as real members or real results.

WEAK PROMPT

Make a hype video for our gym.

IMPROVED PROMPT

Create a 15-second 9:16 Instagram Reel promoting the "Stronger in Six" challenge at Ridgeline Strength Club. Scene 1: a close, energetic shot of chalked hands gripping a barbell under moody gym lighting. Scene 2: quick cuts of three everyday adults of different ages and body types training hard with a coach encouraging them. Scene 3: the group resting together, tired and smiling. End on a dark frame with clear space for the text "Stronger in Six. Starts 3 February." Use punchy handheld-style camera movement, high-contrast lighting and fast beat-matched pacing with driving percussion music, no voice-over. Do not include unrealistic physiques, unsafe lifting technique, third-party logos or generated text, and do not present the people as real Ridgeline members.

Ready-to-use video-generation prompts

Membership brand video

Create a **[duration]** **[aspect ratio]** brand video for **[platform]** communicating what training at **[business name]** feels like. Show a sequence of [three to five scenes, such as an early-morning arrival, a coached lift, a group finishing a session together and a quiet moment of satisfaction]. Show everyday people with realistic bodies. Use **[visual style]** with **[lighting]** and unhurried pacing. No voice-over; let the visuals and **[music style]** carry the mood. End with space for my logo and the line " **[exact positioning line]** ." Do not present the footage as our real facility or members.

New class teaser

Create a **[duration]** 9:16 teaser for our new **[class name]** class. Scene 1: an intriguing detail shot of **[equipment or movement]** without revealing everything. Scene 2: the energy of the class building, with varied everyday participants. Scene 3: the coach leading the final push and the group finishing together. End with a clean frame and space for the exact class name, day and time to be overlaid afterwards. Use **[pacing]** and **[music direction]**. Do not generate readable text in the footage.

Programme launch teaser

Create a **[duration]** **[aspect ratio]** launch teaser for **[programme name]**. Scene 1: **[hook visual tied to the programme's focus]**. Scene 2: **[training montage showing the style of work involved]**. Scene 3: **[a coaching or planning moment showing structure and support]**. End with space for "Starts **[date]** " and " **[exact CTA]** " as text overlays. Use **[visual style]**, **[pacing]** and **[music direction]**. Show the process, not promised outcomes, and do not include any body-transformation imagery.

Online coaching explainer

Create a **[duration]** animated vertical video explaining how **[online coaching programme name]** works in **[number]** steps: **[step one]**, **[step two]**, **[step three]**, **[step four]**. Use clean modern motion graphics in tones that complement my BrandKit palette, simple visual metaphors and a friendly pace. Leave space for the exact step text to be added afterwards rather than generating text in the animation. Use light, positive background music and leave room for a voice-over.

Healthy habit education video

Create a **[duration]** **[aspect ratio]** educational video about [habit topic, such as building a walking habit or simple recovery basics]. Show [scene sequence illustrating the habit in everyday life, such as a person choosing stairs, prepping a simple meal or winding down before bed]. Use warm, realistic lifestyle visuals and gentle pacing. Leave space for short educational text overlays to be added afterwards. Do not include medical imagery, scales, calorie counts or any visual implying weight-loss promises.

Challenge countdown video

Create a **[duration]** 9:16 countdown video building anticipation for **[challenge or intake name]**. Scene 1: an atmosphere shot of the empty training space, lights coming on. Scene 2: equipment being set up with rising energy. Scene 3: a fast montage of everyday people training. End on a bold final frame with space for " **[number]** days to go" and " **[exact CTA]** " as exact overlays. Use rising **[music style]** and accelerating pacing. Do not generate numeric or date text in the footage.

Seasonal campaign video

Create a **[duration]** **[aspect ratio]** video for our [season or moment, such as New Year intake or winter indoor block]. Open with **[seasonal hook visual]** , move through [scene sequence connecting the season to training at our style of facility], and end with space for the campaign offer text " **[exact offer]** " and " **[exact CTA]** ." Keep the tone positive and pressure-free, avoiding "new year, new you" body clichés, scales or measuring tapes. Use **[music direction]** .

Community and belonging video

Create a **[duration]** **[aspect ratio]** video about the community at a **[gym, studio or run club]** . Show [scenes such as high fives after a hard set, partners spotting each other, a newcomer being welcomed into the group and post-session coffee]. Use warm documentary-style visuals, natural light and relaxed pacing with **[music style]** . Show varied ages and body types throughout. End with space for the line " **[exact community line]** " and " **[exact CTA]** ." Do not present the people as our real members.

HEALTH AND FITNESS VIDEO-GENERATION TIPS

- Brief video like a director: hook, scenes, movement, pace, mood, end frame. Vague briefs produce generic stock-style fitness footage.
- Never present generated people as real members, real coaches or real results, and never build transformation narratives from generated bodies. Transformation stories require real clients, real footage and written consent.
- Ask for everyday, varied bodies in every scene direction. It is both more honest and more effective for lead generation.
- Direct safe technique explicitly. A video of a rounded-back deadlift will haunt your comments section.
- Keep exact wording out of generated footage. Dates, prices, class names and CTAs belong in text overlays added afterwards.
- Generate platform-native: 9:16 for Reels, TikTok and Stories, 4:5 or 1:1 for feeds, 16:9 for YouTube and your website.

6. Video Editing

What to include in a video-editing prompt

A strong health and fitness video-editing prompt should include:

Source footage + target duration + platform + clips to keep + clips to remove + sequence + pacing + captions + music + branding + consent notes + call to action + export formats

Reusable formula

Edit the supplied footage into a **[duration]** video for **[platform]** .
Open with **[strongest hook moment]** .
Keep **[important footage]** .
Remove [unwanted footage, including clips where non-consenting people are identifiable].
Arrange the clips in this order: **[sequence]** .
Use **[pacing and transition style]** .
Add **[captions, music, logo or overlays from my BrandKit]** .
Do not alter anyone's appearance or change what any speaker meant.
End with " **[exact CTA]** ."
Export as **[aspect ratio and versions needed]** .

WEAK PROMPT

Cut this class footage into a Reel.

IMPROVED PROMPT

Edit the supplied 25 minutes of Saturday class footage from Ridgeline Strength Club into a 30-second Instagram Reel. Open with the loudest moment of group energy as the hook. Keep the coach demonstration, the partner work with cheering, and the group high-five at the end. Remove setup footage, empty-floor shots, long rests and every clip where members who have not signed a media consent form are clearly identifiable. Use fast beat-matched cuts and energetic music. Add burned-in captions for every spoken line and our logo in the top-right corner from the BrandKit. End with "Free trial week. Link in bio." Export in 9:16, plus a 1:1 feed version.

Ready-to-use video-editing prompts

Class highlights Reel

Edit the supplied class footage into a **[duration]** vertical Reel. Open with the highest-energy moment. Keep [key moments, such as the coach demo, partner work and the finisher]. Remove shaky, dark or repetitive clips and any footage where non-consenting members are clearly identifiable. Use **[pacing]** with beat-matched cuts and **[music direction]** . Add captions for spoken moments and my logo from the BrandKit. End with " **[exact CTA]** ." Export in 9:16.

Coach talking-head edit

Edit the supplied talking-head footage of **[coach name]** into a **[duration]** video for **[platform]** . Open with their strongest statement. Remove pauses, filler words, repeated takes and off-topic tangents without altering the coach's meaning or splicing words into sentences they did not say. Add accurate burned-in captions, subtle punch-in cuts for rhythm and low background music. End with the coach's name, role and " **[exact CTA]** ."

Technique demonstration edit

Edit the supplied technique footage of **[exercise]** into a **[duration]** instructional video. Keep the full demonstration at normal speed, then repeat the key positions in slow motion: **[positions to highlight]**. Add space for short coaching text overlays at each key position, using only the exact cue wording I supply: "**[exact cues]**." Add a final overlay reading exactly "Form check? Book a technique session." Do not speed up or trim the movement in ways that misrepresent the tempo. Export in 9:16 and 1:1.

Client testimonial edit

Edit the supplied testimonial footage of **[client first name]**, who has given written consent to be featured, into a **[duration]** video. Preserve the client's exact words and natural tone. Remove pauses and repetition only. Open with their strongest sentence, add accurate captions, and use gentle supporting b-roll from the supplied footage where it matches what is being said. Do not add claims, numbers or results the client did not state, and do not alter their appearance in any way. End with my logo and a soft "**[exact CTA]**." Hold publication until the client approves the final cut.

Real transformation story edit

Using only the supplied real footage and photos of **[client first name]**, who has given written consent for this story, edit a **[duration]** video telling their journey in their own words from the supplied interview audio. Show real training clips and the client's own progress photos unaltered beyond basic colour correction. Do not edit their body in any frame, do not add any generated footage or imagery, and do not state or imply that others will get the same results. Include the exact overlay "**[Client's first name]**'s individual experience. Results vary." End with "**[exact CTA]**." Get the client's approval on the final cut before publishing.

Long session to short clips

Review the supplied **[seminar, coaching session or long class recording]** and create **[number]** short vertical clips of **[duration]** each. Choose moments that each make one complete, useful point about **[topic area]**. Give each clip its own hook in the first two seconds, accurate burned-in captions and the end card "**[exact CTA]**." Do not cut sentences in ways that change the coach's meaning, and exclude any segment showing identifiable non-consenting participants. Export all clips in 9:16 with a one-line description of each.

Challenge or event recap

Edit the supplied footage from **[challenge, open day or community event]** into a **[duration]** recap video. Structure: arrival energy, [two or three key moments, such as the first workout, the mid-event atmosphere and the finish-line celebrations], and a closing group shot. Include only participants who signed media consent. Add captions naming coaches accurately using only the supplied name list. End with "**[exact next-intake CTA]**." Export in 9:16 and 16:9.

Multi-platform adaptation

Adapt the supplied master video into three versions: a 9:16 Reel, a 4:5 feed video and a 16:9 YouTube version. Reframe each shot so the main subjects stay composed and no captions, logos or CTAs fall outside each platform's safe area. Preserve the message, the disclaimer overlay " **[exact text]** " and the end card in every version.

HEALTH AND FITNESS VIDEO-EDITING TIPS

- Consent is the first edit. Confirm signed media consent for every identifiable face before footage leaves the cutting room, especially class and event content.
- Editing may tighten, reorder and polish, but never change what a coach or client actually said or meant.
- Never alter bodies in footage, and never combine real client audio with generated or stock visuals in a way that misrepresents their story.
- Transformation edits use real client footage and real photos only, with a "results vary" note and final client approval before publishing.
- Always request burned-in captions. Most social video plays on mute, and captions are an accessibility baseline.
- Keep technique videos honest: no speed changes or cuts that make a lift look smoother, heavier or easier than it was.

Health & Fitness Prompt Checklist

Before generating content, check that the prompt includes:

- ✓ The class, programme, challenge, offer or topic
- ✓ The content objective (trial bookings, sign-ups, education, retention, community)
- ✓ The target audience and their experience level
- ✓ The subject: who or what appears, with people directed as everyday, varied and realistic
- ✓ Verified facts written exactly: dates, times, prices, coach names, inclusions and place limits
- ✓ The publishing platform
- ✓ The tone (encouraging, expert, community-minded, calm, energetic)
- ✓ The required format and aspect ratio
- ✓ The call to action, word for word where it matters
- ✓ Required copy such as the professional-scope footer or "results vary" note
- ✓ Restrictions: no guaranteed outcomes, no medical claims, no body-editing, no shame-based angles
- ✓ What must not be invented: client results, testimonials, credentials, statistics or member stories
- ✓ Consent status for every real person featured, and that generated people are never framed as real clients

Suggested Chirpy Interface

Each Health & Fitness template in the Prompt Academy should have:

Prompt title

Example: Fitness Challenge Announcement Caption

Best for

Instagram, Facebook and TikTok

Editable fields

- Business name (from BrandKit)
- Class, programme or challenge name
- Objective
- Target audience and experience level
- Verified details (dates, times, prices, coach names, place limits)
- Tone
- Platform(s)
- Call to action
- Consent confirmation for any featured client
- Restrictions and required disclaimers

Actions

- Use this prompt
- Customise
- Copy
- Generate caption
- Generate image
- Generate design
- Edit image
- Generate video
- Edit video
- Save to BrandKit
- Add to content calendar

Example interactive template

Create a **[platform]** caption announcing **[class, programme or challenge name]** at **[business name]**. The target audience is **[audience]**. Include these verified details exactly: **[dates, times, price and inclusions]**. Use a **[tone]** tone and describe what participants will do, not results they are guaranteed. End by asking readers to **[call to action]**. Keep it under **[word count]** words.