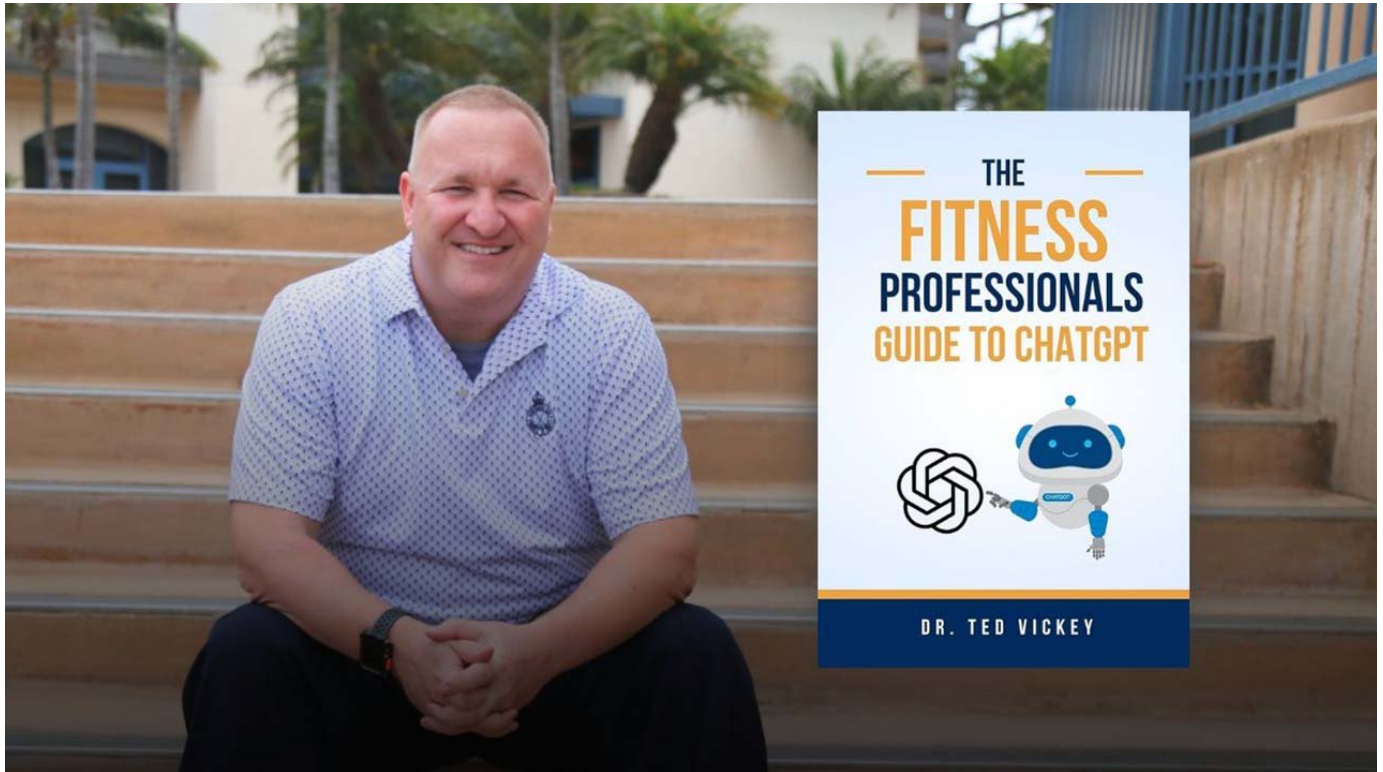# Kinesiology faculty, tech expert pens book on AI for fitness professionals

March 26, 2025 9:30 AM Alicia Jasmin
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The fitness industry is no stranger to innovation, from wearable technology to virtual training platforms. But a new book, *The Fitness Professionals Guide to ChatGPT*, written by Tulane School of Professional Advancement (SoPA) professor, Ted Vickey, is taking the conversation to the next level—showing fitness professionals how to harness the power of artificial intelligence to streamline their business, enhance client experiences, and ultimately, grow their impact.

Written for fitness professionals who want to work smarter—not harder—*The Fitness Professionals Guide to ChatGPT* breaks down how tools like ChatGPT can be a game-changer for personal trainers, gym owners, and online coaches.

"I wrote *The Fitness Professionals Guide to ChatGPT* because I saw a huge gap in the industry when it comes to understanding and using AI," says Vickey. "Fitness

professionals are incredible at helping clients, but many are drowning in admin tasks, struggling to create content, or unsure how to scale without burning out. I wanted to give them a practical, no-fluff guide to using ChatGPT as a tool to save time, grow their business, and focus on what they love—helping people."

Vickey, who teaches in SoPA's [Kinesiology Program](#), is an industry expert with firsthand experience in both fitness and AI. His resume includes several impressive positions including a stint as the Executive Director of the White House Athletic Center from 1994-2005, where he served the health and fitness needs of the President and his staff.

Despite the potential benefits, many fitness professionals are wary of AI, fearing that it might replace them. Vickey dispels this misconception, emphasizing that AI is a tool, not a substitute for human coaching.

"AI is a tool, not a coach," says Vickey. "It can't replace the relationship, intuition, or accountability that fitness pros provide. What it can do is help brainstorm content, draft emails, create workout outlines, and handle repetitive admin—so trainers can focus more on coaching. AI speeds up the what, but the coach delivers the why and how. That's where trust and transformation happen."

Rather than replacing fitness professionals, AI serves as an assistant that enhances their workflow. The book outlines practical ways to integrate AI into daily operations, from generating personalized workout templates to crafting engaging social media content, but Vickey stresses that AI should always be a starting point—not the final product.

"The magic happens when a coach layers on their expertise and personal connection," says Vickey. "For example, ChatGPT can draft a workout plan based on a client's goals, but it's the coach who tweaks it, adds progressions, and makes sure it fits that person's life."

Another common concern is that clients might begin turning to AI for fitness advice instead of seeking professional coaching. Vickey believes this fear is largely unfounded.

"Clients don't just pay for information—they pay for transformation," he explained. "AI can give general advice, but it can't coach, hold clients accountable, adjust to real-life setbacks, or build relationships. Fitness is personal. People need support,

motivation, and real-time adjustments that only a coach can provide."

Rather than diminishing the role of trainers, Vickey believes AI can make their expertise more valuable. By automating routine tasks, fitness professionals can dedicate more time to coaching, mentoring, and delivering exceptional client experiences.

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