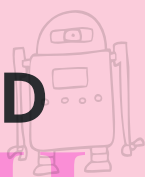


# Birth Worker **BESTIE**

## **AI UNLEASHED FOR BIRTH WORKERS**



**UNLOCK SOCIAL MEDIA SUCCESS**

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**EMPOWER YOUR BIRTH WORK BUSINESS  
WITH ARTIFICIAL INTELLIGENCE**

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# LET'S CHAT

**WTF is AI**

**What can I DO with AI?!**

**How to train Chatgpt**

**AI Do's**

**AI Don'ts**

**Utilize AI to brainstorm**

**Ideas into prompts**

**Breaking down prompts**



LET'S TALK ABOUT HOW YOU CAN MAKE LIFE EASIER

BY USING AI & USING IT WELL

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# WTF IS AI AND WHERE DO I USE IT?!



## WHAT IS AI?!

AI stands for Artificial Intelligence... I know the start of every bad horror film. But here is the thing we are in a world that is progressing at a CRAZY speed with technology. AI is one of those things that will make your life easier if you use it correctly. It can really help automate some things.

AI is a field of computer science and technology that focuses on creating systems or machines that can perform tasks typically requiring human intelligence.

AI in the context of birth work is like having a highly knowledgeable doula by your side during pregnancy, labor, and postpartum care. enhancing the overall experience and care you receive throughout your journey to parenthood. It's a TOOL & can help GUIDE you.

## ChatGPT

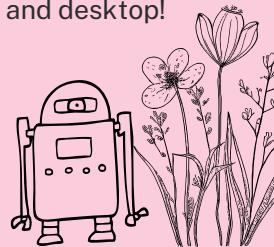
There are several platforms that allow you to use AI. Canva even has AI features that can write things for you AND design. However; of the few platforms that I've played around with I feel like ChatGPT has been the most seamless and useful.

When trained correctly it can help answer questions, provide info about various topics, and even help with tasks like writing or problem-solving.

Say HELLO more streamline copy writing!

ChatGPT is very user friendly and available on mobile and desktop!

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# WHAT CAN I DO WITH AI?!

Before we get into this I think it's important to think of AI as a tool not a replacement for a human. YES, it can be SOOO freakin' helpful and even streamline some processes for you. But even after you train it, it will not replace your uniqueness that you bring. It won't replace YOU, your IDEAS, and WHY clients CHOOSE you.

It can be a slippery slope when you learn how quickly it can spit out content so be VERY mindful about getting wrapped up in **quantity over QUALITY**. Always remain true to YOU & your brand voice. Because let's be real... We've all read captions that sound like a robot... and what do we do? KEEP scrolling....

## WHAT CHAT GPT CAN HELP WITH

### SOCIAL MEDIA

Captions

Hook Lines

Posting Ideas

Posting Schedules

### EMAILS

A/B testing ideas

Campaign Planning

Subject Lines/CTA's

Analyzing Preformance

### BUSINESS STRATEGY

Market Research

Competitive Analysis

Business Planning

Strategic Content Creation

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# HOW TO TRAIN CHATGPT

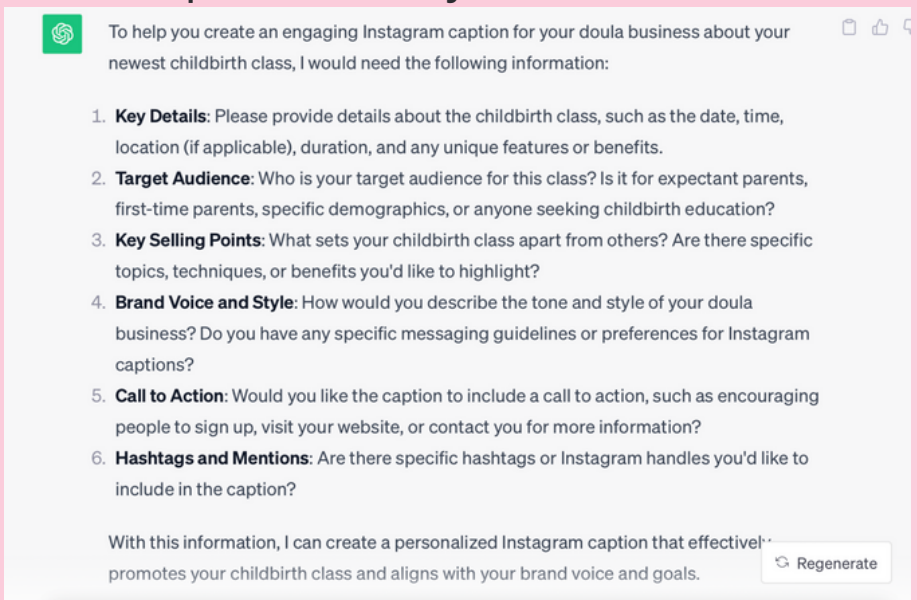
BREAK IT DOWN... Really ask it what you need and give AS much info as you can!

Example: If you need help with writing an instagram caption ask it something like...

I asked ChatGPT:

**“I need help writing an instagram caption for my doula business about my newest child birth class I’m offering. What information do you need from me to curate this?”**

ChatGPT will respond back with a list of questions for you to answer.



The screenshot shows a chat window with a green header bar. On the left is the OpenAI logo. The main text area contains the following response:

To help you create an engaging Instagram caption for your doula business about your newest childbirth class, I would need the following information:

1. **Key Details:** Please provide details about the childbirth class, such as the date, time, location (if applicable), duration, and any unique features or benefits.
2. **Target Audience:** Who is your target audience for this class? Is it for expectant parents, first-time parents, specific demographics, or anyone seeking childbirth education?
3. **Key Selling Points:** What sets your childbirth class apart from others? Are there specific topics, techniques, or benefits you'd like to highlight?
4. **Brand Voice and Style:** How would you describe the tone and style of your doula business? Do you have any specific messaging guidelines or preferences for Instagram captions?
5. **Call to Action:** Would you like the caption to include a call to action, such as encouraging people to sign up, visit your website, or contact you for more information?
6. **Hashtags and Mentions:** Are there specific hashtags or Instagram handles you'd like to include in the caption?

With this information, I can create a personalized Instagram caption that effectively promotes your childbirth class and aligns with your brand voice and goals.

At the bottom right of the chat area is a button labeled "Regenerate".

Reply back with your answers (I like to copy these into a document and answer them and paste them back into the chat). It will then give you your requested caption! Once it response back with a caption for you - You can give it feedback on any changes you'd like or even ask for additional options. Then be sure to customize it to make it your own a bit. Even if you use it correctly- You WILL want to tweak it a bit to put your own personal spin on it!

# HOW TO TRAIN CHATGPT

Provide feedback and corrections to refine its responses.

Create specific prompts or questions: For example, if you want to provide information about the benefits of hiring a doula, you can create prompts like, "Explain the benefits of hiring a doula during childbirth."

Provide examples of the tone and language you want it to use in different contexts

Determine the specific goals you want to achieve by training it. The MORE clear you can get with the outcome you want the better results you'll get

Read back what it writes for you OUTLOUD as if you are speaking this to your ideal client or customer. This normally helps me narrow down where it has written things that don't sound like how I would talk and I then can go tweak these things to better fit my brand voice

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# HOW TO TRAIN CHATGPT

Part of training ChatGPT is feeding it information about your business so it can better mimic your brand voice in the content you are asking for help with.

## BRAND VAULES

Clearly outline your business's core values, mission, and the principles that guide your work. Describe what your business stands for and believes in.

## TARGET AUDIENCE

Explain who your primary clients or customers are, their needs, concerns, and what they are looking within your service offerings

## TONE & STYLE

Describe the tone and style you want your brand to convey. For example, is your brand voice friendly, compassionate, professional, or informative? Provide examples of how this tone is used in various contexts.

## MESSAGING GOALS

Share the key messages or themes you want to communicate. For example, is it about empowerment, emotional support, informed decision-making, or something else?

## CLIENT TESTIMONIALS

Share positive client testimonials or feedback to help ChatGPT understand the kind of experiences your clients have with your birth worker services.



# AI DO'S

## Best Practices for using AI in your Birth-Worker Biz!



### UNDERSTAND THE TECHNOLOGY

Take the time to learn about ChatGPT's capabilities and limitations to make the most of it.



### HUMAN OVERSIGHT

Maintain a high level of human oversight to review and refine the content generated by ChatGPT, ensuring it aligns with your doula practice and ethical standards.



### HAVE FUN!

This can be an incredibly FUN tool to learn how to use! Enter into this with an open mindset and have fun with it.



### PROVIDE SPECIFIC GUIDANCE

Communicate your expectations clearly and provide specific guidance to ChatGPT when requesting assistance.



### USE AS A SUPPORT TOOL

Utilize ChatGPT as a tool to augment your doula services and support, not as a replacement for your expertise.



### ENSURE PRIVACY

Be mindful of sharing sensitive or private client information when using ChatGPT. Protect client confidentiality at all times

# AI DON'TS

Things to avoid when using AI in your Birth-Worker Biz!



## MISREPRESENT EXPERTISE

Avoid using AI to get information you'd normally get from a medical professional. Always CHECK sources!



## PRIVACY VIOLATION

Do not share or request personal or sensitive client information with AI, as it may not guarantee the same level of privacy and confidentiality as a human professional.



## OVER-RELIANCE

Don't rely too heavily on ChatGPT. Always use your expertise and judgment in decision-making and interactions with clients.



## IGNORE ETHICAL STANDARDS

Do not compromise on ethical and professional standards in your doula practice when using AI.



## REPLACE PERSONAL CONNECTION

Avoid letting AI replace the essential personal connection and support you provide.



## DON'T STAY STUCK

Like anything KEEP learning! This is a brilliant form of technology and it will keep advancing and so should you

# Utilize AI to brainstorm

A really cool way to use AI is like a brainstorm buddy. This is probably the most common way I utilize AI in my business.

This can be super helpful is your having a brain blocks around coming up with ideas for content or subjects to cover in your social media or email marketing.

I can get AI to spit out a ton of ideas at me on various topics and pull the ones that inspire me most and then create content around those.



**EXAMPLE PROMPT:** *Give me 50 caption prompts for lactation consultant business' instagram. I really want to focus on topics around mental health, pumping, and benefits of breastmilk.*

Once it gives you your list pull a few that you feel called to and you can ask AI additional prompts to formulate a more solid caption around the topic you've picked.

# Ideas to turn into AI prompts

Email Subject Lines  
Call to Actions  
Reel/Tiktok Hooks  
Content topic ideas  
Caption Ideas  
Caption Copy  
Hashtags  
Social Media Strategies  
Content Calendar  
Email Copy  
Writing a welcome series  
Creating client resources  
Creating client feedback questions/surveys  
Creating website copy



The possibilities are truly endless but I cannot stress enough how much you still will need to put your own spin on whatever AI generates for you!

Make sure whatever you are posting/sending to clients is truly authentic to your brand! This is especially important to keep in mind when you are still in the training phase and it is still learning your brand voice.

## ALWAYS STAY AUTHENTIC

Just because AI can generate content faster than you doesn't mean it's better than YOU! Your clients WANT you and your take on things!

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# Breaking down prompts

BASIC PROMPT: I need subject lines for emails to promote my services



## INSTEAD ASK

Give me a list of 50 email subject lines to promote my lactation consultant services. The people I'm sending these emails to are new leads who have recently signed up on my email list and I don't yet have a personal connection too.

Not sure what to ask it or what details it needs to know to be productive for you?

Remember you can

**JUST ASK!**

Chatting with AI is weird but the more conversational you keep it the better results you'll get no doubt!





# Birth Worker BESTIE

Thank you so much for following along with this guide. I hope you are inspired to try AI for your biz! <3

Please come say heyyy on social media!!

**Instagram: [@birthworkerbestie](https://www.instagram.com/birthworkerbestie)**

**Tiktok: [@birthworkerbestie](https://www.tiktok.com/@birthworkerbestie)**

**APPLE PODCAST**



**SPOTIFY PODCAST**



xoxo  
Sadiee

[@BIRTHWORKERBESTIE](https://www.instagram.com/birthworkerbestie)