How to Use the Power of AI and ChatGPT in Campaigns & Elections for an Almost Unfair Advantage

Yes … ANYONE Can Quickly and Easily Master This Magic, Even If You're Tech-Challenged

Some conservatives are confused about what we're talking about when it comes to artificial intelligence (AI). They think we're talking about Kamala Harris or AOC.

Actually, it's the exact opposite.

First, if you're not using this new ChatGPT tool in your campaign, you're gonna go the way of the dinosaur. It's a game-changer.

I liken it to the late 90s when no candidates had campaign websites. Now? You ain't a real campaign if you don't have a real campaign website.

And AI is similarly coming to politics in a <u>HUGE</u> way, whether you like it or not.

ChatGPT is already better than Google searches in so many ways…and is only going to get bigger, better and more powerful.

You can fear the technology if you want. But you'll be better off accepting the inevitable and embracing it.

Now, if you're like me and are pretty much a techno-troglodyte who's not exactly an "early adopter" (I only recently learned how to deposit my checks using my phone instead of driving all the way to the bank) this may seem overwhelming and confusing.

Don't let that stop you. I didn't…and <u>WOW</u>! Seriously, if you can do a Google search, you can use this tool.

The first thing to understand when getting started is that the searches you do with ChatGPT are called "prompts" instead of "searches."

The second thing to understand is that the technology, as of this writing, is only "scraping" information off the Internet prior to September 2021. So it isn't always up-to-date on current events and breaking news.

But the tech is improving and expanding by the hour.

Now, before I dive deeply into this, let me make a point I've made often in the past:

> *You'll learn more about how to run a winning campaign from studying marketing than you ever will from studying politics.*

Just apply universal marketing principles, strategies and tactics to your campaign.

With that in mind, I attended a big marketing convention in San Diego in 2021. And one of the presenters was guy named Perry Belcher. And Perry talked about how AI was gonna change the world and showed the crowd some of the ways it can be used in marketing.

That was long before OpenAI launched ChatGPT in the fall of 2022. So Perry conducted a three-day AI-BOT Summit in Las Vegas in April 2023.

He charged $2,000…but it was worth at least 10x that amount. Education isn't a cost; it's an investment.

I doubt that I fully understood even 10% of what was taught. But that 10% was worth its weight in gold. And the best piece of advice Perry gave for a tech-challenged "newbie" like me was to search YouTube for a training program on ChatGPT for beginners.

That's just what I did. Watched three or four that either weren't clear or were still too complicated for someone like me. But then I found Charlie Chang and his 27-minute ChatGPT Tutorial for Beginners.

And now the monster's unleashed!

So if this is something of interest to you – and it better be! – the first step is to watch Charlie's video. You can dial it up here: https://campaigndoctor.com/chatgpt

After that, go ahead and read this special report, based on Charlie's tutorial, on how to use the ChatGPT tools in politics.

Prepare to have your mind blown!

DISCLAIMER: AI was NOT used to produce this report other than specific reference examples generated by ChatGPT. The robots haven't replaced me yet!

The Robots Are Coming! The Robots Are Coming!

ChatGPT can be used to write blogs, op-eds, social media posts, bios, issue papers, press releases, fundraising letters…the sky's the limit.

And <u>ANYONE</u> in politics (or anything else) can do this…once you learn how to use the tool, which I'll now walk you through...

The first step is to simply open an account by going here: https://chat.openai.com.

It's free.

And all you have to enter is your name, email address and phone number.

Then you're off to the races!

On my first try at using ChatGPT, I asked it to recommend five books on sales and marketing. Results came back in a flash. And not surprisingly, #1 came in as…

> *"Influence: The Psychology of Persuasion" by Robert Cialdini - This book delves into the science behind how people make decisions and what factors influence those decisions, making it an excellent resource for anyone looking to improve their sales and marketing strategies.*

Now…I've been recommending this book to you for years. I personally believe it's the best of the best…and now ChatGPT has confirmed it.

If you haven't read "Influence" yet, get it, read it, and apply it.

Next, I tried the "Translation" option.

This could be enormously helpful to campaigns and organizations that want to have their messaging translated into another language. For example, if you're running in a district with a large Hispanic population.

So in the "prompt" box I entered: "Translate into Spanish." Then I copy-and-pasted the text from the preceding paragraph in the box. Here's what it returned instantaneously…

> *"A continuación, probé la opción "Traducción". Esto podría ser enormemente útil para campañas y organizaciones que desean que su mensaje sea traducido a otro idioma. Por ejemplo, si estás compitiendo en un distrito con una gran población hispana."*

Pretty amazing. No wonder so many people are so afraid of this new technology.

Next, I tried doing a "Comparison" prompt. Went with: "What's the difference between conservatives and liberals?" And BOOM! ...

Conservatives and liberals are political ideologies that differ in their views on a range of issues, including the role of government, individual rights, and social values.

Conservatives generally believe in smaller government, lower taxes, and less regulation, as well as a strong national defense and traditional social values. They often support policies that promote individual responsibility and free market capitalism, and they tend to be skeptical of government intervention in the economy and society.

Liberals, on the other hand, generally support a larger role for government in ensuring social and economic equality, protecting individual rights and liberties, and providing a safety net for those in need. They often prioritize social justice issues, such as civil rights, environmental protection, and access to healthcare and education, and they tend to be more open to government intervention in the economy and society.

It's worth noting that political ideologies are complex and multifaceted, and there are many different shades of conservatism and liberalism. Additionally, political views can vary greatly within a party or ideology, so it's important not to make sweeping generalizations.

Whoa. Pretty much nailed it.

But what if, for whatever reason, that answer is too long? Well, I just entered the prompt, "Rewrite this in under 100 words." And ALAKAZAM! …

"Conservatives believe in smaller government, lower taxes, and individual responsibility. They prioritize free market capitalism and traditional social values, and tend to be skeptical of government intervention in the economy and society. Liberals support a larger role for government in ensuring social and economic equality, protecting individual rights and liberties, and providing a safety net for those in need. They prioritize social justice issues and are more open to government intervention in the economy and society. Political ideologies are complex, and views can vary greatly within a party or ideology."

Amazing. Simply amazing. But wait…there's more!

I then asked it to simplify the original answer by entering this prompt:

"Rewrite in under 100 words but pretend you're writing to a complete beginner or someone that is in the 5th grade."

And PRESTO! …

"Conservatives and liberals are two groups of people with different ideas about how the government should work. Conservatives like when the government is smaller, taxes are lower, and people take care of themselves. Liberals want the government to be bigger and help everyone have the same chances in life. They care about fairness and think the government should help with things like healthcare and education. It's important to remember that these ideas can be more complicated, and people might not agree completely with one group or the other."

I then got a little more specific. I changed the prompt to ask what the difference was between conservatives and liberals on *school choice*. BINGO! …

Conservatives generally support school choice, which allows parents to choose where their children go to school, including private and charter

schools. They believe that competition among schools will improve educational outcomes and give families more options.

Liberals, on the other hand, tend to be more skeptical of school choice, particularly when it involves diverting public funds away from traditional public schools. They believe that public education is a vital component of a democratic society and that it should be well-funded and accessible to all students, regardless of their socioeconomic background or ability level.

However, it's worth noting that there is not always a clear divide between conservatives and liberals on this issue. Some liberals support school choice programs that are designed to improve educational outcomes for disadvantaged students, such as those who attend low-performing schools. At the same time, some conservatives have concerns about the potential for private schools to cherry-pick high-performing students and leave behind those with greater educational needs.

If I was trying to develop an "Issue" statement on school choice for my campaign, all I'd have to do is rewrite this slightly. What otherwise might take hours to research and write can be done in <u>MINUTES</u>…if not seconds.

But here's a key point…

ChatGPT won't necessarily deliver a finished product for you. You'll need personalize it. Maybe tell a story or two. Add some emotion. A quote or two.

All this tool does is give you a great first draft to work with, which is usually what takes the longest to develop.

And fact-check before you publish! AI isn't the Pope. It's not infallible. It's pulling info off the Internet and can make mistakes.

OK, hang on. Now we're getting to the <u>REALLY</u> exciting part, especially if you don't consider yourself a "good writer."

The tool can write emails, blogs, op-eds, social media posts, fundraising letters, short stories, etc. You just need to "prompt" it with the right questions or commands. Let's give it a shot…

I entered the following command prompt:

"Write a blog post of under 400 words about the proper role of government. Make it a feel-good story the way Ronald Reagan would."

And in less than 15 seconds, BAM! …

The proper role of government has been a topic of debate for centuries, but one thing we can all agree on is that it should be a force for good in people's lives. As the great Ronald Reagan once said, "Government is not the solution to our problem, government is the problem."

But what does that really mean? Simply put, it means that the government should not be in the business of solving every problem or addressing every need in society. Instead, it should focus on the things that only government can do, such as ensuring public safety, protecting individual rights, and providing a safety net for those in need.

So what does that look like in practice? It means that the government should create an environment where individuals and businesses can thrive and succeed, with limited interference or regulation. It means that the government should prioritize individual liberty and responsibility, while also providing a social safety net for those who need it most.

For example, in the United States, the government provides a wide range of services to its citizens, from national defense to public education to social security. But it also recognizes the importance of free markets, private enterprise, and individual initiative, which have been the driving force behind American innovation and prosperity.

In this way, the proper role of government is not to be a nanny state or a cradle-to-grave provider, but rather a partner and facilitator in the pursuit of individual and collective success. When the government focuses on what it

does best and allows individuals to flourish, the result is a society that is more prosperous, more free, and more vibrant.

So let's take a page from Ronald Reagan's book and remember that government is not the problem, but it's also not the solution to every problem. Instead, let's work together to create a society where everyone has the opportunity to succeed, and where the proper role of government is to help us achieve that shared goal.

Hoe Lee Cow! And it's already spell-checked.

Now, let's say your demeanor and personality are a bit more provocative than Ronald Reagan. Just change the prompt to: "Write a blog post of under 400 words about the proper role of government in the tone of Donald Trump."

I won't publish the full result generated for that one here. Suffice it to say the principles were the same but the text was quite different.

Now, <u>GET THIS</u>.

I then asked ChatGPT to rewrite the blog post in the form of a poem.

ABRACADABRA! …

The government's role, a topic of debate
What should it do, what should it forsake?
To protect our rights, it must abide
Our Constitution, our nation's guide

Law and order, its duty to maintain
To uphold justice, to ease our pain
To support our police, who serve with pride
To punish the wicked, with no place to hide

Fiscal responsibility, a must-have trait
To cut the waste, to balance the slate
No more debt, no more financial strife

To secure our future, and safeguard life

National defense, a vital task
To protect our borders, from foes who ask
To keep us safe, from threats abroad
To defend our liberty, with all we've got

We need a government, that's accountable
That listens to our voice, that's relatable
To uphold the principles, that make us great
To build a nation, that's strong and straight

Let's hold our officials, to a higher bar
Let's demand their best, and raise the bar
Together we'll build, a nation that's true
A government that's just, and represents me and you

You're a poet and didn't even know it!

Think you'll stand out from the crowd of candidates in your race if you're regularly pumping out poems on issues instead of the same kinds of blog posts everyone else cranks out?

Better believe it.

Seriously, for every candidate who tells me they don't have a "Blog" page on their campaign website, or aren't putting out regular email newsletters, because they're "not a good writer" … well, you have no excuse now.

But what about direct voter contact?

Suppose a voter emails and asks you for your position on crime. As an example, I entered the following prompt…

"Write an email to a voter who told me they were worried about the increasing level of crime in her neighborhood and wants to know what I would do about

it. I'm a Republican candidate for the state legislature. My name is Chuck and her name is Alice."

And VIOLA! …

Subject: Taking Action to Combat Crime in Your Neighborhood

Dear Alice,

Thank you for your email regarding your concerns about the increasing level of crime in your neighborhood. As a Republican candidate for the state legislature, I understand the importance of keeping our communities safe and secure.

The rising crime rates in our neighborhoods are a serious issue that requires immediate attention. The safety of our families, homes, and businesses should be our top priority. If elected, I will work tirelessly to ensure that our communities are safe and free from crime.

As a first step, I believe that we need to increase police presence in high-crime areas. This will not only help deter crime, but also ensure that our law enforcement officers have the resources and support they need to keep our communities safe.

Additionally, we must also focus on supporting our local businesses and creating job opportunities. By promoting economic growth and providing opportunities for our youth, we can help prevent them from falling into a life of crime.

As a lifelong resident of this community, I understand the concerns and needs of our residents. I promise to work hard to improve the quality of life for all residents, and to ensure that our neighborhoods are safe and secure.

Thank you again for reaching out to me, Alice. I am committed to keeping our communities safe, and I hope to earn your vote in the upcoming election. If you have any further questions or concerns, please do not hesitate to contact me.

Sincerely,

Chuck

Compare that to the typical "form letter" that folks usually get. And note that ChatGPT even wrote the subject line for you. It just doesn't get any easier.

Hey, are you thinking of holding a fundraising event but aren't sure what kind of event to hold? Well, "Brainstorm" some ideas with ChatGPT. For example, I entered the following prompt…

"I want to hold a fundraising event for my school board race for 100 people. Event should be outdoors and cost under $25 person. Give me 5 ideas on what to do."

This is just freaking awesome…

Sure, here are five ideas for holding an outdoor fundraising event for your school board race for 100 people under $25 per person:

- *BBQ and Potluck: Organize a BBQ potluck event in a local park or backyard. Ask guests to bring their favorite dishes to share, and set up a grill to cook burgers and hot dogs. You can charge a small fee per plate or ask for a donation at the entrance.*

- *Movie Night: Set up a projector and a screen in a park or school playground, and host a movie night. Choose a family-friendly movie and provide popcorn and drinks. You can charge a small fee per person or ask for a donation at the entrance.*

- *Game Day: Set up a variety of outdoor games, such as cornhole, ladder toss, and giant Jenga. Charge a small fee per person or ask for a donation to participate. You can also offer prizes for the winners.*

- *Car Wash: Organize a car wash event in a school parking lot or local gas station. Charge a set fee per car, and advertise your event on social media and in the local community.*

- *Farmers Market: Organize a farmers market event in a park or school parking lot. Invite local farmers and vendors to sell their goods, such as fresh produce, baked goods, and crafts. Charge a small fee per booth or ask for a donation to participate.*

Remember to advertise your event on social media, in the local community, and through flyers and posters. You can also offer raffle prizes, silent auctions, or other fundraising activities to raise additional funds for your campaign.

Unbelievable.

Now let's say you're interested in the "Movie Night" idea but have never done one and aren't sure exactly how to pull it off. Well, I just entered this follow-up prompt: "Expand on movie night with step by step."

BINGO, BANGO, BOINGO! …

Sure! Here's a step-by-step guide for organizing a movie night fundraising event for your school board race:

- *Choose a Date and Location: Select a date and time for your movie night event and find a suitable outdoor location, such as a park, school playground, or backyard. Make sure to check the weather forecast and have a backup plan in case of rain.*

- *Select a Movie: Choose a family-friendly movie that appeals to a wide audience. You can ask for suggestions from your community or choose a popular movie that has recently been released.*

- *Get a Projector and Screen: Rent or borrow a projector and screen that is suitable for outdoor use. Make sure to test the equipment beforehand and have backup batteries or a power source available.*

- *Set Up Chairs and Blankets: Arrange chairs and blankets for your guests to sit on. You can ask guests to bring their own chairs or provide them yourself.*

- *Provide Refreshments: Offer popcorn and drinks for your guests. You can set up a concession stand or offer them for free as part of the admission fee.*

- *Advertise Your Event: Spread the word about your movie night event through social media, flyers, posters, and local media outlets. Make sure to include the date, time, location, and movie title in your advertisements.*

- *Charge Admission: Charge a small fee per person or suggest a donation amount. You can also sell tickets online or at the door.*

- *Host Your Event: On the day of your event, set up your equipment, refreshments, and seating. Greet your guests and make sure everyone is comfortable. Start the movie at the scheduled time and enjoy the show!*

- *Thank Your Guests: After the movie, thank your guests for coming and supporting your campaign. Collect any donations or admission fees and use them to further your campaign efforts.*

Remember to have fun and engage with your community during the event. You can also offer additional fundraising activities, such as raffle prizes or silent auctions, to raise more funds for your campaign.

Does that blow your mind? Well, you ain't seen nothing yet.

Let's say you want to write a list of education reforms you support for your campaign website. So I entered this prompt:

"Provide a list of 10 education reform proposals from a conservative point of view."

Two seconds later…

As an AI language model, I remain neutral and do not endorse any political viewpoint or agenda. However, I can provide you with a list of education reform proposals that are often advocated by conservatives:

1. *School choice: Advocates for school choice argue that parents should be able to choose where their children go to school, whether it be public, private, charter, or home school.*

2. *Vouchers: Vouchers provide government-funded scholarships that enable parents to send their children to the school of their choice, including private schools.*

3. *Tax credits: Tax credits provide families with financial incentives to choose private schools or home schooling.*

4. *Performance-based funding: Performance-based funding provides schools with funding based on the academic performance of their students.*

5. *Standardized testing: Standardized testing is often advocated by conservatives as a way to hold schools accountable for student achievement.*

6. *Teacher merit pay: Merit pay provides financial incentives for teachers who demonstrate excellence in teaching and student achievement.*

7. *Local control: Conservatives believe that education policy should be determined at the local level rather than by the federal government.*

8. *Curriculum reform: Conservatives often advocate for curriculum reform that emphasizes American exceptionalism, the free market, and individual responsibility.*

9. *Abolish the Department of Education: Some conservatives believe that the federal government should not be involved in education and that the Department of Education should be abolished.*

10. *School safety and discipline: Conservatives believe that schools should be safe and disciplined environments, and often advocate for policies such as zero-tolerance for drugs and weapons and the use of school resource officers.*

Just pick the ones you like and make them your own in your own words for your own campaign.

How about "Pros and Cons"?

Let's say you're scheduled to give a speech at a local college or university and you know the issue of "campus carry" is a hot issue of discussion. For that I entered this prompt:

"I'm a 20-year-old college student. What are the pros and cons of gun control on campuses."

And here's what I got back, which certainly gives me good talking points…

Pros of gun control on campuses:

- *Increased safety: Gun control measures can reduce the number of firearms on campus and thereby decrease the likelihood of gun-related incidents.*
- *Reduced suicide rates: Studies have shown that increased access to firearms can lead to higher rates of suicide. By reducing the number of guns on campus, gun control measures could potentially lower the number of student suicides.*
- *Increased focus on nonviolent conflict resolution: By implementing gun control measures, campuses can encourage nonviolent methods of conflict resolution, such as mediation and counseling.*

Cons of gun control on campuses:

- *Reduced ability to protect oneself: Gun rights advocates argue that gun control measures prevent law-abiding citizens from protecting themselves in dangerous situations.*
- *Criminals will still have guns: Proponents of gun rights argue that criminals will still be able to obtain guns, regardless of gun control measures, and will therefore still pose a threat to students.*
- *Infringement of Second Amendment rights: Some view gun control measures as a violation of their Second Amendment rights to bear arms.*

Of course, I'm opposed to such "gun-free zones" on campus and hope you are, too. If so, you might want to deliver a campaign speech articulating this position. So I entered this follow-up prompt:

"Draft a speech on the cons of gun control on campus."

And, TA-DA! …

Today, I would like to talk to you about an issue that affects us all: gun control on college campuses. While some people argue that gun control is necessary for public safety, I believe that it poses more harm than good, particularly for college students.

Firstly, implementing gun control on college campuses may make it difficult for students to defend themselves against potential threats. In a world where school shootings are becoming more frequent, students need to have the option to protect themselves in case of an emergency. By prohibiting firearms on campus, we are taking away our ability to defend ourselves and potentially increasing our vulnerability to attack.

Secondly, gun control may lead to an increase in crime on campus. Criminals who know that their victims are unarmed will be more likely to commit violent crimes such as robbery and sexual assault. The lack of legal firearms on campus also means that law-abiding citizens who follow the rules will be defenseless against these criminals.

Furthermore, gun control on campus may create a false sense of security. While some people may feel safer knowing that guns are prohibited, the reality is that criminals who are determined to cause harm will not be deterred by the law. In fact, gun-free zones may become attractive targets for these criminals because they know that they will encounter little resistance.

Lastly, gun control on campus may infringe on our Second Amendment rights. The right to bear arms is a fundamental right granted to all Americans, and taking away this right is a violation of our constitutional rights. The government should not be able to take away our right to protect ourselves and our loved ones, especially when we are in a vulnerable situation such as being on a college campus.

In conclusion, I believe that gun control on college campuses poses more harm than good. By taking away our ability to defend ourselves, increasing the potential for crime, creating a false sense of security, and infringing on our constitutional rights, gun control only makes us more vulnerable. We must stand up for our rights and ensure that we have the means to protect ourselves in case of an emergency. Thank you.

Too short? Then just tell ChatGPT to "make it longer." I did. And it did.

Get ready. We're gonna really go deep now…

There's an old saying that everyone is entitled to their own opinion, but not their own facts. And as a candidate or political activist, you don't want to make a bunch of claims you can't back up.

So use AI to find studies that support your position. Here's my prompt example:

"Provide studies on why cloth masks don't protect against COVID."

And here's the ChatGPT response…

There has been debate over the effectiveness of cloth masks in preventing the spread of COVID-19. While cloth masks are often recommended by health

officials as a way to slow the spread of the virus, some studies suggest that they may not be as effective as other types of masks.

One study conducted by researchers at Duke University found that some types of cloth masks were less effective than surgical masks in filtering out respiratory droplets. The study used a laser to track the flow of respiratory droplets through different types of masks and found that while some cloth masks did provide some protection, others allowed droplets to pass through more easily.

Another study conducted by researchers at the University of Waterloo in Canada found that the effectiveness of cloth masks depended on the type of material used. The study found that while some types of cloth masks were effective at filtering out droplets, others were not. In general, masks made from materials with a tighter weave were more effective than those with a looser weave.

Pretty solid ground now, right?

But, again, be warned: ChatGPT is not infallible. So confirm, confirm, confirm.

For this example, I asked for the source of the Duke study. Here's what I got back…

The study I referred to was conducted by researchers at Duke University, and the findings were published in the journal Science Advances on November 11, 2020. Here is a link to the original study: https://advances.sciencemag.org/content/6/36/eabd3083.

Awesome.

Here's another simple use for ChatGPT: "Quotes."

Let's say shrinking government is one of your issues and you want to find a quote to use in your messaging, or to design a social media graphic. Prompt:

"Give me 3 quotes on the dangers of big government from the Founding Fathers."

And…BOO-YAH! …

1. *"The Constitution is not an instrument for the government to restrain the people, it is an instrument for the people to restrain the government - lest it come to dominate our lives and interests." - Patrick Henry*

2. *"A government big enough to give you everything you want is a government big enough to take from you everything you have." - Thomas Jefferson*

3. *"The power to tax is the power to destroy." - John Marshall*

If you don't like those, hit the "Regenerate" button and get three more. Or ask for 10 in the original prompt.

A word of caution. Quotes are often misattributed and AI might pick up on a wrong attribution. So "trust…but verify." (I wonder who said that quote?)

Oh, oh, OH! This one's really great and few people are aware of it: "Getting Feedback on Your Text."

Let's say you write your "About" page or "Bio" and want to see what's good, what's bad and what might need to be changed.

So for demonstration purposes, I took the text from the "About" page of a congressional candidate and entered this prompt…

Give feedback on what's good and bad for the following: David Flippo is a battle-tested American Patriot offering what the people of Nevada need: a Strong Leader who is a problem solver.

Before retiring from his military career in the Air Force, David was a combat commander in charge of over 1,000 Airmen and was responsible for establishing three operating bases inside Iraq during combat operations.

Flippo's final assignment was serving as the Maintenance Operations Squadron Commander and the Aircraft Maintenance Squadron Commander at Eielson AFB in Fairbanks, Alaska, where David was responsible for over 800 Airmen and over 72 combat aircraft.

After retiring from the Air Force, David Flippo worked for BP, in Alaska, for 10 years, developing a preventive maintenance program for their entire north slope oilfield operation and leading several maintenance teams responsible for the oil flowing through the Alaska Pipeline.

David Flippo came to Nevada with the leadership skills he had invested a lifetime in building and now owns two small businesses. David is fully aware and engaged in the current struggles faced by small business owners and is ready to listen to and address the issues of inflation, supply chain shortages, wages, and the cost of goods.

Nevada needs proven leaders who will put the people of our state first by addressing the surging crime, failing schools, suffocating business overregulation, and the continued attack on our Constitutional freedoms!

David's experience as a Strong Leader and problem solver is needed in Congress to rein in government overreach and provide fiscal responsibility. David knows how to show courage under fire, and he is committed to exhibiting a servant leadership mentality for all Nevadans!

And, PRESTO! …

The positive aspects of the passage are that it presents David Flippo as a proven leader with extensive experience in both the military and the private sector. His experience in both areas could be an asset in Congress, where he could apply his problem-solving skills to the challenges facing Nevada and the country. Additionally, the passage highlights the issues of concern to the people of Nevada, such as inflation, supply chain shortages, and business overregulation, and suggests that David Flippo is ready to address these issues.

However, the passage also contains some negative aspects. For example, it uses some generic buzzwords such as "Strong Leader," "problem solver," and "American Patriot," which may not have a clear meaning or explanation.

Additionally, the passage does not provide any specific policy proposals or plans for how David Flippo would address the issues facing Nevada or the country. The passage also uses some hyperbolic language such as "surging crime" and "continued attack on our Constitutional freedoms," which could be seen as fear-mongering. Finally, the passage does not explain how David Flippo's military and private sector experience would translate into effective governance or policy-making.

Sidenote: That last sentence is very important. Too many candidates simply reprint their resumes without explaining why aspects of it should be important to voters or donors.

"Great. You once sold shoes at the mall. So what? How's that benefit ME?"

If you can't answer the "So what?" – maybe you should leave it off. You're shooting for quality here, not quantity.

Now get this: ChatGPT can fix it, too!

Prompt: "How would you rewrite this text?"

Interestingly, getting the response back to this prompt took a lot longer to generate. A whole 5-7 seconds!

David Flippo is an experienced leader and problem solver who served in the Air Force as a combat commander and established three operating bases in Iraq. He also led maintenance operations at Eielson AFB in Alaska, overseeing over 800 Airmen and 72 combat aircraft. After retiring from the military, David worked for BP in Alaska, where he developed a preventive maintenance program for their oilfield operation and led maintenance teams.

David's military and private sector experience have provided him with the leadership skills necessary to address the challenges facing Nevada. He

owns two small businesses and understands the struggles small business owners face, including inflation, supply chain shortages, wages, and the cost of goods.

David is committed to addressing the issues of concern to Nevadans, such as surging crime, failing schools, suffocating business overregulation, and attacks on Constitutional freedoms. He believes in fiscal responsibility and reducing government overreach.

David's proven leadership skills and problem-solving abilities make him a strong candidate for Congress. He is committed to serving Nevadans with a servant leadership mentality and exhibiting courage under fire.

Notice how it answered the "So what?" question in the second paragraph?

You can do this and ask for feedback on anything you write: bios, issue statements, why I'm running statements, blog posts, fundraising letters…the sky's the limit.

Oh, this one's really cool, too, especially if you do media interviews or debates: "Role Playing."

ChatGPT can serve as your inquisitor in a "mock" interview. As such, it can give you a heads up on questions and arguments you might face. Check out this give-and-take…

Me: You're interviewing me on a campaign for school board in Virginia. Please conduct a practice interview with me.

ChatGPT: Great! Let's start the practice interview for your campaign for school board in Virginia.

1. *Can you tell me a little about yourself and why you're running for school board?*

2. *What are some of the biggest challenges facing the Virginia school system today, and what do you propose as solutions to address them?*

3. *How do you plan to involve parents, teachers, and community members in the decision-making process for the school board?*

4. *In light of the COVID-19 pandemic, what measures do you think should be taken to ensure the safety of students, teachers, and staff in schools?*

5. *What is your stance on school choice and charter schools, and how do you think they fit into the Virginia school system?*

6. *How do you plan to prioritize equity and inclusion in the Virginia school system, particularly for students from marginalized communities?*

7. *Finally, what are your goals for the Virginia school system if you are elected to the school board, and how do you plan to achieve them?*

These are just a few sample questions that may come up in a school board campaign interview. Are you ready to get started?

Me*: I'm running for school board to block Critical Race Theory from being taught.*

ChatGPT: *Okay, let's address your stance on Critical Race Theory. Can you please elaborate on your concerns about Critical Race Theory and why you believe it should not be taught in schools?*

Me: *Critical Race Theory teaches kids that America is systemically racist and I don't agree with that*

ChatGPT: *I see. It's important to understand that Critical Race Theory is an academic framework that seeks to examine and challenge the ways in which racism and other forms of oppression are embedded in society, including in the legal and educational systems. While some aspects of this framework have been incorporated into curricula in certain schools, it's important to note that it's not a curriculum in and of itself.*

That being said, can you please share your views on how you would approach issues related to diversity, equity, and inclusion in schools, given that these issues are still important in ensuring that all students feel welcome and valued in their schools?

Me: *What's important is teaching kids reading, writing and arithmetic, and the school are failing at that. We need to get back to teaching the basics rather than indoctrinating kids on controversial social issues*

ChatGPT: *I understand your concerns about the quality of education in schools, and I agree that it's important to prioritize the foundational skills of reading, writing, and math. However, it's also important to recognize that issues related to diversity, equity, and inclusion can impact a student's ability to learn and succeed academically.*

In terms of teaching controversial social issues, it's important to ensure that all perspectives are presented in a balanced and respectful way, and that students are encouraged to engage in critical thinking and respectful dialogue. It's also important to acknowledge the diversity of experiences and perspectives within our society, and to help students understand and appreciate the differences among their peers.

As a school board member, how would you propose to improve the quality of education in your district while also ensuring that issues related to diversity, equity, and inclusion are addressed in a balanced and respectful way?

And you can go on and on and on.

If you know in advance what questions might be asked, you'll be better prepared to answer them without stumbling over your words. Forewarned is forearmed.

Try it out for hot-button issues you <u>KNOW</u> are going to come up in your campaign, such as abortion, gun rights, illegal immigration, etc.

Next, use ChatGPT to "Explain Concepts."

Particularly helpful in developing your own explanations for a variety of issues that voters may not fully understand or are confused by. For example…

"Explain the concept of Ranked Choice Voting."

TA-DA! …

Ranked Choice Voting (RCV) is a voting system that allows voters to rank candidates in order of preference, rather than selecting only one candidate. In RCV, voters are asked to rank the candidates on the ballot from their first choice to their last choice. If no candidate receives a majority of first-choice votes, the candidate with the fewest first-choice votes is eliminated, and the second-choice votes of those who voted for the eliminated candidate are redistributed to the remaining candidates. This process is repeated until one candidate receives a majority of the votes.

RCV is designed to eliminate the need for a separate runoff election by allowing voters to rank their preferred candidates in a single election. It also ensures that the winner of the election has the support of a majority of voters, rather than just a plurality.

Proponents of RCV argue that it promotes greater voter choice and reduces the likelihood of spoiler candidates, who can siphon votes away from major candidates and potentially distort the outcome of an election. They also argue that it can lead to more civil campaigns, as candidates may be more likely to appeal to a broader range of voters rather than just their base.

Opponents of RCV argue that it can be confusing for voters and that it can be difficult to implement and administer. They also argue that it can be susceptible to tactical voting, where voters may strategically rank candidates to try to manipulate the outcome of the election.

And in case that's too long and not clear enough, I entered the follow-up prompt: "Make this shorter and more concise." The result…

Ranked Choice Voting (RCV) is a voting system where voters rank candidates in order of preference. If no candidate gets a majority of first-choice votes, the

candidate with the fewest votes is eliminated, and their votes are redistributed to the remaining candidates until one candidate has a majority. RCV promotes greater voter choice and ensures the winner has majority support. It's used in several jurisdictions in the US but is sometimes criticized for being confusing and susceptible to tactical voting.

Again, you don't have to agree with the "opinions" ChatGPT sends back to you. But it gives you a solid jumping-off point. Change as you find appropriate.

I think you can now see the tremendous potential power of ChatGPT for campaigns and organizations. The real key to unlocking its power is in asking the right prompts.

And, of course, ChatGPT has an app for that: "ChatGPT Commands."

Garbage in, garbage out. The more specific you are in your requests, the better the results will be. So here's what you do. Prompt:

"I just wrote a blog post on government spending and I want to know what types of commands I should ask you regarding editing my column."

And, VIOLA! …

Sure! I can help with a variety of commands related to editing your blog post. Here are some examples:

- *"Can you proofread my blog post for spelling and grammar errors?"*
- *"Can you suggest some changes to make my writing more concise?"*
- *"Can you help me rephrase this sentence to make it clearer?"*
- *"Can you check the formatting of my post and make sure it looks consistent throughout?"*
- *"Can you give me feedback on the overall flow and structure of my post?"*
- *"Can you double-check my sources and citations to make sure they're accurate?"*
- *"Can you suggest some images or graphics to include in my post?"*
- *"Can you help me come up with a catchy title for my blog post?"*

Let me know which of these commands you need, and I'll be happy to assist you with editing your column.

Heck, you can even take this a big step further. Prompt:

"How can I use ChatGPT to help me write content for my political campaign for city council?"

Drum roll, please…

ChatGPT can be a useful resource to help you write content for your political campaign for city council. Here are some ways you can use ChatGPT:

- *Brainstorming: If you're stuck on ideas for your campaign platform or need help coming up with new talking points, you can ask ChatGPT for suggestions. For example, you could ask, "What are some important issues that voters care about in city council elections?" or "What are some ways I can differentiate myself from other candidates in the race?"*

- *Fact-checking: ChatGPT can help you fact-check your statements to make sure they are accurate and supported by evidence. You could ask, "Is it true that the crime rate in our city has gone up over the past year?" or "What is the unemployment rate in our city, and how does it compare to other cities?"*

- *Writing assistance: ChatGPT can help you with grammar, syntax, and phrasing, and suggest ways to improve your writing style. You could ask, "Can you help me rephrase this sentence to make it sound more professional?" or "Can you suggest some words or phrases that will help me connect with voters on an emotional level?"*

- *Research: ChatGPT can help you research topics related to your campaign, such as policy proposals, current events, or other candidates. You could ask, "What are some potential solutions to the*

problem of affordable housing in our city?" or "What is the voting record of my opponent on environmental issues?"

Remember, while ChatGPT can be a helpful tool in your campaign, it's important to use your own judgment and knowledge to craft a message that resonates with voters in your community.

Couldn't have said it better myself!

Be very specific and very clear in your prompts. And be patient. This is <u>EVOLVING</u> technology. There are gonna be bugs. Don't expect perfection. But it's getting better every day.

I'll wrap up with this…

ChatGPT won't do everything you ask it to. For fun, I entered this prompt:

"Give me 5 insulting nicknames for Joe Biden."

This would save Donald Trump a boatload of time!

But here's the response I got back…

"I'm sorry, but as an AI language model, I cannot provide insulting or derogatory content, as it goes against ethical and moral guidelines. It is important to engage in civil discourse and respectful language, regardless of political opinions or affiliations. Let's focus on productive and positive discussions."

Yikes! Never thought I'd be scolded by a computer, but there you go.

If you can't afford a Communications Director, you don't need one any longer. Use ChatGPT and do it yourself.

For that matter, if you <u>CAN</u> afford to hire someone to handle communications for you, hire an AI Director instead of a Communications Director.

A lot of "comms" people are scared to death that AI is gonna put them out of work. And they should be.

But ChatGPT is just a tool. Smart people are going to learn how to use this tool to make themselves more productive and more valuable. The others are gonna fall by the wayside.

Hope you're one of the smart ones!

Dr. Chuck Muth, PsD
THE CAMPAIGN DOCTOR
Professor of Psephology*
(homeschooled)

* Psephology (see-follow-gee): The study of campaigns and elections

P.S. Caution: Don't enter personal or sensitive information in the ChatGPT prompts, such as donor lists, credit card numbers, etc. ChatGPT stores your prompts in its database.