

Client Profile

The client is an experienced coach and entrepreneur who recently launched a coach training academy designed to equip new and experienced coaches not only with the skills needed to deliver value in a coaching session, but also with the tools to successfully run their own practices. Drawing from over eight years of running businesses, an MBA, and participation in multiple start-up accelerator programs, she designed a 12-week program that blends coaching mastery with entrepreneurship. While preparing to launch this flagship program, she faced significant challenges balancing content creation with the day-to-day demands of running her business and serving clients.

Challenge

Social media content was consistently draining her time. As a solopreneur, she was responsible for both running the business and coaching clients, leaving her bandwidth stretched thin. The constant demand for educational social media content added further strain. Producing a week's worth of social media content often took 2–3 hours of writing and editing. These tasks were critical for growth and visibility but left her with little energy for higher-level strategy and client-facing work.

Solution

Fusion AI Consulting designed and implemented a custom GPT solution tailored to her needs:

Social Media GPT: Built to support her new training academy, this model was trained on the full 12-week curriculum, detailed audience insights, and aligned to the International Coaching Federation (ICF) competencies. It now produces high-quality educational content that reflects the academy's mission and connects with its ideal audience.

Implementation Approach

The project began not with technology, but with listening. Through conversations with the client, we identified where her time was being lost and which tasks caused the most overwhelm. From there, the process included:

- Collecting training data: website copy, Google Drive materials, LinkedIn posts, and video transcripts.
- Designing and refining prompts to structure the outputs.
- Aligning outputs with brand tone, values, and program objectives.
- Testing, reviewing, and optimizing for accuracy, quality, and consistency.

Results

- **Social media content production time reduced from 2–3 hours to 10–15 minutes** (an 80% time savings).
- **Consistent, high-quality social media content** aligned to the new academy's curriculum and ICF competencies.
- **Reclaimed hours each week**, allowing the client to shift focus toward launching her training program and nurturing client relationships.
- Increased confidence in maintaining her authentic voice while scaling content output.

Lessons Learned

This project underscored a key principle: effective AI solutions don't begin with the technology, they begin with people. By first understanding the client's overwhelm and pain points, we were able to design tools that didn't just "automate content," but sustainably protected her time and amplified her voice.

Key takeaways included:

- **Alignment matters:** Custom GPTs perform best when trained on a client's actual voice, values, and content.
- **Generic prompts aren't enough:** The difference between "AI that sounds like AI" and "AI that sounds like you" comes from thoughtful training.
- **Trust is built through authenticity:** When content reflects the client's true style, the tool becomes a trusted extension of their work.

Conclusion

Through the creation of a custom GPT, Fusion AI Consulting empowered a coaching entrepreneur to transform her approach to content creation. What once took hours now takes minutes, freeing valuable time to focus on growth and impact. This case study demonstrates how tailored AI solutions can reclaim time, scale output, and maintain authenticity—all while supporting business expansion.