

30-Day AI Integration Checklist (Dallas Studios)

Plug AI fitness coaches and wearables into your member experience, without losing the human touch.

Use this checklist to plug AI fitness coaches and wearables into your class experience. Work week by week. Keep the coach-led heart, add data where it helps: clearer goals, steadier attendance, and a simple upsell path to a 30-min AI Plan Review.

Week 1 — Plan & Prep

- ☐ Kickoff (60 min): set goals, owner, and success metrics (adoption %, adherence %, upsells).
- ☐ Inventory member apps: quick survey at check-in; note Apple Health, Google Fit, Garmin, WHOOP, Oura, Strava.
- ☐ Select 1–2 AI personal trainer apps to pilot; confirm data export/API and privacy posture.
- ☐ Draft 150-word privacy policy + consent language (plain English); add to sign-up + front desk.
- ☐ Record a 90-sec “Connect Your Wearable” video; post to site + QR.
- ☐ Write SOP v1 for staff: front desk script, coach prompts, DM follow-up template.
- ☐ Design a mini counter sign with QR to the ‘How to Connect’ guide.

Week 2 — Pilot (Uptown / Knox-Henderson)

- ☐ Soft-launch with 25 members across 2 high-traffic classes; tag pilot members in CRM.
- ☐ Katy Trail Step Challenge: 70k steps in 7 days; leaderboard via Strava/Apple.
- ☐ Before-class ‘sync check’ (3 min): coaches verify wearables connected + goals set.
- ☐ Post-class DM playbook: send recap + next workout plan; log replies.
- ☐ Add app how-tos to site/Linktree; test QR flows; refresh signage.
- ☐ Capture 3–5 UGC clips of app use (member consent) for weekly micro-edits.

Week 3 — Expand & Systemize

- ☐ Roll to 50–60% of classes; update SOP v2 from pilot feedback.
- ☐ Publish weekly hero cut + 3 micro-edits; highlight saves, step streaks, attendance.
- ☐ Coach huddles (10 min, 2x/week): share prompts and common fixes.
- ☐ Refine challenge mechanics; add simple prize (free class, PT review).
- ☐ Stand up a KPI sheet: adoption %, weekly active users, adherence %, upsell CTR.

Week 4 — Full Rollout & Review

- ☐ Activate across schedule; keep 'sync check' in coach open.
- ☐ Offer PT add-on: 30-min 'AI Plan Review' with form cues (paid).
- ☐ Daily glance at dashboard; act on red flags (drop in adherence, app errors).
- ☐ Collect 5 member testimonials about clarity, motivation, or results.
- ☐ 30-day retro: what to keep, fix, test next; publish next-month calendar.

Notes

- Privacy first: only collect what you use; be explicit about why and for how long.
- Measure what matters: adoption %, adherence %, weekly active users, upsell rate.
- Dallas hook: promote the Katy Trail Step Challenge and local run clubs to drive referrals.

Staff Quick SOP & Signage Tips

Daily Flow

- ☐ Front desk: Offer the connect card. “Scan to sync your wearable, 60 seconds.”
- ☐ Coaches: Run a 3-minute sync check before work sets; preview today’s zone target.
- ☐ DM follow-up: Send recap + tomorrow’s plan using the template. Log replies in CRM.
- ☐ Privacy: Discuss member data in private; no screenshots of dashboards.
- ☐ Escalation: If an app fails, simplify the cue and move on. Log the issue for fix.

Signage That Works

- One counter sign with QR to “How to Connect” (Apple, Google, Garmin, WHOOP, Oura, Strava).
- A6 cards members can take home. Add a short link and your support email.
- Record a 90-sec “Connect Your Wearable” video. Embed on the page the QR points to.