



AUTOMATION & WORKFLOWS

Turn your website into 30 days of content

A ChatGPT workflow that uses your own service pages as the source, so the output is about your treatments instead of generic dentistry.

8

PAGES

PDF

FORMAT

10 min

READ



A practical ChatGPT workflow for dentists. Use your own website to create patient-first content instead of generic AI posts.

The idea. Your website already contains your treatments, positioning, FAQs, patient concerns, and differentiators. Stop asking ChatGPT to guess. Make it use your actual practice as the source.

WHAT THIS GIVES YOU

- A list of the treatments you actually offer.
- The patient questions hiding inside your service pages.
- Content ideas tied to real procedures, fears, objections, and outcomes.
- Short-form video scripts written for patients, not dentists.
- Hooks, captions, and CTAs you can actually post.

USE THIS WHEN

You have a decent website but no idea what to post. You want your content to sound like your practice. You want less brainstorming and more execution.

Rule. Do not ask ChatGPT: "Give me dental content ideas." Give it your website. Give it a job. Give it a format.

The master prompt

Replace the bracketed sections. Paste this into ChatGPT with your website URL.

PROMPT · 30 DAYS FROM YOUR WEBSITE

I own a dental practice.

Website: [PASTE YOUR WEBSITE URL]

First, review my website and the service/treatment pages you can access.

Build a clear understanding of:

- Every treatment or service we offer
- The types of patients each treatment is for



PROMPT · 30 DAYS FROM YOUR WEBSITE (CONT.)

- The problems those patients are trying to solve
- Common fears, objections, misconceptions, and questions
- Benefits and outcomes described on the site
- Anything that makes our practice, doctors, technology, process, or experience different
- Any location, specialty, or positioning details that matter

Do not invent services, claims, credentials, pricing, technology, or guarantees that are not supported by my website.

Then create 30 short-form content ideas for Instagram, Facebook, TikTok, and YouTube Shorts.

For each idea, give me:

1. HOOK - one sentence that makes a patient stop scrolling
2. PATIENT QUESTION - the exact question or concern the post answers
3. ANGLE - what the video should teach
4. WHY IT MATTERS - why a patient should care
5. CTA - one simple next step

Content rules:

- Speak to patients, not other dentists
- Use simple language
- Avoid generic "Did you know?" hooks
- Prioritize treatments that are valuable to the practice
- Focus on trust, clarity, fear reduction, decision-making, and common objections
- Do not sound salesy
- Do not make medical guarantees
- Make each idea specific enough that I could film it today

Organize the 30 ideas by treatment/service.

After the list, tell me the 10 ideas you would film first and why.

Then do this

Do not stop at the first answer. Use these follow-up prompts to turn the ideas into usable content.

PROMPT · SCRIPT

Take idea #7 and write a 30-second talking-head script. Start with the strongest hook. Speak directly to one patient. Keep the sentences short. Explain one idea only. End with one clear CTA. Make it sound natural when spoken out loud.

1. TURN ONE IDEA INTO A SCRIPT**2. MAKE THE HOOK STRONGER****PROMPT · HOOKS**

Give me 10 stronger hooks for this exact script. Use curiosity, a common mistake, a surprising truth, or a direct patient fear. No clickbait. No generic dental facts.

3. MAKE IT SOUND LIKE YOUR PRACTICE**PROMPT · TONE**

Rewrite this using the tone and positioning you found on my website. Keep the medical meaning accurate, but make it sound like something my practice would actually say.

4. TURN IT INTO A CAPTION**PROMPT · CAPTION**

Turn this script into an Instagram caption. Do not repeat the video word-for-word. Expand the lesson, keep it patient-friendly, and end with one clear CTA.

5. TURN ONE TOPIC INTO A WEEK OF CONTENT**PROMPT · A WEEK FROM ONE TREATMENT**

Take this treatment and create 5 different posts: one myth, one patient question, one fear/objection, one treatment comparison, and one decision-making post. Do not repeat the same angle.

Example: implant practice

Here is what good output should feel like. Specific. Patient-focused. Easy to film.

Weak prompt. "Give me 10 posts about dental implants."

Better prompt. "Use my implant service page. Pull the real fears, questions, benefits, and treatment details from it. Then build content around what an implant patient actually needs to understand before booking."

EXAMPLE IDEAS CHATGPT SHOULD PRODUCE

HOOK	WHAT IT TEACHES
A missing tooth does more than leave a gap.	Why bone changes after tooth loss and why timing matters.
Bridge or implant? The biggest difference is what happens to the teeth next door.	A simple comparison without pushing one option.
The part of an implant patients never see is the part doing most of the work.	How the implant integrates with bone.
If you were told you do not have enough bone for an implant, this is what that actually means.	Why bone grafting may be discussed.
Why can one implant take months while another seems much faster?	Healing, integration, and why timelines vary.

WHAT YOU ARE LOOKING FOR

- The output should sound like a patient asked a real question in your chair.
- If it sounds like a textbook, rewrite it.
- If every dentist could post it, make it more specific to your website.
- If the hook could start with "Did you know?", make the hook stronger.

5 content angles to pull from every service page

Use these over and over. One service page can create dozens of posts.

- 01 **Fear.** What is the patient afraid of? — *"Does a root canal actually hurt?"*
- 02 **Confusion.** What do patients constantly mix up? — *"Veneer vs crown: what is actually different?"*
- 03 **Delay.** What happens when they wait? — *"What happens if you leave a missing tooth alone?"*
- 04 **Comparison.** What two options are they choosing between? — *"Braces vs aligners: which makes sense for your case?"*
- 05 **Expectation.** What do they want to know before saying yes? — *"How long does an implant actually take from start to finish?"*

The anti-AI-slop checklist

Before you film anything ChatGPT gives you, check this.

- ☐ Would a real patient care about this?
- ☐ Does the hook create curiosity immediately?
- ☐ Is the video about ONE idea?
- ☐ Is it tied to a treatment we actually offer?
- ☐ Does it answer a real fear, question, objection, or decision?
- ☐ Can a non-dentist understand every sentence?
- ☐ Did ChatGPT invent any claims, technology, pricing, credentials, or guarantees?
- ☐ Does it sound like our practice — not a generic dental page?
- ☐ Can we show something visual while explaining it?
- ☐ Is there a clear next step?

FASTEST WAY TO USE THIS

DAY	WHAT YOU DO
Monday	Run the master prompt.
Tuesday	Pick the 10 best ideas.
Wednesday	Turn them into scripts.

DAY	WHAT YOU DO
Thursday	Film them in one batch.
Friday	Schedule them.

Want this done for you?

MOLAR builds patient education content around your practice, treatments, brand, and patients — then turns it into a consistent content system.

DM "GROWTH" to see how MOLAR works.



THE NEXT STEP

Stop making content. Start getting patients.

MOLAR is the content engine for dentistry — a patient-education library your practice can run every week without a camera crew, an agency retainer or a blank calendar.

MOLAR TV

01

A streaming library of patient-education video, built for the chair, the waiting room and your feed. Start the 14-day free trial and use it on a real patient this week.

Start the 14-day free trial

MOLAR Social

02

Your practice feed, produced for you. Scripts, edits, captions and a posting calendar that runs off the treatments you already sell. See a live demo of a real practice feed.

Explore MOLAR Social

Book a call

03

30 minutes with the MOLAR team. We look at your site, your market and what you are posting now, then tell you the shortest route to more booked treatment.

Book a call with MOLAR