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Tip of the Week #102: How to Set Up Conversation AI Bots

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This week's tip is about getting more out of your **Gym Lead Machine** Conversation AI: the quality of your agent's prompt makes the difference between a bot that sounds generic and one that sounds like your gym. A clear personality, a specific goal, and a few well-placed guidelines go a long way.

- Give your agent a role, a task, and guidelines, not just a vague description
- Repeat what matters most across the Personality, Goal, and Additional Information fields
- Test every change with realistic messages before it reaches a real lead or member

New to Conversation AI? Start with [Create a Conversation AI Bot](#) and [Train the Conversation AI Bot](#) to get set up, then see [Write and Customize Prompts for Your AI Agent](#) for the full guide to sharpening what your agent says.

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