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Create a Knowledge Base for Your AI Agents

Laura Gibson - 2026-08-12 - [AI Agents](#)

To empower your AI agents with accurate, gym-specific information, you'll set up a **Knowledge Base** in Gym Lead Machine. The Knowledge Base is part of Gym Lead Machine's **Premium AI Features**, so make sure that's activated before getting started.

Before you begin

Premium AI Features are available on a **pay-as-you-go basis**, with no changes to your monthly subscription. If these features haven't been enabled on your account yet, you'll need to opt in first.

1. Submit the opt-in request at usekilorequestforms.com/ai-premium-features-request.
2. Add a payment method to your Gym Lead Machine Wallet.
3. Once the feature is enabled on your account, you'll be able to start using AI Agents and the Knowledge Base.

What you can do with your Knowledge Base

- Create up to 15 knowledge bases for different purposes (general gym info, onboarding, or one per location)
- Crawl your gym's website and Google Docs so your AI agent learns from content you already have

- Add manual FAQ entries for questions your website doesn't answer
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Step 1: Access the Knowledge Base

Once Premium AI Features have been enabled:

1. Open your Gym Lead Machine account.
2. Navigate to **AI Agents**.
3. Select **Knowledge Base**.

If you already have knowledge bases created, they'll appear here.

Step 2: Create a Knowledge Base

You can create multiple knowledge bases (up to 15) for different purposes, but most gyms will start with one that contains general information about their business.

1. Click to **create a new Knowledge Base**.
2. **Name** your knowledge base with a descriptive name.
3. Add a **Description** with a short explanation of what information it contains.

Each knowledge base can serve a different purpose, such as one for general gym info, another for onboarding, or one per gym location.

Step 3: Use the web crawler

The web crawler helps your AI agent learn directly from your gym's existing content. You can add:

- **URLs from your gym's website** (for example, homepage, class schedules, services pages, blog articles)
- **Google Docs links** (for example, onboarding docs, FAQs, training manuals)

Paste the links into the crawler tool and let Gym Lead Machine scan and extract the data automatically.

Google Docs are especially useful for internal documents containing:

- Membership information
- Pricing details
- Class descriptions
- Policies

- Staff information
- Frequently referenced resources

TIP: Google Docs are great for pulling in internal resources that aren't published on your website.

Step 4: Add frequently asked questions (FAQs)

Even if your website covers a lot, some common questions might still not be answered online.

Use the **FAQ section** to manually add key questions and answers, such as:

- "How much is a membership?"
- "What kind of workouts do you offer?"
- "What's the minimum age to join?"
- "Do you offer free trials?"
- "What are your staffed hours?"

You can add as many FAQs as you'd like. These entries help your AI agent deliver clear, consistent answers to the most common member inquiries.

Helpful tips

- Keep your website information up to date, since the web crawler pulls directly from it.
- Include the details leads and members regularly ask about.
- Add FAQs for anything that isn't already covered on your website.
- Update your Knowledge Base whenever your pricing, services, or policies change.

Once you've set up your Knowledge Base, your AI agents will be able to reference this content during calls and chats, helping them answer questions with accurate, gym-specific information and creating a better experience for both leads and members.

If you have questions about your Knowledge Base in Gym Lead Machine, our Support team is happy to help. Reach us at hello@usekilo.com.

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