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Tip of the Week #98: Setting Up Your Brand Board and Using Content AI in Gym Lead Machine

2026-07-21 - Tom Regier - [Tip of the Week](#)

You can now define your gym's **Design Kit** and **Brand Voice** right inside your Brand Boards in Gym Lead Machine. Brand Voice captures your gym's tone and personality so your messaging stays consistent everywhere AI helps you communicate, from texts and emails to AI chats.

- Generate a Design Kit and Brand Voice automatically by pulling content from your gym's website
- Review and edit the generated voice before saving it
- Apply your Design Kit and Brand Voice across AI-powered campaigns, automations, email templates, and funnels for consistent branding and messaging

For the full walkthrough, see [Create Your Gym's Brand Voice](#) and [Create a Brand Board](#).

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