

Build It in Ten Minutes: Using Gamma to Create Marketing Materials That Actually Look Professional

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How Can [Gamma.app](#) Help You In Your Business?

Client-facing assessment reports. Paste your home safety assessment notes into Gamma and it formats them into a visual, branded document with photo placement, section headers, and a summary. Drop in before/after bathroom photos, hand the family a PDF or a link. This is the single biggest use case — most home mod pros hand families a typed Word doc or a hand-written checklist, and a polished report justifies a higher assessment fee on its own.

Referral-partner presentations. Every aging-in-place pro needs a 10-slide *"here's what I do"* deck for discharge planners, elder law attorneys, senior living marketers, and realtors. Gamma builds it from a prompt, and the web-link version tracks who actually opened it and how far they scrolled — useful for knowing which referral relationships are real.

CEU and lunch-and-learn decks. If they present to hospital staff, NKBA chapters, or senior centers, they can generate the deck and export to PowerPoint or PDF for whoever's running the room.

Lead magnets and one-pagers. Fall prevention checklists, *"5 questions to ask before hiring a contractor,"* bathroom modification cost guides — the kind of printable that gets traded for an email address.

A microsite per service line. Gamma hosts websites, so a pro whose main site is a neglected WordPress build can spin up a single clean page for *"Bathroom Safety Modifications in Broward County"* without touching their website.

All right. Let's build something.

Here's my scenario, and I want you to substitute your own version of it as we go. I want a downloadable guide that I can offer on my website and hand out at events. Something a homeowner or an adult child gives me their email address for. The topic: "**The Seven Bathroom Hazards Most Families Miss.**" Because bathrooms are where the falls happen, and because everybody thinks they already know what's dangerous in a bathroom, and everybody is wrong.

I'm going to build this in front of you now.



Step 1 — Start with your own words, not a topic

Notice what I'm clicking. There are three ways to start in Gamma. **Generate**, where you type a topic and the AI writes it. **Paste in text**, where you bring your own writing. And **Import**, where you feed it an existing file or a URL.

I am clicking "**Paste in text.**" Deliberately. And I want to explain why, because this is the single most important thing I'm going to say today.

If you click "Generate" and type "bathroom safety guide," you will get a beautiful document full of generic content that any of ten thousand people could have written. It'll say "install grab bars" and "remove throw rugs." It will not contain a single thing that makes someone think *this person knows what she's talking about*.

Your expertise is the entire product. The design is the wrapper. So we bring the expertise, and we let Gamma do the wrapper.

So here's what I'm pasting in. This is text I wrote myself. It's rough — it's basically bullet points and a few sentences under each one. It took me about fifteen minutes, and honestly most of it came out of my head from years of walking into bathrooms.

Look at hazard number three here. "Towel bars that families use as grab bars." That's not something an AI would generate, but every one of you has seen a towel bar ripped half out of the drywall. That's the kind of detail that makes a family think, *she's been in houses like mine*.

That's what you're bringing. Fifteen minutes of your own real knowledge.

Step 2 — Tell it what you're making

Now Gamma asks me what kind of thing this is. I'm choosing **Document**, not Presentation, because this is meant to be read, not projected.

And here are the settings I'm adjusting before I let it run:

I'm setting the **length** — roughly how many sections or cards I want. I'll say eight: an intro, the seven hazards, and a closing. If you leave this on auto it usually guesses reasonably, but I like to control it.

I'm setting the **tone**. I'm choosing something warm and plain-spoken, because I'm writing for a stressed adult child, not for a colleague. If you were making a referral partner piece, you'd go more clinical here.

And I'm telling it **how much to change my text**. This one matters. There's usually a setting for how closely to stick to what you gave it — "preserve" versus "expand" or "condense." I want it to preserve my wording. I do not want it rewriting my clinical language into marketing fluff.

And now I hit go, and it starts building. This takes anywhere from thirty seconds to a minute or two.

Step 3 — What happens while it builds

While that's running, watch what it's doing. It's breaking my text into sections. It's picking a layout for each one — some are getting a two-column treatment, some are getting an icon list. It's pulling in images.

And here's the thing that would have taken me two hours in Word: it is making all of those layout decisions consistently. Same margins, same heading sizes, same spacing throughout. That consistency is most of what "looks professional" actually means. Not fancy graphics. Consistency.

There it is. From paste to finished draft, that was about ninety seconds.

Now — is this done? No. This is a first draft that happens to be well-designed. We're now going to spend five minutes making it ours.

Step 4 — Fix the content first, design second

First pass: I read every single word.

The text is editable just like a document — I click, I type. Here, look, it's tightened my language on hazard four and in doing so it's lost a distinction I actually care about. I'm fixing that.

This is the discipline I want you to take away: **never publish a piece you haven't read line by line.** Not because Gamma is careless, but because the failure mode is subtle. It doesn't produce obvious nonsense. It produces something that reads smoothly and is slightly wrong. In a field where a family might act on what you wrote and put a grab bar in the wrong place, slightly wrong is not acceptable.

You are the clinical reviewer. That role does not get automated.

Step 5 — Make it look like *you*

Now design. This is the theme picker. There are a hundred-plus of these built in.

Watch how the whole document changes with one click. Fonts, colors, spacing, all of it.

Two pieces of advice on choosing.

One: pick for your reader, not for you. Our readers are often sixty-five and up, frequently reading on a phone, sometimes with reduced contrast sensitivity. So I am looking for generous body text, real contrast between text and background, and I'm skipping anything with light gray type on white or text laid over a busy photo. That elegant thin typeface you like? Your reader can't read it. Pick the boring legible one.

Two: pick one and stay with it. The consistency across all your materials is worth more than the perfection of any single one. When a discharge planner has seen four things from you and they all look like they came from the same practice, that's brand recognition. Don't chase a new theme every time.

Now let me add my own branding. I can put my logo in, and I can set my colors. On the free plan you have limited control here and there's Gamma branding on what you publish. Custom fonts and full brand control sit on the paid tiers — I'll cover pricing in a moment.

Step 6 — The images

The images it chose are fine but generic. Let me talk about images for a second because there's a trap here.

You can replace any image — click it, and you can search stock photos, generate an AI image, or upload your own.

Here's my strong recommendation: **use your own photos wherever you possibly can.** A real photograph of a real bathroom you actually assessed — with permission, faces out of frame, nothing identifying — is worth ten stock photos of a smiling model gripping a grab bar. The stock photos in this category are dreadful anyway. They're all beige and everyone looks like they're in an insurance commercial.

If you don't have your own, stock is acceptable. AI-generated images I'd use carefully — they're good for abstract or decorative purposes, and they are unreliable for anything showing actual equipment. An AI image of a grab bar installation will very often show something installed in a way that would fail. Don't put a picture of bad practice in your safety guide.

Step 7 — Get it out into the world

Last step. Here's where it goes.

Export to PDF — this is what I'd do for a lead magnet. Now I have a file I can attach to my email welcome sequence or put behind a signup form.

Publish as a web page — Gamma hosts it and gives me a link. This is genuinely useful. Instead of emailing a referral partner an attachment they'll never open, you send a link that opens instantly on their phone. And on the paid tiers you can see whether they actually looked at it.

Share the link directly — for collaboration, or just for quick review.

And there it is. That's a finished, branded, seven-hazard downloadable guide, built from a blank screen, in about ten minutes of work — plus the fifteen minutes I spent writing the content beforehand.

Twenty-five minutes total. Compare that to your last three-hour Saturday.

Where else to point this

We built a lead magnet. Here are five more places I'd use this — honestly higher-value ones.

Client Assessment Summary

Turn your findings into a clean visual report the family can actually read.

Referral Partner One-Pager

Who you are, who you serve, how to refer. On their phone in ten seconds.

Lunch-and-Learn Deck

You've got the content in your head. Twenty minutes to a real deck.

Repurpose What You Wrote

Old blog post becomes a downloadable guide. You already own the content.

Proposal or Scope-of-Work

A visual proposal closes better than a text email. It just does.

Honest cautions

One — and this is the big one — everything you publish carries your professional name on it.

If a family follows a recommendation in your guide and someone gets hurt, "the AI wrote it" is not a defense that will comfort you or anyone else. Read every word. Check every measurement, every code reference, every product recommendation against what you actually know. If you wouldn't say it out loud in someone's bathroom, don't publish it.

Two — do not put client information into it.

Not names, not addresses, not photos with identifying detail, not anything from a medical record. If you're using this for assessment summaries, either de-identify before you paste, or get clear written consent. Treat it like any other cloud service you'd think twice about.

Three — watch out for sameness.

A lot of people are using this tool now. If you take the default theme and the default stock images, your piece will look like everyone else's piece. Ten minutes on your own colors, your own logo, and your own photographs is what separates you from the crowd. Do those ten minutes.

Four — accessibility is not optional in our field.

Of all the professions using this tool, we have the least excuse for making something a seventy-eight-year-old can't read. Big text. Real contrast. Short lines. Don't put text on top of a photo. Check it on a phone before you send it. If your own guide about aging in place is hard for an older adult to read, that's a problem you'd catch in anyone else's work.

What it costs and how to start

Free tier

Genuinely usable. You get a limited number of AI credits, you can create and export, and it's more than enough to test whether this fits how you work. The catch is that Gamma's branding appears on what you publish, and your control over fonts and colors is limited.

Paid tiers

Start at roughly ten dollars a month and go up from there. The first paid tier removes Gamma's branding. The next one up adds full custom branding, custom fonts, analytics so you can see who opened what, and the ability to publish on your own domain.

I want to be careful here because these plans and prices change — check gamma.app/pricing for what's current today rather than taking my numbers as gospel.

My honest recommendation: **start free**. Make three things. If after three things you're reaching for it instead of dreading it, that's your signal to pay for the branding removal. If you made one thing and never went back, you've lost nothing.

Here's your specific assignment for this week. Not "go explore Gamma." That's how tools die in your bookmarks bar.

Pick **one** document you already produce and already hate. Your assessment summary template. Your service overview. The thing you're embarrassed to hand people. Open the existing version, copy the text, and paste it into Gamma. Twenty minutes.

You're not creating anything new. You're taking one thing you already have and making it look like your work is worth what you charge.

One document. This week.

Close and CTA

Let me leave you with the thought I opened with, sharpened a little.

The gap between the quality of your work and the quality of how your work looks is costing you clients. Not because you're bad at your job — because the person deciding whether to hire you has no way to evaluate your job. They only see the wrapper.

For most of our careers, closing that gap meant money or hours we didn't have. That's not true anymore. It costs twenty minutes and your own expertise. That's the whole story.

If you'd like help applying this to your own practice — figuring out which piece to build first, what to put in it, or how it fits your overall marketing — I offer one-on-one consultations:

30-Minute Consult — \$25

<https://calendly.com/seniorsafetyadvice/30-minutes-with-aging-in-place-directory-esther>

60-Minute Consult — \$50

<https://calendly.com/seniorsafetyadvice/60min>

Common Q&A

"Does it work with my existing PowerPoint templates?"

Not really — Gamma applies its own themes. You can import a PowerPoint and it will restructure the content into Gamma's format. If you have a strict corporate template you must match, this is a poor fit.

"Can I edit it after I export the PDF?"

No — edit inside Gamma, then re-export. Keep Gamma as the source of truth for each piece rather than exporting and editing elsewhere.

"Is my content used to train their AI?"

Check their current privacy policy and account settings; business tiers typically offer more control. This is another reason not to paste client-identifying information.

"How is this different from Canva?"

Canva starts you with a template and you place elements yourself. Gamma starts with your text and builds the layout for you. Canva gives more control; Gamma is faster and enforces more consistency. Many people use both.

"What if I don't have any content to start with?"

Then that's your real bottleneck, not design. Record yourself talking through the topic for ten minutes, get it transcribed, clean it up, and paste that in. Your spoken expertise is better source material than anything you'd generate.