

AI FOR THERAPISTS: WORKBOOK

Work Smarter, Reach Farther
Empowering the Next Generation of Mental Health Professionals

by hugg.co.in

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WELCOME & ORIENTATION

This workbook is designed to help you revisit the key concepts, explore tools at your own pace, and integrate AI into your work in a safe and ethical way.

Use this guide to:

- Review the tools introduced
- Practice with structured activities
- Reflect on how AI fits into your therapeutic style
- Build your own action plan for next steps

Why AI Matters for Therapists

The world of therapy is evolving. More clients are online, mental health awareness is rising, and therapists are expected to be not just healers but also educators, entrepreneurs, and community builders. AI offers support in all these roles.

How AI Helps:

- Automates repetitive admin tasks (scheduling, note-taking, follow-ups).
- Enhances client engagement through content and education.
- Supports therapist reflection and growth.
- Free time for what matters most: human connection.

What AI Is Not:

- ✗ A replacement for therapists
- ✗ A decision-maker in clinical work
- ✗ A substitute for empathy or lived experience

What are 3 tasks in your current work that feel repetitive or draining? Could AI assist you with them?

1. _____
2. _____
3. _____

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AI FOR CONTENT CREATION

Why It Matters

Clients today often find therapists through Instagram, LinkedIn, or blogs. Content builds trust before the first session. But creating it can feel exhausting — AI makes it faster and easier.

Tools Explored:

- Superpen.io → Generate LinkedIn posts and captions.
- Sora → Create professional-looking videos without filming.
- ElevenLabs → Add natural voiceovers to videos/podcasts.

Case Example: Anxiety Awareness Week

Instead of spending 3 hours drafting a post, you could:

1. Ask Superpen.ai for a 150-word caption on “3 breathing techniques for anxiety.”
2. Turn the text into a 30-second animated video using Sora.
3. Add a warm, professional voiceover with ElevenLabs.

Activity: Your First AI-Backed Post

1. Pick a topic (stress management, therapy myths, coping skills).
2. Go to Superpen.io & command it to generate a LinkedIn post that is algorithm-friendly then post it on LinkedIn.

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AI FOR PRIVATE PRACTICE BUILDING

Why It Matters

Therapists often struggle with limited budgets when starting out. AI can help you create a professional online presence with minimal cost.

Tools Explored:

- Lovable.ai → Build a branded website in minutes.
- Calendly + Zapier → Automate bookings and reminders.
- TalkTo → Add an AI chatbot to answer FAQs.

Case Example:

A new therapist builds a one-page landing site with Lovable.ai, integrates Calendly for bookings, and connects Zapier to send auto-reminders & TalkTo to respond to clients more quickly — all in one afternoon.

Activity: Design Your Landing Page

Sketch or write your answers:

- Headline (e.g., “Helping young professionals manage anxiety & build resilience”) _____
- Services Offered _____
- Call-to-Action (CTA) _____

Copy and paste your answers into Lovable.ai to instantly generate your landing page.

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AI FOR SESSION SUPPORT & CLIENT WORK

Why It Matters

Therapists spend hours after sessions writing notes and organizing insights. AI tools can speed up documentation and highlight patterns.

Tools Explored:

- Read AI → Detect emotions in conversations.
- Fathom AI → Summarize meetings or sessions.
- Otter.ai → Generate accurate transcripts.

Case Example:

A therapist records a supervision session. Using Fathom AI, they get:

- A list of recurring themes (e.g., “client fears judgment”).
- Emotional tone detected (“anxiety, self-doubt”).
- A 2-paragraph session summary.

Activity: Analyse a Mock Transcript

Excerpt:

“I feel like I’m failing at everything. Even when I try my best, it’s never enough. At work, I hide my stress but at home, I’m irritable with family.”

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AI FOR SELF-GROWTH AS A THERAPIST

Why It Matters

Therapists give so much energy to others — AI can help you reflect, learn, and regulate.

Ideas to Explore:

- NotebookLM → Upload your notes and use AI to summarise, connect insights, and create learning guides.
- ChatGPT → Run supervision-style simulations (“Play the role of a resistant client”).
- Notion AI → Create structured study or case review plans.

Mini NotebookLM Activity

Upload a few pages of your study notes, therapy reflections, or articles you’ve been reading into NotebookLM.

Ask NotebookLM this prompt:

“Summarise the key insight from these notes and tell me one thing I can apply in my own practice this week.”

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ADDITIONAL TOOLS TO EXPLORE

For Content & Outreach

- Canva AI → Instantly design professional posts, carousels, and infographics.
- Copy.ai → Create polished copy for websites, emails, and guides.
- Pictory.ai → Turn text into engaging short-form videos for Instagram/LinkedIn.

For Client Engagement

- Zensible AI → Track client goals and progress, help therapists send homework to clients.
- Hollr AI → Automate bulk calls for reminders and check-ins.
- Typeform + AI → Build interactive intake forms with automated insights.
- ManyChat → Train your chatbot with FAQs from your own notes.

If you need any AI tool credits or early access, shoot us an email at lshank@hugg.co.in & we would love to help.

Learning about AI is the first step.

Applying it consistently in your own practice is where the real transformation happens.

At Hugg.co.in, we:

- Offer 1:1 guidance for therapists who want to learn AI tools hands-on.
- Set up and integrate AI into your practice — from websites and booking systems to content creation workflows.
- Provide ongoing support and resources so you stay ahead as technology evolves.

If you'd like to explore how AI can save you hours every week and help you grow your impact, book a call with us at -

<https://calendar.app.google/x5dc25cYXCUyyn8GA>

Let's build a practice that is human at the core, future-ready by design.