



## THE CHATGPT GUIDE FOR CHIROPRACTORS





# SIMPLIFY TO AMPLIFY

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### Section One: About This Guide

Welcome to *Simply to Amplify- The Chiropractors SMRT (Systematized Marketing & Retention Technology) Guide to ChatGPT*, a one-of-a-kind guide crafted by myself- Dr. David Jackson. This guide is designed to help chiropractors like you leverage AI and ChatGPT in your practice. My goal? To help you grow by attracting more patients, converting them to better care plans, and increasing retention through certain and effective communication... and do it all in far less time, saving you hours a week!

AI might be something totally new to you, but I can assure you... it's a GAME CHANGER for our profession. This detailed guide aims to show you how to use it to amplify your voice, save tons of time, and unlock all the potential this technology has to offer.

Every chiropractor has a unique voice, and it's essential to keep it that way. That's why I've developed a series of tools to help you tailor your AI-generated messages to sound like you, staying authentic and true to your voice and brand.

I began writing this guide in February 2023, and man, has it been a whirlwind of learning and implementing since then. My goal is to always update you on all things AI to keep you ahead of the game. To stay in the know, be sure to visit the Simplify to Amplify Facebook Group at: <https://www.facebook.com/groups/simplifyamplify>.

Beginning to utilize AI within your practice seems daunting, but don't worry- this guide is comprehensive. I'll start with the basics and then dive into the advanced stuff. Some sections

might be more relevant to you than others, so feel free to pick and choose what suits you best. Remember, this guide is all about you and your chiropractic practice, so let's make it work for you and get ready to Amplify your success!

Oh, and by the way, feel free to pass this along to any chiro who could benefit. Let's get to it.

## GETTING STARTED

If you're new to this tool, we've got a quick start-up guide for you. If you're already a ChatGPT pro, skip ahead to where we detail the critical bits to refine your outputs. Let's start with the basics.

### So... What's ChatGPT, Anyway?

ChatGPT is a language generation model by OpenAI. It's part of the GPT (Generative Pre-Trained Transformer) family, trained on a mind-boggling amount of text data to create human-like text. With 175 billion parameters, it can do all sorts of natural language processing tasks like language translation, answering questions, and summarizing text.

ChatGPT is basically a super-smart computer that can understand and write like a person. It can talk with you, write stories, conduct interviews, help create your social posts, and more... MUCH more.

First things first: let's get you logged in.

- Set up your account at [chat.openai.com](https://chat.openai.com)
- Log in with Google, and you'll land on a page with example questions to get you started
- Ask your first question or input your first request. Just play around with it to start

### Let's Start with a Conversation

Start a chat within ChatGPT and ask it anything. You'll be amazed (and kinda creeped out) at how much it knows and learns the more you ask it things. Your conversations will be saved on the left side of the page (but ONLY for each individual session), so you can revisit them.

Each conversation uses the info you've shared to shape the chatbot's future responses. This is how it "learns" your voice, which is critical (we'll get to that later). If you want to edit and save any prompts, it'll restart the conversation from that point. Plus, it saves your previous prompts from the session, allowing you to cycle through different versions of the conversation.

Please note- ChatGPT does not have 'memory' from any previous chats outside of your current session (stored on the left) after you exit the page, so reminding it of who you are and what you want as an output is important (more to follow below).

## ChatGPT's Memory

When you're ready to switch gears, it's best to start a new conversation thread, unless you want the chatbot to remember everything above. ChatGPT can be a bit forgetful, so if you're having a long chat, it might lose track of the earlier bits.

**Here are three ways to keep things fresh:**

1. **Start a new chat:** Refocus your chatbot's attention and give it the essential info again. It's like getting a second chance at a first impression. Use the "+ New Chat" button in the upper left hand corner of your screen
2. **Edit your earlier messages:** You are able to edit your messages within the chat. Hover over your message until you see the edit icon, then "Save & Submit"
3. **Summarize:** Ask it to recap the important parts of the conversation, like initial settings or early inputs. This will jog its memory and let you keep chatting without losing valuable info.

## The Possibilities are Endless

With ChatGPT, you can really push it and ask for anything you can possibly think of. Need 50 email subject lines that are five words or less, funny, and mention your workshop? That's no problem with ChatGPT.

I once asked ChatGPT to summarize Atlas Shrugged in 60 words with a snarky, passive-aggressive tone, a humblebrag, and a French accent– and it nailed it. Why did I do that? Because I could! I'm testing the limits of this tool's capabilities to discover what it can do. Be direct, inventive, curious, demanding, critical, or whimsical– it will deliver.

## IMPORTANT THINGS TO KEEP IN MIND

### **Be Nice to the Robot**

No, seriously. It's important to be polite– not for the bot's sake, but for yours. You're trying to simulate a real human interaction, and approaching your interactions with ChatGPT respectfully is key, or else it will utilize tones that you do NOT want in your messaging. Treat the AI chatbot like you would a human and it'll reward you with output that mimics your own voice.

### **Take Your Time**

If you ask for too much at once, ChatGPT might need a breather. Ask for 50 social media posts in one go, and it might stop at post #17 mid-sentence. Be mindful of the length of your requests. If you want multiple blog posts or 50 subject lines, ask for them one at a time or in smaller batches.

### **Remember... You're the Human Here**

ChatGPT does make mistakes and it's important to actually double check your work. It's incredibly resourceful, but it's not "smart" in the traditional sense like you and me. It does sometimes botch facts and give you outputs that just don't make sense when you read it out loud. We avoid this by asking better questions (and thus getting far better answers), but that comes later in the guide.

Just remember: you're smarter than this tool. And we also have the opportunity to harness its incredible, seemingly limitless resourcefulness for our benefit.

That's why it's essential to collaborate with AI, empowering our intelligence and humanity throughout this cooperative process– and maybe not handing over our car keys just yet ;)

## **In the Next Section: Optimizing Your Input**