

Rain's coming at 3. Sort out today's outdoor lessons.

- ✓ Found 4 outdoor lessons and 26 players
- ✓ Moved 2 lessons to free indoor courts
- ✓ Issued 11 makeup credits
- ✓ Messaged 26 families by SMS and email

FREE GUIDE FOR COACHING BUSINESSES

Hand over the admin.

The coaching business guide to AI. What to hand over first, the guardrails to set, 30 prompts you can copy, and a 30-day plan to get your evenings back.

12

admin jobs to audit, with a worksheet to find your real hours

30

prompts to copy for classes, fees, families and feedback

30

days from first question to a team that runs itself

Your coaching week has a **second job** hidden in it.

You started a coaching business to coach. Somewhere along the way, you also became the receptionist, the debt collector, the timetable manager and the social media team.

None of those jobs is hard on its own. A reminder here. A message to a parent there. Checking who's paid. Moving a class because a coach is sick. But they never stop, and they happen in the gaps: between lessons, in the car, at 9 pm on the couch.

Until recently, the only fix was to hire someone. AI has changed that. Today's AI doesn't just write text. When it's built into the software you run your classes on, it can actually do the work: take the roll, move a class, send the invoices, tell every family.

This guide shows you how to hand that work over safely, in the right order, without losing the personal touch families pay you for.

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A QUICK NOTE ON TOOLS

Most of this guide works with any tools, or none. The audit, the guardrails and the 30-day plan are about how you run your business. The prompts work best with an assistant built into your class software, because it can see your students, classes and payments and act on them. We use Outcoach AI in the examples. Swap in whatever you use.

Find out where your hours really go.

Most coaches guess they spend two or three hours a week on admin. Write it down and the number is usually much bigger. Fill this in for a normal week.

ADMIN JOB	TIMES A WEEK	MINUTES EACH	HOURS A WEEK	HAND TO AI?
Telling families about class changes and cancellations				YES
Answering “is class still on?” and “what time is it?”				YES
Reminding coaches to mark the roll				YES
Checking who’s paid and chasing overdue fees				YES
Creating and sending term invoices				YES
Booking makeups and swapping students between classes				YES
Finding cover when a coach is sick				WITH A CHECK
Writing progress feedback for parents				WITH A CHECK
Posting news and upcoming classes on social media				WITH A CHECK
Spotting students who’ve stopped coming				YES
Handling a complaint or a refund request				KEEP
Talking to a parent about their child’s wellbeing				KEEP
Total hours a week				

What are those hours worth?

Multiply your total by what you charge for an hour of coaching. That’s what admin costs you every week, in time you could be teaching, growing the business or resting.

____ hours × \$____ an hour =
\$_____ a week

Reading the last column

YES AI can do it start to finish.

WITH A CHECK AI does the work, you approve it before it goes out. **KEEP** needs you, your judgement and your relationship with the family.

What AI should do, and what **stays with you.**

The goal isn't to automate your business. It's to automate the parts nobody signed up for, so there's more of you left for the parts that matter.

HAND IT OVER

Jobs that need remembering

- ✓ **Repetitive.** The same message, the same steps, every week.
- ✓ **Rule-based.** "If an invoice is 7 days late, send a reminder."
- ✓ **Time-sensitive.** A class change families need to hear about now, not tonight.
- ✓ **High-volume.** Telling 26 families the same thing, one by one.
- ✓ **First drafts.** Feedback, emails and posts you'd rather edit than write.

KEEP IT

Jobs that need judgement

- ✗ **Coaching.** Reading a student, adjusting a session, building confidence.
- ✗ **Hard conversations.** Complaints, refunds and fee disputes.
- ✗ **Wellbeing.** Anything about a child's safety, health or home life.
- ✗ **Big decisions.** Pricing, hiring, which programs to run.
- ✗ **Relationships.** The chat at pick-up that keeps a family for years.

THE RULE OF THUMB

**If it needs judgement or a relationship, keep it.
If it needs remembering, hand it over.**

Ask your assistant or hire an AI employee?

There are two ways to hand work to AI. An **assistant** does a job when you ask: "Cancel Thursday's class and tell everyone." An **AI employee** owns a whole area and does it every day without being asked, like a class administrator who watches every class and chases every overdue fee. Start with the assistant. Hire an employee for any job you find yourself asking for every week.

The first 5 jobs to hand over.

Ranked by how much time they give back and how little can go wrong. Start at number one and add the next one only when the last feels routine.

1

Class change notices

The moment a class moves or is cancelled, every booked family hears about it by SMS and email. It's the job with the most messages and the least judgement.

Good looks like: nobody turns up to a cancelled class. **Guardrail:** check the first few messages it sends.

2

Attendance reminders for coaches

A nudge to any coach who hasn't marked the roll by the end of the session. Accurate rolls are what every other job depends on.

Good looks like: every roll marked the same day. **Guardrail:** reminders go to coaches, not families.

3

Chasing overdue fees

Polite reminders with a pay link, sent on a schedule you set. No awkward chats at pick-up, and nobody slips through because you forgot.

Good looks like: fewer invoices more than 14 days overdue. **Guardrail:** anything beyond a reminder, like a payment plan, comes to you.

4

Session feedback drafts

Say a few words after a session and AI turns them into clear feedback for parents, linked to the student's goals. Parents see progress, so they stay.

Good looks like: every student gets feedback each block. **Guardrail:** coaches read it before it's shared.

5

Social posts

Wins, events and classes with spots left, posted to Facebook and Instagram. Your community hears what's on, and your next term fills faster.

Good looks like: two or three posts a week, without you writing them. **Guardrail:** nothing posts without your OK.

30 things to ask your AI this week.

Write the way you'd text a colleague. Be specific about who, what and when, and you'll get it right first time. Swap in your own class names.

● Your timetable

"What classes are on this week, and how full is each one?"

"Add a Saturday 9 am Junior Squad for the rest of term"

"Move Thursday's adult clinic to 7 pm and tell everyone"

"Cancel tonight's class and give everyone a makeup credit"

"Elena's sick today. Find cover or book makeups for her students"

"Which classes are under half full?"

● Payments

"Create Term 4 invoices for Junior Squad and send them out"

"Who hasn't paid for this term yet?"

"Has Jordan King paid for Adult Tennis?"

"Send a friendly reminder for every overdue invoice"

"How did this term's revenue compare to last term?"

● Attendance

"Mark attendance for Tuesday's Adult Tennis"

"Who's missed two classes in a row?"

"Show me Ava's attendance this term"

"Remind any coach who hasn't marked today's roll"

● Families and messages

"Remind every Orange Ball family about Saturday's tournament"

"Draft a warm welcome email for new students"

"Tell Priya's mum that class has moved to Court 2"

"Send the camp packing list to this week's campers"

"Let the waitlist know a spot has opened in Wednesday's class"

"Share the recital programme with every family"

STEP 4 · PROMPTS TO COPY, CONTINUED

● Progress and feedback

“Set a goal for Mia: land 6 of 10 first serves”

“Write feedback for today’s Green Ball group”

“Which Grade 3 students are ready for their exam?”

“Who’s ready to move up a level, and who’s close?”

“Turn my voice note into feedback for Lucas’s parents”

● Keeping students

“Which students are at risk of leaving?”

“Who hasn’t rebooked for next term?”

“Which members haven’t booked this month?”

“Draft a check-in message for families who’ve gone quiet”

How to write a prompt that works first time

Say who

Name the class, the student or the group. “Junior Squad families” beats “the parents”.

Say when

“This term”, “Thursday’s class”, “by Friday”. Dates stop the AI guessing.

Say what done looks like

“...and tell everyone”, “...with a pay link”. Include the last step, not just the first.

VAGUE

“Sort out the invoices.”

Which invoices? Create them, send them or chase them?

CLEAR

“Create Term 4 invoices for Junior Squad and send them with a pay link.”

Who, when and what done looks like, in one line.

ALWAYS CHECK THE RECEIPT

A good assistant tells you exactly what it changed: who was messaged, what moved, what was billed. Read it every time for the first two weeks. After that, a quick glance is enough.

6 rules to set before you start.

Ten minutes here saves you from the one message you wish hadn't gone out. Write your answers down and share them with your team.

1

Decide what needs your OK

List the jobs AI does start to finish, and the ones it drafts for you to approve. A good starting list for approval: social posts, refunds, and anything to a family who's unhappy.

2

Write down your voice

Pick three words for how your business sounds, like warm, clear and upbeat. Add two messages you've sent that you were proud of. That's your style guide.

3

Protect children's privacy

Only post photos of students whose families have given consent. Use first names only. Never share where and when a particular child trains in a public post.

4

Read the receipts

For the first two weeks, read every "what changed" summary. You'll quickly learn what AI gets right and where your instructions need to be clearer.

5

Give it one owner

One person on your team owns the AI setup: the rules, the voice, the weekly check. When everyone owns it, nobody does.

6

Tell your families

Let parents know you're using AI to keep them updated faster, and that a real person is always a reply away. Most will just notice that you're quicker.

From first question to a team that runs itself.

One small change a week. By day 30, the jobs that ate your evenings are running in the background.

WEEK 1 · ASK

Get to know it

- ☐ Fill in the admin audit on page 3
- ☐ Write your 6 guardrails on page 8
- ☐ Ask it 10 questions: who's paid, what's on, who's missed class
- ☐ Fill in the "Before" column of the scorecard

WEEK 2 · DO

Hand over jobs 1 and 2

- ☐ Use AI for every class change notice
- ☐ Turn on attendance reminders for coaches
- ☐ Read every receipt
- ☐ Tell families you're using AI to keep them updated

WEEK 3 · DO MORE

Hand over jobs 3 and 4

- ☐ Send this term's invoices with one request
- ☐ Set up polite reminders for overdue fees
- ☐ Coaches try voice notes for session feedback
- ☐ Fix any instructions that weren't clear

WEEK 4 · HIRE

Let it run on its own

- ☐ Hand over job 5: social posts, with your OK
- ☐ Hire an AI employee for any job you asked for every week
- ☐ Fill in the "Day 30" column of the scorecard
- ☐ Spend the time you got back on purpose



Don't skip week 1. The audit and the guardrails feel like homework, but they're what make weeks 2 to 4 safe. Coaches who skip them tend to turn AI off after one bad message.

Prove it's working.

Fill in the first column before you start and the second on day 30. If the numbers move the right way, keep going. If they don't, go back to your guardrails.

MEASURE	BEFORE	DAY 30	BETTER IF ...
Hours a week on admin Your total from the audit on page 3			Lower
Invoices more than 14 days overdue Count them on the last day of the week			Lower
Rolls marked on the same day As a percentage of all sessions that week			Higher
"Is class still on?" messages Questions families had to ask you			Lower
Students who got progress feedback In the last four weeks			Higher
Students who haven't rebooked For next term or this month			Lower
Social posts a week On Facebook and Instagram			Higher

WHY THE LAST FEW ROWS MATTER MOST

Saving time is the quick win. The bigger one is keeping students. Finding a new customer costs anywhere from 5 to 25 times more than keeping one you already have (Harvard Business Review). Every student who stays because their family saw progress, got a quick answer or wasn't chased awkwardly is worth far more than the hours you saved.

Want this on **autopilot**?

Outcoach is class management software for coaching businesses, with AI built into every part of it. Ask it to move a class, send the invoices or write the feedback, and it does the job, then shows you exactly what changed.

AI**Outcoach AI****Your assistant in every section**

Ask a question or give it a job, on web or mobile. Type it or say it.

M**Maya****AI Class Administrator**

Watches every class, tells families about changes, reminds coaches to mark the roll and chases unpaid fees.

V**Viktor****AI Social Media Manager**

Shares your news and promotes classes with spots left on Facebook and Instagram. Never posts without your OK.

Start your free trial →

Set up in about 5 minutes. Free booking page included. Cancel anytime.

See it in action: outcoach.io/ai-powered-assistant