

20 ChatGPT Prompts for Therapists

Using AI to Simplify Your Marketing



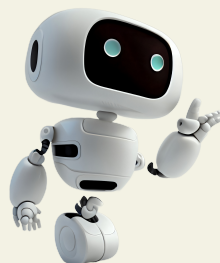
Work Smarter, Not Harder

Downloadable PDF

Is your website and digital marketing campaign helping you get clients?

Using AI to Simplify Your Marketing

Setting up the right digital marketing strategy that displays all the right things doesn't have to be a mystery, and I'm here to show you how it's done with our new Digital Marketing for Private Practice Therapists eBook.



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What Is AI (in plain English)? AI stands for Artificial Intelligence, but think of it simply as smart software that helps you do things faster, easier, and with less effort. That's it. No robots. No science fiction. Just tools that can help you market your practice like a pro, without hiring a full team.

KEEP GROWING WITH US!

Inside the course, you'll find full guides, PDFs, audio lessons, infographics, and yes... even Dan The AI Marketer (the guy behind all these dummies graphics you've seen around).

Want to see how AI can simplify your marketing before jumping in? **Start with this freebie.**

Early Bird 25% OFF discount expires August 1, 2025. If you're already thinking about ways to grow your practice this year, this is the time.

www.A2dd.com



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Get Clear on Your Business Foundations:

"ChatGPT, help me define the core of my private practice. I want to get clear on what services I offer, who my ideal clients are, and what makes my approach to therapy unique. Ask me 5 thoughtful questions to guide me through this self-reflection and help me clarify my business identity."

This approach works like a guided exercise. Instead of dumping answers, ChatGPT will respond by asking the therapist a set of customized reflective questions, helping them build clarity before they dive into marketing or branding tasks. It encourages self-discovery, which therapists naturally value.



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1

Content Creation

1. Write a blog post that explains the difference between anxiety and stress in a compassionate tone. Keep it conversational, not clinical.
2. Give me five Instagram captions about healthy boundaries in relationships that are friendly and empowering.
3. Create an outline for a podcast episode on coping strategies for social anxiety. Make it engaging for a young adult audience.
4. Write a LinkedIn post that introduces my therapy practice, includes my approach, and encourages readers to schedule a discovery call.
5. Turn this list of client FAQs into a clear, inviting website page: [paste FAQs here].



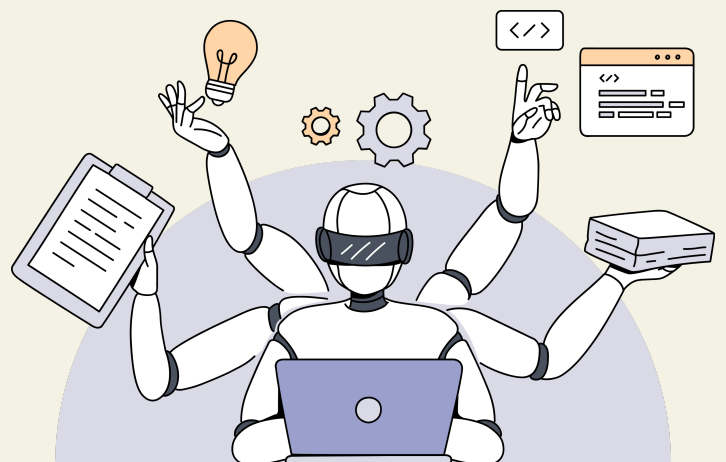
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2

Client Communication

1. Draft a warm and welcoming first-time client email that includes office policies, what to expect, and how to prepare for the first session.
2. Write a follow-up email for a client who missed their appointment that is gentle, respectful, and offers next steps.
3. Create a script I can use to explain my sliding scale policy in a non-defensive and supportive way.
4. Write a short message I can send through my client portal to check in on someone who hasn't booked in a while.



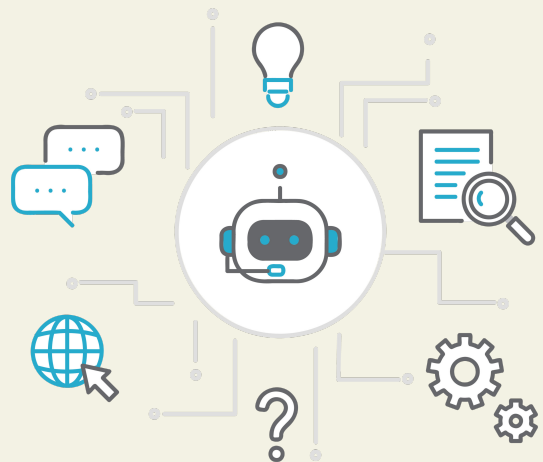
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3

Educational & Psychoeducational Content

1. Explain what cognitive behavioral therapy is in simple terms, suitable for a general audience unfamiliar with therapy.
2. List five practical, daily self-care tips I can share with clients who are working through grief or loss.
3. Describe how therapy helps with imposter syndrome. Use relatable examples and a confident tone.
4. Write an Instagram carousel post that breaks down the signs of burnout and how therapy can help.



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4

Branding & Identity

1. Help me brainstorm a tagline for my therapy practice that specializes in trauma recovery for women.
2. I want to describe my therapy style in three adjectives. Based on this info, help me find the right tone of voice: [describe your practice or values].
3. Write an About Me bio for my website. My tone is warm, supportive, and down to earth. Include this info: [insert credentials and background].



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5

SEO & Online Visibility

1. Generate a list of location-based SEO keywords for my therapy practice in [your city], focused on anxiety and couples counseling.
2. Write a meta description for my therapy website that highlights my niche and encourages people to click. Make it under 160 characters.



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6

Creative or Promotional

1. Write a caption for an Instagram post that features a quote about healing. Make it heartfelt but not too cheesy.
2. Create a short, clear CTA (call to action) I can use at the end of a blog post that encourages readers to schedule a free consultation.

