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Create a Conversation AI Bot

Laura Gibson - 2026-07-18 - [AI Agents](#)

Gym Lead Machine's **Conversation AI** lets you automate chats with leads across platforms like Facebook, Instagram, and your website. These bots can answer questions, capture lead info, and even book appointments for you—saving your team time while boosting response rates.

***Note:** Conversation AI bots are part of the AI Agents Premium Feature. If you're interested in unlocking this, please contact our support team and we'll walk you through the next steps.*

Step-by-Step: Creating a Conversation AI Bot

1. **From your dashboard, go to the Marketing tab** and click on **Conversation AI**.
2. Click the blue **Create Bot** button.

Step 1: Choose Your Bot Type

- You'll be prompted to choose between:

- **Q&A Bot** – for general questions and responses
- **Appointment Booking Bot** – designed to guide leads toward scheduling

*For this example, we'll select **Appointment Booking Bot**.*

Step 2: Choose a Brand Voice

- Select an existing **Brand Voice** or create one.
- If you need help, check out our guide: [How to Create a Brand Voice](#)

Click **Next** when ready.

Step 3: Configure Bot Settings

- **Name Your Bot** – e.g., **Unbeaten Fitness Bot**

Choose Communication Channels – Where should your bot engage?

- Instagram DMs
 - Facebook Messenger
 - Live Chat on your website
- **Initial Message** – What should your bot say to start the chat?

Example:

"Hey, it's Flexi, the assistant for Unbeaten Fitness! How can I help you today?"

- **Response Delay** – Choose how long the bot should wait before replying.
(Default is 2 seconds)

Click **Next**.

Step 4: Lead Capture & Appointment Booking

- Set the bot to collect key contact info:
 - Name

- Phone Number
- Email
- Choose which **calendar** the bot should use for booking.

Optional Settings:

- Trigger automations after a booking
- Allow bot to **cancel** or **reschedule** appointments
- Receive email notifications if the bot doesn't know an answer

Click **Save** when finished.

Step 5: Choose Bot Mode

You have three options:

- **Off** - Bot is inactive
- **Suggestive Mode** - Bot suggests messages but doesn't send them
- **Autopilot** - Bot fully runs the conversation

Select your desired mode, then click **Save and Close**.

Final Tips

- **Test the bot yourself** first.
- Then, test it with your team to ensure it's working as expected.
- Once you're confident, allow a few real leads to go through it and review the conversations.

And that's it! You've created your first Conversation AI bot in Gym Lead Machine.

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