



# SQUARE DANCE REVIVAL BASICS!

## Use ChatGPT to Improve Marketing Text

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ChatGPT can help you create clearer, more engaging marketing messages in seconds. Instead of spending hours rewriting flyers, social media posts, website content, or emails, you can ask ChatGPT to improve your text for a specific audience.

You can get a free version of ChatGPT. Go to: [chatgpt.com](https://chatgpt.com) and choose create account. You can easily sign up with a gmail account. The only personal info it wants is your name and age. You can use your club name as the name. AI is controversial and here are the things to remember:

- **ChatGPT can make mistakes. Use it as a rough draft device and edit your final message. In the end, it's the human that's responsible for the final product.**
- **Don't share sensitive info. Chats may be reviewed and used for training.**

### Start with Your Draft

Paste your existing text and ask:

- "Rewrite this to appeal to complete beginners."
- "Make this shorter and more engaging."
- "Remove square dance jargon."
- "Make this sound more welcoming and fun."

### Focus on the Audience

Remember that most marketing is aimed at non-dancers, not current members.

Try prompts like:

- "Rewrite this for adults looking for a fun social activity."
- "Make this appealing to someone who has never square danced."
- "Emphasize fun, friendship, and community."

### Create Multiple Versions

Ask ChatGPT to generate different styles:

- Friendly and welcoming
- Humorous
- Family-oriented
- Health and fitness focused
- Younger audience focused

This allows you to test different messages and see what works best.



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### Improve Headlines

Strong headlines get attention.

Example prompt:

"Give me 10 headlines that would make a non-dancer curious about beginner square dance lessons."

### Simplify Your Message

Many clubs accidentally use insider terms that beginners don't understand.

Ask ChatGPT:

"Rewrite this at an 8th-grade reading level and remove all dance jargon."

### Before You Publish

Use ChatGPT as a final reviewer:

"Act as someone who has never square danced. What questions or concerns would you still have after reading this?"

This often reveals missing information and helps make your marketing more effective.

### Remember

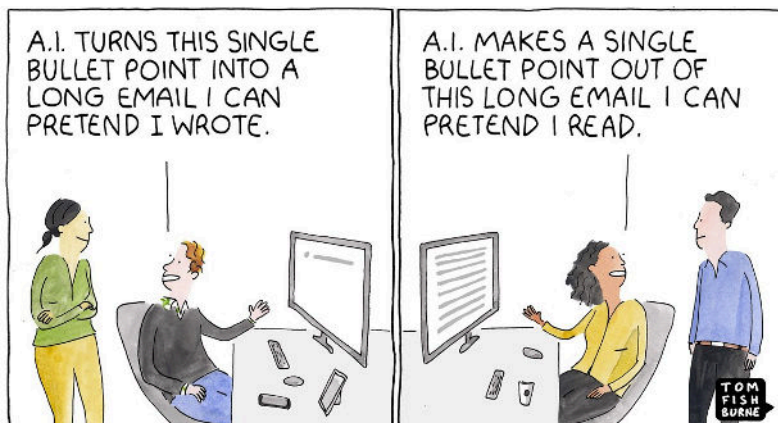
ChatGPT is a tool, not a replacement for your club's personality. Use it to make your message clearer, friendlier, and more inviting.

The best marketing answers three questions:

- Does this look fun?
- Will I feel welcome?
- Can I do this?

**If your message answers "yes" to all three, you're on the right track.**

**YES!**



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