

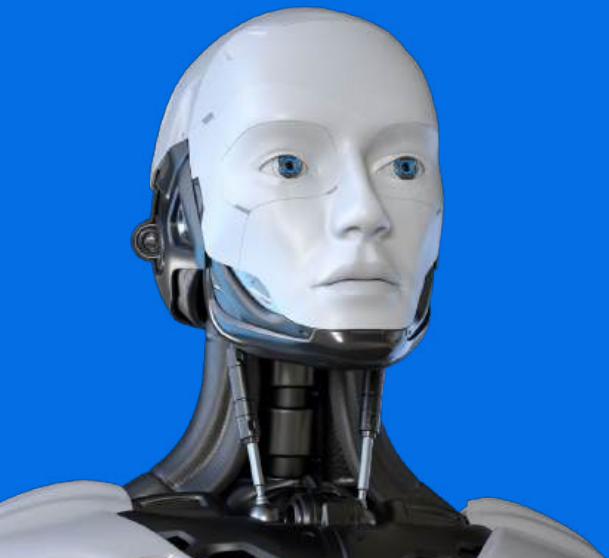
Using AI in Your Health & Wellness Business

A Practical Introduction to AI for
Health & Wellness Professionals

Presented by Mark Field | Fresh Digital Media

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“Saving time, reducing overwhelm and improving communication with AI”





How AI can save time, improve communication and help grow your business

AI Doesn't Replace You — It Supports You



Where AI Can Help Most

*Practical areas where AI delivers immediate value
(see handout for more...)*

- Social media (*ideas, captions, scheduling*)
- Client communication (*emails, responses, follow-ups, proposals*)
- Content creation (*blogs, whitepapers, articles, video scripts, book summaries*)
 - *Use the 'deep research' feature*
- Organisation (*planning, systems, workflows, onboarding sequences, SOP's*)
- Productivity (*saving time, automating tasks, summarising*)
 - *E.g. 1,200-word article -> social media posts -> quiz -> video script*

Set Yourself Up For Success

Without context: ChatGPT gives generic answers.

With context: ChatGPT becomes far more aligned to your business and communication style.

- On all platforms, go to 'settings'
- Ensure you fill out all the relevant sections (Handout & Demo)
- Save and label your chats (categorise them, e.g. social media, newsletter, emails etc.)
- Get a paid version of your favourite platform (circa £18 a month)
 - Choose your 'ecosystem' (Google, Microsoft or independent)

Creating Social Media Content in Minutes

Example Prompt (part 1):

You are a mindfulness expert. Write 20 headlines for social media posts for mindfulness for busy professionals.

AI Instantly Generates:

- Captions
- Content ideas
- Hashtags
- CTAs
- Weekly plans

Here's a live demonstration of AI's capability...

Creating Social Media Content in Minutes

Example Prompt (part 2):

I like 1, 7, 9, 10 and 17. Let's take the first one and write a social media post for FB, Insta, X, Google Profile and LinkedIn. Ensure that you respect the tone, audience type, and post length for each platform, and provide valuable insights. I would also like a CTA for each one. Use Donna@globalnutrition.co.uk , WhatsApp number 07928 963422.

Here's a live demonstration of AI's capability...

AI Handles Client Communication



“Write a supportive email to a client who feels discouraged because they have not followed their wellness plan.”

 Edit




A quick note of encouragement

Hi [Client Name],

I wanted to reach out because I know it can feel frustrating when things don't go to plan, especially when you've made a commitment to your wellbeing.

Please don't be discouraged. Progress in any area of health and wellness is rarely a straight line. There will always be moments where life gets in the way, motivation dips, or routines fall off track. That doesn't undo the intention you set or the steps you've already taken.

What matters most is not perfection, but consistency over time. Even small steps forward count, and you can restart at any point. There's no need to wait for a "perfect" moment to begin again.

It might help to simplify things for now. Rather than trying to follow the full plan, focus on one or two manageable actions this week. Something realistic that fits into your current routine. Building momentum gradually is far more sustainable than  ng to do everything at once.

If something in the plan isn't working for you, that's useful information, not failure. We can adjust it together so it better supports your lifestyle.

+ Ask anything

Instant ▾



Turn Ideas Into Structured Programmes

- Workshop outlines
- Wellness programmes
- Journals
- Downloadable guides
- Checklists
- Quizzes



Example: Creating a Wellness Programme With AI

Role > Audience > Task > Structure > Tone

Example Prompt:

You are a wellness coach creating a supportive 4-week stress reduction programme for women aged 40+. The audience is busy professionals who feel overwhelmed, tired and short on time. Create a simple, realistic programme with one theme per week, three practical activities per week, one reflection question, and a gentle tone. Keep it non-clinical, encouraging and easy to follow.

What's Next for AI in Your Business

Becoming part of everyday business systems





Sources



+ Add sources

Search the web for new sources



Fast Research



Saved sources will appear here

Click Add source above to add PDFs, websites, text, videos, or audio files. Or import a file directly from Google Drive.

Chat



Untitled notebook

0 sources · May 6, 2026

Customize

Start typing...



0 sources



Studio



Audio Overview



Slide Deck



Video Overview



Mind Map



Reports



Flashcards



Quiz



Infographic



Data Table



Studio output will be saved here. After adding sources, click to add Audio Overview, Study Guide, Mind Map, and more!

Add note

Try This Tonight....

- Pick one task you do regularly (e.g. emails, posts, planning, social media)
- Use this simple prompt structure
 - Role → Audience → Task → Structure → Tone
- See what AI produces

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