

ChatGPT: AI Strategies to Grow and Optimize Your Radon Business

By: Dawn Coffee



create an image of a Radon "Wrangler" as we will be in Fort Worth, TX

Image created



ChatGPT prompt

using the above image as inspiration now make the cowboy actually
"wrangling" radioactive particles for fun

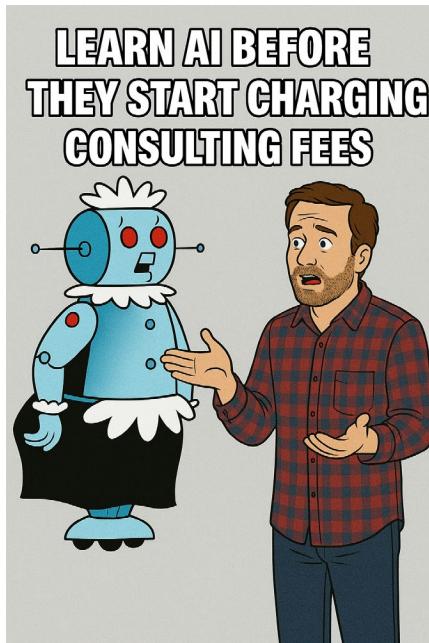
Image created

ChatGPT prompt



Create an image that adds a little humor to the intro yet relates to the content that I can show before diving in the rest of the presentation. Maybe a meme style?

Image created



ChatGPT prompt

What is AI today and why it matters in radon



Save over 500 hrs per year - using AI

- A 2023 Harvard Business School study showed professionals using AI completed writing tasks **37% faster** on average
- McKinsey estimates generative AI could automate **60–70% of a knowledge worker's time** on writing and analysis tasks
- Small business owners using AI report **saving 2–4 hours per day** on average (Forbes, 2023)

WORK SMARTER NOT HARDER



Create an image for You're still the expert. You're still the business owner. AI just holds the clipboard. but do not put any text on the image, just create an image.

ChatGPT prompt

Image created



MARKETING: CONTENT, VISUALS, SOCIAL MEDIA



WRITING CONTENT

- Draft customer emails
- Write blog posts or newsletters
- Create FAQs for your website
- Explain radon testing or mitigation in everyday language for homeowners

“Write a friendly email explaining why agents should recommend a radon test in Indiana homes during the winter.”

ChatGPT prompt

Sure! Here's a friendly, professional email you can send to real estate agents in Indiana to encourage them to recommend radon testing—especially during the winter months:

Subject: Why Winter Is the Best Time to Recommend a Radon Test

Hi [Agent's First Name],

Did you know that winter is actually the **best** time to test a home for radon?

Because doors and windows are typically closed this time of year, conditions are ideal for getting the most accurate reading of radon levels. And since Indiana has many areas with elevated radon—some well above the EPA action level—this is a simple step that helps protect your buyers and keeps transactions smooth.

Recommending a radon test:

- Helps clients make informed decisions
- Shows you care about their long-term health and safety
- Reduces surprises that could delay closings later on

Whether it's a cozy ranch or a brand-new build, **every home should be tested**—even if it doesn't have a basement. Radon is odorless and invisible, but it's the #1 cause of lung cancer in nonsmokers. The good news? If levels are high, mitigation is straightforward, affordable, and often negotiable.

If you ever need a trusted radon tester or have questions about how to talk with your clients about this, I'm here to help.

Stay warm,
[Your Name]
[Your Business Name]
[Phone Number] | [Email]
[Website or social media link]

Let me know if you'd like a version tailored for print or for specific zip codes with high radon levels!

CONTENT IDEAS

- 5 myths about radon testing
- How mitigation really works
- What to expect in a radon inspection

5 Myths About Radon Testing

Myth #1: “If the neighbor’s house tested low, mine will too.”

Fact: Radon levels can vary *dramatically* from one home to the next—even right next door. Differences in soil composition, construction, foundation type, and ventilation can all impact levels.

Myth #2: “New homes don’t need radon testing.”

Fact: Radon can affect *any* home—new or old, drafty or airtight. In fact, many new homes are built to be more energy efficient, which can actually trap radon inside more easily.

Myth #3: “You only need to test once.”

Fact: Radon levels can change over time due to settling, renovations, or seasonal shifts. It’s recommended to test every 2–5 years—or after major changes to your home or HVAC system.

5 Myths About Radon Testing

Myth #4: “If I didn’t smell anything, the air must be fine.”

Fact: Radon is completely odorless, tasteless, and invisible. The only way to know if it's present is to test.

Myth #5: “Fixing a radon problem is expensive and complicated.”

Fact: Most radon mitigation systems are affordable (similar to a new appliance) and can often be installed in a day. Plus, they're highly effective at reducing levels quickly.

Write me a blog post expanding on Myth #1

ChatGPT prompt

Certainly! Here's a blog post expanding on Myth #1: "If my neighbor's home tested low for radon, mine will too."

It's informative, approachable, and optimized for SEO and sharing with clients or real estate agents.



Myth-Busting: "If My Neighbor's Radon Test Was Low, Mine Will Be Too"

It's one of the most common things we hear when we recommend radon testing:

"My neighbor tested and their levels were fine, so I'm probably okay too, right?"

It seems logical on the surface—but when it comes to radon, that assumption can be dangerously misleading.

Why This Myth Persists

We tend to think that homes in the same neighborhood, on the same street—or even built at the same time—will behave the same way when it comes to environmental risks. But radon doesn't follow those rules.

Radon is a naturally occurring radioactive gas that comes from the breakdown of uranium in soil and rock. It enters homes through cracks and gaps in foundations, sump pumps, crawlspaces, and even through well water in some cases. Since every home has its own unique structure and soil contact points, **radon levels can vary dramatically—even between side-by-side houses.**

What Makes Your Home's Radon Levels Unique?

Several factors influence how much radon ends up inside your home:

- **Soil Composition:** Even small variations in the ground beneath your foundation can lead to big differences in radon levels.
- **Foundation Type:** A home with a basement may have different radon dynamics than one with a slab-on-grade foundation, even next door.
- **Construction Features:** Gaps around plumbing, poor sealing, or improperly ventilated crawlspaces can allow radon to accumulate more easily.
- **Air Pressure & HVAC:** How you heat and cool your home—and how tightly it's sealed—affects radon movement and buildup.

All of this means that your home's radon level is **independent** of your neighbor's.



What the Data Shows

Studies across the U.S. have confirmed this variability. In fact, the U.S. Environmental Protection Agency (EPA) states:

"Radon levels can vary significantly from home to home—even in the same neighborhood."

One home may have a reading of 1.2 pCi/L while the house next door is at 8.5 pCi/L—well above the EPA's action level of 4.0 pCi/L.

There's no way to predict your home's radon level without testing.



Bottom Line: Don't Assume—Test!

Whether your house is 100 years old or brand new, testing is the only way to know if you and your family are at risk. Radon is the **second leading cause of lung cancer** in the United States—and the number one cause among non-smokers.

Testing is:

- **Simple** (can be done in 48 hours)
- **Affordable**
- **The only way to protect your home with certainty**

So don't rely on your neighbor's results. Protect your own household with a professional radon test.

 **Ready to Test Your Home?**

[Your Company Name] provides certified radon testing across [Your Region/State].

[Click here to schedule your test today](#) → [Insert Call-to-Action Button or Link]

Let me know if you'd like this turned into a printable flyer, social media version, or a companion graphic!

Image created



ChatGPT prompt

MYTH:

**If my neighbor's
radon test was low,
mine will be too.**



FACT: Radon levels can vary significantly from home to home—testing is the only way to know if you're at risk.



The blog article is too long. Summarize into a couple of paragraphs for an email instead.



ChatGPT prompt

Sure! Here's a concise, two-paragraph summary of the blog article, written in a friendly, professional tone for email:

Subject: Why Your Neighbor's Radon Test Doesn't Count for Your Home

Just because your neighbor's radon test came back low doesn't mean your home is safe. Radon levels can vary dramatically from one house to the next—even on the same street. That's because every home has unique features like soil contact, foundation type, ventilation, and construction that affect how radon enters and accumulates indoors.

The only way to know your home's radon level is to test it. Radon is an invisible, odorless gas and the #1 cause of lung cancer in non-smokers. Testing is quick, affordable, and gives you peace of mind. Don't guess—test. If you need help getting started, we're here for you!

add a statistic for Indiana for relatability

 ChatGPT prompt

Absolutely! Here's the revised version with a relatable Indiana-specific stat added:

Subject: Why Your Neighbor's Radon Test Doesn't Count for Your Home

Just because your neighbor's radon test came back low doesn't mean your home is safe. Radon levels can vary dramatically from one house to the next—even on the same street. That's because every home has unique features like soil contact, foundation type, ventilation, and construction that affect how radon enters and accumulates indoors.

In Indiana, **1 in 3 homes** tested has elevated radon levels above the EPA action level of 4.0 pCi/L. Radon is invisible and odorless, but it's the **#1 cause of lung cancer in non-smokers**. Testing is quick, affordable, and gives you peace of mind. Don't guess—test. If you need help getting started, we're here for you!

Let me know if you want this adapted for postcard, Facebook ad, or print flyer formats!

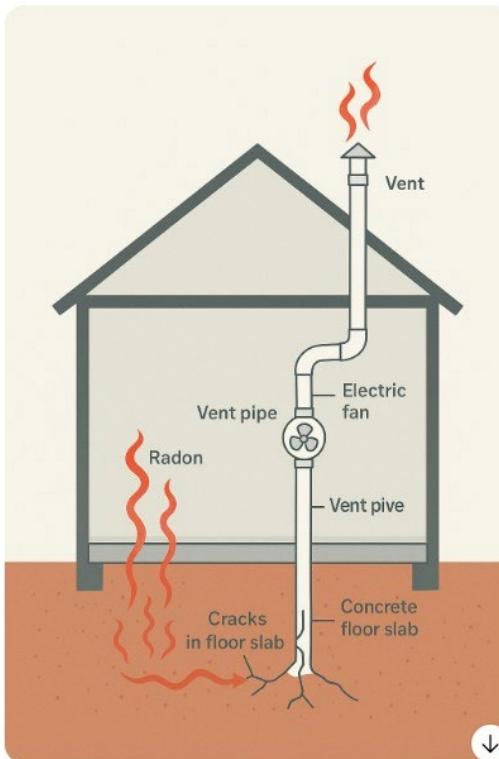
VISUALS AND GRAPHICS

- Professional flyers or postcards
- Social media posts with photos and captions
- Infographics showing how radon systems work
- Graphs from your own radon data

Create an infographic showing the basics of a radon mitigation system in a home with the radon gas colored in red.

Image created

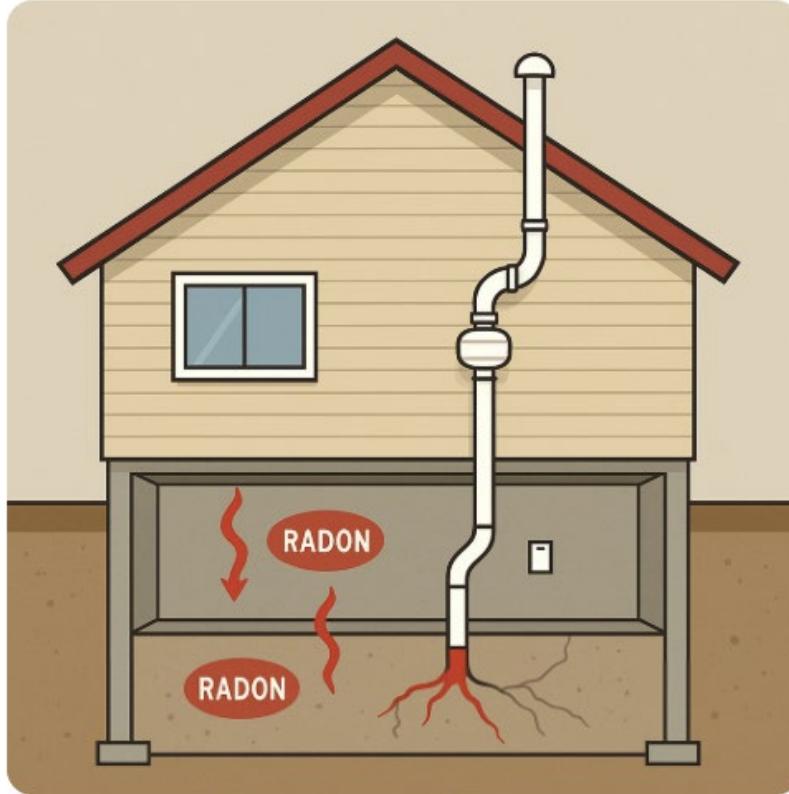
ChatGPT prompt



create another image but this time the home has a basement

Image created

ChatGPT prompt



The photos that ChatGPT generates, am I able to use these without worry of copyright infringement?

 ChatGPT prompt

Yes, you can use the images generated by ChatGPT (like the ones you've received here) **without worrying about copyright infringement**. Here's why:

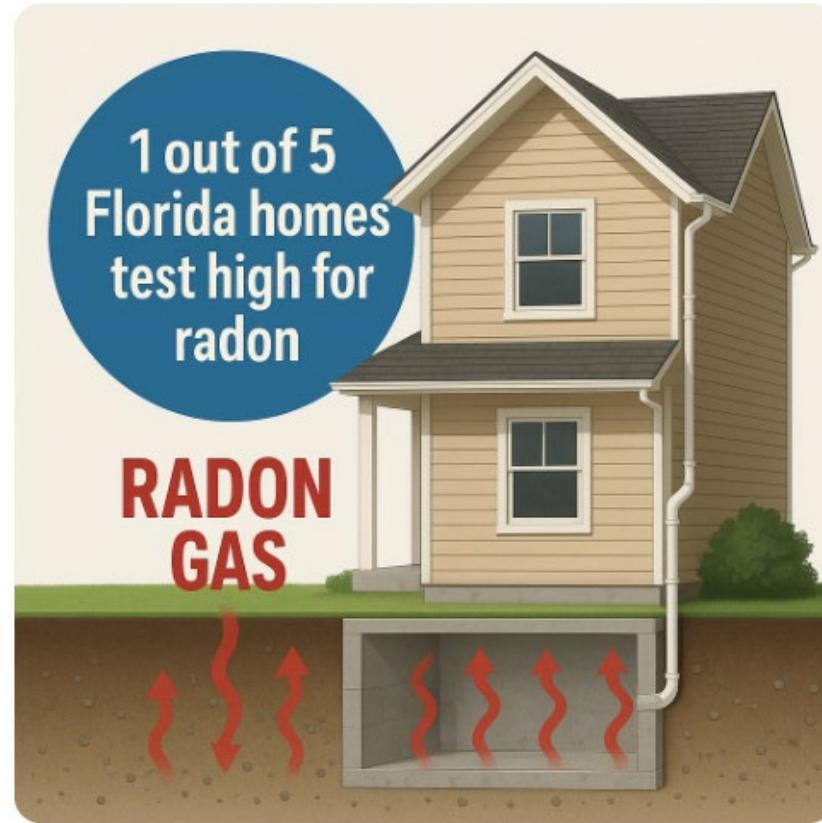
Usage Rights for ChatGPT-Generated Images

- The images are created using OpenAI's DALL·E model.
- You **own the rights** to the images you generate.
- You can **use them freely for commercial, marketing, print, social media, educational, or any other purposes**.
- You **do not need to credit OpenAI** (though you're welcome to).

SOCIAL MEDIA

- Suggest what to post and when
- Write captions that sound like you
- Generate hashtags
- Reformat one post into multiple posts for Facebook, LinkedIn, Instagram

Image created



Give me appropriate hashtags for the above post spinning them for both homeowners and realtors

ChatGPT prompt

Sure! Here are two sets of tailored hashtag suggestions based on your "1 out of 5 Florida homes test high for radon" post:



For Homeowners

These emphasize health, awareness, and family protection:

- #TestForRadon
- #RadonAwareness
- #FloridaHomes
- #HealthyHome
- #ProtectYourFamily
- #RadonRisks
- #HomeSafetyMatters
- #BreatheSafeFlorida
- #KnowYourHome
- #NationalRadonActionMonth





Data Analysis – Let AI Handle the Math and the Message

DATA & QA TOOLS

- Summaries
- Charts
- SOPs and Checklists
- Reports and QA Plans

Indoor Environments™ 2025 - Radon and Vapor Intrusion Symposium

Summarize the attached radon report for the client. There were several locations tested at this property. Radon results are in column M.

ChatGPT prompt

Radon Test Results Summary

It appears that all the values in the "Radon Level (pCi/L)" column are currently formatted as text (e.g., "< 63") or are otherwise not converting to usable numeric data.

To provide a summary for the client, I'll now check the raw values in that column to identify what format they're in so we can interpret and summarize the data accordingly. 

All radon results in the report are listed as "< 1.7 pCi/L", which means the measured radon levels at each location were **below the laboratory's detection threshold**.

Summary for the Client:

Radon testing was conducted at multiple locations throughout the property.

All test results were reported as less than 1.7 pCi/L, indicating very low levels of radon at each location—well below the EPA action level of 4.0 pCi/L.

This suggests the property does **not currently require mitigation**, and the indoor air quality with respect to radon appears to be within safe limits at the time of testing.

Let me know if you'd like this turned into a formal letter or visual summary! 

Turn this into a formal letter and do not use the word "safe"!



ChatGPT prompt

Certainly! Here is a formal letter version of the summary, carefully avoiding the word "safe" while maintaining a clear, professional tone:

[Your Company Letterhead]

[Your Company Name]

[Address]

[City, State, ZIP]

[Phone Number]

[Email Address]

[Website]

Date: [Insert Date]

To: [Client Name]

[Client Address]

[City, State, ZIP]

Subject: Radon Test Summary – [Property Address or Reference]

Dear [Client Name],

This letter serves to summarize the results of the radon testing conducted at the above-referenced property.

Multiple detectors were placed in various locations throughout the structure, and each test was conducted in accordance with recognized protocols for closed-building conditions and exposure duration.

The laboratory analysis reported that all test results were **less than 1.7 picocuries per liter (pCi/L)**. This value is below the minimum detection limit of the test method used and well under the U.S. Environmental Protection Agency's action level of 4.0 pCi/L.

No further action is recommended at this time based on the data collected. As radon levels can vary over time due to changes in weather, ventilation, and home usage, periodic re-testing—especially after major renovations or changes to the building's ventilation system—is generally advised.

Please feel free to contact us if you have any questions about your report or would like to schedule future testing.

Sincerely,

[Your Full Name]

[Your Title]

[Your Company Name]

Let me know if you'd like this customized with the client's name, your business branding, or converted into a printable PDF.



Charts and graphs

Line charts of hourly data, daily averages, temperature overlays



Summaries

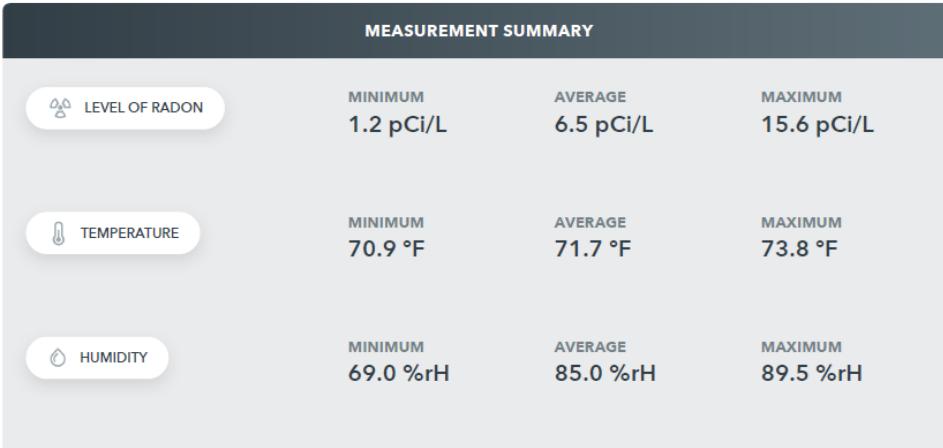
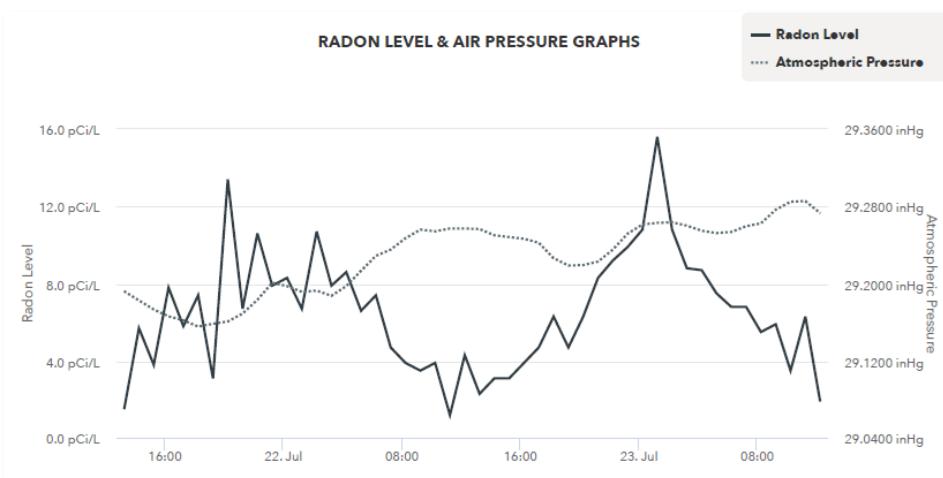
The highest radon level recorded during this test was 8.6 pCi/L. The average was 4.2.



Anomaly detection

- Flagging sudden dips
- Motion events
- Calibration concerns







Analyze the attached radon report. Tell me why there is a spike in results during the second day.



ChatGPT prompt

Thank you for sharing the report. Based on the detailed analysis of the **radon measurement data** and supporting environmental conditions, here is a breakdown of why there was a **notable spike in radon levels during the second day** of the test at 4026 North Graham Avenue:

What the Report Shows

- The **average radon level** was 6.5 pCi/L, exceeding the EPA action level of 4.0 pCi/L.
- The **maximum radon level** reached 15.6 pCi/L, with a spike occurring in the **early morning hours of July 23, 2025** (around 1:14 a.m.).
- The first 12 hours of the test showed fluctuations between 1.5 and 7.8 pCi/L.
- During the **second day**, radon levels climbed and remained **consistently elevated**, peaking above 10 pCi/L for several hours.

What May Have Caused the Spike

While no protocol deviations or adverse weather conditions were documented, the spike may be attributed to a combination of indoor and environmental factors, including:

1. Overnight Closed-House Conditions Became More Stable

- Radon levels often rise overnight when:
 - HVAC systems run less frequently.
 - Windows remain closed.
 - Natural stack effect increases (warm air rising draws more soil gases into the basement).
- These are typical of radon's **diurnal cycle**, and consistent with elevated nighttime readings seen in this report.

2. Humidity and Air Pressure Trends

- During the second day, humidity increased to 89.5% and atmospheric pressure peaked around 29.28 inHg.
- These subtle environmental shifts can suppress the upward movement of radon gas outdoors, allowing more of it to accumulate indoors.



3. Possible Change in Building Activity

- Since no motion sensor triggers were noted, it's unlikely the monitor was moved.
- However, occupant behavior can still influence levels:
 - A door left open to a crawlspace or sump pit overnight
 - Less ventilation or exhaust use
 - Changes in HVAC fan cycling or air handler use

Conclusion

The radon spike on the second day is likely due to **natural radon buildup during overnight hours, increased indoor humidity, and stable barometric pressure** that reduced dilution of indoor radon.

No tampering or weather-related interference was documented, and closed-building conditions appear to have been followed.

Given the test average of 6.5 pCi/L and a confirmed peak of 15.6 pCi/L, **radon mitigation is clearly warranted** per EPA guidelines.

Let me know if you'd like this explanation formatted into a client-facing letter or slide for presentation.

Yes write a letter for the client



ChatGPT prompt

Certainly! Here's a formal, professional letter you can provide to your client explaining the radon results and the likely cause of the spike during the second day of testing:

[Your Company Letterhead]

[Your Company Name]

[Address]

[City, State ZIP]

[Phone Number]

[Email Address]

[Website]

Date: [Insert Date]

To: [Client Name]

[Client Address]

[City, State ZIP]

Subject: Radon Test Summary – 4026 North Graham Avenue, Indianapolis, IN

Dear [Client Name],

This letter summarizes the results of the recent radon test conducted at your property located at **4026 North Graham Avenue, Indianapolis, Indiana**. The test was performed over a 48-hour period beginning **July 21, 2025**, using a calibrated Airthings Corentium Pro continuous radon monitor placed in the basement.



Recommendation:

Based on the confirmed results, we recommend installing a radon mitigation system to reduce indoor radon concentrations. After installation, a short-term retest should be conducted to confirm the effectiveness of the system, followed by testing at least every two years thereafter.

Please feel free to contact our office if you have any questions about the results or would like to discuss mitigation options.

Sincerely,

[Your Full Name]

[Your Title]

[Your Company Name]

QA Plans



Update old documents when standards change-like switching from MAH-2019 to MAH-2023



Create revision logs and organize version control



Set reminders for calibration due dates, annual audits, or equipment maintenance



Radon Measurement QA Checklist

Based on ANSI/AARST MS-QA-2023

1. Documentation and Planning

- QA Plan approved and current (within 12 months)
- SOPs available and accessible to staff
- Technician training records and certifications on file
- Device list with serial numbers and calibration dates maintained
- Measurement protocols documented for each device type used

2. Device Management

- Devices calibrated annually by NRPP/NRSB approved lab
- Calibration certificates on file and not expired
- Devices function-checked after shipping, damage, or long storage
- Start/Stop times confirmed and documented
- Tamper detection features checked and logged

3. Quality Control (QC) Checks

- Blanks performed at required frequency (5% or more)
- Duplicates performed at required frequency (10% or more)
- Spikes submitted at required frequency (3% or more)
- Blind duplicates and spikes submitted (if applicable)
- Results logged and reviewed for precision and accuracy

4. Measurement Protocol Adherence

- Closed-building conditions confirmed before/during test
- Device placed in appropriate location per protocol
- Minimum test duration met (48+ hours for short-term)
- Measurement records include location, floor, conditions
- Chain of custody maintained

5. Data Handling and Reporting

- Reports reviewed before delivery to client
- Results interpreted against EPA/State action levels

Radon Measurement QA Checklist

Based on ANSI/AARST MS-QA-2023

- QA data (blanks, spikes, duplicates) evaluated monthly

Radon Measurement QA Checklist

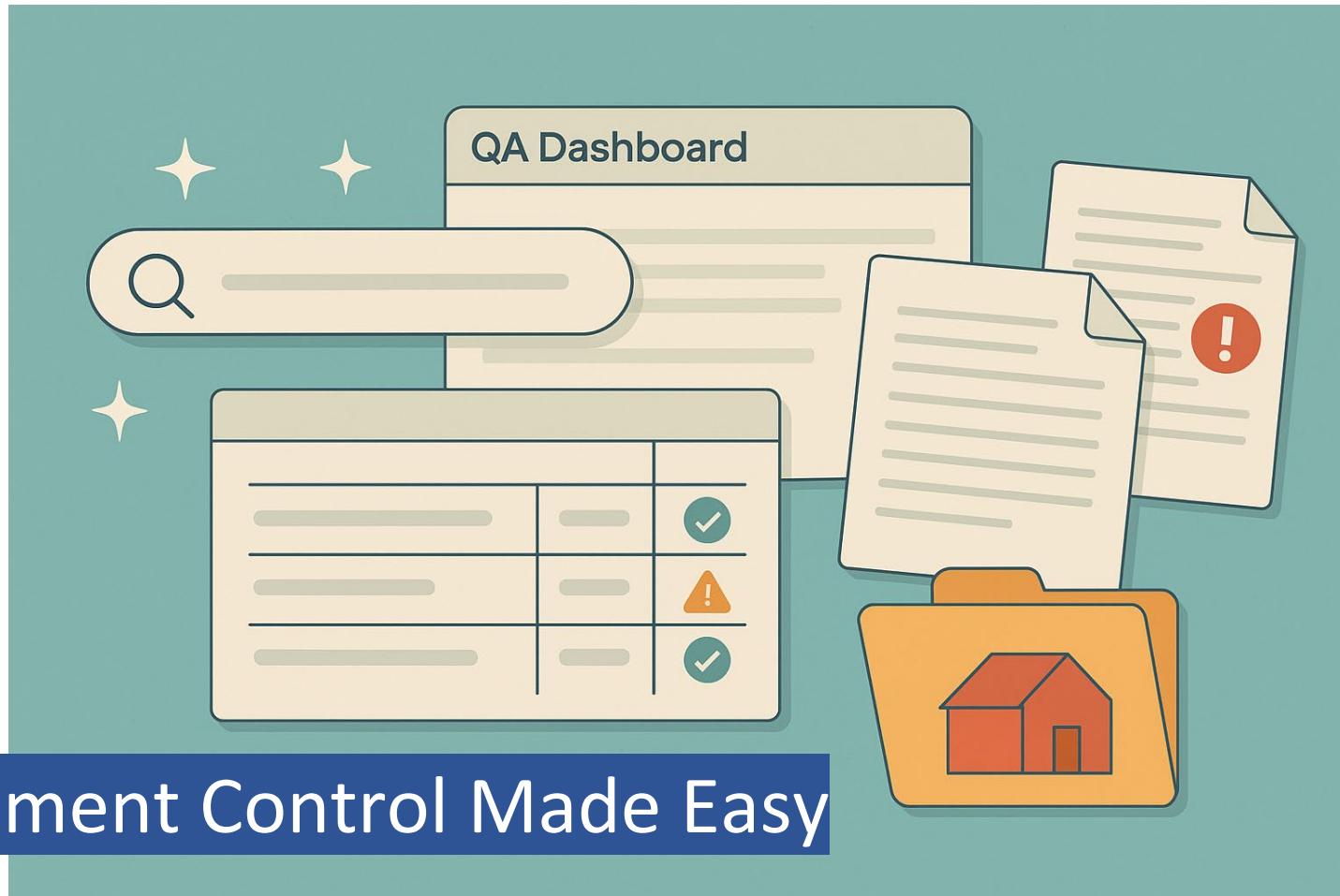
Based on ANSI/AARST MS-QA-2023

1. Documentation and Planning

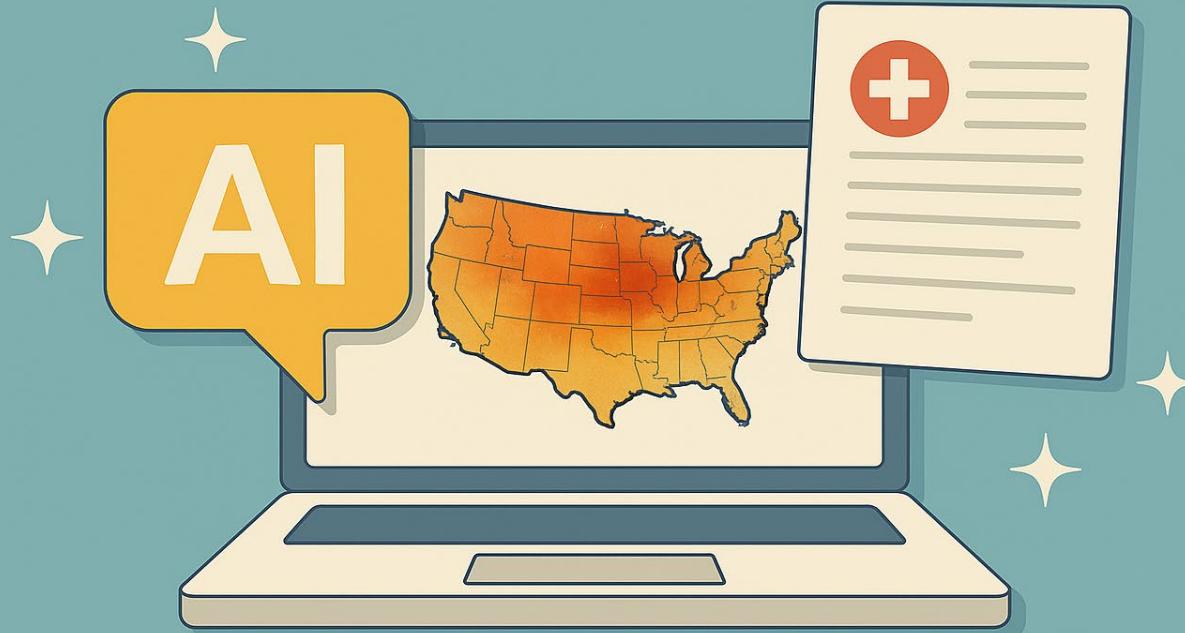
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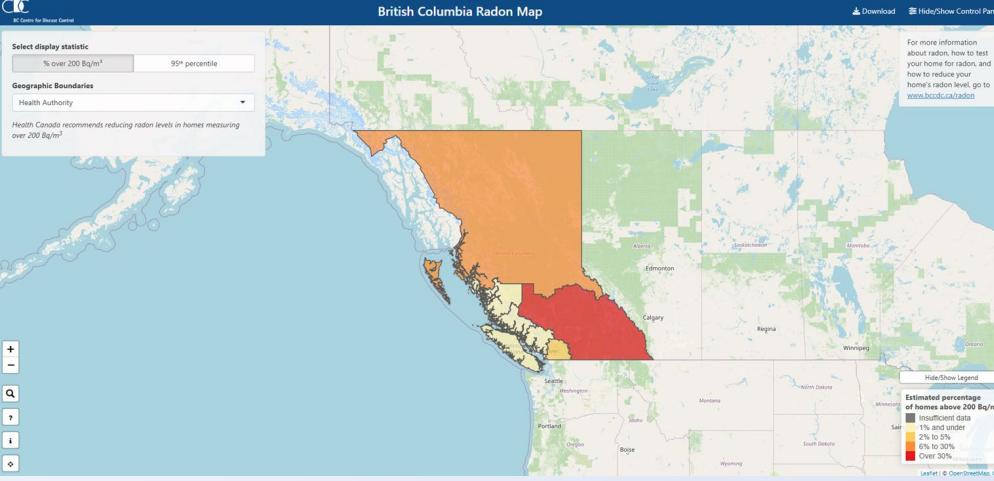
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- Devices function-checked after shipping, damage, or long storage
- Start/Stop times confirmed and documented
- Tamper detection features checked and logged



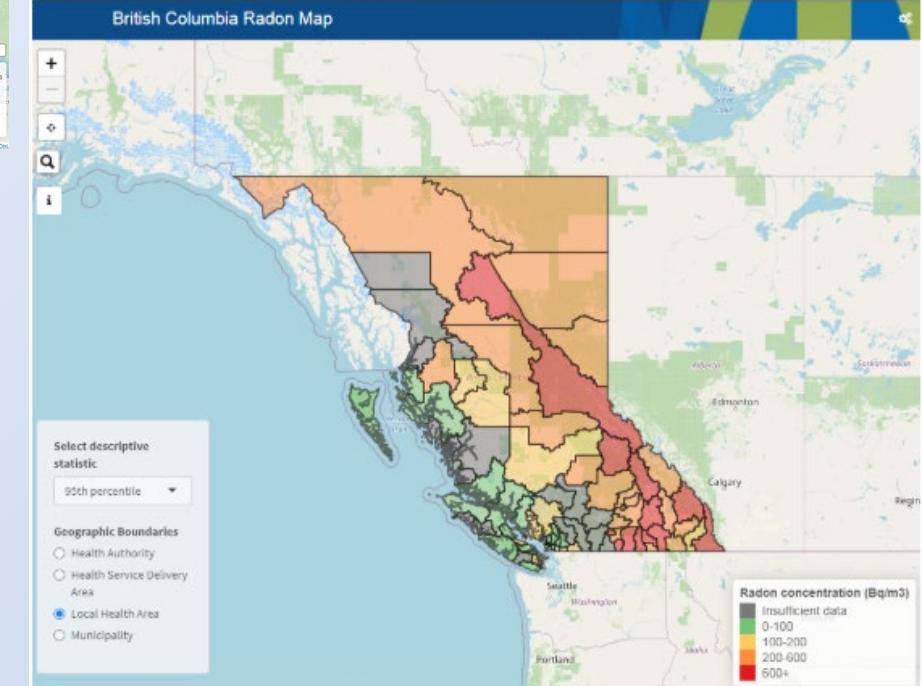
Document Control Made Easy

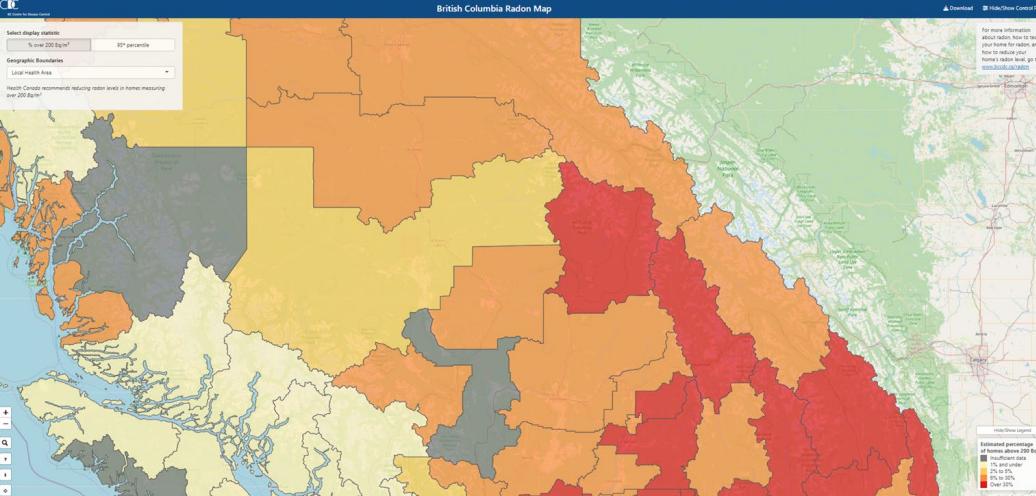


SCIENTIFIC & STRATEGIC USE

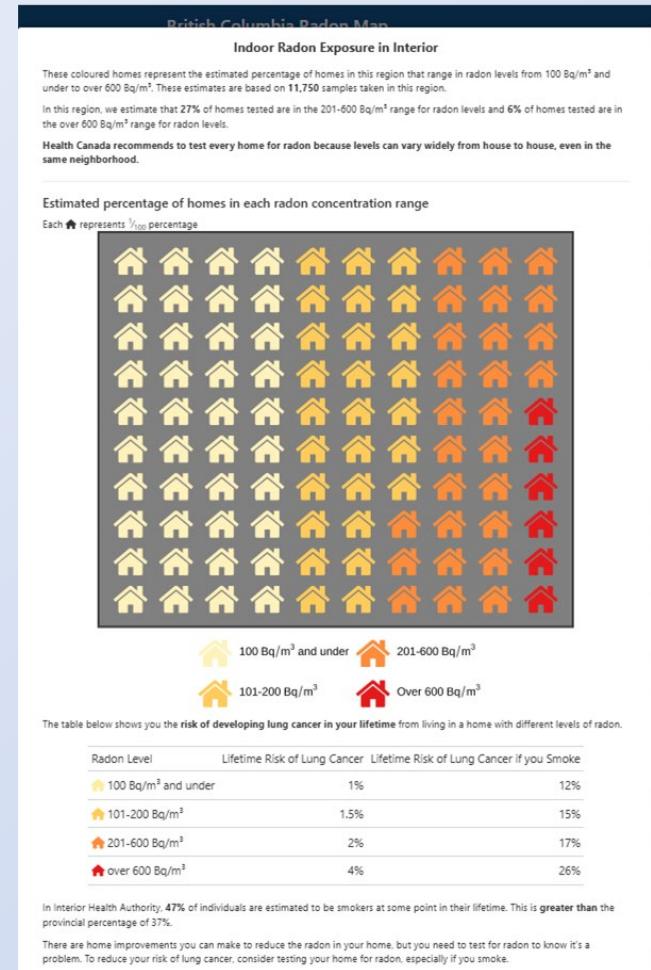


Predicting and Mapping with Machine Learning





Predicting and Mapping with Machine Learning

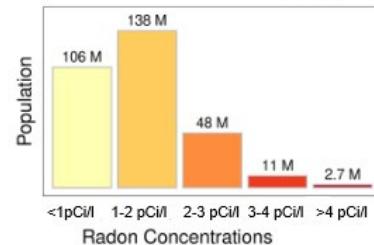
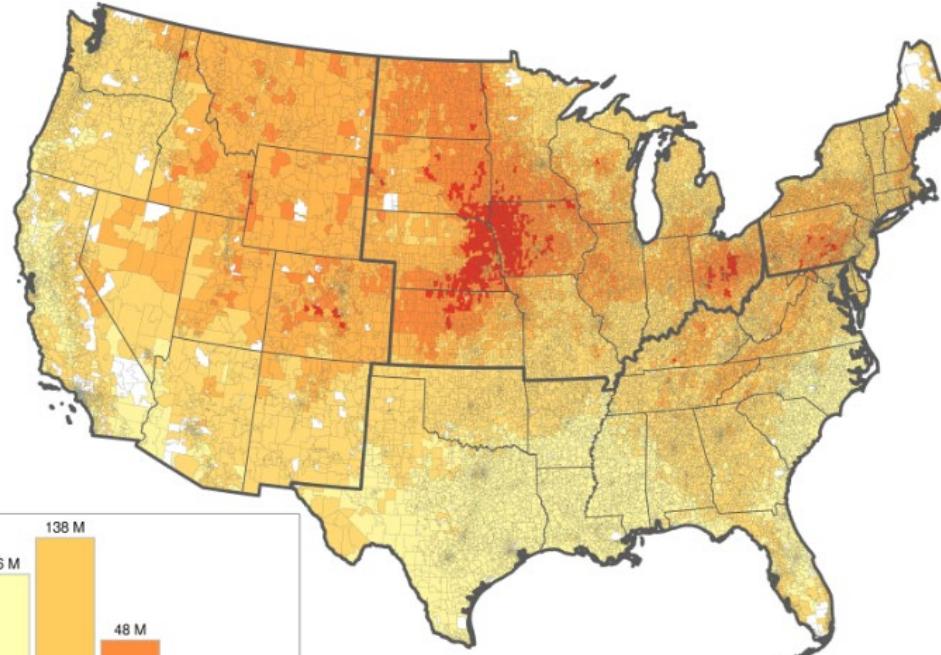




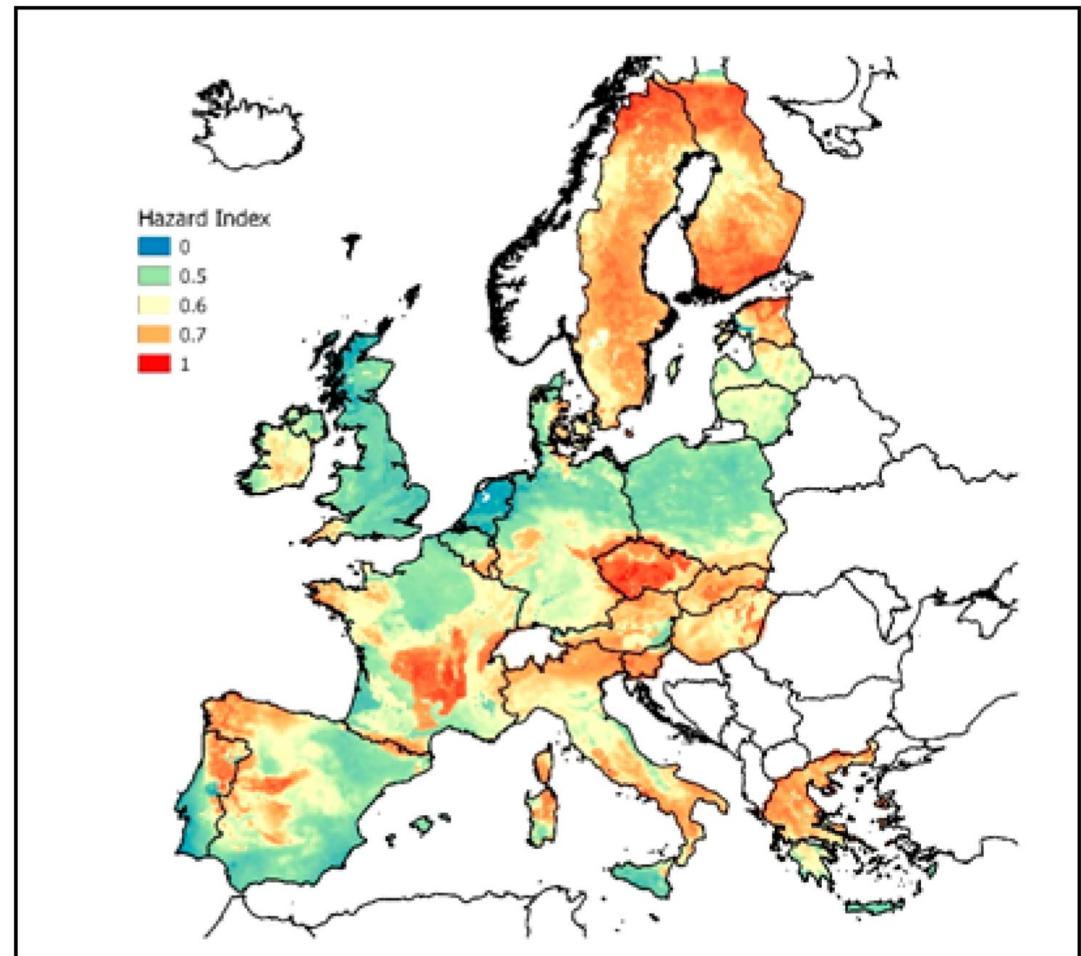
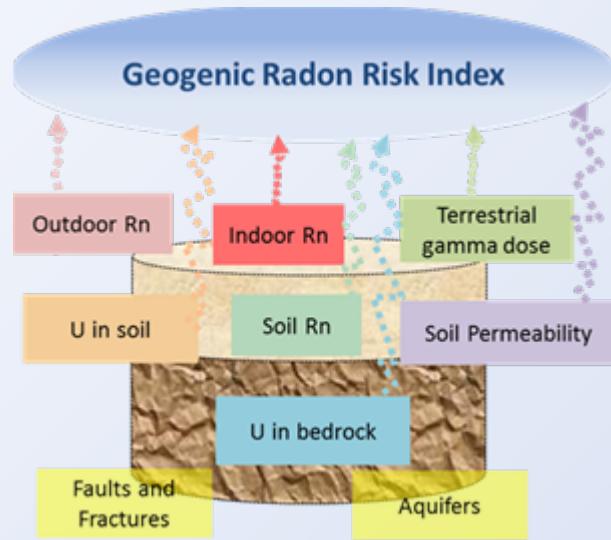
HARVARD T.H. CHAN

SCHOOL OF PUBLIC HEALTH

Department of Environmental Health



Average predicted community-level radon concentrations at screening floor across contiguous United States during 2001 to 2021.





Summarize Scientific Research & Health Protocols

- “Summarize this like I’m a contractor with 5 minutes to spare.”
- “Turn this into bullet points for my clients.”
- “Compare this to EPA’s 4.0 pCi/L action level guidance.”



Indoor Environments™ 2025 - Radon and Vapor Intrusion Symposium

Sign up at
 chatgpt.com





INDIANA CHAPTER
**INDOOR
ENVIRONMENTS**
ASSOCIATION

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