

From Expertise to Content: Using NotebookLM to Grow Your Aging-in-Place Business

A practical, step-by-step webinar for aging-in-place professionals who want to create marketing content, without the overwhelm.



Is This Webinar for You?

"I know I *should* be creating content, but I don't know where to start..."

If that sounds familiar, you're in the right place. In this training, you'll discover a powerful, and surprisingly simple, tool called **NotebookLM**. Most aging-in-place professionals have never heard of it. But once they see it, everything changes.

You'll learn how to take what you *already know*, your experience, your client conversations, your hard-earned expertise, and turn it into clear, helpful marketing content that builds trust and attracts the right clients.

Organize Your Ideas

Stop letting great insights stay locked in your head.

Create Real Content

Blog posts, emails, and social content, in less time.

Sound Like You

AI assists. Your voice and expertise lead the way.

✔ No tech experience required. I'll walk you through every step in plain language.



What Is NotebookLM? (Simple Explanation)

"Think of NotebookLM like a very organized assistant who remembers everything you've ever written, and helps you make something useful from it."



Upload Your Content (or Find New Content)

Add articles, notes, PDFs, or anything you've already written and find. NotebookLM reads and learns from *that* material.



It Learns From You

Unlike generic AI tools, NotebookLM works from the sources *you* provide, your expertise stays at the center.



Generate Ideas & Content

Ask it to summarize, create blog posts, draft emails, or brainstorm topics, all grounded in what you already know.



Mindset Shift: You are NOT starting from scratch. You are organizing and reusing the expertise you already have.

Why This Matters for Aging-in-Place Professionals

Your Unique Industry Challenge

Families rarely seek help *before* a crisis hits. By the time they call you, they're already stressed, overwhelmed, and reactive. Most of them had no idea you existed, or that planning ahead was even an option.

What Content Does

- Educates families **before** a crisis occurs
- Builds trust with people who aren't ready yet, but will be
- Positions you as the go-to expert in your community

Real-World Example

A blog post titled "**5 Signs Your Parent Shouldn't Be Living Alone**" does powerful work:

- It shows up when families are searching for answers
- It demonstrates your expertise without a sales pitch
- It leads to calls, consultations, and referrals

"Content is not about selling, it's about helping people before they even know they need you."

Pricing Information

Free version (what you get)

The default plan (just sign in with a Google account) includes **almost all core features**, just with limits.

Core features included

- Upload sources (PDFs, Google Docs, websites, YouTube, etc.)
- Chat with your documents (ask questions, get explanations)
- Generate:
 - summaries
 - study guides / FAQs
 - timelines / reports
 - audio + video overviews
- AI answers grounded in your own sources (with citations)

Limits (typical)

- Up to **100 notebooks** ([Notebook Toolkit](#))
- Up to **50 sources per notebook** ([Notebook Toolkit](#))
- Around **50 queries/day** ([Google Help](#))
- Limited audio/video generations per day ([Google Help](#))
- Limited collaboration (small number of viewers)

👉 Bottom line: For students, casual research, or occasional use, the free tier is **more than enough**. ([Notebook Toolkit](#))

Paid versions (what changes)

Google bundles NotebookLM upgrades into broader AI plans (like **Plus, Pro, Ultra**). ([Java Guides](#))

◆ NotebookLM Plus (entry paid tier) *\$14.00/month or or \$79.99/year*

- Higher daily limits (more queries, more outputs)
- Faster responses
- Better handling of large/complex documents
- More audio/video generation capacity ([Java Guides](#))

👉 Best for: heavy students, creators, regular users

◆ NotebookLM Pro (most common upgrade) *\$19.99/month or \$199.00/year*

Includes everything in Plus, plus:

- **~5× higher limits** across the board ([Google Help](#))
 - more notebooks
 - more sources per notebook
 - more daily queries
- Access to **more advanced AI models** ([Gemini Advanced](#)) ([The Droid Guy](#))
- Advanced sharing + analytics features ([Google Help](#))

👉 Best for: researchers, professionals, daily workflows

◆ NotebookLM Ultra (high-end / enterprise) *\$208.25/month or \$2499.00/year*

- Very high or near-unlimited usage limits
- Designed for teams or large-scale projects
- Expensive (hundreds/month range) ([The Droid Guy](#))

👉 Best for: companies, large research teams

Live Walkthrough: Step 1 — Add Your Content

The first step is the easiest, and the most surprising. You already have more content than you realize. NotebookLM becomes your personal knowledge base the moment you start adding what you've collected over your career.

1

Blog Posts & Articles

Anything you've written or published, even rough drafts count.

2

Client FAQs

The questions you answer every single week. These are content gold.

3

Consultation Notes

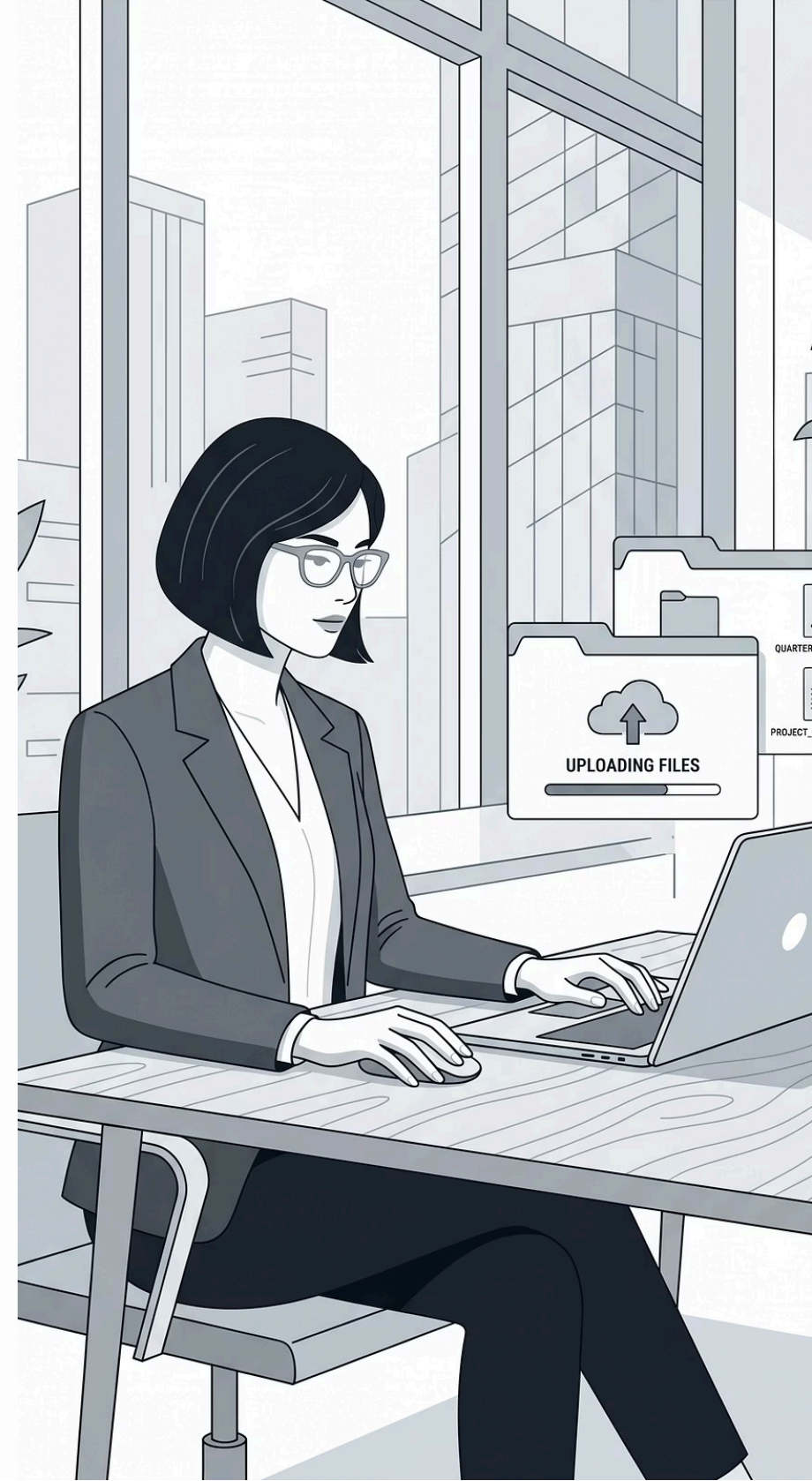
Insights from real client conversations, anonymized and repurposed.

4

Training Materials

Handouts, guides, presentations, anything you've built over the years.

✔️ 👉 **"You already have more content than you think."** This step alone is eye-opening for most attendees.



Live Walkthrough: Step 2 — Ask Simple Questions

Once your content is uploaded, you simply **ask questions in plain English**, just like texting a knowledgeable friend. There's no coding, no complicated setup, and no "right" way to do it. If you can type a question, you can use NotebookLM.

"What are the main concerns caregivers have based on my notes?"

"Turn this into a blog post I can share with families."

"Create a simple checklist from this information."

"Summarize the top three things families worry about."

📌 The prompts don't have to be fancy. Short, clear, and conversational works best, just like talking to a colleague.

Live Walkthrough: Step 3 — Turn Ideas Into Marketing Content

This is where the magic happens. The same core idea, your expertise, can be shaped into multiple formats, each reaching a different audience in a different place. NotebookLM helps you do all of this without starting from a blank page.



Blog Post

A long-form article that educates families and boosts your online visibility.



Email Newsletter

A warm, direct message that keeps you top-of-mind with past and future clients.



LinkedIn Post

A short, valuable post that builds your professional reputation and reach.



Video Script

A ready-to-record script for a short, trust-building video on any platform.

NotebookLM Screenshot

The screenshot displays the NotebookLM interface. At the top left is the NotebookLM logo. On the top right, there are buttons for 'Settings', 'PRO', a grid icon, and a profile picture. Below the logo, there are navigation tabs for 'All', 'My notebooks', and 'Featured notebooks'. A search bar, a checkmark icon, a grid icon, a menu icon, a 'Most recent' dropdown, and a '+ Create new' button are also present. The main area is titled 'My notebooks' and contains a grid of notebook cards. Each card features an icon, a title, and a date/source indicator. The cards are: 1. 'Create new notebook' (plus icon), 2. 'The Resilient Caregiver: Finding...' (heart icon, May 5, 2026 · 1 source), 3. 'Managing Agitation in Alzheimer's...' (brain icon, May 5, 2026 · 1 source), 4. 'The Necessity of Mental Health Da...' (meditation icon, May 3, 2026 · 1 source), 5. 'Evaluating the Viability of Your...' (house icon, May 2, 2026 · 1 source), 6. 'The High Cost of Early Comfort' (hospital icon, May 1, 2026 · 1 source), 7. 'Unlocking Home Equity: The Power...' (house icon, Apr 30, 2026 · 1 source), 8. 'The TV-Based Ecosystem for...' (television icon, Apr 30, 2026 · 1 source). A partial row of four more cards is visible at the bottom.

Easy Steps

1) Open NotebookLM.

2) Click on Create new notebook.

3) You can Upload files (doc, pdf, video, audio)

OR

4) Click on Websites and enter in the URL of a website or Youtube video.

OR

5) Click on Google Drive button and upload a file from your Google Drive.

OR

6) Click on Copied text and paste in any text that you copied.

OR

7) In the Search the web for new sources box on top, you can enter in a keyword phrase and it will search for sources to pull information from.

TIPS ON USING THE "SEARCH THE WEB FOR NEW SOURCES..."

1) Type in a prompt like "2026 data on the needs of aging in place homeowners in the united states"

2) When all the sources have come up, you may notice that some are not checked off. This means that NotebookLM was not able to read that information. You can delete it if you want or just ignore it.

3) You can now select which sources you want to include in your output. Maybe all of them, maybe only 2. Whatever you want.

SELECTING YOUR OUTPUT

NOTE: By clicking on the > symbol from each output button, you can get more customized features.

1) NotebookLM can create multiple outputs:

Audio Overview - 2 individuals (a man and a woman) discussing the information from all the sources.

Slide Deck - creates a slide presentation

Video Overview - creates a video of slides. You can choose from the given templates or direct it to what you want it to use (i.e. watercolor design, realistic photography, etc.)

Mind Map - creates an outline of topics and sub-topics of the information.

Reports - creates custom reports or briefs, study guides, blog posts and much more.

Flashcards - creates animated flashcards that can be used for studying.

Quiz - creates online quizzes, again for studying information.

Infographic - creates beautiful infographics either with the template styles or whatever style you direct it to create.

Data Table - turns the information from your source material into data tables.

2) The trick to getting the best out of any of these options is to input your own personal set of instructions.

NOTE: Many of these don't take very long to create. Just a few minutes but the Video Overview can take 10 to 20 minutes to create a video. Maybe even a little longer if you select the Cinematic video option.

You Are Still the Expert

This is a tool. You are the expert.

NotebookLM doesn't replace your knowledge, your relationships, or your professional judgment. It helps you express what you already know, more easily, more often, and in more formats than you could manage alone.

Your Expertise

Years of experience, real client conversations, hard-won knowledge. That's irreplaceable.

NotebookLM's Role

Organizing, drafting, and formatting, so you spend less time staring at a blank screen.

The Result

Content that sounds like you, helps your audience, and grows your business consistently.

Your Simple Action Plan

You don't need to overhaul your marketing. You just need to take the next step. Here's a clear, four-step path to creating your first piece of content this week, no overwhelm required.



Step 1: Gather Existing Content

Pull together blog posts, notes, FAQs, or training materials you already have. Don't create anything new yet.



Step 2: Upload to NotebookLM

Create a free notebook and add your materials. This takes less than 10 minutes.



Step 4: Create ONE Piece This Week

Just one. A short blog post, an email, a LinkedIn post. Publish it. That's a win.



Step 3: Ask 3 Simple Questions

Start with: "What topics could I write about?" Then try: "Turn this into a blog post."

Closing: What to Take With You Today

You Already Have the Knowledge

Everything you need to create great content is already inside your experience. NotebookLM just helps you unlock it.

You Don't Need to Be Tech-Savvy

If you can type a question, you can use this tool. It was designed for real people – not tech experts.

Consistency Builds Trust Over Time

You don't need to post every day. One helpful piece of content, published regularly, is enough to make a real difference.

"Start small. One piece of content can lead to one client, and that matters."

