Health & Wellness Coach Pack

30 prompts for meal planning, workout programs, client communication, and wellness content. Copy, customize the `[BRACKETS]`, paste into any AI.

> ***Disclaimer:*** *All prompts in this pack generate content for informational and educational purposes only. AI-generated output is not a substitute for professional medical advice, diagnosis, or treatment. Always consult a qualified healthcare provider before making changes to diet, exercise, or health protocols. Coaches should review all AI output before sharing with clients.*

Meal Planning & Nutrition (8 prompts)

Prompt 1: Weekly Meal Plan Generator

```
Create a 7-day meal plan for a [AGE]-year-old [GENDER] who is [HEIGHT] and [WEIGHT], with a goal of [GOAL: e.g., fat loss / muscle gain / maintenance]. Their activity level is [ACTIVITY LEVEL: sedentary / moderate / very active]. They [DIETARY RESTRICTION: e.g., are vegan / avoid gluten / have no restrictions].

For each day, provide:
- Breakfast, lunch, dinner, and 1 snack
- Estimated calories and macros (protein, carbs, fat) per meal
- A short prep note if the meal takes more than 15 minutes

End with a weekly macro summary and 3 meal-prep tips to save time.
```

Example Output: A structured 7-day plan with meals like "Day 1 Breakfast: Overnight oats with protein powder, banana, and almond butter (420 cal | 32g P / 48g C / 14g F) -- Prep note: Make 3 jars Sunday night."

Prompt 2: Macro-Friendly Recipe Builder

```
Generate a [MEAL TYPE: breakfast / lunch / dinner / snack] recipe that hits approximately [TARGET PROTEIN]g protein, [TARGET CARBS]g carbs, and [TARGET FAT]g fat. The recipe must:
- Use no more than [MAX INGREDIENTS: e.g., 8] ingredients
- Take under [MAX TIME: e.g., 30] minutes to prepare
- Avoid these ingredients: [EXCLUDED INGREDIENTS]
- Be suitable for [SKILL LEVEL: beginner / intermediate / advanced] cooks

Format the recipe with: ingredient list with exact quantities, step-by-step instructions, final macro breakdown, and one substitution option for the primary protein source.
```

Example Output: "High-Protein Chicken Stir-Fry -- Ingredients: 6oz chicken breast, 1 cup broccoli, 1/2 cup brown rice... Step 1: Dice chicken into 1-inch cubes... Final macros: 42g P / 38g C / 9g F (401 cal). Sub option: Replace chicken with extra-firm tofu for a vegetarian version (36g P)."

Prompt 3: Smart Grocery List Compiler

```
Based on this meal plan:

[PASTE MEAL PLAN]

Generate a consolidated grocery list organized by store section (produce, protein, dairy, pantry, frozen). For each item:
- List the exact quantity needed for the full week
- Mark items with a [STAPLE] tag if they're common pantry items the client likely already has
- Add a "Budget Tip" section at the end with 3 ways to reduce the total cost without sacrificing nutrition quality
```

Example Output: "PRODUCE: Broccoli (4 cups), spinach (6 cups, buy one large bag), bananas (7)... BUDGET TIPS: 1. Buy chicken thighs instead of breasts -- saves ~$3/lb with only 2g more fat per serving..."

Prompt 4: Dietary Accommodation Converter

```
Take this existing meal plan or recipe and adapt it for a client with [DIETARY NEED: e.g., celiac disease / lactose intolerance / Type 2 diabetes / nut allergy / kosher / halal]:

[PASTE ORIGINAL MEAL OR RECIPE]

For each modification:
- Explain what you're replacing and why
- Ensure the macro profile stays within 10% of the original
- Flag any micronutrient gaps the substitution might create (e.g., "Removing dairy reduces calcium -- consider adding fortified plant milk")
- Note if any common cross-contamination risks exist for this dietary need
```

Example Output: "Original: Greek yogurt parfait (28g P). Modification for lactose intolerance: Replace Greek yogurt with Skyr lactose-free yogurt or coconut yogurt + 1 scoop whey isolate (lactose-free). Macro impact: Protein stays at 26g (+/- 7%). Note: If using coconut yogurt, calcium drops significantly -- pair with calcium-fortified orange juice at another meal."

Prompt 5: Client Nutrition Check-In Analyzer

```
My client reported the following food log for the past [TIME PERIOD: e.g., 3 days]:

[PASTE FOOD LOG]

Their goals are: [CLIENT GOALS]
Their target macros are: [TARGET MACROS]

Analyze this log and provide:
1. Average daily calories and macro breakdown vs. their targets
2. Top 3 patterns you notice (positive or concerning)
3. 3 specific, non-judgmental suggestions to improve adherence
4. One "quick win" they could implement tomorrow
5. A brief encouraging note I can copy-paste to send them

Keep the tone supportive and coaching-oriented, not clinical.
```

Example Output: "ANALYSIS: Average intake: 1,780 cal (target: 2,100). Protein averaging 95g vs. 140g target -- there's a gap. PATTERNS: 1. Breakfast is consistently strong -- great habit. 2. Protein drops off after lunch. 3. Evening snacking adds ~300 untracked calories... QUICK WIN: Add a protein shake between lunch and dinner -- closes the protein gap by 25g with zero prep."

Prompt 6: Supplement Stack Recommender

```
My client is a [AGE]-year-old [GENDER] with these goals: [GOALS]. They currently eat [DIET DESCRIPTION: e.g., mostly whole foods, limited dairy, moderate vegetable intake]. They train [TRAINING FREQUENCY] per week. Their current supplements are: [CURRENT SUPPLEMENTS or "none"].

Suggest a prioritized supplement stack with:
- Tier 1 (strong evidence, most people benefit): list supplements, dosage, timing
- Tier 2 (moderate evidence, goal-specific): list supplements, dosage, timing
- "Skip" tier: common supplements that aren't worth it for this client's situation
- For each recommendation, include one sentence on the evidence level
- End with: "Remind your client to consult their doctor before starting any new supplement."
```

Example Output: "TIER 1: Creatine monohydrate (5g daily, any time) -- one of the most researched supplements; supports strength and recovery. Vitamin D3 (2000-4000 IU daily with a fat-containing meal) -- especially important given limited sun exposure... SKIP: BCAAs -- your client already hits 140g protein; BCAAs won't add meaningful benefit."

Prompt 7: Calorie & Macro Calculator Explainer

```
My client is a [AGE]-year-old [GENDER], [HEIGHT], [WEIGHT], with an activity level of [ACTIVITY LEVEL]. Their primary goal is [GOAL]. They have [EXPERIENCE LEVEL: new to tracking / some experience / advanced].

Calculate their estimated:
- BMR (using Mifflin-St Jeor)
- TDEE based on activity level
- Recommended daily calorie target for their goal (include the deficit or surplus %)
- Macro split in grams (provide 2 options: balanced and high-protein)

Then write a short "explain it like I'm a client" paragraph I can send them that makes these numbers feel approachable, not intimidating. Avoid jargon. Use a food analogy if helpful.
```

Example Output: "BMR: 1,620 cal. TDEE: 2,268 cal. For fat loss (20% deficit): 1,815 cal/day. OPTION A (Balanced): 136g P / 181g C / 60g F. OPTION B (High-Protein): 160g P / 145g C / 60g F. CLIENT MESSAGE: 'Think of your daily calories like a budget -- you've got 1,815 to spend. Protein is rent (pay it first: ~140g). Carbs and fats are flexible spending...'"

Prompt 8: Meal Prep Blueprint

```
Design a [DURATION: 1-hour / 2-hour / 3-hour] Sunday meal prep session that produces [NUMBER OF MEALS] ready-to-eat meals for the week. Constraints:
- Budget: approximately $[BUDGET] for all ingredients
- Must include at least [MIN PROTEIN]g protein per meal
- Equipment available: [EQUIPMENT: e.g., oven, stovetop, slow cooker, air fryer, Instant Pot]
- Dietary restrictions: [RESTRICTIONS]

Provide:
1. A sequential task list with timestamps (e.g., "0:00-0:10 -- Season and start chicken in oven")
2. The complete ingredient list with quantities and estimated cost
3. Storage instructions (container type, fridge vs. freezer, reheat method)
4. Which meals pair together for grab-and-go lunches
```

Example Output: "2-HOUR PREP -- 12 Meals, ~$55. 0:00-0:05: Preheat oven to 400F, start rice cooker (3 cups). 0:05-0:15: Season 3 lbs chicken thighs with paprika, garlic powder, salt... STORAGE: Chicken + rice bowls in glass containers, fridge up to 5 days. Turkey meatballs in freezer bags, good for 3 months..."

Workout Programming (8 prompts)

Prompt 9: Custom Training Split Designer

```
Design a [DURATION: e.g., 8-week] training program for a [EXPERIENCE LEVEL: beginner / intermediate / advanced] client with the following profile:
- Goal: [GOAL: e.g., hypertrophy / strength / fat loss / general fitness]
- Available days per week: [DAYS]
- Session length: [MINUTES] minutes
- Equipment access: [EQUIPMENT: full gym / home dumbbells only / barbell + rack / bodyweight only]
- Injuries or limitations: [LIMITATIONS or "none"]

For each training day, provide:
- The workout name and focus (e.g., "Day 1: Upper Push")
- Exercise list with sets, reps, and rest periods
- RPE or intensity target for key compound lifts
- A "notes" line with coaching cues for the most technical exercise

Include a progressive overload strategy: how should weights, reps, or volume change across the [DURATION]?
```

Example Output: "WEEK 1-4 (Accumulation) -- Day 1: Upper Push. A1: Barbell Bench Press 3×8 @ RPE 7 (rest 2 min) -- Cue: 'Drive feet into floor, retract shoulder blades.' B1: DB Shoulder Press 3×10... PROGRESSION: Add 1 rep per set each week. When you hit the top of the rep range (e.g., 3×12), increase weight by 5lbs and reset to 3×8."

Prompt 10: Home Workout Generator

```
Create a [DURATION]-minute home workout for a [FITNESS LEVEL: beginner / intermediate / advanced] client who has access to: [EQUIPMENT: e.g., a set of 15lb and 25lb dumbbells, a pull-up bar, resistance bands / bodyweight only].

Requirements:
- Focus area: [FOCUS: full body / upper body / lower body / core / cardio-strength hybrid]
- Include a 5-minute warm-up with dynamic stretches
- Structure the workout as [FORMAT: straight sets / circuit / AMRAP / EMOM / superset pairs]
- Provide a regression AND progression for each exercise
- End with a 3-minute cooldown stretch sequence

Write it in a format that's easy to screenshot and send to a client via text or DM.
```

Example Output: "30-MIN FULL BODY BURNER (Intermediate). WARM-UP (5 min): High knees 30s > Arm circles 30s > World's greatest stretch x5/side > Inchworms x5 > Jumping jacks 30s. WORKOUT (22 min, 4 rounds): A1: Goblet Squats x12 (regression: bodyweight squat / progression: add pause at bottom)..."

Prompt 11: Progressive Overload Tracker Template

```
My client has been doing this workout for [WEEKS] weeks:

[PASTE CURRENT WORKOUT]

They are [EXPERIENCE LEVEL] and their primary goal is [GOAL]. They've been progressing [PROGRESS STATUS: steadily / they've stalled on some lifts / they're brand new].

Generate the next [NUMBER]-week progression of this program that:
- Adjusts volume, intensity, or exercise selection appropriately
- Includes a deload week if the total block exceeds 6 weeks
- Explains the rationale for each change in a brief coach's note
- Flags any exercises where a form check is recommended before adding weight
- Provides specific number targets (not just "increase weight") so the client knows exactly what to aim for
```

Example Output: "WEEKS 5-8 PROGRESSION. Bench Press: Move from 3×8 @ 135lb to 4×6 @ 145lb (shifting toward strength-focused rep range). Coach's note: Your client nailed 3×8 consistently -- they're ready for heavier loads with lower reps. Form check recommended before increasing squat past 185lb..."

Prompt 12: Exercise Substitution Finder

```
My client cannot perform [EXERCISE] because of [REASON: e.g., shoulder impingement / no access to a cable machine / knee pain during deep flexion / they find it boring and skip it].

The exercise was programmed for: [SETS x REPS], targeting [TARGET MUSCLE GROUP], in a [CONTEXT: e.g., hypertrophy block / strength phase / circuit].

Provide 3 substitution options ranked by how closely they match the original movement pattern:
1. Best match (same muscles, same movement pattern)
2. Good alternative (same primary muscles, different angle or equipment)
3. Creative option (hits the same muscles with a completely different approach)

For each option, include: the exercise, sets/reps adjusted if needed, why it works as a substitute, and any setup notes.
```

Example Output: "Can't do barbell back squats (knee pain in deep flexion). 1. BEST MATCH: Box Squat to parallel height (3×6) -- limits range of motion to pain-free zone while keeping the squat pattern. 2. GOOD ALT: Leg Press with feet high and wide (3×10) -- reduces spinal load and lets you control depth. 3. CREATIVE: Bulgarian Split Squat with front foot elevated (3×8/side) -- unilateral work often bypasses bilateral pain patterns..."

Prompt 13: Warm-Up & Mobility Routine Builder

```
Build a [DURATION: 5 / 10 / 15]-minute warm-up routine for a client about to perform [TODAY'S WORKOUT FOCUS: e.g., heavy squats and deadlifts / upper body push / full body HIIT / running].

The client has the following mobility issues or tight areas: [PROBLEM AREAS: e.g., tight hip flexors, limited thoracic extension, anterior shoulder tightness / "none noted"].

Structure:
1. General blood flow (1-2 min): light cardio movement
2. Dynamic mobility (2-5 min): targeted to today's workout and their problem areas
3. Activation (1-3 min): muscle activation drills for the primary movers
4. Movement prep (1-2 min): light sets or rehearsal of the first exercise

For each drill, include reps or duration and a one-line coaching cue.
```

Example Output: "10-MIN WARM-UP (Heavy Squat Day, tight hip flexors). BLOOD FLOW: Bike or brisk walk x 2 min. MOBILITY: 90/90 Hip Switches x8/side ('Keep chest tall, breathe into the

stretch'), Half-Kneeling Hip Flexor Stretch x 30s/side ('Squeeze glute on back leg, don't arch low back')... ACTIVATION: Banded Lateral Walks x12/side, Glute Bridges x10 with 2s hold at top..."

Prompt 14: Cardio Programming for Non-Runners

```
My client wants to improve cardiovascular fitness but [BARRIER: hates running / has bad knees / gets bored on machines / has limited time]. They have access to [EQUIPMENT/SPACE] and can dedicate [TIME] minutes, [DAYS] days per week to cardio.

Their current fitness level: [LEVEL: can walk briskly for 20 min / moderately fit / quite fit but no cardio base].

Create a [DURATION: 4 / 6 / 8]-week progressive cardio plan that:
- Uses non-traditional or varied cardio methods
- Includes at least 2 different modalities per week to prevent boredom
- Specifies exact intervals, durations, and intensity cues (heart rate zone OR talk test OR RPE)
- Progresses weekly (volume before intensity)
- Includes one "fun" session per week that doesn't feel like cardio
```

Example Output: "WEEK 1: Day 1 -- Rowing intervals: 4 rounds of 2 min moderate (RPE 6, can talk in short sentences) / 1 min easy. Day 2 -- Loaded carry circuit: farmer walks 40m, rest 30s x 6 (this builds cardio without feeling like cardio). Day 3 -- Swimming: 20 min continuous at conversational pace... FUN SESSION: Basketball shooting drills for 25 min."

Prompt 15: Deload Week Planner

```
My client just completed [WEEKS] weeks of [PROGRAM TYPE: e.g., hypertrophy / strength / high-intensity] training. Their current program looks like this:

[PASTE CURRENT PROGRAM]

Signs they need a deload: [SIGNS: e.g., performance plateau, persistent fatigue, minor aches, sleep quality declining / "scheduled deload"].

Design a 1-week deload that:
- Reduces volume by [REDUCTION: 40-50%] while keeping movement patterns familiar
- Specifies exactly which sets/reps to cut (don't just say "reduce volume")
- Maintains 1-2 heavy-ish sets so the client doesn't feel like they're wasting time
- Includes suggested recovery activities for off days (mobility, walking, etc.)
- Ends with a "return to training" note explaining what Week 1 back looks like
```

Example Output: "DELOAD WEEK. Day 1 (was Upper Push): Bench Press -- keep 1 top set of 3 @ 85% (feel heavy weight), then 2×8 @ 60% (easy, focus on form). Drop accessory volume from 4 exercises to 2. Total sets: 8 (down from 18). OFF DAYS: 20-min walk + 10-min hip/shoulder mobility flow. RETURN NOTE: Week 1 back starts at 90% of your pre-deload weights, building to PR attempts by Week 3."

Prompt 16: Sport-Specific Conditioning Template

```
Design a [DURATION]-week conditioning program for a [SPORT: e.g., soccer / basketball /
BJJ / obstacle course racing / recreational skiing] athlete. Profile:
- Competition/event date: [DATE or "general preparation"]
- Current fitness level: [LEVEL]
- Training days available for conditioning: [DAYS] (in addition to sport practice)
- Available equipment: [EQUIPMENT]

The program should:
- Mirror the energy system demands of [SPORT] (specify which energy systems and why)
- Include work-to-rest ratios that match game/competition demands
- Progress from general to sport-specific conditioning across the weeks
- Include 1-2 benchmark tests at the start and end so the client can see improvement
- Note any exercises that double as injury prevention for common [SPORT] injuries
```

Example Output: "8-WEEK SOCCER CONDITIONING. Energy systems: ~70% aerobic, ~20% glycolytic, ~10% phosphagen. BENCHMARK TEST (Week 1 & 8): Yo-Yo Intermittent Recovery Test. WEEK 1-2 (Aerobic Base): Day 1 -- 30-min tempo run at 70-75% HRmax. Day 2 -- 4×4 min intervals at 85% HRmax / 3 min jog recovery... INJURY PREVENTION: Nordic hamstring curls 2x/week (hamstring strains are the #1 soccer injury)."

Client Management (7 prompts)

Prompt 17: Weekly Check-In Template

```
Generate a client check-in message template for a [CHECK-IN TYPE: weekly nutrition /
weekly training / comprehensive weekly / biweekly] check-in. The client's goals are
[GOALS] and they've been working with me for [DURATION].

The template should include:
- A warm, personalized greeting that references [RECENT WIN or MILESTONE if applicable]
- 5-7 specific questions that gather actionable data (not just "how did it go?")
- A rating scale question (1-10) for one key metric
- Space for the client to flag any concerns or life changes
- A clear CTA for what to submit and by when

Make it feel like a conversation, not a medical form. Keep it under 200 words so clients
actually complete it.
```

Example Output: "Hey [Name]! Loved seeing that deadlift PR last week -- you earned that. Quick check-in for this week: 1. How many training sessions did you complete? (target was 4) 2. On a scale of 1-10, how would you rate your energy this week? 3. Any meals that felt like a struggle to stay on plan? 4. How's sleep been -- getting your 7+ hours?..."

Prompt 18: Progress Assessment Report

```
Write a [TIMEFRAME: 4-week / 8-week / 12-week] progress report for my client based on the following data:

Starting stats: [STARTING WEIGHT, MEASUREMENTS, LIFTS, or OTHER METRICS]
Current stats: [CURRENT WEIGHT, MEASUREMENTS, LIFTS, or OTHER METRICS]
Goal: [ORIGINAL GOAL]
Adherence notes: [e.g., "hit 90% of sessions, nutrition was inconsistent weeks 3-4, improved sleep habits"]

The report should include:
1. A headline summary (one sentence the client will feel proud of)
2. Key metrics with percentage or absolute changes, shown in a clear before/after format
3. What's working well (reinforce positive behaviors, not just outcomes)
4. What needs attention (frame as opportunities, not failures)
5. Updated recommendations for the next [TIMEFRAME]
6. An adjusted target that's ambitious but realistic given their trajectory

Write it in second person ("you") and keep the tone celebratory but honest.
```

Example Output: "YOUR 8-WEEK REPORT: You lost 7 lbs of fat while adding 15 lbs to your squat -- that's a textbook recomp. METRICS: Weight 185 > 178 (-3.8%). Squat 185 > 200 (+8.1%). Waist 34' > 32.5' (-1.5'). WHAT'S WORKING: Your consistency in the gym is elite -- 93% session adherence. ATTENTION: Weeks 3-4 nutrition dip correlated with a stall. Let's build a meal prep system..."

Prompt 19: Motivational Message Generator

```
My client [CLIENT CONTEXT: e.g., "missed 3 sessions this week due to work stress" / "just hit a 6-week plateau" / "is feeling discouraged comparing themselves to social media" / "crushed their first pull-up"]. Their personality style is [STYLE: needs tough love / responds to encouragement / analytical and data-driven / emotional and empathetic].

Write a short message (under 100 words) that:
- Acknowledges their specific situation honestly (no toxic positivity)
- Reframes the situation productively
- Includes one concrete next step they can take today
- Matches their communication style
- Ends with something that makes them feel seen, not lectured

Also generate a follow-up message to send 2 days later to check in without being pushy.
```

Example Output: "INITIAL: 'Hey -- real talk, missing sessions happens and beating yourself up about it burns more energy than the workouts would have. Work stress is temporary. Here's what I want

you to do today: just 15 minutes. A walk, some stretches, anything. Not to make up for lost time, but to remind your body you're still in this. You've built too much momentum to let one rough week define your month.' FOLLOW-UP (2 days later): 'Hey! No pressure, just checking in -- did you get that 15 minutes in? Even if not, I'm here when you're ready to get back at it.'"

Prompt 20: Goal-Setting Session Framework

```
I'm running a goal-setting session with a [NEW / returning after [BREAK LENGTH]] client.
Here's what I know about them:
- Demographics: [AGE, GENDER, relevant health context]
- Stated goal: [WHAT THEY SAID: e.g., "I want to lose weight and feel better"]
- Training history: [HISTORY]
- Lifestyle factors: [JOB TYPE, STRESS LEVEL, FAMILY OBLIGATIONS, SLEEP]
- Past attempts: [WHAT THEY'VE TRIED BEFORE AND WHY IT DIDN'T STICK]

Generate a structured goal-setting conversation guide that:
1. Explores the "why behind the why" (dig past surface goals with 3 probing questions)
2. Translates their vague goal into 1 outcome goal and 2-3 behavior goals (SMART format)
3. Identifies their top 2 likely obstacles based on their history and lifestyle
4. Creates an "if-then" plan for each obstacle
5. Establishes their preferred accountability style
6. Sets a 2-week "quick win" target to build early momentum

Write the questions as things I can actually say out loud in conversation.
```

Example Output: "PROBING Qs: 'You said you want to lose weight and feel better -- if you woke up 6 months from now having achieved that, what's different about your day? What would you be doing that you're not doing now?'... BEHAVIOR GOAL: 'Strength train 3x/week for 45 min (Mon/Wed/Fri before work).' OBSTACLE 1: Morning motivation after poor sleep. IF-THEN: 'If I sleep badly, then I'll do a 20-min bodyweight session instead of skipping entirely.'"

Prompt 21: Client Onboarding Questionnaire

```
Generate a comprehensive onboarding questionnaire for a new [SERVICE TYPE: 1-on-1 coaching / group program / online training] client. The questionnaire should cover:

1. Basic info (age, height, weight, occupation)
2. Health & medical history (conditions, medications, injuries -- with a note that this is for program design, not medical diagnosis)
3. Training history and current activity level
4. Nutrition habits (current eating patterns, not just "good" or "bad")
5. Lifestyle factors (sleep, stress, work schedule, family obligations)
6. Goals and motivation (surface and deeper-level)
7. Preferences (training style, foods they enjoy, dealbreakers)
8. Expectations and accountability preferences
9. Logistics (equipment access, schedule availability, communication preferences)

Format as a [FORMAT: Google Form-ready list / PDF-style with sections / conversational intake script]. Include a brief intro paragraph explaining why you're asking these questions. Keep medical questions appropriately scoped -- you're a coach, not a doctor.
```

Example Output: "INTRO: 'Welcome! This questionnaire helps me build a program that actually fits your life -- not a cookie-cutter plan. Be honest; there are no wrong answers. Some questions touch on health history -- this helps me train you safely, but I'm not a doctor. If anything comes up that's beyond my scope, I'll refer you to the right professional.'... Q12: 'Describe your typical eating on a weekday -- walk me through from waking up to going to bed. Don't filter it; I need the real version, not the highlight reel.'"

Prompt 22: Habit Stacking Plan Builder

```
My client wants to build [NUMBER] new habits over the next [TIMEFRAME]. They are currently struggling with: [CURRENT STRUGGLES: e.g., inconsistent meal prep, skipping morning workouts, not drinking enough water, poor sleep hygiene].

Their existing daily routine looks like this:
[PASTE CLIENT'S TYPICAL DAY SCHEDULE]

Build a habit stacking plan that:
- Anchors each new habit to an existing behavior in their routine
- Uses the "2-minute rule" to make the starting version impossibly small
- Sequences habit introduction (no more than 1 new habit per week)
- Includes a specific tracking method for each habit
- Provides a "graduated" version: starter > intermediate > target behavior
- Anticipates the most likely failure point for each habit and includes a reset protocol

Format this as a week-by-week implementation calendar.
```

Example Output: "WEEK 1 -- Anchor habit: Water intake. Trigger: 'After I pour my morning coffee, I drink one full glass of water.' STARTER: 8oz glass. INTERMEDIATE: 16oz bottle. TARGET: 24oz before first sip of coffee. TRACKING: Tally mark on sticky note on coffee maker. FAILURE POINT: Weekend routine is different. RESET: 'If I miss a morning, I drink a glass before lunch -- no guilt, just get back on track.'"

Prompt 23: Program Handoff Document

```
I'm transitioning a client from [CURRENT PHASE: e.g., our 12-week 1-on-1 coaching / a beginner program / post-rehab training] to [NEXT PHASE: e.g., independent training / a new coach / a group program / maintenance mode].

Client summary:
- Training age: [MONTHS/YEARS]
- Key achievements: [ACHIEVEMENTS]
- Current program: [BRIEF DESCRIPTION]
- Ongoing considerations: [INJURIES, PREFERENCES, BEHAVIORAL PATTERNS]

Generate a handoff document that includes:
1. Client profile summary (what matters most for whoever works with them next)
2. What worked and what didn't (training, nutrition, and coaching approach)
3. Current working weights for primary lifts
4. Nutritional approach and any dietary needs
5. Communication style notes (what motivates them, what shuts them down)
6. Recommended next program phase with rationale
7. Red flags to watch for (movement compensations, behavioral patterns, injury history)
8. A personal note to the client celebrating their progress and setting expectations for the transition
```

Example Output: "CLIENT PROFILE: Sarah, 34, trained with us for 16 weeks. Came in post-ACL rehab, now squatting 135×5 pain-free. WHAT WORKED: Responded extremely well to structured progressive overload and weekly accountability texts. Did NOT respond to food logging -- switched to hand-portion method in Week 4 with better results. COMMUNICATION: Needs positive reinforcement before constructive feedback. Don't lead with what's wrong..."

Content & Marketing (7 prompts)

Prompt 24: Transformation Story Post

```
Write a client transformation post for [PLATFORM: Instagram / Facebook / LinkedIn / TikTok script] based on this client's journey:

- Starting point: [WHERE THEY STARTED: physically, mentally, or lifestyle-wise]
- Duration: [TIMEFRAME]
- Key changes made: [WHAT YOU ACTUALLY DID TOGETHER]
- Results: [MEASURABLE OUTCOMES + INTANGIBLE WINS]
- Client quote (if available): [QUOTE or "generate a realistic one based on the journey"]

The post should:
- Lead with an emotional hook, not stats
- Emphasize the process, not just the before/after
- Include [NUMBER] specific, non-obvious details that make it feel real
- End with a CTA that invites engagement without being salesy
- Be [TONE: inspirational / relatable and casual / professional / raw and honest]
- Stay under [WORD COUNT] words

Do NOT use cliches like "crushed it" or "transformation Tuesday." Make it sound like a real person wrote it.
```

Example Output: "Six months ago, [Client] couldn't climb the stairs to her apartment without stopping halfway. She didn't come to me wanting a six-pack -- she wanted to carry her groceries in one trip. Here's what that actually looked like... We started with 2 sessions a week. Just learning to hinge, to brace, to trust her knees again after surgery. There were weeks she wanted to quit -- specifically Week 4, when the scale didn't move and her coworker asked if she'd 'started her diet yet'..."

Prompt 25: Educational Carousel Script

```
Create a [NUMBER]-slide educational carousel for [PLATFORM: Instagram / LinkedIn / TikTok slides] on the topic: "[TOPIC: e.g., Why you're not losing weight even though you're eating clean / 5 exercises most people do wrong / How to read a nutrition label in 60 seconds]."

Target audience: [AUDIENCE: e.g., women 25-40 who are new to fitness / busy professionals / intermediate gym-goers].

Structure:
- Slide 1: Hook (bold claim, question, or myth to challenge -- must stop the scroll)
- Slides 2-[N-1]: Content slides (one clear point per slide, conversational tone, use analogies where possible)
- Final slide: Summary + CTA (follow for more, save this post, drop a question)

For each slide, provide:
- The headline text (large, bold)
- Supporting text (2-3 short sentences max)
- A visual suggestion (what the design should show)

Write in a voice that's [VOICE: authoritative but approachable / witty and irreverent / calm and science-backed].
```

Example Output: "SLIDE 1: HEADLINE: 'Eating clean and still not losing weight?' SUPPORTING: 'You'd be surprised how often I hear this. Let's talk about the 3 reasons "clean eating" isn't the whole picture.' VISUAL: Split image -- salad on one side, scale on the other with a question mark. SLIDE 2: HEADLINE: 'Reason #1: Clean food still has calories.' SUPPORTING: 'A handful of almonds is healthy. Three handfuls is 500 calories. "Clean" doesn't mean unlimited.'..."

Prompt 26: Myth-Busting Content Generator

```
Write a [FORMAT: social media post / short blog post / video script / email newsletter] that debunks this common fitness or nutrition myth: "[MYTH: e.g., You need to eat 6 small meals a day to boost your metabolism / Lifting heavy makes women bulky / Carbs after 6pm turn to fat / You need to do cardio to lose weight]."

Structure:
1. State the myth clearly (so people who believe it feel seen, not attacked)
2. Explain where it came from (give it credit -- there's usually a grain of truth)
3. Present what the evidence actually shows (cite study type or mechanism, not specific papers)
4. Give the practical takeaway (what should they actually do instead?)
5. End with a one-liner that's memorable and shareable

Audience: [AUDIENCE]. Tone: [TONE: educational / funny / myth-buster style / gentle correction]. Length: [WORD COUNT] words.
```

Example Output: "MYTH: 'Lifting heavy will make women bulky.' WHERE IT CAME FROM: Makes intuitive sense -- more weight = more muscle = bigger, right? Plus, bodybuilding photos are intimidating. REALITY: Women produce ~15-20x less testosterone than men. Building visible muscle takes years of dedicated effort, progressive overload, and caloric surplus. What heavy lifting actually does for most women: denser bones, faster metabolism, and the 'toned' look that lighter weights struggle to achieve... ONE-LINER: 'The 5lb dumbbells aren't protecting your femininity. They're just not doing much of anything.'"

Prompt 27: Testimonial Request Template

```
Write a testimonial request message for a client who [CONTEXT: just completed a program / hit a major milestone / has been training with me for 6+ months / is leaving on good terms]. Send via [CHANNEL: text / email / DM].

The message should:
- Express genuine gratitude (not just "hey can you leave a review")
- Remind them of a specific achievement to jog their memory and prime a detailed response
- Provide 3 guiding questions so they don't stare at a blank page
- Offer format options: written, video (60s), or voice memo
- Include where the testimonial will be used (transparency builds trust)
- Make it easy to say no without guilt
- Be under 150 words

Also generate a follow-up message for if they say yes but haven't sent it after 5 days.
```

Example Output: "INITIAL: 'Hey [Name] -- I just wanted to say, watching you go from dreading the gym to texting me about your deadlift PR has been one of the highlights of my year. If you're open to it, I'd love to feature your experience in a testimonial. A few questions to get you started: 1. What was your biggest hesitation before starting? 2. What surprised you most about the process? 3. What would you tell someone who's on the fence? Written, quick video, or voice memo -- whatever feels natural. I'd use it on my website and social (with your approval). Totally okay to say no...' FOLLOW-UP: 'Hey! No rush at all -- just bumping this in case it got buried. Even 2-3 sentences would mean a lot. And if it's not your thing, zero hard feelings.'"

Prompt 28: Weekly Content Calendar

```
Generate a [DURATION: 1-week / 2-week / monthly] content calendar for a health and wellness coach on [PLATFORMS: Instagram + TikTok / Instagram only / LinkedIn + Instagram / all platforms]. My niche is [NICHE: e.g., fat loss for busy moms / strength training for beginners / holistic wellness / sports performance].

For each post, include:
- Day and platform
- Content type (Reel, carousel, story, static post, article)
- Topic and angle
- Hook (the first line or first 3 seconds)
- Key talking points (3-4 bullets)
- CTA
- Best posting time based on platform norms
- One relevant hashtag cluster (5-7 hashtags)

Include a mix of: educational (40%), personal/behind-the-scenes (20%), social proof (15%), engagement/questions (15%), promotional (10%).

Ensure no two consecutive posts have the same format or emotional tone.
```

Example Output: "MONDAY -- Instagram Carousel (Educational, 9:00 AM). Topic: '3 Breakfast Mistakes That Kill Your Energy by 10 AM.' Hook: 'Your breakfast is sabotaging your afternoon -- here's how.' Points: 1. Sugar crash from high-GI breakfasts, 2. Skipping protein (need 25g+), 3. Coffee before food and cortisol. CTA: 'Save this and screenshot your breakfast tomorrow -- I'll review it in stories.' Hashtags: #nutritioncoach #breakfastideas #healthyeating #mealprep #fitnessover30..."

Prompt 29: Email Newsletter Draft

```
Write a [TYPE: weekly value / monthly roundup / promotional / welcome sequence email] for my health coaching email list. Topic: "[TOPIC: e.g., The one habit that changed everything for my clients this year / Your holiday survival guide / New program launch]."

Audience: [AUDIENCE DESCRIPTION]
Goal of this email: [GOAL: nurture / educate / sell / re-engage]

Structure:
- Subject line (provide 3 options, one curiosity-based, one benefit-based, one contrarian)
- Preview text (the snippet that shows in inbox)
- Opening: personal story or hook (2-3 sentences -- make them want to keep reading)
- Body: deliver the value or pitch (use subheadings, bullet points, or numbered lists for scannability)
- CTA: one clear next step (not three different links)
- P.S. line (often the most-read part of an email -- use it strategically)

Tone: [TONE]. Length: under [WORD COUNT] words. Unsubscribe-proof (provide value even if they don't click the CTA).
```

Example Output: "SUBJECT OPTIONS: 1. 'The 2-minute habit my most successful clients all share' 2. 'This tiny change helped 80% of my clients break their plateau' 3. 'Stop meal prepping (do this instead)'. PREVIEW: 'It's not what you think.' OPENING: 'I've coached 200+ clients over the past 3 years. The ones who get lasting results don't have better willpower or more time. They all do one thing that the others don't...' BODY: ..."

Prompt 30: Social Proof & Case Study Page

```
Write a detailed case study for my website or long-form social post based on this client's journey:

Client profile: [AGE, GENDER, OCCUPATION, STARTING SITUATION]
Timeline: [DURATION of coaching]
Services used: [1-on-1 training / nutrition coaching / hybrid / group program]
Key data points: [BEFORE/AFTER METRICS -- weight, measurements, lifts, energy, habits, etc.]
Challenges overcome: [OBSTACLES: e.g., shift work, emotional eating, previous injury, self-doubt]
Client's own words: [QUOTES if available, or "generate authentic-sounding quotes based on the journey"]

Structure as:
1. The headline (results-focused but human)
2. "Where they started" (paint the picture -- make readers see themselves)
3. "What we did" (the actual approach, not vague "customized plan" language)
4. "The turning point" (the moment things clicked -- every good story has one)
5. "The results" (metrics + intangibles side by side)
6. "In their own words" (client quote block)
7. CTA: "Ready to write your own story?" with a link to [CTA DESTINATION: application form / free consultation / DM]

Length: [WORD COUNT] words. Tone: [TONE]. Include a confidentiality note if using real client info.
```

Example Output: "HEADLINE: 'How a Night-Shift Nurse Lost 22 lbs Without Giving Up Her Weekend Pancakes.' WHERE SHE STARTED: Maria, 38, came to me exhausted. Not gym-exhausted -- life-exhausted. Three 12-hour overnight shifts a week, two kids, and a husband who deployed every 6 months. She'd tried keto, she'd tried running, she'd tried the 75 Hard challenge. All of them 'worked' for 3 weeks... THE APPROACH: We didn't start with a meal plan. We started with sleep..."

> ***Disclaimer reminder:*** *All content generated using these prompts is for informational and educational purposes only. It does not constitute medical advice, diagnosis, or treatment. Health coaches should always practice within their scope and refer clients to licensed healthcare professionals for medical concerns.*
