



Ai Personalisation Handout Wellness Businesses

Personalising ChatGPT For Your Wellness Business

A Simple Guide to Getting Better AI Results

When ChatGPT understands:

- who you are
- what your business does
- who your audience is
- your communication style

...the responses become far more useful, relevant and aligned to your business. Think of it like briefing a new assistant joining your team.

Where To Find These Settings

In ChatGPT:

Settings → Personalisation

This section allows you to shape:

- tone of voice
- communication style
- structure
- personality
- business context

1. BASE STYLE AND TONE

What This Does

This controls the overall communication style ChatGPT uses when responding.

Recommended for Wellness Businesses

- Professional
- Warm
- Calm

- Supportive

Example

If your audience is stressed, overwhelmed or emotional, a warm and supportive tone often works better than aggressive marketing language.

2. CHARACTERISTICS

These settings help shape HOW ChatGPT communicates.

Warm

Useful for:

- wellness
- counselling
- coaching
- nutrition
- wellbeing communication

Recommended: **Medium or High**

Enthusiastic

Controls energy and excitement.

Recommended: **Low to Medium**

Too much enthusiasm can sometimes feel unnatural in wellness communication.

Headers & Lists

Useful for:

- workshop plans
- social media ideas
- downloadable resources
- structured programmes

Recommended: **Medium or High**

Emoji Usage

Useful for social media content.

Recommended:

- Low for professional audiences
- Medium for Instagram/Facebook content

3. CUSTOM INSTRUCTIONS

This is one of the MOST important sections.

This is where you explain:

- who you are
- what your business does
- your audience
- your communication style
- what you want help with

Example Custom Instructions

I run a wellness business helping women aged 40+ reduce stress and improve wellbeing. My audience is mainly busy professionals who often feel overwhelmed and short on time. Use a supportive, calm and encouraging tone. Avoid aggressive sales language or unrealistic claims. Help me create social media posts, workshop ideas, emails, wellness programmes and client communication.

4. ABOUT YOU

This section helps ChatGPT understand your background and preferences.

Useful things to include:

- your business type
- services offered
- ideal client
- writing style
- preferred tone
- goals

Why This Matters

Without context: ChatGPT gives generic answers. With context: ChatGPT becomes far more aligned to your business and communication style.

A Simple Prompt Formula

A useful structure for better prompts:

ROLE → AUDIENCE → TASK → STRUCTURE → TONE

Example Prompt

You are a wellness coach creating a supportive 4-week stress reduction programme for women aged 40+. The audience is busy professionals who feel overwhelmed, tired and short on time. Create a simple, realistic programme with one theme per week, three practical activities per week, one reflection question, and a gentle tone. Keep it non-clinical, encouraging and easy to follow.

Final Thought

AI works best when treated like a collaborative assistant.

The more context, clarity and direction you provide, the more valuable the results become. You do not need to master AI overnight.

Start small. Experiment. Refine. Build confidence over time.

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