



SIMPLIFY TO AMPLIFY

THE CHATGPT GUIDE FOR CHIROPRACTORS




SECTION TWO: OPTIMIZING YOUR INPUT

What you actually put into ChatGPT matters... a lot. That's why we created this guide. Remember, ChatGPT isn't truly intelligent. It does a decent job of guessing your intent, but it needs specifics. This is where optimizing your input comes into play.

Ultimately, just like succeeding with a patient, the better questions you ask, the better responses (and results) you'll get. Think of the old computer term: GIGO- Garbage In - Garbage Out.

Ask ChatGPT (or ChattyG, as we like to call it) to **'write me an Instagram post to promote my pregnancy workshop'** and it'll do a pretty damn good job:

: **Sure! Here's an Instagram post that you can use to promote your pregnancy workshop:**

Attention all expecting moms!   Are you feeling overwhelmed and unsure about what to expect during your pregnancy journey? Join us for our upcoming pregnancy workshop and learn everything you need to know about staying healthy and happy during this exciting time!  Our expert panel will cover topics such as nutrition, exercise, labor and delivery, and postpartum care. You'll also have the opportunity to connect with other expecting moms and share your experiences. Don't miss out on this amazing opportunity! Register now and take the first step towards a joyful and stress-

free pregnancy. 🎉 #pregnancyworkshop #expectingmoms #healthypregnancy
#pregnancyjourney #postpartumcare #momtobe

But...

Give Chatty G better input and you'll get better output. Give ChattyG a role and specifics that you desire and it will give you back a better output.

Ask ChattyG to:

'Act as a family wellness chiropractor and women health expert. You are writing an Instagram post directed at pregnant women looking to assure a healthy/easy pregnancy. The post should be both exciting and inspirational yet persuasive and compelling enough to have them to contact the office and register for the free Perfect Pregnancy Workshop on Sept. 21st. Output conversational with benefit bullet points and relevant hashtags':



Hey there, lovely mamas-to-be!

Are you ready for a healthy and easy pregnancy? Of course, you are! And I'm here to help you achieve just that.

As a family wellness chiropractor and women health expert, I've helped countless women enjoy a smooth and comfortable pregnancy. And now, I want to help you too!

That's why I'm inviting you to join me for our FREE Perfect Pregnancy Workshop on September 21st. This workshop is designed to help you navigate your pregnancy journey with ease, so you can experience all the joys of motherhood without the discomforts that often come along with it.

Here are just a few of the benefits you'll gain from attending the Perfect Pregnancy Workshop:

- Learn practical tips for managing common pregnancy symptoms, like nausea, back pain, and fatigue.
- Discover safe exercises and stretches to help you stay active and prepare your body for birth.
- Connect with other expectant mothers and share your experiences and questions.
- Learn how chiropractic care can help support a healthy pregnancy and birth.

And so much more!

Ready to join us? Contact our office to register for the workshop today! And don't forget to use our hashtag #PerfectPregnancyWorkshop to share your excitement with other mamas-to-be.

Can't wait to see you there!

#PerfectPregnancyWorkshop #PregnancyWellness #ChiropracticCare
#HealthyMomHappyBaby #PregnancySupport #FamilyWellness #WomensHealthExpert

Your front desk phone will ring (a lot) more when you ask better questions!

So... how much time, energy, and effort do you think that saved you? Especially if writing isn't a strong suit?

TRANSFERRING YOUR AUTHENTIC VOICE

The key to great copy that converts is that it sounds like YOU. In fact, that's the primary concern many chiropractors have expressed about using ChatGPT. They often say, "It just sounds like a robot", or "it just doesn't sound like *me*." So, we're going to ask ChattyG to become a skilled writing style analyzer, have it study your writing, and then use its findings as a template for writing in your Authentic Voice.

Before we get to testing it out, grab 3-4 different pieces of writing (up to 1000 words) that all express **different voices of yours**. For example:

- **A light heated and promotional voice:** a patient appreciation flyer or email
- **A concerned voice:** a missed appointment follow up email
- **A reassuring and sympathetic voice:** a social post about exhausted moms with sick kids

Once you have these pieces of writing, follow the directions below:

1. Open ChatGPT
2. Copy and paste this entire prompt WITHOUT EDITS:

PROMPT: Summarize the writing style below, by describing the writer's voice using an X:Y list, where X is the subject and Y is the description, as demonstrated in this example:

"Vocabulary: description of vocabulary tendencies would go here"

Analyze the author's style, tone, vocabulary, grammar, Rhetorical Devices, Content Patterns, and Values. Describe these extensively without giving any specific examples.

Use the text below for your analysis that could be applied to any piece or topic this author might write:

3. Now paste one of your writing examples at the end of the prompt above. Be sure to include quotation marks around your piece of writing- this helps ChattyG identify the actual text you submitted
4. Hit enter
5. Copy and paste the output and save it in a file as "My _____ Voice" (whichever voice you had ChattyG analyze). You now have clear instructions that you can use to direct the chatbot on how to perfectly emulate your voice.

WRITING STYLES

ChatGPT goes from good to great when you give it as much instruction as you can. This includes the specific style of writing you want it to use. Below are examples of helpful writing styles you can submit to ChattyG to provide it with a framework on what style and tone to use when

crafting or editing your message. Copy and paste these instructions (with brackets) into ChatGPT to guide it along with your prompt.

Clear Concise, No Jargon

[voice and style guide: Write at a 5th-grade level. Use clear and simple language, even when explaining complex topics. Favor short sentences. Avoid jargon and acronyms.]

Conversational + Relatable

[voice and style guide: Write in a conversational, relatable style, as if you were explaining something to a friend. Use natural language and phrasing that real people would use in everyday conversations.]

Format Using Markdown

[voice and style guide: Format your response using markdown. Use headings, subheadings, bullet points, and bold text to organize information.]

Punchy Writing that Pops

[voice and style guide: Use sentence fragments and figurative language. Write with brevity in mind. Frequently use short, impactful sentences.]

Persuasive Storyteller

[voice and style guide: Employ a persuasive tone, using rhetorical questions and storytelling to engage readers. Use metaphors, analogies, and other literary devices to make points more relatable and memorable. Write in a way that is both informative and entertaining.]

Clarity Snippet

[voice and style guide: Use simple language to convey complex ideas so they are clear and easy to understand. Break down complex concepts into easy-to-understand frameworks and models. Provide actionable and practical takeaways.]

Clear and Thorough

[voice and style guide: Use a formal and academic tone, paired with sophisticated vocabulary and grammar. Provide a thorough and in-depth analysis of the subject matter. Explain complex scientific concepts in a clear and accessible way. Use examples from various fields. Present counterarguments and dissenting opinions in a balanced and objective way.]

Conversational English

[Voice and style guide: 1) Utilize easy-going language, relaxed grammar, and informal English, 2) Compose in a chatty manner, 3) Steer clear of scholarly expressions.]

In the Next Section: Your Patient Avatars