A FREE GUIDE FROM KRISTEN PARISE

Build Your Marketing Hub

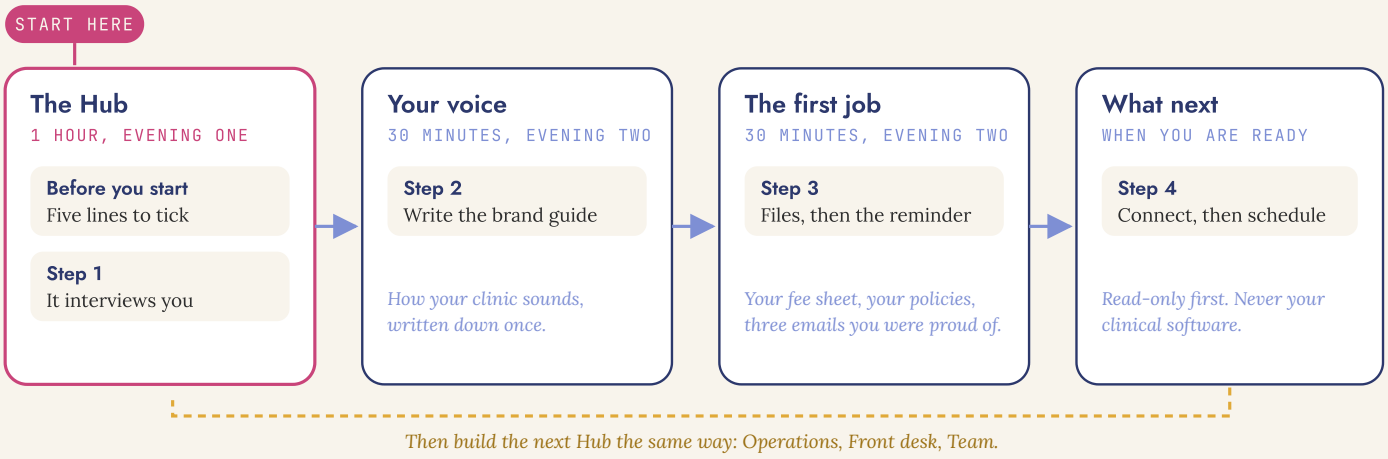
Two hours, over two evenings: one place in Claude, ChatGPT or Gemini that writes your clinic's reminders, posts and newsletters in your own voice.

FOR PRACTICE OWNERS AND THE PEOPLE WHO RUN THE FRONT DESK

TIME ABOUT 2 HOURS, OVER TWO EVENINGS UPDATED 2 NOVEMBER 2026

My Marketing Hub took me an hour to set up and half an hour to teach my clinic's voice. The reminder emails that used to eat an hour of my week now take under ten minutes, and they sound like my clinic instead of every clinic in the country. Type "write a reminder email" into a blank chat and you get "Dear Valued Patient, we hope this message finds you well", because a blank chat knows nothing about you. The tool is not the problem. It has never been trained.

This page is the training, in three steps you can do at the kitchen table. You need nothing technical and it works in whichever of the three big tools you already use. If you were in the room at the CFPM conference, this is the page I pointed at.



The route. Four boxes, left to right. Each step in the map is a link to the step on this page.

WHAT YOU END UP WITH

A Marketing Hub that already knows your clinic. Every chat inside it starts with your services, your town and the people you serve, so you stop explaining yourself.

A brand guide it reads every time. How your clinic sounds, the words you use, the words you never use, and a six-question check before anything goes out.

This week's reminder email, drafted in your voice. With square brackets where it did not know a fact, instead of invented ones.

Where your Hub lives, in plain words

All three tools have the same thing under different names: a space with its own instructions and its own files, where every chat starts already knowing both. Pick the tool you already pay for or already use.

Tool	It is called	Where the instructions go	Where the files go
Claude	a Project	The Project's instructions, in its side panel	The Project's files, under the instructions
ChatGPT	a Project	The Project's settings, then Instructions	The Project's files
Gemini	a Gem	The Gem's Instructions box	The Gem's Knowledge section

The exact words move between versions of each app. One change to know about: Google is turning Gems into skills on personal Google accounts from 17 November 2026, and on Workspace business accounts in March 2027. A skill holds the same instructions and files, so every step here still works. Where this page says Gem, read skill.

THE ONE RULE

Patient information never goes in. Not a name, not a chart, not a photo, not a description that could point to one person. Business information is fine: your services, your fees, your policies, your team, the emails you were proud of. Close your clinical software before you start. The prompts below say the rule out loud, write it into the Hub, and stop you if a name slips out. If one does, delete that chat once your instructions are saved.

Before you start: five lines to tick

- ☐ **One of the three tools, on a plan that has the feature.** Check: open it and look for Projects (Claude, ChatGPT) or Gems (Gemini) in the left-hand menu. In Claude, Projects needs a paid plan, about $20 US a month. If you cannot find it in any of them, your plan does not include it yet.
- ☐ **Dictation ready.** Check: say one sentence into any text box and watch it land as text. Windows: hold the Windows key and press H. Mac: tap the microphone key. You answer the interview out loud, which is faster and sounds more like you.
- ☐ **Two or three things you wrote that you were proud of.** Check: a newsletter, a welcome email, a post. Copied somewhere you can paste from.
- ☐ **Your fee sheet and your policies** (cancellation, privacy, booking), as files or pasted text. Check: nothing in them names a patient.
- ☐ **Your clinical software closed.** Check: nothing with a patient in it is on the screen.

Step 1 Make the Hub and let it interview you, one hour

- Make a new Project (Claude, ChatGPT) or a new Gem (Gemini) and name it **Marketing Hub**. If your tool will not save it without instructions, type "My clinic's marketing assistant" for now.
- Open a chat inside the Hub, copy Prompt 1 with the button, paste it and send.
- Answer one question at a time, out loud. When it writes your instructions, copy that block into the Hub's instructions box (the table above shows where), replacing what is there, and save.

PROMPT 1 · THE MARKETING HUB INTERVIEW

You are helping me set up my Marketing Hub: the place where my clinic's marketing gets written. Reminder emails, social posts, the newsletter, blog posts, replies to reviews. You have two jobs in this chat, in order: ask me three questions, then write the instructions for this Hub.

One rule before anything else, and say it out loud in your first message: nothing about a patient ever comes into this Hub. Not a

name, not a chart note, not an appointment detail, not a photo, not a description that could point to one person. If I give you one, stop me kindly in your very next message, say the detail will not be kept or used, suggest I delete this chat once the instructions are saved, and invite me to carry on. Everything else about marketing my practice is fair game.

How to ask:
1. I may never have used AI before. Talk like a person.
2. One question per message. Never two.
3. Give the why in one line before each question.
4. After each answer, play back the two or three things that matter most in one or two sentences, so I can correct you before you build on a mistake.
5. Short answers are fine. If I say "that's enough", go straight to writing.

The three questions:
1. "What is this Hub for? List the marketing you do now or keep meaning to do, how often, and what good looks like." Why: everything I write in here points at this.
2. "What do I need to know? Your clinic, your town, who you serve best (as a type of person, never one patient), what you offer, your name as you sign it, where you post, and one thing you wrote that you were proud of. Paste it." Why: so the first draft sounds like your clinic and no other.
3. "How do you want to work with me? How you like things written, what you decide yourself, and what I should never do." Why: so you stay the one deciding.

Then write the instructions. Start with "Here are your Hub instructions." Write one block, inside a single code block so I can copy it with one click, under exactly these four headings, in plain words, using my own details. If you did not hear a fact, write it in square brackets, like *[my name, as I sign it]*, and tell me to fill it in. Do not ask a fourth question.

Marketing Hub, set up *[today's date]*

What this Hub is for
[The marketing, how often, and what good looks like, in my words.]

What you know
- The clinic: *[what, where, who we serve best]*
- What we offer: *[services]*
- Where we post: *[channels]*
- Facts you never make me explain twice: *[everything durable from my answers, including my name as I sign it]*

How we work
- Before you write anything, read the file named brand-guide if this Hub has one, and follow it.
- *[How I like things written, from my answer]*
- Where you do not know a fact (a phone number, a link, a price, a date), leave a square bracket like *[booking link]* rather than inventing one.
- End every draft with three short lists: what you missed, what would make it 20 percent better, and what you need from me.

What you never do
- You never bring patient information into this Hub, and you stop me if I start to.
- You never confirm in public that someone is a patient, including in a reply to a review.
- You never send, post or publish anything. You draft, I decide.
- You never invent a number, a name or a fact.
- *[My own rules, in my words]*

Under the block, tell me in three plain steps: open this Hub's instructions box, replace what is there with this block, save. Then stop. Next: Step 2 in the guide, in a new chat in this Hub, when you have thirty minutes.

What you should see. The rule first, then one question. A short play-back after each answer. After the third answer, one block under four headings, with the patient rule as the first line under "What you never do", and square brackets where it did not hear a fact. Fill the brackets in, paste the block into the instructions box and save. If it asks two questions in one message, reply "one at a time please".

Step 2 Write your brand guide, thirty minutes

- The Hub knows what to write. The brand guide tells it how your clinic sounds, so the reminder, the post and the job posting all sound like the same clinic.
- Open a new chat inside the Hub, paste Prompt 2 with your clinic's name filled in, and answer out loud.
- This one gets you a working guide tonight. For the full version, with your story, your look and the brands you admire, run the first three prompts in Teach Claude Your Brand (about seventy minutes, any of the three tools).

PROMPT 2 · THE BRAND GUIDE, THIRTY MINUTES

Interview me about how my clinic sounds, then write a short brand guide that every chat in this Hub will read. My clinic is *[your clinic's name]* and we *[what you do, in one line]*.

1. One question per message. Wait for my answer before the next one. If an answer is vague or sounds like a website, ask one follow-up that makes me say the specific thing. Never fill in a fact I did not give you.
2. Nothing about a patient. When I describe the people we serve, keep it to a type of person. If I name a patient or describe one, stop me, say the detail will not be kept, and carry on.
3. Ask these, in this order: what we do, the way I would tell a friend. The person we serve best, as a type: what brings them in, what they worry about, what they hope for. Five words for how we sound and five words we are not. The words we always use and the words we never use (for example "valued patient"). Finish two sentences: "We always *[blank]*" and "We never *[blank]*". Paste one or two things I wrote that sound like me, then tell me in three lines what you hear. Our colours and fonts, or "none yet".
4. After the last answer, show me the mirror before you write anything. First, one line that says what this clinic is at its core, in plain words, no slogan. Then five "We are / We are not" pairs built from things I said, each a hard line on its own, like "We are warm. We are not soft." Then a table of every fact I gave you (names, numbers, colours, fonts), one row per fact, so I can correct any of them. If two of my answers give different versions of the same fact, put both in the table and ask me which is right. Do not pick one. Then ask: does this feel true, what is off, what is missing? Wait.
5. When I say it is right, write the guide as one document titled "*[clinic name]* Brand Guide, *[today's date]*", under these headings: Who we are, in five lines. We are / We are not, the five pairs with my corrections. How we sound. Words we use and words we never use. Tone by situation (a reminder email, an Instagram caption, a newsletter, a reply to a review). Do and never, as a table. Three samples: a reminder email with its subject line, an Instagram caption, and a reply to a three-star review that never confirms the reviewer is a patient. The checklist: six yes-or-no questions to run before anything goes out. Where a fact is missing, write *[to confirm]*. In the samples, use placeholders like *[booking link]* and *[date]*.
6. Tell me to save it as a file named brand-guide and add it to this Hub's files. If you can make files here, make it. If you cannot, show it as one block I can copy into a document.

Then stop. Next: Step 3 in the guide, when you have thirty minutes.

What you should see. Seven short questions, the mirror (one line, five pairs, your facts in a table), then a guide that sounds like the samples you pasted. Read the three samples out loud. If one could have come from any clinic, tell it which words are wrong and ask for a new version of that sample. Then save the guide and add it to the Hub's files (Step 3 shows where).

Step 3 Feed it files and give it the first job, thirty minutes

- Add four kinds of file to the Hub: the brand guide, your fee sheet, your policies, and the two or three things you wrote that you were proud of. The table at the top shows where files go in your tool.
- This is where it starts getting better every week. Every file you add is one more thing it never has to guess.

- Then open a new chat in the Hub and hand it the job you did by hand this week.

PROMPT 3 · THIS WEEK'S REMINDER EMAIL

Write this week's reminder email about *[what it reminds people of: the yearly check-up, an orthotic refit, the holiday closure]*. Read the file named brand-guide first and follow it. Use *[First name]* as the merge field and leave it exactly as it is. Where you do not know a fact (the booking link, the phone number, a date), leave a square bracket.

Under the email, run the brand guide's checklist and show each answer as yes or no with one line on why. Then three short lists: what you missed, what would make it 20 percent better, and what you need from me. Then stop.

What you should see. A subject line and an email in your clinic's voice, square brackets for the facts it did not have, then the checklist and three short lists. The third list tells you which file to add next. Add it and ask again. The second pass is the one you send.

Step 4 What next, when you are ready

So far your Hub knows what you told it. Two more pieces let it do more of the week for you. Take them one at a time.

- **Connect your tools, read-only first.** Each tool has a settings page for connecting Gmail, Google Calendar or your website. Turn on reading only to begin. When you do turn on writing, have it leave drafts and press send yourself. It never sees your clinical software, because you never connect it.
- **Let it run on its own.** A scheduled task is a job you set up once that runs by itself on the day and time you choose, like a blog draft every Monday morning. ChatGPT calls them scheduled tasks. Gemini calls them scheduled actions and needs a paid Google AI plan. In Claude they are scheduled tasks in the desktop app. Set up one, read what it makes for two weeks, then add the next.
- **Build the next Hub the same way.** Operations for your SOPs and policies, Front desk and sales for fees and insurance questions, Team for hiring and onboarding. Same prompt, new answers.

What mine does for me now

- **Reminder emails.** An hour a week, now under ten minutes, in my clinic's voice.
- **The blog.** Three hours a week for the research, the writing and the posting. Now a scheduled task drafts it every week and I edit.
- **The inbox.** Seven to eight hours a week. Now it is sorted before I open it, and I spend my time on the handful that need me.

Evening one, the Hub and the interview. Evening two, the brand guide, the files and the first reminder email. Every week after that, add one file or one job.

Your next guide. When the Hub is working, put it to work growing your clinic. Grow Your Clinic Without an Agency gives you the competitor scan and the blog recipe in full, and both begin by reading the Hub you just built. If you want me beside you while you build it, start with the free audit at The Bottom Line or write to me at kristen@blueberrytherapy.ca.

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