

# LegitFit

THE GYM & STUDIO OWNER SERIES

# Your business. Your data. Your AI advantage.

16 practical prompts to help you retain members,  
grow revenue and get time back.

**COPY. CUSTOMISE. TRY.**

A practical playbook for ChatGPT, Claude, Perplexity, Grok or your preferred  
AI assistant.

**START WITH ONE BRIEF. BUILD FROM THERE.**

[legitfit.com](https://legitfit.com)

## FROM REPORTS TO ACTION

# Put your business data to work.

You already have useful information in your gym software. AI can help you turn it into a clearer picture of who to contact, what to improve and where to focus next.

Meet the LegitFit MCP integration. MCP stands for Model Context Protocol: a standard way for AI tools to connect to other systems. Think of it as a bridge between your AI assistant and the business information it is allowed to access. [1]

With the right connection, you can ask questions about your business in everyday language. The prompts in this guide work with accessible LegitFit data, another provider's supported integration, or a relevant export. Available data and actions depend on your connection.

## GET A USEFUL FIRST RESULT

## 01 Connect or upload

Connect your supported provider in your AI tool, or upload the reports needed for your chosen prompt. Ask which records, fields and date ranges it can actually access.

## 02 Add your business context

Tell it your location, business type, membership structure and goals. Replace anything in [square brackets] in the prompts.

## 03 Run once, then check

Verify a few records and totals against your source system. Start with prompt 01, 05 or 09; schedule only after the result is useful.

Use your preferred AI tool. The prompts are reusable. Direct MCP connections, available fields and scheduled runs differ by product, plan and setup. Naming an AI tool here does not imply it supports the LegitFit integration. Use an export where needed.

## PROMPTS 01-02

# Keep members engaged

## 01 Members to check in with

Turn an empty diary into a friendly conversation.

WHEN Monday morning

DATA Membership status, bookings and attendance

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Using my available gym data, find active members with no bookings in the next seven days. Exclude paused, cancelled and expired memberships, and products that do not require bookings. Separate people who joined in the last 30 days. Show name or member ID, last attendance, visits in the last four weeks and upcoming bookings. Prioritise ten people whose attendance has fallen against their own previous four weeks. Draft one friendly check-in message for me to personalise. No booking is a reason to check in, not proof someone will leave.

## 02 Catch attendance dips early

Notice a change before it becomes a cancellation.

WHEN Weekly

DATA At least eight weeks of attendance history

**COPY & CUSTOMISE**

Compare each active member's attended visits in the last 28 days with the previous 28 days. Flag people with at least four visits in the earlier period whose attendance has fallen by 50% or more. Exclude known membership pauses. Show both counts, the change and last attendance. Rank by the largest decline and suggest a supportive follow-up. Treat this as an engagement signal, not a churn prediction. Highlight missing attendance data.

## PROMPTS 03-04

# Keep members engaged

## 03 Celebrate streaks and milestones

Give your team a reason to recognise members.

WHEN Friday afternoon

DATA Complete attendance history for the chosen milestone

**COPY & CUSTOMISE**

Find members who crossed 10, 50 or 100 lifetime attended visits in the last seven days. Also identify members who reached 12, 26 or 52 consecutive completed weeks with at least one attended visit per week, using Monday-Sunday weeks. Exclude cancelled bookings and no-shows. Show the milestone, date achieved and evidence. If history is incomplete, do not claim a lifetime total or an unverified streak. Draft a short private congratulations message for each milestone type.

## 04 Give new members a strong start

Help first-time members build a routine.

WHEN Tuesday and Friday

DATA Join dates, memberships, attendance and bookings

**COPY & CUSTOMISE**

Review people who started their first membership in the last 30 days. Group them into: no first visit, one attended visit with no next booking, and two or more visits. Show days since joining, last attendance and next booking. Prioritise those waiting longest for their first visit. Recommend one next action for each person and draft a welcoming check-in. Exclude paused memberships. Do not treat an existing member's renewal as a new join.

## PROMPTS 05-06

# Convert more enquiries

## 05 Measure intro-to-membership conversion

See which introductions become lasting memberships.

WHEN Monthly

DATA Intro purchases, end dates and membership starts

**COPY & CUSTOMISE**

Measure conversion for intro offers that ended in the last completed calendar month, counting unique customers. Define conversion as a first ongoing membership purchased within 30 days of the intro end date. Show intro customers, converted customers and conversion rate by offer. Report fully observed 30-day windows separately from customers still inside their window; do not mix them into a final rate. Include a follow-up list of unconverted customers still within 30 days. State the date boundaries and deduplication rules.

## 06 Find leads worth following up

Keep promising enquiries from going quiet.

WHEN Monday and Thursday

DATA Connected CRM or lead export, activity and bookings

**COPY & CUSTOMISE**

Using my accessible lead data, find enquiries from the last 30 days that have not purchased and have no future consultation or trial booked. Prioritise people who replied, attended a trial or asked about pricing but have had no recorded follow-up in seven days. Show stage, last interaction, recorded goal and one next step. Separate leads with missing activity history. Draft three short follow-up messages in a friendly, low-pressure tone. Do not invent interest or conversations.

## PROMPTS 07-08

# Convert more enquiries

## 07 Understand where joins come from

Compare channels using the full funnel.

WHEN Monthly

DATA Lead sources, enquiry dates and first purchases

**COPY & CUSTOMISE**

For enquiries created in the last three completed calendar months, group unique leads by recorded acquisition source. Show enquiries, trial bookings, trial attendance and first membership purchases within 30 days of enquiry. Use only leads with a complete 30-day observation window for conversion comparisons. Keep unknown sources visible. If linked spend is available, calculate cost per enquiry and cost per new member on the same basis. Highlight small samples and three questions to investigate; do not label a channel a winner from a handful of leads.

## 08 Plan timely renewals

Make the next step easy for engaged clients.

WHEN Weekly

DATA Fixed-term memberships, packs and remaining credits

**COPY & CUSTOMISE**

Find fixed-term memberships and class packs expiring in the next 14 days. Exclude cancelled products and automatic renewals unless action is required. Show member, product, expiry date, unused credits and attendance in the last 30 days. Group into: regularly attending, low attendance and no recent attendance. Suggest an appropriate renewal or check-in conversation for each group. Draft messages without inventing discounts, urgency or product terms.

## PROMPTS 09-10

# Run the business

## 09 Your weekly owner's brief

Start the meeting with decisions to make.

WHEN Before your team meeting

DATA Membership movements, attendance and payment records

**COPY & CUSTOMISE**

Prepare a brief for the last completed Monday-Sunday week. Show first-time membership joins, membership exits, net movement, attended visits, no-shows and cash collected less refunds. Distinguish membership counts from unique members, cancellation requests from actual end dates, and cash collected from recurring revenue. Compare with the previous week on the same basis. Summarise the three biggest changes and five actions with suggested owners. List unavailable metrics and show the underlying counts and source dates.

## 10 Make the timetable work harder

Find where to add capacity or investigate demand.

WHEN Monthly

DATA Eight weeks of sessions, capacity and attendance

**COPY & CUSTOMISE**

Review recurring class slots over the last eight completed weeks. For each weekday, time and class type, show sessions held, average attended places divided by capacity, no-show rate and recorded waitlist demand where available. Exclude cancelled sessions and flag slots held fewer than four times. Identify consistently full and consistently underused slots. Suggest three timetable experiments, accounting for room and coach availability if provided. Do not assume a cancelled booking was a no-show.

## PROMPTS 11-12

# Run the business

## 11 Recover missed visits

Spot friction in the booking experience.

WHEN Weekly

DATA Booking outcomes and cancellation timestamps

**COPY & CUSTOMISE**

Review no-shows and late cancellations over the last four completed weeks, using my actual late-cancellation policy: [insert policy]. Separate the two outcomes. Show overall rates, recurring session patterns and members with two or more incidents. Use eligible bookings as the denominator and explain the calculation. Suggest three practical ways to improve attendance and draft a supportive message. Do not apply fees or change bookings.

## 12 See appointment opportunities

Match available capacity with real demand.

WHEN Weekly

DATA Staff availability and appointment bookings

**COPY & CUSTOMISE**

Review appointments over the last four completed weeks and the next two weeks. Where working availability is recorded, calculate booked appointment time as a share of available appointment time by service and practitioner. Keep past attendance separate from future bookings and avoid double-counting overlapping availability. Identify unused capacity and any recorded waitlist demand. If availability is missing, report booked hours only. Suggest three scheduling or marketing experiments without changing staff hours or appointments.

## PROMPTS 13-14

# Plan your next move

## 13 Learn from cancellations

Turn feedback into something you can improve.

WHEN Monthly

DATA Membership exits, tenure and recorded reasons

**COPY & CUSTOMISE**

Review memberships that actually ended in the last completed calendar month. Show unique members leaving, tenure bands and recorded cancellation reasons, keeping missing reasons separate. Distinguish full business exits from product switches if the data allows. Compare with the previous three months using the same definitions. Summarise recurring themes using anonymised examples and suggest three experiments. Treat explanations as hypotheses unless a member explicitly gave that reason.

## 14 Build a focused content plan

Create useful content linked to your business goals.

WHEN Every two weeks

DATA Your audience, offers, FAQs and brand voice

**COPY & CUSTOMISE**

Create a two-week content plan for my [business type] in [location], serving [audience]. Our current goal is [goal] and our confirmed offer is [offer]. Use these common questions: [questions]. Give me six post ideas, two email drafts and one member story outline, each with a clear call to action. Match this writing sample: [sample]. Use only verified offer details and approved testimonials. Do not invent results or include identifiable member data. Prioritise content I can create in under an hour.

## PROMPTS 15-16

# Plan your next move

## 15 Your industry and local market brief

Keep up with changes that matter to your business.

WHEN Monday morning

DATA Web search, location and named competitors

**COPY & CUSTOMISE**

Search for consequential fitness industry and local market developments published since the previous brief, or in the last seven days on the first run. Focus on [location], [business type] and these competitors: [names]. Include publicly announced openings, offers, service changes and relevant consumer trends. Select up to five useful items, link original sources, give publication and event dates, and explain the possible implication for my business. Separate facts from inference. If nothing meaningful changed, say so.

## 16 Turn insight into a team agenda

Finish with clear ownership and next steps.

WHEN Before your weekly meeting

DATA Your verified briefs, actions and team roles

**COPY & CUSTOMISE**

Using the verified briefs and previous action list I provide, create a 30-minute team agenda. Include a five-minute scorecard, two decisions worth discussing and a review of overdue actions. For each proposed decision, state the evidence, what remains uncertain and a suggested next step. Finish with an action table containing task, proposed owner, due date and success measure. Keep proposed actions separate from commitments already agreed. Ask me for missing names or deadlines instead of inventing them.

**FROM A PROMPT TO A ROUTINE**

# Useful once. More useful every week.

Start with one brief that leads to an action. Check the first result, tighten the instructions and build it into your week. A simple member check-in list is a good place to begin.

**ADD THIS TO ANY DATA PROMPT**

Use only data you can actually access. Before analysing, confirm the source, latest data timestamp, date range and timezone. State definitions, show denominators for rates, and flag missing fields. Do not invent records or infer sensitive personal details. Return drafts and recommendations; do not send messages or change records.

**THEN ASK TO SCHEDULE IT**

If your setup supports scheduled runs with this connection, run this brief every [day] at [time] in [timezone], using fresh source data. Return it to [destination]. Confirm the saved schedule and delivery method. If live data or scheduling is unavailable, explain what I need to connect or refresh.

Check the setup. ChatGPT scheduled tasks can use connected tools where available. Test first, verify the saved schedule and review early runs. Other AI products have their own connection and scheduling requirements. An uploaded export does not refresh itself. [2]

## Your first week

Choose one prompt. Validate five records. Pick an owner for the follow-up. Review what happened a week later.

Ready to put your data to work?

Already with LegitFit? Ask the team about connecting your AI tool.

Exploring your options? See what LegitFit can do at [legitfit.com](https://legitfit.com).

Sources & setup notes - checked October 2026

[1] [modelcontextprotocol.io/docs/getting-started/intro](https://modelcontextprotocol.io/docs/getting-started/intro)

[2] [learn.chatgpt.com/docs/automations](https://learn.chatgpt.com/docs/automations)