The Skeptic's Intro to Campaign AI

WINNING EDGE

What is ChatGPT?

ChatGPT is an AI-driven chatbot developed by OpenAI, that uses a Large Language Model (LLM) to understand and generate human-like text responses. It is good at engaging in conversations, answering questions, and generating content across various topics.

Think of it as a decent intern. The intern is good at some tasks, but you always want to double-check its work.

The Workable First Draft

Where ChatGPT shines for candidates is creating a first draft of a speech, email, press release, or social media post. We have all suffered from staring at a blinking cursor, paralyzed as you try to think of what to write.
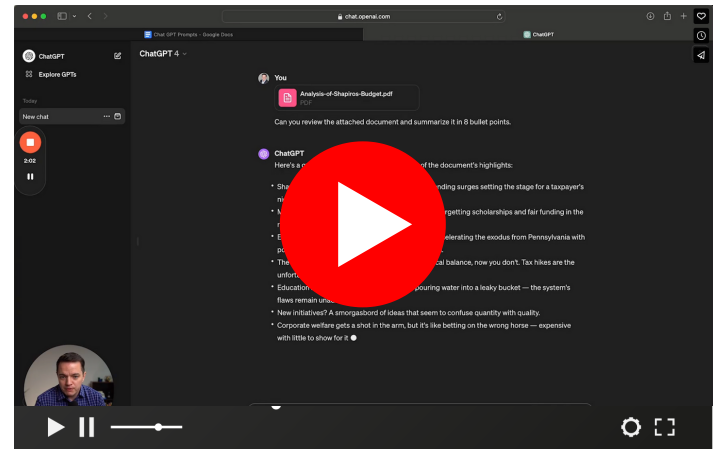
ChatGPT can create a workable first draft on most topics, especially if you take the time to refine the result. It will often speed up your writing since you can take that first draft it generates and then start editing it into a final draft in your own voice.

We've created a short video to show you how to get started with this for your campaign. The video shows you several ways to get ChatGPT to learn your writing style, create the first drafts of a speech, analyze a report, and create social media posts.

The key with ChatGPT is that it's just a tool. It can be helpful to speed up the process. It's not going to replace you, your thinking, or your strategy. But it will let you get the first draft of a speech in 5 minutes, and then you can spend 25 minutes revising and reworking it. The speech you produce in 30 minutes is likely much better than what you'd get done starting from scratch.

VIDEO:
Intro to ChatGPT for Your Campaign

Watch the Video Here:

https://www.loom.com/share/c4ad3f3990384777a9f70d4be765e186?sid=45fdbb14-42fd-4258-afe2-78392b52b85f

In the video, we show you how to use ChatGPT to:

Analyze a document and create talking points
- We all have reports we've read that we want to share, but summarizing pages of writing is hard.
- ChatGPT can create a first draft summary bullet points or narrative.

Learn your writing style to create a short speech
- The problem with generic AI writing is it sounds like generic AI writing. But you can train ChatGPT on your own writing style so the first draft sounds and reads like you.

Write a Twitter/X thread based on a document
- Use ChatGPT to summarize a bill, report, or analysis and create social media posts to share.

The Bottom Line

ChatGPT is not magic, but like any tool, it can speed up many tasks and give you more time to engage with voters. Take 10 minutes, watch the video, and learn how you can give yourself the winning edge with ChatGPT