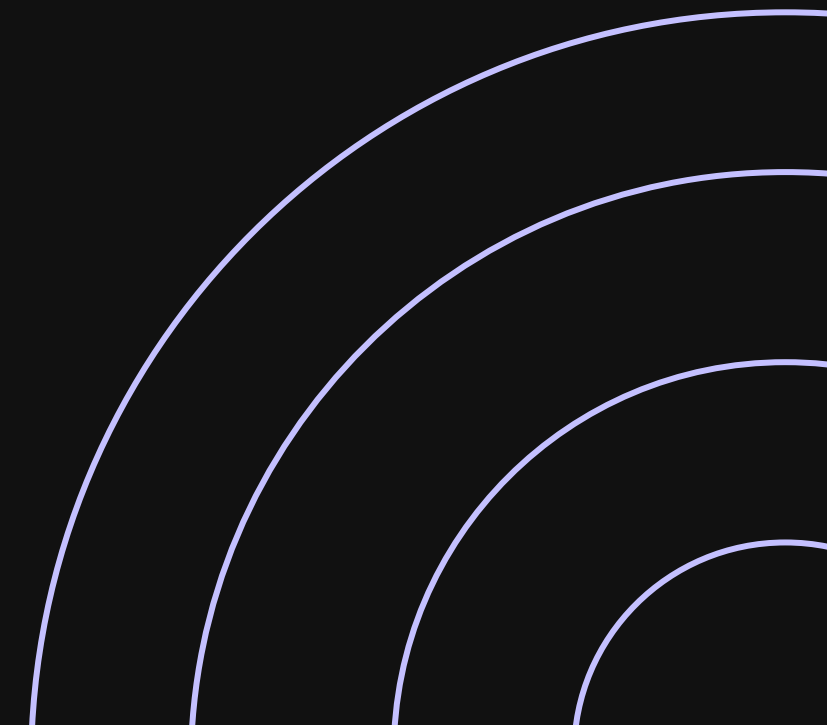


WORDS THAT WORK

**CRAFTING  
COPY USING AI**

# **COPYWRITING MATTERS!**

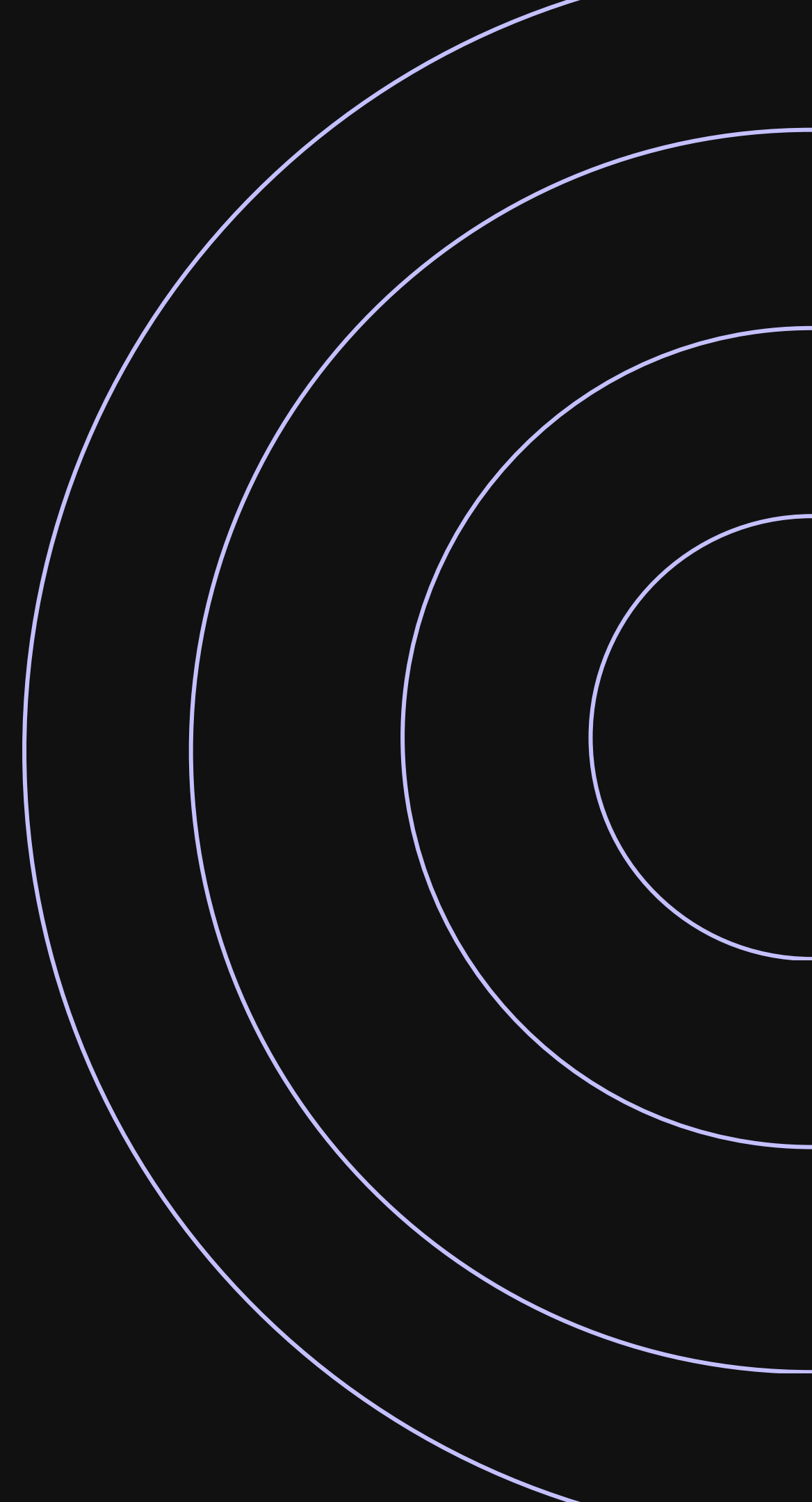
**Compelling copywriting connects  
you with your audience, clearly  
communicates your impact, and  
helps you achieve your goals.**



# **WHY YOU SHOULD BE USING AI**

**ChatGPT is an AI tool we can add to our toolbox to assist in our communication strategies**

- We're busy! Save time with ChatGPT**
- ChatGPT is adaptable and can be used for multiple use case**



# WHAT CAN I USE AI FOR?

**SOCIAL  
MEDIA POSTS**

**GRANT  
APPLICATIONS**

**WEBSITE  
CONTENT**

**EVENT  
PROMOTION**

**PRESS  
RELEASES**

**EMAIL  
CAMPAIGNS**

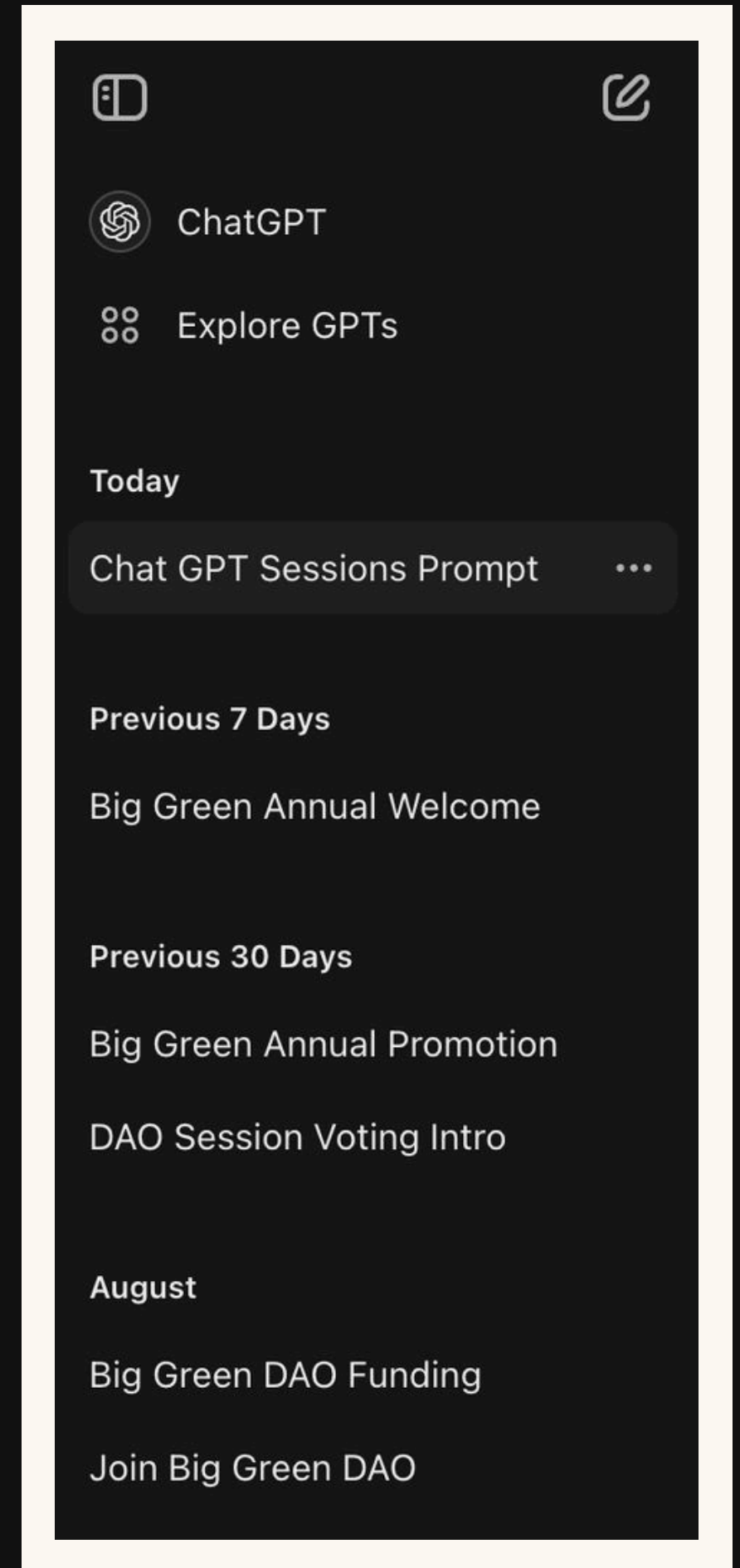
**NEWSLETTERS**

**BLOG POSTS**

**ANYTHING!**

# WHEN USING AI REMEMBER...

- **Provide as much detail as possible**
- **Stick to the same conversation thread**
  - **ChatGPT remembers information provided earlier and can use that to inform future writing**
- **Ask for multiple variations and train it as you go**
  - **Teach Chat GPT how you talk like you**
- **Always review for accuracy and tone**
  - **Get a human proofreader**
- **Don't directly copy and paste ChatGPT outputs**
  - **Keep your human touch, don't let AI speak for you**
  - **Avoid overusing ChatGPT's common phrases**





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