



AI Prompts That Sound Like You

Creating trust-building content for aging-in-place professionals

Why Most AI Content Falls Flat



If you've tried using AI to write content, you've probably noticed something: it sounds robotic, generic, and nothing like you. That's because most people ask AI to write *for* them instead of helping them uncover what they already know.

In aging-in-place work, trust is everything. Families aren't choosing services, they're choosing people. The content you create needs to reflect your real experience, your actual voice, and the wisdom you've earned through years of supporting older adults and their families.

Here's the good news: You don't need to be tech-savvy for this. AI doesn't replace your experience. It helps you uncover it, organize it, and put it into words that connect.

And just so you know, once you've put these prompts in, you shouldn't have to repeat them again. Your AI program should have the memory to now know who you are and how you write.



Why These Prompts Matter

In the aging-in-place industry, credentials matter, but connection matters more. Families researching care options are overwhelmed, anxious, and looking for someone who truly understands what they're going through.

Trust Is Your Currency

Families choose professionals who demonstrate empathy and understanding, not just expertise.

People Over Services

Your story and perspective differentiate you in a crowded market of similar offerings.

Storytelling Builds Credibility

Reflection and authentic communication create connection faster than credentials alone.

These following 6 prompts will help you create content that feels human, builds trust, and positions you as the guide families are searching for.

Teach AI Who You Are - Prompt #1

The very first step to using any AI program is to educate it on who you are. Here's a prompt that you can give to your AI program to help it get to know you better. This is especially useful if you have never used that particular AI program before.

I want you to get to know me so you can respond more like a thoughtful collaborator and less like a generic tool.

Here is some context about who I am, how I think, and what I'm working on:

What I do:

[Briefly describe your role or work.]

Who I serve or help:

[Describe your audience or the people you work with.]

What I care most about:

[Your values, priorities, or what really matters to you.]

What I'm trying to build or improve right now:

[A project, business, idea, or challenge.]

How I like to communicate:

[For example: warm, practical, direct, conversational, simple, reflective.]

When you respond to me going forward:

- Write like a real person talking to another real person
- Avoid buzzwords, corporate language, or generic advice
- Prioritize clarity, empathy, and usefulness
- If something I ask is vague, ask me a clarifying question before answering

Acknowledge this context, and use it when responding to my future prompts unless I tell you otherwise.

Once you've entered this above prompt, you can then continue with the 5 prompts below.

Clarifying Your Core Message - Prompt #2

"Based on what you know about me, my business, and the topics I care about, reflect back the one truth I seem to be circling around but haven't said directly yet. What's the message I'm avoiding or underplaying? Show me the pattern you've noticed in what I talk about, then ask me one question that would help me articulate it more boldly in my content."

Why It Matters

Many professionals spend years "talking around" their core message without naming it directly. This prompt helps you stop circling and start landing. It's particularly powerful for mission statements, About pages, and the foundational content that defines your practice.

When you clearly articulate your central truth, everything else becomes easier to write. Your audience knows exactly what you stand for.

Use This For:

- Website About page copy
- "Why I do this work" posts
- Speaking bios and introductions
- Email signature taglines
- Social media profile descriptions

Prompt #3

Based on what you know about my story and why I started my business, map my journey onto an ancient archetype or classic story structure. Show me the hero's journey, the transformation, or the philosophical principle my path mirrors. Then reveal a connection between my story and my audience's story that I might not have consciously seen. Then suggest how I communicate this story online.

Connecting Your Story to a Bigger Pattern - Prompt #4

"Based on what you know about me and my target audience, show me the psychological thread that connects my past struggle to their current one. What emotional need am I uniquely positioned to understand because I lived it? Reflect back what you've learned about why my customers choose me, then show me how to articulate that connection in a way that feels true. Lead into a dialogue about how I might share this online."

The Power of Pattern Recognition

Your professional journey isn't random, it follows patterns that your audience recognizes instinctively. Maybe you're the guide who learned through trial and error. Maybe you're the reluctant expert who was thrust into caregiving. When AI maps your experience onto archetypal patterns, it reveals why your story resonates.

This prompt transforms professional experience from promotional to relatable. Instead of listing credentials, you're showing families: "I've walked a path similar to yours. I understand."

Origin Stories

Turn your "how I got here" into compelling narrative

LinkedIn Articles

Share wisdom through personal journey

Podcast Introductions

Frame your expertise within story

Challenge Yourself - Prompt #5



"Based on our conversation history, surface 3 opinions or perspectives I've shared that go against conventional wisdom in my field. For each one, show me why this viewpoint is more valuable than I might realize and how it came from lived experience rather than theory. Help me see the unique intellectual property I'm sitting on without recognizing it."

Building Emotional Credibility

This is where empathy becomes content. The challenges you've faced, whether personal caregiving, professional mistakes, or system navigation, contain the exact insights your clients need right now.

This prompt helps you share wisdom without oversharing, showing you understand their struggle on a deeper level. It's the difference between "I offer care coordination services" and "I know what it's like to call twelve agencies in one afternoon, desperate for answers."

Perfect For:

- Caregiver-focused blog posts
- Educational email newsletters
- Resource guides with personal context
- Video content addressing common fears

Highlighting Your Contrarian Wisdom - Prompt #6

"Identify opinions I've shared that go against common industry thinking and explain why they matter."

Stand Out as a Guide, Not a Vendor

In a crowded market, your contrarian thinking is your competitive advantage. Maybe you believe aging in place isn't right for everyone. Maybe you think families should consider assisted living sooner. Maybe you challenge the "never give up" narrative with honest conversations about capacity and limits.

These opinions position you as someone who tells the truth, even when it's uncomfortable. That's the professional families want guiding them through difficult decisions.



Thought Leadership Posts

Share perspectives that challenge industry assumptions and spark meaningful conversation



Workshops and Talks

Position yourself as an expert with a unique point of view worth hearing



Referral Partner Education

Help other professionals understand your distinctive approach to care

Writing in Your Real Voice

The Prompt

"Analyze how I naturally communicate based on our conversations. Show me my speech patterns, my favorite phrases, and the rhythm of how I explain things when I'm not trying to sound professional. Then take this piece I wrote and rewrite it to match my actual voice: [paste your content]. After collecting feedback on your edit, create a paragraph of writing style guidance I can add to future content creation prompts"

Solving the "This Doesn't Sound Like Me" Problem

This is the prompt that makes AI truly useful for busy professionals. After using it once, you'll have a style guide that ensures consistency across every platform, blogs, emails, video scripts, social posts.

Feed AI examples of your emails, text messages, or recorded conversations. It will identify your natural patterns: Do you use metaphors? Short sentences? Rhetorical questions? Then it rewrites content to match your authentic communication style.

Use This to Create:

- Blog posts that sound conversational
- Email newsletters people actually read
- Video scripts you can deliver naturally
- Consistent voice across all content

The result: Content that feels like you wrote it, because in a very real sense, you did.

IMPORTANT

Common Mistakes to Avoid

Even with great prompts, there are pitfalls that can undermine your content. Here's what to watch for as you integrate AI into your content creation process.

Asking AI to Write With No Context

Generic prompts like "write a blog about fall prevention" produce generic content. Always provide your perspective, experience, and specific insights first.

Copying Output Without Reflection

AI gives you a starting point, not a finished product. Read carefully, adjust tone, add personal details, and ensure it truly represents your voice.

Chasing Trends Instead of Trust

Viral content gets attention, but trust-building content gets clients. Focus on clarity, care, and consistent value for your specific audience.

Remember: The goal isn't content volume. It's content that connects, builds relationships, and positions you as the professional families want to work with.

Your Experience Already Has Soul

AI doesn't create your wisdom, it helps you articulate it. The stories, insights, and hard-earned knowledge you carry are what families need. These five prompts simply give you a framework to share that wisdom consistently and authentically.

Start This Week

01

Save These Prompts

Keep them somewhere accessible for when you need to create content

02

Choose One Piece of Content

Pick one prompt and create one post, article, or page this week

03

Focus on Care, Not Volume

Quality connection matters more than content quantity

Remember: You don't need to be tech-savvy. You don't need to post every day. You just need to let your real experience, in your real voice, reach the families who need to hear it. AI just helps you put it into words.