



55KNOTS

THE FITNESS CONTENT CREATORS GUIDE

Three things I actually do. The horizontal filming setup, The AI trick that makes any frame cinematic, and the gear I use every day.

INTRODUCTION

A NOTE FROM BEN.

founder, 55 knots. runner. coach. person who films himself most days and has the icloud bill to prove it.



Read it once. Try one thing this week. If it lands, jump on the Starter Week trial at the end and we'll make your next three posts for you. Less than the cost of a coaching session.

The reason most fitness creators struggle to post consistently isn't because they lack ideas.

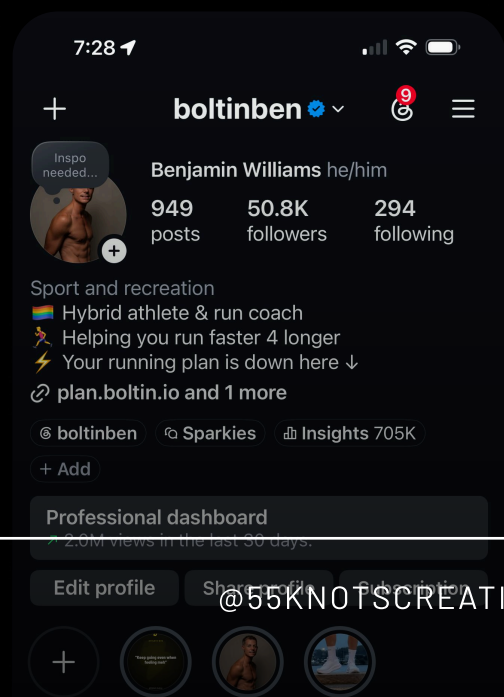
It's because they're trying to create from scratch every single day. Every week when I train or run, I film. No plan, no script, no pressure.

Over time those clips have turned into a library I draw from every time I need content.

This guide is the three things I actually do that most fitness creators don't.

I'm not going to teach you how to write hooks or captions in here. That's a whole other system and I'd rather point you to the Viral Content System for that than do it badly in 14 pages.

What I will give you is the camera setup I die on a hill for, the AI trick that makes any frame look cinematic, and the four pieces of gear that run my entire content operation.



OVERVIEW

THE THREE THINGS.

everything in this guide comes back to these.

01 · SHOOT HORIZONTAL IN 4K

I used to die on the horizontal hill. Not anymore. Instagram caps at 1080 even when you upload higher, so horizontal 4K then exporting at 2K gives you the best possible quality in feed. Phone settings matter more than the phone itself.

02 · MAKE IT 5% MORE CINEMATIC WITH AI

Not AI for ideas or captions. AI for the image itself. Take a screenshot from your footage, drop it into ChatGPT, ask it to make the frame 5% more cinematic. You stay in the shot. The world stays as it was. It just looks like you had a photographer with you on a good day.

03 · USE THE RIGHT GEAR (NOT ALL THE GEAR)

Phone, DJI Pocket 3 with the mic kit, DJI Osmo Nano for the gym, and a drone if you have one. That's the kit. The Nano is genuinely the cheat code for gym B-roll because nobody notices it and you can magnetically mount it to anything iron.

three things. one guide. the rest is just doing them.

PART ONE

SHOOT HORIZONTAL.

The settings that decide whether
your footage looks pro or phone.

PART ONE

HORIZONTAL, 4K CAPTURE, 2K UPLOAD.

The setup I changed to that made everything else easier.

I used to shoot everything vertical because that's what reels are. Made sense at the time.

Then I realised the problem: vertical locks you into one output format. You can't easily repurpose a vertical clip into a horizontal short, a square grid post, or a wide carousel slide without ugly cropping.

Now I shoot horizontal and crop down. It's a hill I die on. The reason is simple: one horizontal 4K clip becomes a vertical reel, a square post, a horizontal short, multiple carousel slides, and a stack of high-res screenshots. You get more out of every shoot.

The settings that decide whether your footage looks pro or phone.



There's also a quality trick people miss. Instagram caps in-feed video at 1080, even when you upload higher. If you upload an 8K masterpiece, the platform still serves it at 1080. What actually works: capture in 4K, then export at 2K before uploading. That gives the platform the cleanest possible source to compress from.

capture rich.
compress smart.
upload clean.



THE QUICK SETTINGS LIST

Orientation. Horizontal. Lock your tripod or magnetic mount horizontally. It feels wrong because we've trained ourselves vertical. Do it anyway.

Resolution. 4K. On iPhone go to Settings > Camera > Record Video and set it to 4K.

Frame rate. 60fps. Gives you the option to slow footage down in editing without losing quality.

Format. ProRes on iPhone if you have it. Captures way more detail and lets you grade it later if you want to.

Export for upload. 2K. Drop your 4K timeline down to 2K when you export. Better in-feed quality every time.

PART ONE

THE PRO SETTING NOBODY TELLS YOU ABOUT.

Shutter speed = double your frame rate. The single change that fixes the look of your footage.

This is the one nobody teaches in fitness content tutorials. If you're shooting on a DJI (Pocket 3, Osmo, whatever) or in your phone's pro mode, you can manually set your shutter speed. Most people leave it on auto. Don't.

Set your shutter speed to roughly double your frame rate. Shooting at 60fps? Set shutter to 1/120. Shooting at 30fps? Set shutter to 1/60.

This is called the 180-degree shutter rule and it's the reason cinema footage looks like cinema. It gives your motion the right amount of motion blur. Too fast a shutter and your footage looks like a security camera. Too slow and it smears.

once you start shooting this way the colour rendering itself gets noticeably better. hard to explain why, but you'll see it.

ON PRORES

If you have an iPhone 15 Pro or above, you have ProRes. Always shoot in it. ProRes captures massively more data per frame than the standard format. That means when you want to colour grade later, the footage holds up.

Storage warning: ProRes 4K at 60fps eats around 6GB per minute. Keep a backup drive nearby and clear it weekly.

PART ONE

THE SHOT LIBRARY.

nine shot types every fitness creator should be filming. reference these next time you shoot.



WIDE

Full body, full scene. The establishing shot.



CLOSE

Tight on hands, sweat, gear. Texture sells.



OVERHEAD

Top-down. The angle most creators never get.



SIDE PROFILE

Pure side angle. Form, posture, cinema.



BAR-MOUNTED

Camera moves with the weight. Motion shot.



LOW ANGLE

Camera near floor looking up.



SETUP

Loading plates, chalk, the breath before the lift.



ACTION

The rep itself. Peak movement, peak intent.



AFTERMATH

Sweat, breath, racking the bar. The story closes here.

PART TWO

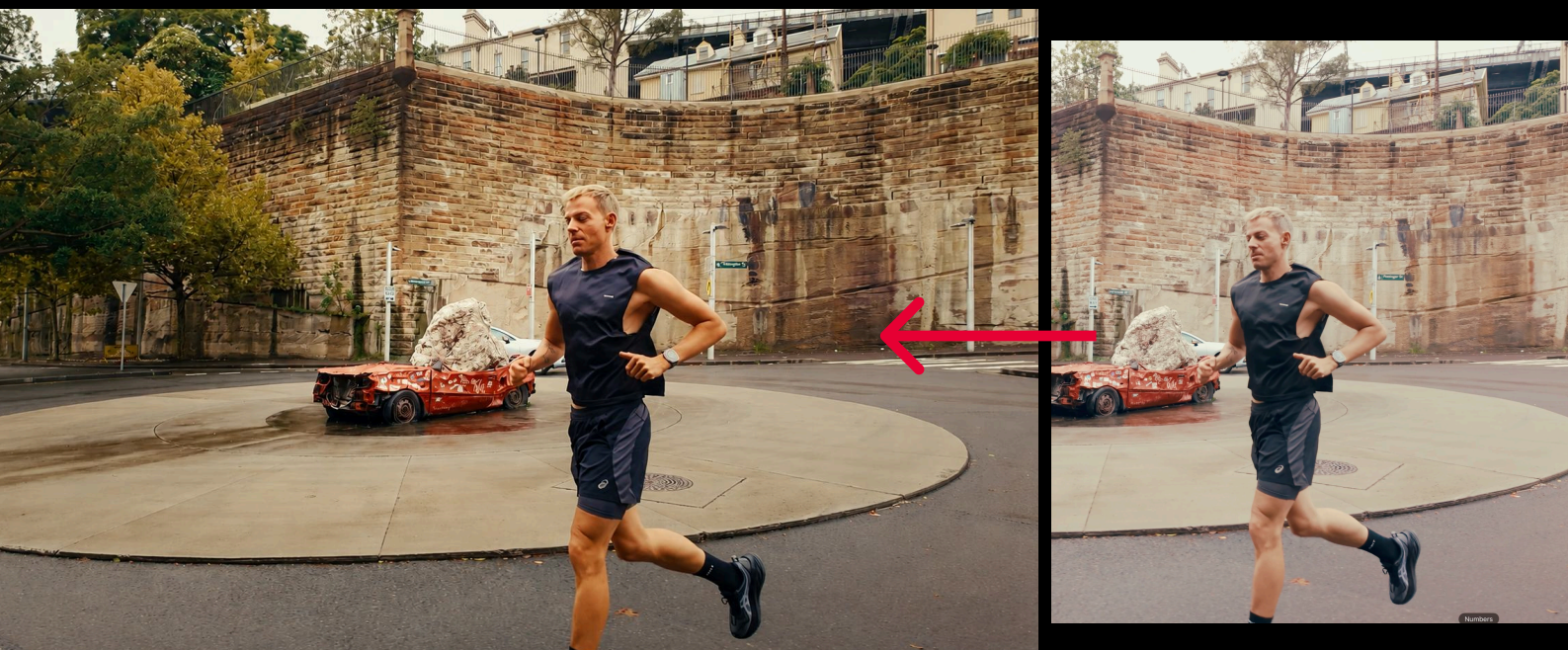
THE 5% CINEMATIC TRICK

Use AI to enhance the frame, not to
just write your content.

PART TWO

THE AI WORKFLOW

That makes any frame look like it was shot by a photographer.



Most creators are using AI to generate content. Ideas, hooks, captions. That's fine. But it's not what I use it for.

I use AI on the image itself. Specifically: I take a single frame from my footage that I love, drop it into ChatGPT, and ask it to make that exact frame 5% more cinematic. Why 5% and not more? Because I want the photo to still be me.

I want the gym to still be my gym. I want the moment to still be the moment. Asking for 5% more means the AI doesn't redraw the scene. It just colour grades it, lifts the highlights, deepens the shadows, and softens the harsh edges.

The result looks like the same photo, taken on a really good day, by a photographer who knew what they were doing.

PART TWO

5% IS THE DIFFERENCE BETWEEN PHONE FOOTAGE AND EDITORIAL.



THE WORKFLOW

Pick the frame. Scrub through your 4K footage. Pause on a moment that has something in it: bar bending, dust, sweat, a look, light hitting something.

Take the screenshot. Full-res screenshot from your video player. The higher quality you give the AI, the better the result.

Drop it into ChatGPT. Upload the image. Don't write anything yet. Ask for the 5%.

Type: "Make this image 5% more cinematic. Keep me, the location, and the lighting recognisable. Just enhance the colour grading and atmosphere."

Use it as a cover slide. This trick is gold for carousel covers. Phone-shot grids look ordinary. A 5% cinematic cover stops the scroll.

PART TWO

THE EXACT PROMPT I USE.

PROMPT

I'm attaching a single frame from a video I shot of myself training. Make this image 5% more cinematic. Keep me, the location, and the lighting recognisable. Don't redraw the scene. Just enhance the colour grading, lift the highlights slightly, deepen the shadows, and soften any harsh edges. The result should look like the same photo, taken on a really good day, by a photographer who knew what they were doing.

ADDITIONAL EXTRAS

"Morning light" "Cinematic Lighting" "Remove People/Cars" "Motion Blur"



The "5%" framing tells the AI not to transform the image. The "keep me, location, lighting recognisable" line stops it from inventing a different scene. The "good day, photographer who knew what they were doing" framing gives it the aesthetic direction without you needing to know words like "teal-orange grade" or "Kodak film stock".

A black and white photograph of a man in a gym, captured in profile as he uses a rowing machine. He is wearing a dark tank top, shorts, and sneakers. The gym environment is dimly lit, with a wooden wall on the left and various pieces of equipment in the background. The text is overlaid on the left side of the image.

PART THREE

THE GEAR I ACTUALLY USE

Four pieces of kit. No affiliate links.
This is what's in my bag.

PART THREE

THE KIT LIST.

None of these are affiliate links.

This is genuinely what I use.



IPHONE

The one you already own. Use ProRes. Don't upgrade your phone just for content. The phone you have right now is enough as long as you switch to ProRes and shoot 4K horizontal. iPhone 15 Pro and above have it built in. Use it.

DJI POCKET 3 (WITH THE MIC KIT)

This is what I shoot most of my content on. Not the phone. The Pocket 3 with the wireless mic kit is genuinely the most versatile piece of kit I own. Built-in gimbal means stable footage even sprinting.

Flip-out screen means I can frame myself easily. Small enough to take on a long run. The mic kit means audio actually sounds like audio. Pro 4 is coming and I'm looking forward to it, but the 3 still does the job.



DJI OSMO NANO

I just discovered this one and I use it constantly in the gym. It's small enough that nobody in the gym notices or cares, and the magnetic mount means I can stick it to plates, racks, the bar itself, or anything iron.

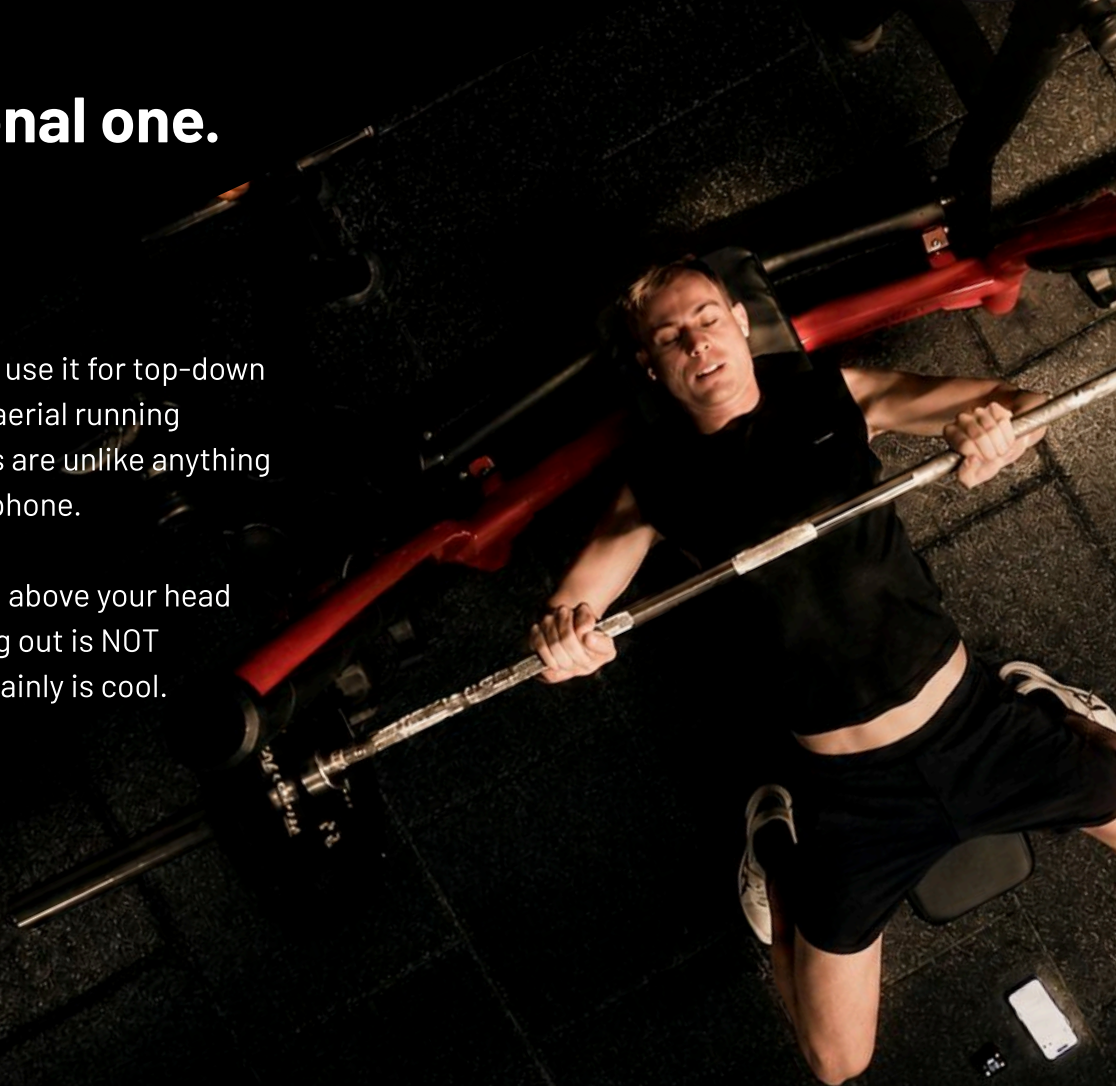
No clamps. No tripods. No setup between sets. The magnetic mount is the whole game. If you film in a commercial gym, this is the single piece of kit I'd recommend you buy.

The optional one.

DRONE

If you have a drone, use it for top-down outdoor shots and aerial running footage. The angles are unlike anything you can get with a phone.

Disclaimer: a drone above your head while you're working out is NOT discreet, but it certainly is cool.



LIGHTING

I don't use this very often, but if I need a light for the gym, I bring my Nanlite. It's a small LED light that fits straight into your gym bag, and the built-in magnets mean you can stick it to pretty much anything around the gym.



WHAT YOU DON'T NEED

Ring lights. Studio backdrops. Big cameras. A second phone for sound. A gimbal (the Pocket 3 has one built in). If you can't fit your whole kit into a small gym bag, you're carrying too much and you'll stop bringing it.

the best gear is the gear that's with you when you train. everything else is a hobby.

ONE MORE THING ON WORKFLOW

Once you've got the gear right, the settings right, and the AI trick in your back pocket, the only thing left is actually doing it consistently. That's where most creators die. They have the kit.

They know the principles. They just can't keep up week after week. That's where we come in.

WANT US TO MAKE YOUR NEXT 3 POSTS?

Starter Week. \$147.

You've got the system. Now try the studio. For the price of a coaching session, we'll produce your next three posts using everything in this guide.

WHAT YOU GET

- **3 finished posts** in 7 days.
- **Reels, carousels, or a mix.**
- **Built by our team**
The same team that built BoltinBen to 50K.
- **Made for you.** You send footage and brief notes. We do the rest.
- **No subscription.**
One payment. No auto-renewal. No lock-in.
- **Decide after.**
If you love it, roll into our Starter plan.

Start your Starter Week
55knots.com.au/starter-week

It's less than what a personal trainer charges for a single session. The difference is you'll have three pieces of content you can actually use afterwards.

NOT READY FOR THE STARTER WEEK?

Two other ways we can help.

01 – DIAGNOSE FIRST

Take the Social Scorecard.

10 questions, 2 minutes. We'll score where your account actually sits and tell you the three things most likely holding you back. Free.

→ 55knots.com.au/scorecard

02 – LEARN THE FULL CONTENT SYSTEM

The Viral Content Playbook.

This guide didn't cover hook writing, caption structure, or the deeper content strategy. That's because the Viral Playbook does. 8 lessons, 2 hours. The full system. \$34.95.

→ 55knots.com.au/viral-system





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THANKS FOR READING

If this helped, share it with
one fitness creator who needs it.

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