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**CHIROPRACTIC
ECONOMICS**



**Make AI your chiropractic
marketing partner**

by Chiropractic Economics Staff



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Introduction

Artificial intelligence is moving at warp speed. Tools that were experimental a year ago are now woven into the daily routines of businesses across every industry. For doctors of chiropractic, this wave of innovation can help you connect with existing and prospective patients more effectively, streamline your marketing efforts and stand out in a crowded, intensely competitive healthcare marketplace.

You may already be experimenting with AI at work. Perhaps you've used it to draft social media posts or test out an image generator for logo ideas. Or maybe you're still evaluating whether it's truly relevant to your practice. The answer is yes—AI is relevant, even given its limitations and shortcomings. It's here, it's accessible and it's ready to help you grow your practice today.

That doesn't mean you need to reinvent yourself as a tech expert. The most exciting thing about AI right now is how approachable it has become. With the right guidance, you can start small—repurposing a blog post into a video or image series, creating a quick FAQ page for your website or generating captions that save you an hour of

brainstorming. These small steps add up quickly, freeing your time and resulting in content that multiplies across channels: your website, YouTube, email and social platforms.

This ebook, “Make AI Your Chiropractic Marketing Partner,” was created to show you exactly how to take those steps. Inside, you’ll find several practical, ready-to-use examples written with your needs in mind.

Each piece follows a simple structure:

- **Your marketing mission.** What the content aims to do and why it matters.
- **Ask AI.** Clear prompts you can copy, paste and customize.
- **Apply the human touch.** Where your professional judgment is essential; whether that’s fact-checking, adding your practice’s voice or ensuring HIPAA compliance.
- **Final thoughts.** Quick takeaways to keep you moving forward.

You’ll also see visual markers throughout—badges that flag expert tips, ethical considerations, HIPAA checkpoints and real prompts to try. These icons are designed to keep things clear and fast-moving, so you can focus on applying the ideas instead of wading through long side notes.

The sections in this collection were selected to balance easy wins with slightly more advanced strategies. Whether you want to turn your best blog post into another format, create a patient education quiz or just sharpen your AI prompting skills, you’ll find examples here that meet you at your current comfort level and stretch your skills enough to keep things exciting.

Our goal is not just to help you market your practice more efficiently, but to help you see what’s possible when you make AI part of your professional toolkit. Not as a replacement for your creativity and judgement, but as a launchpad. This book, like everything we do here at Chiropractic Economics, is about supporting you, the doctor of chiropractic and your staff—giving you the accelerated speed, reach and flexibility to share your message with more patients in more engaging ways than ever before.

Type a Prompt...

Generate ✨

Top five tips for better marketing prompts

For marketing text generation, always communicate these elements in your AI prompt:

1. **A clear goal.** State exactly what you want (e.g., “250-word Facebook post,” not “something short”). The more precise your format, the closer the output will be to what you visualized.
2. **An audience lens.** Tell the AI model who you’re talking to (e.g., “DCs explaining to patients” or “prospective patients searching online”). This shapes tone and vocabulary.
3. **Context and style.** Provide any rules (AP style, no exclamation points, conversational tone). Without details, AI defaults to generic business-speak. No one wants that.

4. **Key points to include.** List must-hit items such as a practice or product name, SEO keyphrases, links or call to action. Missing something? Follow up and ask the AI to add it.
5. **Boundaries and guardrails.** Mention what to avoid (e.g., “no exaggerated health claims” or “do not use emojis”). Guardrails help keep the AI’s output usable right away.



Five steps to better AI image generation

When you ask AI to generate an image for your marketing, follow this five-step sequence in your prompt to get optimal results:

1. **Subject first.** The main thing you want to see (“a doctor of chiropractic explaining posture to a patient,” not just “healthcare scene”).
2. **Style tag.** Add a specific design cue (“flat infographic,” “clean magazine photo,” “hand-drawn sketch”) to match the style of your brand.
3. **Layout.** Specify it exactly (“centered figure with blank space for text on the right”).

4. **Mood and color.** Call out the vibe and palette (“friendly, trustworthy, light blues and greens”).
5. **Boundaries and guardrails.** Note any rules you follow for images (“no stethoscopes,” “no stock-photo cheesiness”).



Turn a blog post into a simple video

Your marketing mission

You already invest time in writing helpful blog posts for your patients. Now, let AI help you turn those posts into short videos that can live on YouTube, your website and social media. This multiplies your reach, creates a cross-linking loop and signals to Google your content is strong across platforms.¹

Ask AI

Here are a few simple AI tools that can transform blog text into video:

[Creatify](#). Paste your blog text, choose a template and it auto-generates a short video.

[Picture](#). Upload text or a link; it builds slides with stock video, images and captions.

[InVideo](#). Text-to-video tool with drag-and-drop editing for a polished look.

Fill in the blanks, run this script through your tool of choice and let AI create the visuals:



Take this blog post **[paste your blog text]** and create a 60-second video script in plain English. **Audience:** patients curious about chiropractic and natural approaches to care. **Tone:** simple, friendly and clear.

Apply the human touch

Record a quick intro or outro. A short clip of you saying “Hi, I’m Dr. ____, here are some easy stretches for neck pain” adds authenticity.

Add practice details. Include your website URL and phone number on the last screen.

Cross-link. Post the video on YouTube and embed it in your original blog post. Add a link back to the blog in your YouTube description.



Keep all examples educational and general. Do not use patient names, images or testimonials without signed releases.

Final thoughts: This is a great project for when you need new content, but you’re pressed for time, and it’s an easy way to get more mileage out of the content you already have.



Don't forget to cross-post! "Not only does video make content more engaging, but you can also cross-link between your blog and YouTube to create a content loop," says AI consultant Kameron Smith, DC. "Whether people find you on YouTube or your blog, they're more likely to visit both. This strategy keeps visitors on your site longer and also signals to Google that your content is valuable across multiple platforms."

Reference

1. Smith, Kameron. Optimize your practice with artificial intelligence. Chiropractic Economics. Published August 8, 2025. <https://www.chiroeco.com/optimize-your-practice-with-artificial-intelligence/>. Accessed October 16, 2025.



Create FAQs from a blog post

Your marketing mission

Patients often have the same questions. Turn your blog content into a quick FAQ list you can post on your site, share on social or print as a handout.

A bonus to having an FAQ on your website is that AI search loves that page format, so having one makes your site more likely to turn up in Google's AI summaries, increasing your site's reach, when users ask a specific question that your FAQ answers.

Ask AI

Customize the prompt below and send it to your favorite AI. Note that "plain English" is generally considered about a 7th to 8th-grade reading level.



Read this blog post **[paste your blog text]**. Create 3 patient-friendly FAQs with concise answers in plain English. Keep each answer under 50 words. Avoid medical jargon or claims of cure. **Tone:** conversational, professional, trustworthy.

Apply the human touch

Verify accuracy. Cross-check facts against reliable sources or your professional knowledge. If something is incorrect, you can ask for a rewrite, or it may be less time-consuming to fix it yourself.

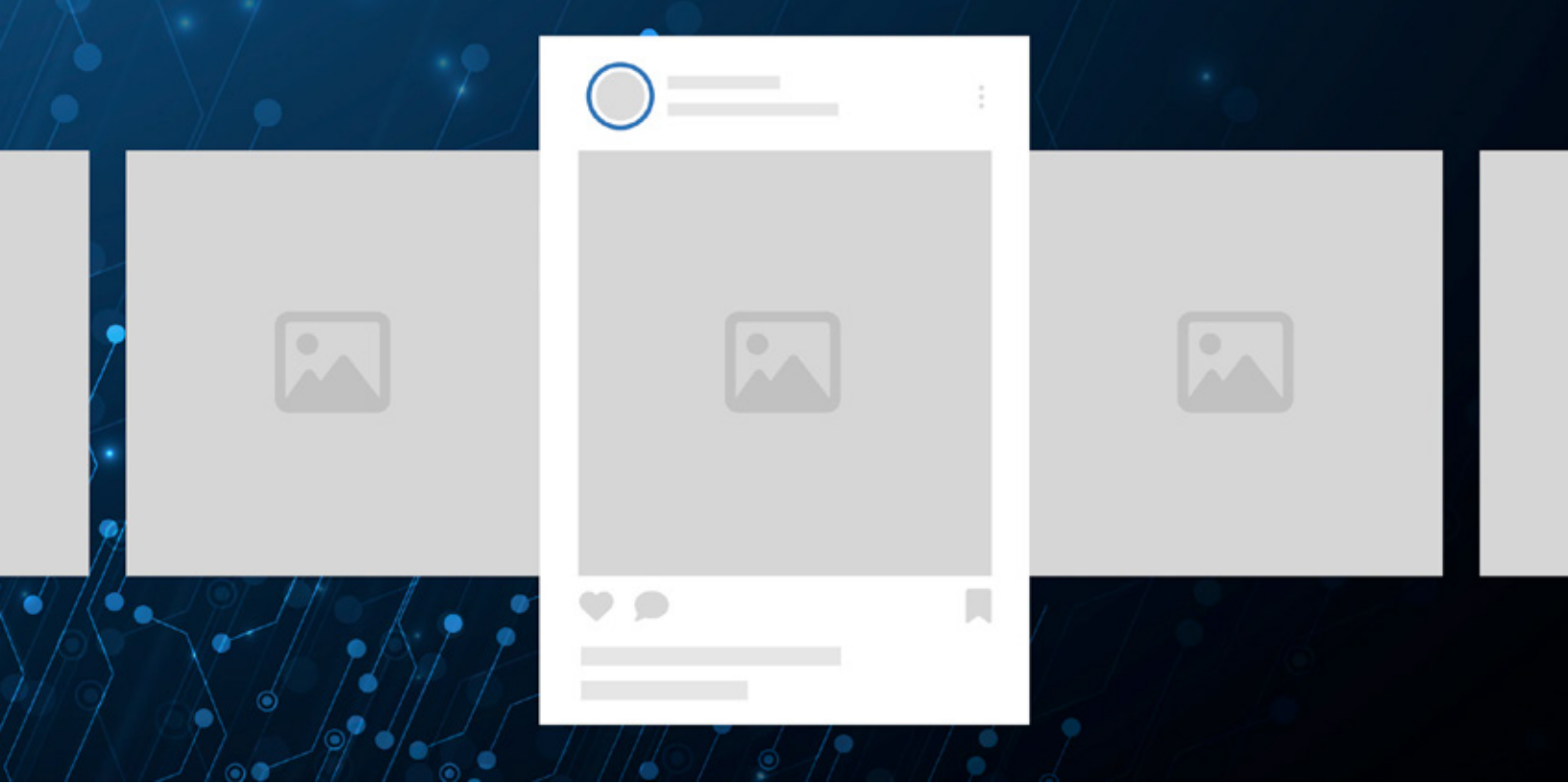
Simplify answers. If AI gets wordy or tends to repeat words and phrases, trim to the essentials. Remember that you can also ask it to refine its output while not using certain words or keeping each sentence to a maximum word count.

Add your practice details. Include a final FAQ: “Where can I learn more?” with your website link.

Keep FAQs general and educational. Do not use patient-specific questions unless you have written consent.

Final thoughts: The value of FAQs

FAQs are quick to make and valuable everywhere—on your website, on social, as handouts, even as front-desk scripts. They reduce repetitive questions, build patient trust and also help your website reach more users.



Repurpose a blog post into a social media carousel

Your marketing mission

Take one solid blog post and turn it into a series of quick slides for Instagram, Facebook or LinkedIn. Carousels catch the eye and make complex info easy to skim.

Ask AI

Customize and send AI the following prompt:



Take this blog post **[paste your blog text]** and break it into five short, slide-friendly tips. Write each tip as a headline + one-sentence explanation, max 20 words. **Audience:** patients and prospective patients. **Tone:** simple, encouraging.

Free or low-cost tools to create carousels:

Canva. Pre-made templates sized for Instagram/Facebook.

Adobe Express. Drag-and-drop editor with brand color matching.

VistaCreate. Quick resizing for different platforms.

Apply the human touch

Add your logo and brand colors. This keeps your content consistent.

End with a call-to-action slide. "Call us today" or "Read the full blog at [website]."

Check clarity. Make sure each tip stands alone, even if a viewer only sees one slide.

Keep health statements factual, and link back to your blog for full context.

Final thoughts: Carousels are fast to create and shareable across multiple platforms. One blog post can easily become a week's worth of engaging social content.



Write an original quiz on a healthcare topic

Your marketing mission

Use AI to help you create a short, accurate, engaging quiz your audience will love—and your practice can ethically stand behind.

First, decide on a topic. It should be something you can educate patients about that you routinely address, such as hydration, posture breaks, desk ergonomics or recovery basics. (If you're having trouble, start by having AI brainstorm 25 potential topic ideas. Save the extras somewhere for the next time you create content.)

Then round up your tools: Your favorite or usual text AI model for drafting, a form or quiz builder, such as Google Forms or Microsoft Forms, and Google Analytics or whatever tool you use to see how your website is doing, if you have it available.



If you plan to collect emails, names or responses tied to a person, ensure your tool and workflow meet HIPAA requirements or keep the quiz non-PHI and anonymous. Also, do not diagnose, prescribe or imply guaranteed results. Add a plain-English disclaimer stating this information.

Ask AI

In a multiple-stage project like this one, you'll get better results if you prompt the AI in multiple steps, with each building on the outcome of the last. This is called prompt chaining. First, have it brainstorm topics and you respond with the one you want, or suggest a different one. Then ask it to write the questions, then draft the outcomes and format everything.



Topic chooser

You are a patient-education copywriter for a chiropractic practice. Suggest five quiz topics that help adults improve daily habits without offering medical advice. For each topic, include a benefit to the patient, a suggested title and a one-sentence disclaimer. **Audience:** Working adults with desk jobs. **Tone:** Plain English, encouraging, no hype.

Question drafting

Use the topic **[topic description]**. Draft a seven-question multiple-choice quiz titled, "Desk Health Check." Reading level: 7th grade. One correct answer per question. Mix knowledge and behavior items. After each question, include the correct answer letter and a one-sentence educational rationale. Avoid medical advice and avoid condition-specific claims in the questions.

Outcome buckets and results page

Create three outcome ranges for the quiz (0–2, 3–5, 6–7). For each, write a friendly 120-word results message with three practical tips a reader can start doing today. End with a soft call to action to schedule an appointment for a posture and movement consult. No promises, no diagnostic language.

Platform formatting

Reformat the quiz for Google Forms import: Q#, Question, Option A, Option B, Option C, Option D, Correct, Rationale. Return as a CSV-ready table with commas escaped as needed.

Apply the human touch

OK, your draft is ready to edit. Read it carefully. Here's what you're looking for:

Errors. AI is intelligent (usually), but it's not always right. You're probably familiar with the concept of "hallucinations," where AI, thanks to how it learns language, can come up with totally logical-sounding "facts" that just aren't true. You're the expert, so ask for a rewrite if there's inaccurate info, or just edit the problematic sections. This is why it's important to always have a "human in the loop," as they say in AI.

Wording that doesn't sound like you (or any human). Replace repetitive wording, generic phrases or corporate-speak with language your practice actually uses.

Reading level. If you're unsure about this, run your text through a readability check. Shortening sentences and using shorter words can help get the level where you want it.

Transparent scoring. Publish how many points per response and how outcomes are computed.

Accuracy and scope. Confirm any health facts with credible sources. Make sure the AI has avoided claims that imply a diagnosis, cure or treatment.



Data handling. If you are collecting emails or tying responses to people, use HIPAA-aligned forms, storage and consent language. Or keep the quiz anonymous and content-only.

Mobile fit. Preview the content on a phone. Most quiz traffic is mobile, and Google judges your site's quality based on the mobile version more than the desktop version.

Success indicators. Take a minute to decide how you will measure the success of this project.

You might keep track of:

- **Completion rate** (number of finished quizzes ÷ total number of quizzes started).
- **Average score**, which tells you how hard the questions were.
- **Click-throughs** from results to your call-to-action (CTA) page.

Leads or appointment bookings you get as a result of that CTA. In marketing, each one who completes the quiz, clicks through and makes an appointment is called a conversion. Those who interact with your quiz but don't make an appointment are "leads" who may convert later, after they get more familiar with your practice.

Take a look at your numbers after a week. Based on the outcome, you may want to revise this quiz to fix any issues users had, come up with more of them on different topics or set this type of content aside and try something completely different.

Quiz FAQ

Q: How many questions should I put in a quiz?

A: Five to seven at the most. That's enough to be educational but not so many that it feels like a test.

Q: How can I help people find my quizzes or other content?

A: Post quizzes to social media and link to them in your enewsletter to send directly to patients. You may not be able to rely on people finding it via Google due to AI summaries presenting users with instant search solutions. If your quiz includes some questions patients commonly ask, it has a better chance of rising to the top of search results.

Glossary of terms

Protected health information (PHI): Any data that can personally identify a patient. Do not use or ask for any PHI in an online quiz like this one.

Call to action (CTA): The next step you want a web user to take. In marketing, always know exactly what you want the user to do next and make it simple for them to do it.

Conversion: In marketing terms, this is when a potential customer buys your product. In chiropractic, a conversion might be when your prospective patient takes action and books an appointment. They've "converted" from a prospective patient to a new patient.

Final thoughts: A quiz can be a creative, quick content option when you pair AI drafting with your clinical judgment and clear guardrails. Start with one topic your team answers questions about daily, publish it, learn from the outcome and adjust as needed. Once you are happy with the format, reuse the same prompt, changing only the topic, to get more consistent results more quickly.



"Embrace AI as a tool to simplify your efforts and amplify your reach," says Daniele G. Lattanzi, CEO of Effective Practice Management™, a company that helps holistic health practitioners learn to use AI tools. "With the right strategy, you'll attract new patients and build lasting relationships that grow your practice."