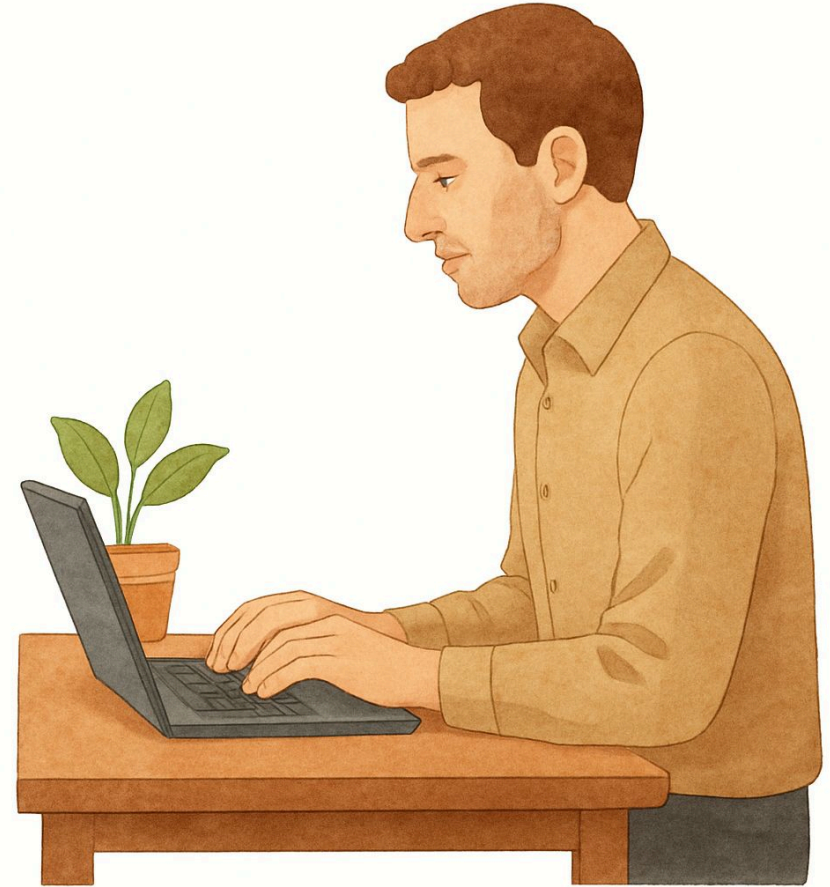


7 Unusual Ways to Use ChatGPT to Grow Your Aging-In-Place Business



Hi everyone, and thanks for being here.

Today we're talking about ChatGPT. And I want to start by telling you what this session is *not*.

This is not a session about writing blog posts. It's not about "10 prompts to write your social media captions." You've probably seen fifty of those, and honestly, most of them are a waste of your time.

This is about the unusual stuff. The uses that nobody puts in the highlight reel, because they're not flashy — they're just quietly useful. The kind of thing where you go, "huh, I never thought to ask it that."

And I picked these seven specifically for our world. Home assessments. Difficult families. Referral relationships. Quotes that make people flinch. The parts of this business that are hard, and that eat your evenings.

One more thing before we start. If you're sitting there thinking "I'm not a tech person" — good. You're exactly who I built this for. There's no software to install. There's nothing to configure. If you can text your grandkid, you can do every single thing in this session.

So here's the plan. I'm going to give you three ground rules — that's about two minutes. Then seven uses, and for each one I'll give you the actual words to type. And I'll close with the one thing I want you to do this week.

Let's go.



Three things to know before you type anything.

Rule one: it's a conversation, not a search box.

This is the single biggest thing that separates people who get good results from people who give up after a week.

Google is a vending machine. You put in a word, you get links out. Done.

ChatGPT is more like a really smart intern who just walked in the door. Brilliant, fast, but knows nothing about you. If you say "write me an email," you get a generic email. If you say "I'm a CAPS contractor in a small town, I did a bathroom for this woman's mother three months ago, and I want to check in without sounding like I'm fishing for work" — now you get something you can actually send.

Context is everything. The more you tell it, the better it gets. And you don't have to get it right the first time. You can just say "make it shorter" or "that's too formal" or "try again, but warmer." Go back and forth like you would with a person.

Rule two: never paste anything private.

This one is not optional.

No client names. No addresses. No medical information. No photos with a face or a house number in them. If you're an OT or a care manager, you already know exactly why. If you're a contractor, the rule still applies — your clients trusted you with the inside of their home.

Here's the good news: you almost never need the private stuff. "An 82-year-old woman living alone with moderate arthritis and one step at the front door" gets you everything you need. Describe the situation, not the person.

Rule three: it will lie to you with total confidence.

I need you to really hear this one, because it's where our industry gets burned.

If you ask ChatGPT for a grab bar mounting height, or an ADA clearance dimension, or what your state requires for a permit — it will give you a number. It'll sound completely sure of itself. And it might be wrong.

So use it for thinking, for writing, for practicing, for organizing. Do not use it as your code book. Do not use it as your clinical reference. Verify anything with a number, a regulation, or a legal consequence attached to it.

Okay. Ground rules done. Here's where it gets fun.

USE #1 - Practice the conversation you're dreading

Let's start with the one people don't expect.

You can ask ChatGPT to *play a person* — and then rehearse with it.

Think about the conversations that keep you up at night. The daughter who thinks the home mod quote is a scam. The 88-year-old who says "I've lived here fifty years, I don't need a ramp." The son in another state who calls at 9pm and second-guesses everything you recommended.

You can practice those. Out loud. Before they happen.

Here's what you type:

I want you to role-play with me. You are the 55-year-old daughter of my client. Your mother is 84, lives alone, and has fallen twice. I've recommended \$6,000 of bathroom modifications. You think it's too expensive and you don't think she needs it yet. Be skeptical and a little defensive, the way a real person would be. Stay in character. I'll start.

And then you just... talk to it. It'll push back. You respond. It pushes back again.

When you're done, here's the second half — and this is the part most people miss:

Okay, step out of character. What did I handle well, and where did I lose you?

Now it tells you. From her side.

I've watched people do this and change their entire approach after ten minutes. Not because ChatGPT told them what to say — because they finally heard how they sound to the person across the table.

If you do one thing from this session, do this one.

USE #2 - Take a picture of the room

This one surprises people, because it doesn't feel like typing at all.

ChatGPT can look at photos. You take a picture with your phone, tap the little photo icon, and ask about it.

So: you're standing in a bathroom. You take a photo. And you type:

I'm an aging-in-place specialist. Looking at this bathroom, what fall risks do you see? Organize them by how urgent they are. Also tell me what you can't determine from a photo that I should check in person.

That last sentence is the important one. It forces the tool to admit its own blind spots instead of bluffing.

Now — big caveat, and I want to be clear. This does **not** replace your assessment. You are the professional. Your eyes and your training are the assessment.

What this does is act as a second set of eyes at the end of a long day when you're on your fifth house and your brain is tired. It catches the thing you walked past. The throw rug in the corner. The towel bar that somebody is definitely using as a grab bar.

And there's a second use for the same photo that's arguably better: **before and after**. Take a photo of the finished job, and ask it to describe the safety improvements in plain, non-technical language. That paragraph goes straight into your proposal for the next client, or on your website.

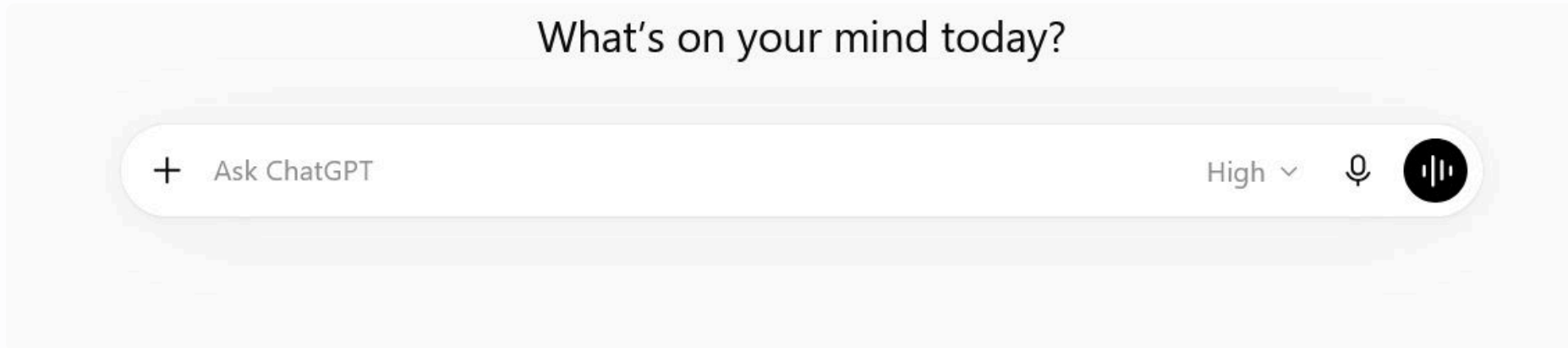
Same photo. Two jobs.



USE #3 - Talk to it in the car

If typing is the barrier for you, skip typing.

ChatGPT has a voice mode. There's a little icon — you tap it, and you talk. Like a phone call. It talks back.



Here's why this matters for our line of work. You just left an assessment. You're in the driveway. Everything is fresh in your head. And you know that by the time you get home, feed the dog, and sit down at the computer at nine o'clock, half of it is gone.

So you tap the button and you say:

I just finished a home assessment. I'm going to talk through what I saw. Don't interrupt me — just listen. When I'm done, organize it into: safety concerns, recommended modifications, and questions I still need answered.

Then you just ramble. The way you'd tell your spouse about your day. "Front door has a four-inch threshold, she's using the wall to get up the hall, the bathroom's the real problem, no lighting in the hallway at all..."

You get to the driveway at home and your notes are already written.

For those of you who hate paperwork — and I know there are a lot of you — this one changes your week. You're not adding a task. You're moving a task into time that was already dead.

USE #4 - Ask it to talk you out of your own pitch

This one takes some ego, so brace yourself.

Most of us grow through referrals. Discharge planners. Physical therapists. Senior move managers. Realtors. Home health agencies.

So here's the unusual move. Instead of asking ChatGPT to write your referral pitch — ask it to *reject* it.

You are a hospital discharge planner. You are overwhelmed, you have twelve discharges today, and you already have two contractors you trust. I'm going to give you my pitch for why you should refer to me. Tear it apart. Tell me honestly why you'd ignore this, and what would actually make you pay attention.

Then paste in whatever you currently say. Your email. Your elevator pitch. Whatever's on the back of your card.

What comes back is uncomfortable. It'll tell you you're leading with your credentials when she doesn't care about credentials. It'll tell you that you're asking for something without offering anything. It'll tell you your email is too long — because it is, because everyone's is.

You can run this same drill for any audience. Make it an OT. Make it a realtor. Make it a skeptical adult child. Make it the person who ghosted you after the estimate.

Here's the honest framing: it's not that ChatGPT knows your local discharge planner. It doesn't. But it's read an enormous amount of writing about how busy professionals actually decide, and it will name the weak spot in your pitch faster than any friend will — because friends are polite and ChatGPT doesn't have to be.

USE #5 - Build your translator

Every one of us has a vocabulary problem, and most of us can't hear it anymore.

We say "transfer." Families hear nothing. We say "durable medical equipment." Families hear a bill. We say "zero-threshold shower entry." Families hear expensive. We say "ADL decline." Families hear... honestly, nothing at all.

Meanwhile the daughter is nodding along and understanding maybe forty percent, and then she goes home and doesn't approve the project. Not because she disagreed. Because she never actually understood what you said.

So make ChatGPT your translator:

Rewrite this for a 55-year-old daughter with no medical or construction background. Seventh-grade reading level. Warm, not clinical. Don't dumb it down or talk down to her — just make it human. Keep it under 150 words.

Then paste your paragraph.

And here's the version I like even better — flip it around:

Here's what I plan to tell this family. What will they misunderstand? What are they likely to worry about that I haven't addressed?

That second question is worth a lot. Because the objection you didn't see coming is the one that kills the project.

You can run every proposal, every assessment summary, every follow-up email through this. It takes about eleven seconds.



USE #6 - "What am I missing?"

This is the shortest one and it might be the most valuable.

We all have blind spots shaped by our training. Contractors think structurally. OTs think functionally. Care managers think about systems and support. Each of us walks into a house and sees a different house.

So describe your situation — no names, no identifying details — and ask:

Here's the situation: [describe it]. Here's what I'm recommending: [list it]. What am I missing? What would a different kind of professional — an OT, a contractor, a geriatric care manager, a fall prevention specialist — flag that I might not be thinking about?

You will not agree with everything it says. That's fine. That's not the point.

The point is that about one time in five, it names something real. The lighting nobody thought about. The medication side effect that's actually driving the balance issue. The fact that the wife is the caregiver and she's 80 too. The dog. Nobody ever thinks about the dog.

For those of you working solo — and most of us are working solo — this is the closest thing you have to a colleague down the hall. It's not a replacement for a real colleague. But at 7pm on a Tuesday, it's what you've got.

USE #7 - Stop starting over

Last one. This is the one that turns ChatGPT from a novelty into an actual part of your business.

Right now, if you use it at all, you probably open it, type something, get an answer, close it. Next time, blank page. You re-explain who you are, what you do, who you serve. Every single time.

You can stop doing that.

There's a setting — depending on your version it's called "Custom Instructions" or "Personalization," and you'll find it by clicking your name or initials in the corner. You write your background in there once, and it applies to every conversation from then on.

Here's what to put in it:

I'm a [CAPS-certified contractor / occupational therapist / geriatric care manager] serving [your area]. My clients are older adults aging in place and their adult children, usually in their 50s and 60s. My work focuses on [home modifications / fall prevention / care coordination].

When you write for me: use plain language at about a seventh-grade reading level. Be warm but not sentimental. No hype, no exclamation points. Never invent statistics, codes, or clinical guidance — if you're unsure, say so and tell me to verify.

Ten minutes to write. Saves you five minutes every single time you use it after that.

And that last line about not inventing things? It doesn't make the tool perfect. But it makes it noticeably more willing to say "I'm not certain about this" instead of confidently handing you a wrong number. Worth the two seconds it takes to type.

CLOSE

Let me pull this together.

Seven uses:

01	02	03
Rehearse the conversation you're dreading — and then ask how you did.	Photograph the room. Second set of eyes. Never a replacement for yours.	Talk in the truck. Turn drive time into finished notes.
04	05	06
Get rejected on purpose. Let it tear apart your referral pitch.	Translate your expertise into words families actually understand.	Ask what you're missing. One time in five, it's something real.
07		
Set it up once so you stop starting over.		

Notice what's not on this list. Not one of these is "have ChatGPT do your job." Every single one is ChatGPT helping you do your job better — because you're the one with the license, the certification, the years in the field, and the judgment. It has none of those things.

It's a tool. A weirdly good one. And in a business where most of us are running solo and doing the work of four people, a tool that gives you back an hour a week is not a small thing.

Now — here's what I actually want you to do.

Do not go home and try all seven. You'll do none of them. That's how this works.

Pick one. This week. And I'll tell you which one I'd pick: **number one**. The role-play. Take ten minutes, pick the conversation you're least looking forward to this month, and rehearse it.

It's free. It takes ten minutes. And it's the one where people come back and tell me it changed something.

Three quick reminders as we close:

Never paste private client information. Not ever.

Verify anything with a number attached — codes, dimensions, clinical guidance, regulations. It sounds sure of itself even when it isn't.

And you're still the professional. This makes you faster. It doesn't make you right.

Thanks for spending twenty minutes with me. Go rehearse a hard conversation.