

PODCAST TRANSCRIPT

Ep. 6 AI Revolution: How ChatGPT Elevates Admin and Marketing Tasks

Camille McDaniel, LPC (00:05.782)

I am so excited for this episode. I have been having this episode on my mind for the longest time. And that is because what we're going to talk about today is a resource that I have been using for months. And you've heard of this resource. I mean, it's been talked about a lot, but usually in the field of mental health, it's talked about as it relates to our note taking ability, maybe even some treatment planning for our clients specifically.

And so I am, yes, talking about Chat GPT. And I'm not talking about it today in the way that many of us may have heard, because usually you are hearing it as it relates to things that require us to be knowledgeable of HIPAA and knowledgeable of just privacy information and how to handle private health information from our clients. Well, we're not going to talk about it in that way at all today.

think more marketing assistant, admin assistant, and not at all in ways to take away from professionals who do marketing and who are admin assistants because hey, if you can at this time in your practice hire on a marketing assistant, then go for that. If you can hire on an admin assistant,

Go for that. I've even talked about our admin. She's phenomenal and has helped a lot, but I have not always been able to have an admin in our practice. And so back when I first started my practice in 2010, I would have loved to have had this resource because it definitely would have saved me so much time.

When we talk about Chat GPT, I want to make sure to just kind of throw this out there before I even get into ways that you can consider using it to help you shine your light, create more support, and save time. I would like for you to just think of it like this. This is not going to take away from human experience, human information, okay?

Camille McDaniel, LPC (02:27.912)

It is going to require that you double check behind it. I have a little story about that that I'll tell you a little bit later in the middle of our segment. But there is so much, if we keep that in mind, there's so much that Chat GPT can do to allow us to serve our clients and just come up with systems that would probably take a good portion of us

Lot of time to create and for some of us some of these things We've not even thought about creating because we really just don't feel like we have the the awareness We don't exactly know

where to go for some of us as it relates to what I'm going to be sharing We may feel like wait a minute. I have to read certain Or get through I should say get through a certain amount of the Bible before I can actually implement this

And so therefore, I really don't know it well enough for me to be able to start offering any services. And that's not exactly true at all. So let's kind of dive into how we can start to use ChatGBT to expand our reach, to support our clients, to save our time, and just be the light that we are called to be and spread good word to help people heal from the things that they're.

going through in this world. So when we look at ways that ChatGBT can help us, one of the first things that we wanna look at is how it can help us create content and customize content, right? Some of us happen to be running groups. Some of us want to maybe put on a workshop. ChatGBT can act as...

Someone to bounce ideas off of except for this someone has the knowledge of the whole entire internet at their disposal to pull content ideas Research information all this kind of stuff, right? So let's say you wanted to like design a series of workshops on self -care for christian counselors, which we will be you know airing here for the christ and private practice podcast because we did talk to somebody about that

Camille McDaniel, LPC (04:49.78)

Or let's say you want to create a workshop on managing grief in a biblical way. know, ChatGPT can actually help you, assist you in creating curriculum outlines for group therapy, for workshops, discipleship programs, Bible study guides. Like I get so excited. I get so excited. Can I tell you, I had to slow myself down.

before even recording this because my mind was popping and racing in so many different directions about how Chat GPT can help people to expand their reach and support and just the good news of what we have to offer and healing and in Christ. I really had to kind of take a moment. I love this stuff because it really kind of allows your creative juices to just kind of come to fruition. Now,

In all things and we've talked about this on the podcast before in all things you are going to ask the Lord for direction. Chat GPT is definitely not replacing conversations with God so that we know how he wants us to move in our practice and what he wants us to offer, what he wants us to get started on.

So for anyone listening who happens to be like me, who can really get excited about new ideas and fresh ways of delivering healing to the people that they serve, we have to rein ourselves in a little bit. We have to make sure that this is what we should be doing at this time. But if it's something that's just been on our heart and we just feel like, don't know, I really need help from somebody who might have the expertise to help me put it all together in a way that is

attracting the people who really need this the most, but I don't have a large budget, then Chat GPT, hey, let's try this out, right? Until you get that budget and maybe you desire to hire a team. So like I was saying, you know, there are many examples as it relates to workshops, discipleship programs, you know,

Camille McDaniel, LPC (06:55.166)

in using biblical principles. You can create a curriculum, let's say, on like faith-based anxiety management, which we are going to be talking about on our next episode next week. So tune in, right? But let's say you want to create a curriculum yourself. You can do that. Okay? All of that is something that is possible. All right. So here's the other thing that you can do. You can create templates.

So, know, highlight how other individuals can actually use and maybe even edit some of your templates that you create for group sessions or workshops to kind of like streamline the process, give them something to have to kind of take away with. Get your name out there, get your practice out there. Be a helpful source to the community.

Another way that Chat GPT can also help is as it relates to research and resource gathering. So, you know, we have to obviously collect resources in order to put some of these things together. And oftentimes we want things to be based on, you know, the research that we have already been aware of, but maybe we don't actually have titles.

Maybe we don't necessarily have the resources all in a nice filled out document to hand out to people when they needed or for even ourselves when we're trying to create things. So, CHAT GPT can help you in the area of research development. It can quickly compile relevant scripture references, psychological studies. It can even incorporate different counseling approaches.

to what you're trying to create. So for example, let's say you are needing a Chat GPT to gather Bible verses to integrate with cognitive behavior therapy for a curriculum you're trying to create. It can summarize the resources. So it can summarize articles and research papers. It can summarize books.

Camille McDaniel, LPC (09:15.914)

it can help you to kind of, you know, create some really well informed content for your audience. All right. So, I am going to also give you the prompts that you're going to need to use. I'm going to encourage you to, you know, head over to the, the website for our podcast, which is Christ in private practice .com.

ChristinPrivatePractice .com and on the blog section this episode will be listed along with the show notes and a summary and a PDF that you can download of the show notes because I'm going to give you prompts and the prompts that I give you are almost as if you were talking to an admin assistant.

that you were asking to do some research for you. So it's gonna be kind of like maybe, I don't know, maybe like three sentences worth of words that I'm gonna give you. So you may not want to try to write it all down as I'm talking, because I'm actually gonna give you several different prompts that you can then customize and use to create your own curriculums, workshops, groups, handouts, guides. don't know the...

know, possibilities are endless, work on books, all this kind of stuff, right? So I think maybe at this time, I'll go ahead and pause and tell you the story that I was going to tell before, or that I

said I would tell before as it relates to just making sure that you still double check Chat GPT. So I was running a group for Christian Women, a support group.

And I wanted to have certain materials for that group. knew, I knew what I wanted to talk about. I knew some of the challenges that were being presented by these women in the groups. I knew some of the supports and the tools that they were looking for. And I knew some of the things that I wanted to make sure to integrate into their experience. So I actually threw all of that into Chat GPT I literally just typed it out as if I was talking to

Camille McDaniel, LPC (11:38.452)

an admin assistant or a marketing assistant and said, you know, something to the effect of, hey, I'm running a group on anxiety and women supporting women for a population of Christian women who often show up as the strong woman in their world, but rarely have someone to lean on when they can't be strong. I would like to go over things like mental health, nutritional wellness.

physical wellness, spiritual wellness. I would like to include scriptures for each week that our meetings could be based on the foundation of our group meeting. I would like to include an activity that can engage them in conversation. And I would like to include, I think there was like a handout and resources that I can direct them to. This is going to be a 12 week group. And then I, you know, asked, you know, if Chat GPT could make sure that it

incorporated all those things. And a couple of things I learned. So I asked for the scripture and the scripture, you know, they gave me several scriptures for each week. And as I was going through the scriptures, one of the scriptures, I was like,

Hmm. Okay. Let me, you know, look them up because again, you do have to go behind Chat GPT and double check it. So I'm looking up all the scriptures, making sure that I fully understand the context of the scripture, doing some research on the scripture that was given and you know, just moving forward in incorporating the information that it gave me. Well, one of the scriptures I was, I was looking and I'm like, Hmm.

It wasn't a scripture at all. It was not a scripture at all. So Chat -Chibi -T literally just pulled up something that did not exist in the Bible. And I wrote Chat -Chibi -T back and said, hey, this is not a scripture. I can't find this. And it wrote back like an apology. So I'm like, okay, Chat -Chibi -T does still have its limitations. So you have to do...

Camille McDaniel, LPC (13:46.462)

a little bit of your due diligence after you've asked it a question. But that was the only thing that I found, but it is something key to note. Here's the other thing to note. I went back because I wanted to make sure ChatGPT was using these scriptures like that it was giving me in the right way based on how I was asking for them. So what I did find is that I had to go back and be specific about the version of the Bible that I wanted ChatGPT to use.

when giving me these scriptures and incorporating them into the group curriculum that I was creating. So I did specify which version of the Bible I wanted it to use. I happened to ask it to

only pull information from the New King James Version of the Bible. And so that was the other thing. But outside of that, we were able to rock and roll and keep on moving. And the group was

success and there was a lot of healing that came from it. I was just really happy to be able to offer that that support. The next thing that we want to look at is just how Chat GPT can help us as a marketing assistant. Again, like I said, I don't want to at all come across as though we don't need our marketing professionals, our advertising professionals, our admin assistants. I just do want to note that not everybody has the budget for that. But

We still want to have great impact in the world. And so in the meantime, this is a way to be able to get those things accomplished. so, know, Chat GPT can actually like draft up posts for your social media accounts, newsletters. You know, I know that people, you know, create newsletters, they create blog posts. I will give you like a little, let me give you a little hint on those blog posts. When it comes to Chat GPT,

They can create blogs for you, but it seems like they create a lot of blogs that are in like a bullet style format. So it may give you information and then it gives you several bullets and then information and bullets. If you would like a more conversational approach, something that just flows in paragraph form. So it's like you're just talking to somebody instead of presenting to somebody.

Camille McDaniel, LPC (16:09.388)

then you're going to want to ask ChatGPT to specifically write the blog in a conversational format so it flows, please do not include bullet points. And then it will actually just create the blog post that you want in like paragraph form without all of those extras, you know, included so that it doesn't look so...

Sometimes it can look a little bit more formal when it has all those bullet points, a little bit more business. So if that is what you're going for, then that's perfect. But if you are looking for it to be just a little bit more relaxed or a little bit more conversational, a little bit more personal, then you may want to ask it specifically to incorporate that style as it creates whatever information that you are looking to put together. So again, it can also help you to

promote workshops, promote services. I mean, you can literally say, can you list out a series of three different emails that I can send on this workshop that I'm creating? Can you have the first one be an introductory email that allows people to be introduced to the workshop and how it might benefit them based on the audience I'm trying to reach? Can you have a second email that then acts as a reminder, but also

One that facilitates great engagement and excitement around the upcoming workshop. And then can you have the third one be aligned with advertising and marketing requirements for an email or a posting or a listing that usually you would put out right before your event is going to begin to try to capture any other individuals who may not have heard about it or remind those individuals who may have forgotten about it.

So again, we're just, you know, we're asking it the same way that we would go and ask somebody. And then Chat GPT will create, you look over it, you go ahead and add whatever or

take whatever out so that it, you know, aligns with what you are trying to do. And there you go. There you go. You've got what you needed, you know, and in no time at all.

Camille McDaniel, LPC (18:28.28)

my goodness, when you put this stuff in, you will see how fast Chat GPT gives you a response in like two seconds. So you can, again, like I said, create posts, like you can create a series of Instagram posts, maybe promoting whatever upcoming workshop you have, or maybe you happen to want to be able to talk more about trauma. And so you want to give some trauma statistics and trauma information, you know, you can do the email campaign, do promotions of things that you have.

coming up in the works. Again, there's just so many ways that you can go with that. And then there's admin support that Chat GPT can give you. So, you know, it can help you to just save time. It can help you to create documents that you might need, like onboarding clients, meeting agendas, policy and procedure notebooks, or pamphlets, you know, and documents.

It might be able to outline welcome letters, intake forms, new group session rules, all of that. I mean, again, it can give you a baseline. Then what you can do is you can ask it to research for you additional information that might need to be included if this document has to mention

certain HIPAA compliance rules and laws and regulations, private health information laws and regulations, or any other regulations that you are aware of for your license, certification, state. I mean, you can throw it in there, ask it to do some research, ask it to then be included in whatever it is that you're trying to develop. Again, do you see how that like streamlines the process? It's like somebody who can be working on that while you're working on something else.

You say I need a policy and procedure manual and for you that feels super overwhelming, but you know that it could be a great foundation to your practice. You know, that includes all of the things that you rules, regulations that you should be abiding by or anyone else will abide by as they are brought onto your practice. Now, with that being said, some of these documents are going to possibly need to be looked at, you know, by legal, depending on what it is that you are going to create.

Camille McDaniel, LPC (20:47.7)

if you happen to be creating, for example, intake forms. Well, you do have to make sure that on your intake forms, you outline confidentiality. If you do telehealth, you have to outline the rules and regulations surrounding telehealth and offering telehealth and offering telehealth when your client is out of state versus when they're in state and all the different things about crisis, emergency, you have to know all of those things.

Chat GPT can definitely help you, but that's where again, human knowledge comes into play. So you'll have to give it some information and then it can draw up whatever documents that you're seeking. Let's see, so you know, we do wanna make sure that in all of the things that we do, because these are just a few ways, I gave you like four different ways that Chat GPT can be used, but you wanna go into it making sure you're always going into it prayerfully.

Always going into it, making sure that you check in. Is this something I need to be doing at this time? Because I have prayed on it, right? Making sure that whatever you're creating, if you have things that do have to include HIPAA compliance, understanding of private health information, then you want to make sure that you do your research, put all of that in to Chat GPT. So.

I'm going to just give you a couple of examples. Like I said, I was going to go over some prompts and I want to go ahead and give you a few of those prompts here and then you can swing on over to [christinprivatepractice .com](http://christinprivatepractice.com). Go to the blog section, look for this episode and that this episode is going to be probably like right on the right on the blog page front and center or somewhere around that because I have about

what six episodes at a time that are displayed. So it's not hard to find, but let's say that you wanted to create a workshop. And so here's an example of a workshop prompt. Remember this prompt does have quite a bit of words in it. Not too bad, but it says as though you were talking to an admin assistant and it'd be like, it'd be like developing an email and then Chat GPT actually not even an email like really.

Camille McDaniel, LPC (23:02.048)

a really super short email and then Chat GPT will come back with all the information so you're creating a workshop let's say you want to do a workshop on self-care for christian counselors okay you would then put in you know i want to create a workshop on self-care for christian counselors the workshop should be two hours long and include the main sections understanding biblical self-care practical self-care techniques for counselors and how to set healthy boundaries

Please provide a detailed workshop outline, include talking points, interactive activities, and a list of biblical verses related to self care. Use the New King James Version of the Bible. Bam. There you go. That's one prompt, right? know, let's say that you want to do a curriculum. If you want to do a curriculum, then let's say you'd say you're going to create a curriculum for like managing

I don't know stress. I'll just take take that one. All right So you would tell jet Chat GPT create a six-week curriculum for a faith-based group counseling program on Managing stress through biblical principles. each week should include a topic a brief lesson scripture references using the new king james version of the bible group discussion questions and a practical takeaway or exercise for group members

The curriculum should integrate Christian counseling approaches like CBT or solution focus therapy with a biblical worldview. Bam. There you go. So it's again, it's going to create it and then you have to go through and you're just going to have to double check it. You know, make sure that everything is on the up and up. All right. I am,

going to also give you two more prompts in addition to that. So you'll get four prompts total. They will all be on the website under this podcast episode. I hope that you will go out prayerfully, go out, you know, with, with God's direction, create these workshops, create these groups, create all of the things needed, create, you know,

Camille McDaniel, LPC (25:19.33)

treatment plans that you know you might not have had time to create extra resources that you may not have been able to dig into you know for your your clients it's going to be phenomenal I mean it really is and it's going to be something that allows many of you to offer things that you just would not have had time to offer and it's going to give many of you the confidence to offer things that you just didn't think you could do so with that being said

I am going to say goodbye for now and do not, excuse me, do not forget to come back next week. We are going to be talking to a wonderful therapist as it relates to managing anxiety from a biblical worldview. And we have a lot on.

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to talk with you again later. Until then, God bless.

ALL 4 Chat GPT PROMPTS for Admin and Marketing:

1. Workshop Development Prompt

Prompt: "I want to create a faith-based workshop for Christian counselors titled 'Self-Care for Christian Counselors: Balancing Ministry and Personal Well-Being.' The workshop should be 2 hours long and include three main sections: understanding biblical self-care, practical self-care techniques for counselors, and how to set healthy boundaries. Please provide a detailed workshop outline, including talking points, interactive activities, and a list of Bible verses (NKJV) related to self-care."

2. Group Curriculum Design Prompt

Prompt: "Create a 6-week curriculum for a faith-based group counseling program on 'Managing Anxiety Through Biblical Principles.' Each week should include a topic, a brief lesson, scripture references (NKJV), group discussion questions, and a practical takeaway or exercise for group members. The curriculum should integrate Christian counseling approaches like CBT or solution-focused therapy with a biblical worldview."

3. Marketing Assistance Prompt

Prompt: "Generate a 4-week social media content calendar to promote a Christian counseling workshop titled 'Faith-Based Anxiety Management.' Each post should include a unique message that aligns with Christian values, one engaging question to increase interaction, relevant hashtags, and a call to action to sign up for the workshop. Please provide captions for Facebook, Instagram, and LinkedIn."

4. Administrative Support Prompt

Prompt: "I need to create a professional welcome email for clients who sign up for a 6-week group therapy program on 'Healing Through Forgiveness.' The email should include a warm, inviting tone, an overview of the program, the date and time of the first session, any materials they should bring, and a reminder about confidentiality and group guidelines. Please also include a Bible"