

COACH COPILOT

BONUS MANUAL

**How to Get The Most
Out of Your AI Assistant**

C o a c h F r a n k F o g g

WELCOME TO COACH COPILOT

Welcome Coach,

I built Coach Copilot because I've seen too many coaches burn out...not from a lack of effort, not because of the job, but from trying to do everything on their own.

I was one of those coaches: practice plans, film breakdown, stat tracking, scouting, development, culture, parent emails... and still trying to find time to be a dad to my kids and husband to my wife.

It's not that we don't know what to do...it's that there's just not enough time to do it all. That's why this guide exists. To change that.

To give coaches a smarter, faster way to handle the behind-the-scenes grind...so you can focus on what really matters: coaching, leading, and making a difference.

Coach Copilot isn't about replacing coaches. It's about equipping you with a real assistant: one that never sleeps, never complains, and always has your back.

And if you're willing to try something new, this guide will save you hours, sharpen your decisions, and help your program level up.

Let's get to work.

A handwritten signature in black ink that reads "Frank Fogg". The signature is fluid and cursive, with the first name "Frank" and last name "Fogg" clearly legible.

Coach Frank Fogg

USE CHATGPT LIKE A PRO

This mini-guide is built to show you what to use, when to use it, and how to get the best results

Forget the fluff.

This guide gives you real examples and straight answers on how to use ChatGPT the smart way. Especially when juggling coaching, admin, parents, practice, and everything else on your plate.

WHAT THIS GUIDE COVERS:

1. CHOOSING THE RIGHT MODEL

2. USING PROMPT REASONING MODELS LIKE A PRO

3. EMAILS & COMMUNICATION TASKS

4. WHEN TO USE CHATGPT'S WEB SEARCH

5. DEEP RESEARCH (AGENT MODE)

6. CANVAS: FOR LONG FORM WORK

7. POWER WORDS: PROMPTS THAT WORK

I. CHOOSING THE RIGHT MODEL

First and most important — pick the right model. This part trips most people up, but it doesn't have to.

Here's the simple rule:

Default to the newest reasoning model with the cleanest name.

Put another way: like choosing a partner, pick the one without extra baggage at the end.

Forget the exact model numbers, they change too fast to matter. What does matter is knowing when you need speed and when you need smarts.

- Chat models (faster, lighter): Best for low-stakes, quick-turnaround tasks.
- Reasoning models (slower, deeper): Best for complex, high-value, or nuanced requests — especially when you're willing to wait a few extra seconds for something better.

EXAMPLES

- *Chat model: "Give me 5 team-building ideas for practice." — Quick and usable.*
- *Reasoning model: "Design a 4-week character development plan tied to our core values and practice schedule." — Needs deeper thinking.*

Bottom line: Use chat models when speed matters. Use reasoning models when quality matters. Most of the time? Go reasoning.

2. USING PROMPT REASONING MODELS LIKE A PRO

Use delimiters (like “TASK:” and “DOC:”) to separate instructions from content.

EXAMPLE:

“TASK: Summarize the key points of the attached document and suggest 3 ways to improve understanding.

DOC: Here’s our parent communication policy. We’ve been getting mixed feedback from families and I want to make it more clear and consistent.”

Don’t say “think step-by-step” – it actually hurts performance here.

EXAMPLE:

Instead of: “Think step-by-step and evaluate our summer schedule.”

Use: “Evaluate our summer schedule for efficiency, player workload, and overlap with other sports. Suggest changes to reduce conflict and burnout.”

You don’t need examples unless it’s getting things wrong. Zero-shot works great.

EXAMPLE:

“Write a post-season recap message to parents and players that balances honesty, gratitude, and hope for the future.”

No need to add your own version – it can handle it on its own unless it struggles with tone or context.

3. EMAILS & COMMUNICATION TASKS

Communication is a huge part of successful coaching.

Whether it's messaging your AD, handling parent concerns, or motivating your players, ChatGPT can help you sound clear, confident, and professional. But the model you choose depends on how messy or important the situation is.

- Chat model: Use when you know what to say – just need it polished.
- Reasoning model: Use when replying to a frustrated parent, handling a multi-threaded admin conversation, or writing an end-of-season message that balances honesty with encouragement.

Reminder: Model choice depends on complexity, not task type

EXAMPLES

Chat model:

- *“Turn these bullet points into a short, professional email to our AD about gym access over the break.”*

Chat model:

- *“Make this message to players about practice times sound more upbeat and clear.”*

Reasoning model:

- *“Review this full email chain with a frustrated parent, and draft a clear, respectful reply that addresses all concerns without escalating the situation.”*

4. WHEN TO USE CHATGPT'S WEB SEARCH

There's a difference between finding a single fact and understanding the bigger picture.

Knowing when to use ChatGPT's search feature can save you time and boost your insight. Google is still your best bet for quick hits, but ChatGPT with search enabled shines when you need fast answers with context or want to dig deeper.

- Google: One-off facts ("Who won last night's game?")
- ChatGPT Search: Deeper context ("Why did our opponent's offense improve so much this year?")

Pro Tips:

- Use GPT search for quick fact-checking + follow-ups
- Toggle search using a forward slash ("/") in the chat box.

EXAMPLES

- *Simple stat lookup = Google*
- *Scouting context or coaching trend summary = ChatGPT*
- *Rule change explanation or long-term data trend = ChatGPT*
- *Opponent schedule for the season = Google*

5. DEEP RESEARCH (AGENT MODE)

This is where ChatGPT evolves from a simple task tool to a full on research assistant.

Deep Research mode is built for the heavy lifts: long reports, competitive breakdowns, or anything that would normally take hours of reading and tab-switching.

Use it when you want more than an answer. Instead, you want a full, thought-out summary backed by sources. Use when you need a full report from multiple sources.

How to Run It:

- Give it a detailed prompt or...
- ...Use a community-made custom GPT to generate your prompt.
- Upload PDFs or docs from Drive to expand its access

EXAMPLES

- *Compare strength & conditioning trends across multiple high school programs.*
- *Analyze multi-season win/loss records by classification and region.*
- *Review and summarize leadership development programs used by successful programs.*

6. CANVAS: FOR LONG FORM WORK

Canvas is your workspace inside ChatGPT

Ideal when you're building something that will take more than one round.

Whether it's a staff evaluation, a recap, or a culture doc, Canvas lets you chip away, revise, and organize as you go. It's the go-to mode for thoughtful writing that evolves over time.

Use Canvas when you'll refine a response over time.

Workflow:

1. Upload a rubric or doc
2. Draft with ChatGPT in Canvas mode
3. Highlight sections to edit or improve
4. Use version history, suggest edits, and download final doc

EXAMPLES

- *End-of-season recaps*
- *Staff or athlete evaluations*
- *Drafting program mission and vision statements*
- *Compiling a season-long summary for admin or boosters*
- *Building a handbook or onboarding guide for new staff*

7. POWER WORDS: PROMPTS THAT WORK

Sometimes you don't need a brand new prompt...you just need to push a response in the right direction.

These simple words can level up almost any output, helping you clarify, sharpen, or restyle what you already have.

Elaborate:

- Used to add more detail to a response
- “Elaborate on these 3 bullets from our practice plan.”

Critique:

- Used to pot weak points
- “Critique this team culture statement before I share it with our leadership group.”

Rewrite:

- Used to refine tone or format
- “Rewrite this schedule update to sound more positive and clear.”

Summarize:

- Used to pull key points
- “Summarize this full scouting report so I can share it with my staff in under 2 minutes.”

Format:

- Used to adjust how it looks
- “Format this player evaluation into bullet points I can read out loud in our meeting.”

FINAL WORD

You've got everything you need to get started...

Not just tips, but a real edge. This guide isn't just for fun; it's for coaches who want to lead smarter, plan better, and free up more time to focus on what matters.

If you've made it this far, you're already ahead of the curve. And now, you've got a new kind of assistant in your corner.

Now you're ready to unleash the full potential of your AI Assistant Coach. Use these tools alongside the full guide, and you'll have a done-for-you system that sharpens your thinking, strengthens your staff, and keeps your program one step ahead.

The future of coaching isn't about doing more – it's about doing what matters, *better*.

You're no longer falling behind. You're leading forward.

Go build the staff you've always wanted.
Go lead the way you've always imagined.

Let's get to work.