

# ChatGPT: The AI Writing Assistant Every Content Team Needs

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# Transform your content creation process with ChatGPT

This powerful tool can help with research, ideation and planning, but you must remember to use it in conjunction with human insight and experience.

Used responsibly, ChatGPT can provide accurate, relevant, and engaging output. This guide showcases how ChatGPT can become an essential part of your content creation process.



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# A Journey with ChatGPT

I'm going to get a little meta here as we put together this guide to using ChatGPT for content teams – using the platform to help create an article talking about itself.

I've experimented extensively with ChatGPT and wrote about it on LinkedIn, so I have a pretty good idea where this is going. Let's start setting a direction by creating a title. Creating a good title is something I often struggle with, which is why I frequently leave it until last. But in this case I begin by giving ChatGPT a prompt.



I'm creating a guide to using ChatGPT in the content creation process and need a title that sounds a more engaging than "Guide to ChatGPT". The audience consists primarily of content strategists, content marketers, and SEOs who may have limited knowledge of using ChatGPT in this context.



How about these options:

1. "Mastering Content Creation with ChatGPT: A Comprehensive Guide for Marketers"
2. "Unlocking ChatGPT's Potential: The Ultimate Content Creation Companion"
3. "ChatGPT: Your Secret Weapon for Creating High-Quality Content at Scale"
4. "Transforming Your Content Strategy with ChatGPT: A Step-by-Step Guide"
5. "ChatGPT for Content Creators: How AI-Powered Writing Can Take Your Content to the Next Level"
6. "Content Creation Made Easy with ChatGPT: A Marketer's Guide to AI Writing"
7. "The Power of ChatGPT: A Beginner's Guide to AI-Assisted Content Creation"
8. "Creating Killer Content with ChatGPT: The Ultimate Guide for SEOs and Marketers"
9. "ChatGPT: The AI Writing Assistant Every Content Creator Needs"
10. "From Zero to Hero: How to Leverage ChatGPT for Your Content Marketing Strategy"

The prompt explains what I need, an idea of what I'm looking for along with the intended audience to provide some context. After reviewing the suggestions I realize that my prompt needs refinement – a situation you'll continually run into.

My intention is to write about GPT and content teams, so I modified one of the suggestions to better suit my needs.

With that in place, it's time to move on to structuring the article — one of the most critical parts in the content creation process.



I need to create a structure for an article title "ChatGPT: The AI Writing Assistant Every Content Team Needs." The audience consists primarily of content strategists, content marketers, and SEOs who may have limited knowledge of using ChatGPT in this context. The purpose of the article is to show readers how ChatGPT can be used in a complimentary manner in a content team, instead of generating the final output. The structure needs to account for different ways ChatGPT can be used by different roles on a content team. It also needs to highlight some of the potential pitfalls that a content team can run into. The goal is to present a balanced view.



Notice the detail in the prompt. I'm again specifying the audience, explaining the purpose, providing additional context regarding my requirements.

But I pushed return my mistake. I keep forgetting that it's [Shift][Return] to add a new line.

But I let it go anyway to see where it would lead. Interestingly, ChatGPT can function as a sounding board of sorts — ideal for those of us working remotely.

## I. Introduction

- Briefly introduce ChatGPT and its potential for content creation
- Highlight the purpose of the article, which is to show how ChatGPT can be used by different roles on a content team in a complimentary manner

## II. Content Strategists

- Explain how ChatGPT can help content strategists with research, ideation, and planning
- Provide examples of how content strategists can use ChatGPT to analyze trends, identify gaps in content, and create content briefs

### III. Content Marketers

- Discuss how ChatGPT can assist content marketers with creating engaging content
- Provide examples of how ChatGPT can generate ideas, write social media posts, and improve content optimization

### IV. SEOs

- Explain how ChatGPT can help SEOs with keyword research, optimization, and content creation
- Provide examples of how SEOs can use ChatGPT to generate content ideas, write meta descriptions, and improve website rankings

### V. Potential Pitfalls

- Discuss some of the potential pitfalls that content teams can run into when using ChatGPT, such as over-reliance, lack of creativity, and ethical concerns
- Highlight the importance of balancing human input with AI-generated content

### VI. Conclusion

- Summarize the key points of the article
- Emphasize the potential benefits of using ChatGPT in a complimentary manner on a content team
- Encourage readers to consider incorporating ChatGPT into their content creation process.

Nothing earth shattering here — it's basically what I would expect, given the prompt it received. What I did find interesting was that there's no mention of writers anywhere in this outline. Its training data must have included associating writers with content teams.

But I don't see that here. So I'll ask.



Why did you not include writers in the outline?



Thank you for bringing that up. You're right that writers are an important part of a content team, and it's essential to consider how ChatGPT can be used by them. Here's an updated outline that includes a section on writers:

ChatGPT is sure good at imitating politeness!

This time it includes a section on writers. Good enough, let's move on.

### III. Writers

- Discuss how ChatGPT can assist writers with generating ideas, reducing writer's block, and improving the writing process
- Provide examples of how writers can use ChatGPT to generate outlines, structure content, and improve language use

After the introduction, our first section deals with content strategists. That's the topic alright, but it makes for a boring section title. Maybe ChatGPT can help.

The results were long and were more like post title, even when I asked it to shorten them. In the end I used the suggestions as inspiration to create titles for each section.

## ChatGPT: The Content Strategist's Helper

Our outline requires us to explain how ChatGPT can help content strategists with research, ideation, and planning. I've got my own ideas, let's see what the platform comes up with.



Explain how ChatGPT can help content strategists with research, ideation, and planning.



ChatGPT can be a powerful tool for content strategists to streamline their research, ideation, and planning processes. Here are some ways that ChatGPT can assist content strategists:

1. **Research:** ChatGPT can help content strategists conduct research by providing relevant information and insights related to a particular topic. By entering a topic or keyword into ChatGPT, content strategists can receive a list of related articles, studies, and other sources to inform their content planning. ChatGPT can also assist with analyzing this information, identifying trends and patterns, and even summarizing key points for easy reference.
2. **Ideation:** ChatGPT can assist with ideation by providing inspiration and generating new ideas. Content strategists can use ChatGPT to brainstorm new content ideas based on topics, keywords, or even specific phrases. By generating a range of potential ideas, ChatGPT can help content strategists identify gaps in content and opportunities for new content creation.
3. **Planning:** ChatGPT can be a valuable tool for planning by assisting with content organization, structuring, and scheduling. Content strategists can use ChatGPT to create content briefs, outlines, and even full drafts, which can be used as the basis for further refinement and development. ChatGPT can also assist with scheduling content, helping content strategists to plan and distribute content across various channels and platforms.

Overall, ChatGPT can provide content strategists with valuable insights, inspiration, and assistance in streamlining their content planning process. By leveraging ChatGPT's AI capabilities, content strategists can work more efficiently and effectively, generating better results and improving their overall content strategy.

Sounds, convincing but not quite. This where human experience and insight come in handy. You see, ChatGPT is good at making stuff up, because that's what it was designed to do, but sometimes this can be widely inaccurate. Keep in mind that it's just a machine and has no concept of truth or falsehood.

In my experience, it can make up resources, statistics, facts, and links that aren't real. So you have to be real careful when using it for research — verify everything.

You've already witnessed ChatGPT contributing to the ideation process. However, this needs to be used judiciously. Brainstorming itself isn't a really good strategy — unless you've already identified the reasons for creating a piece of content are looking for title ideas around the topic, like you saw earlier.

ChatGPT can work well as addition to your keyword research tech stack. But it's important to understand the limitations of the platform, especially when conducting keyword research. It may say that it includes search volume in its decision making, but when pressed, it will admit that it doesn't have access to this data.

What I've found to be most promising is incorporating MarketMuse data into my interactions with ChatGPT to get the best of both worlds.

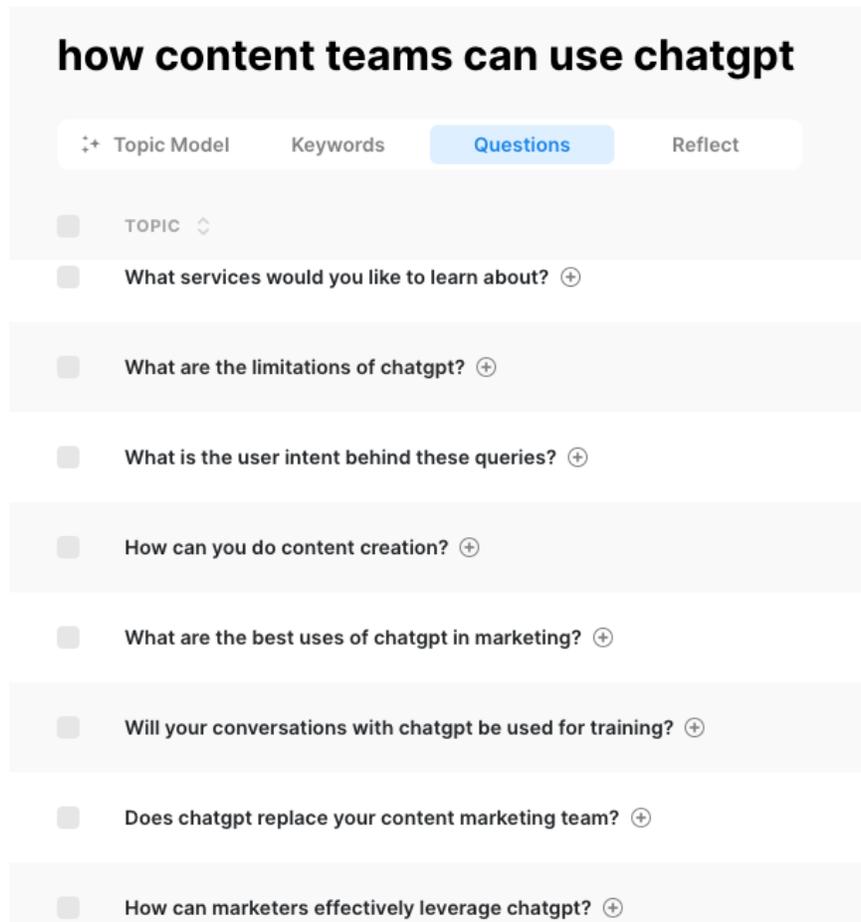
There are a some very exciting ways this can be done. We'll see a simple example of how this works in the next section.

## ChatGPT for Writers

If you've tried giving ChatGPT a prompt like write an article about 'X' and come away disappointed, you're not alone. The same thing happens when you make such a request of a human writer. The only difference is that it's cheaper when you're using ChatGPT.

Granted, you may luck out and get something back that usable, but I wouldn't count on it in either case. The reason for this failure in both cases, comes down to lack of guidance. There are so many different directions in which a writer (human or otherwise) could take an article. For generative AI, the possibilities are endless, so you need something to constrain it and narrow down the choices.

One way to do this is to incorporate MarketMuse Questions data into the process.



Looking in MarketMuse, I find that some common questions about AI writing revolve around:

- Will ChatGPT writing replace humans?
- How can you tell if a paper was written by ChatGPT?
- How can you distinguish between a machine and just badly written human content?
- What is ChatGPT and how does it help writers?

We could use this in a prompt and get ChatGPT to create a draft for this section.



Write 300 words for the section about writers, making sure to answer the following questions:

Will ChatGPT writing replace humans?

How can you tell if a paper was written by ChatGPT?

How can you distinguish between a machine and just badly wiremen human content?

What is ChatGPT and how does it help writers?



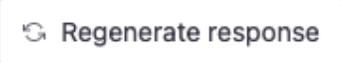
The use of AI language models like ChatGPT has led to some concerns about whether it will replace human writers. However, ChatGPT is designed to assist and enhance human writing, not replace it. ChatGPT is a powerful writing tool that can generate text, but it still lacks the creativity, intuition, and human touch that are essential to high-quality writing.

One of the concerns about ChatGPT is how to determine whether a paper was written by ChatGPT or a human writer. While it can be difficult to tell the difference, there are some telltale signs that can help distinguish between the two. ChatGPT-generated content may contain repetitive phrases, lack complexity, or have a lack of overall coherence.

Conversely, human-written content will be more nuanced, more expressive, and have a more intuitive flow.

Another concern is that ChatGPT-generated content may be mistaken for badly written human content. This is because poorly written human content may have similar characteristics to content generated by ChatGPT, such as repetition or lack of structure. However, a skilled writer or editor will be able to tell the difference between content that is poorly written and content that has been generated by an AI language model.

ChatGPT is a powerful AI language model that can assist writers in several ways. It can help with research, providing writers with relevant information and insights on a given topic. It can also assist with ideation, generating potential topics or ideas that can be developed and refined by human writers. ChatGPT can also help with drafting and editing content, allowing writers to focus on the creative aspects of their work while ChatGPT handles the more mechanical aspects, such as grammar and punctuation.

Overall, ChatGPT is a valuable tool for writers that can help them work more efficiently and effectively. While it's true that  text on its own, it's important to

This of course will need to be rewritten because it failed to reference openAI's text classifier. ChatGPT has no knowledge of this AI content detector because its training data ends at September 2021 and the software became publicly available on November 30, 2022. The other problem is that the content sounds boring. Generative AI has a tendency to produce sentences with similar length and complexity — patterns that AI text classifiers, like openAI's can pick up on.

I'm not going to do that here, for the sake of brevity. And because I think you get the picture.

Also, I want to move onto making another point, this time concerning editors. They're another important part of the content team, that ChatGPT neglected to mention when ideating on the structure of this article.

## ChatGPT: More Work for Editors?

Long story short, I think so. With human writers, you can operate under the principle of trust but verify.

When ChatGPT, or any generative AI for that matter, enters the picture the equation changes. Now it's verify with a vengeance. Because even though AI can't lie, it doesn't mean it's telling the truth.

If openAI's text detector indicates that the content is possibly written by AI, the game changes. Editors need to review every line like a lawyer examines a contract.

I believe the very nature of there work will soon be changing, if it hasn't started already. MarketMuse Co-Founder Jeff Coyle believes generative AI may cause the rise of Subject Matter Expert Editors (SMEEs). These people will straddle the line between current subject matter expert's and trained editors.

I think this makes sense. Who better to verify the accuracy of an article than an expert practitioner?

## Content Marketers Can Benefit from ChatGPT Too

There are a number of other types of content that marketers create and ChatGPT can help there as well. Take, for example, headlines. Sure, I knew that it could generate headlines, ad nauseam. But I didn't understand its capabilities, until I asked.



Are you familiar with particular styles of headlines as it related to ad copy?



Yes, as an AI language model, I am familiar with different styles of headlines commonly used in ad copy. Some common styles of ad copy headlines include:

1. **Benefit-driven headlines:** These headlines focus on the benefits that the product or service offers to the customer. They often begin with phrases like "Discover the benefits of" or "Transform your life with".
2. **Question headlines:** These headlines pose a question to the reader, often related to a problem or pain point that the product or service can solve. Examples include "Struggling to sleep at night? Try our new sleep aid" or "Tired of dealing with a cluttered home? Try our organization service".
3. **Urgency-driven headlines:** These headlines create a sense of urgency and encourage the reader to take action quickly. They often include time-limited offers or phrases like "Act now" or "Don't miss out".
4. **Curiosity-driven headlines:** These headlines pique the reader's curiosity and entice them to click through to learn more. They often begin with phrases like "The secret to" or "You won't believe".
5. **Story-driven headlines:** These headlines tell a story that the reader can relate to, often highlighting a common problem or struggle that the product or service can solve. Examples include "How one woman overcame her fear of public speaking" or "The surprising way one family saved money on their energy bills".

These are just a few examples of the many different styles of headlines commonly used in ad copy. The most effective headline style will depend on the product or service being advertised, as well as the target audience and overall marketing strategy.

That's interesting! Do you see how that changes things. Instead of just asking it to generate a headline, I can be more specific and tailor it to the type of experience I want.

Sometimes you can learn a lot about ChatGPT by just asking it!



Using each of those styles, generate a headline for "ChatGPT: The AI Writing Assistant Every Content Team Needs"



1. Benefit-driven: "Transform Your Content Creation Process with ChatGPT: The AI Writing Assistant Your Team Needs"
2. Question: "Struggling with Content Creation? Could ChatGPT Be the AI Writing Assistant Your Team Needs?"
3. Urgency-driven: "Don't Miss Out on ChatGPT: The AI Writing Assistant Every Content Team Needs"
4. Curiosity-driven: "Discover the Secret to Better Content Creation: ChatGPT, The AI Writing Assistant Every Team Needs"
5. Story-driven: "How ChatGPT, The AI Writing Assistant, Helped One Content Team Achieve Success"

There are other possibilities as well. Provide it with previously successful social media posts, then ask it to analyze the tone, style, and content, and generate some suggestions. These are more likely to be successful.

Let's not forget meta descriptions, alt text, and other low-level content creation tasks that no-one likes doing. These are low-risk areas where ChatGPT can excel at creating content at scale. Often these fall under the umbrella of SEO, so it's probably a good time to discuss how ChatGPT can help SEOs.

## Unleashing the SEO Power of ChatGPT

Yep, that's another title suggestion courtesy of openAI! Frankly, I'm not sure how much SEO power ChatGPT has — that's for you to decide.

ChatGPT suggested that I "Explain how ChatGPT can help SEOs with keyword research, optimization, and content creation. Provide examples of how SEOs can use ChatGPT to generate content ideas, write meta descriptions, and improve website rankings."

So I turned the tables and asked those questions of itself. Here's what really got my attention.

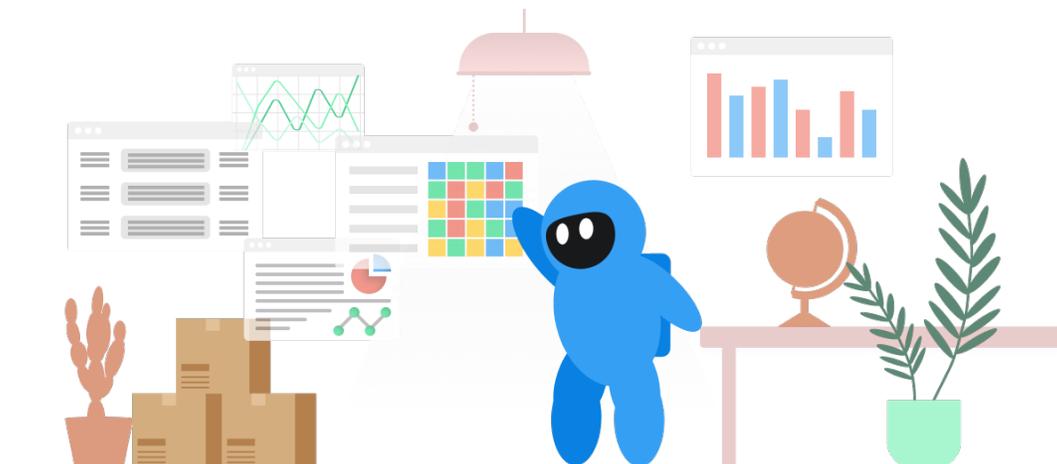
4. Website Rankings: SEOs can use ChatGPT to improve their website rankings by optimizing their content and meta descriptions for search engines. By analyzing the content of a web page and suggesting changes to improve keyword density and readability, ChatGPT can help SEOs create high-quality content that is more likely to rank well in search engine results pages.

I'm always concerned when I hear talk about keyword density because that advice never turns out to be good. In this case, it was less bad than I thought. Fortunately, it didn't insist that I increase the mention of certain words by X%.

It did suggest the inclusion of a couple of more relevant keywords related to AI writing. But this wasn't anything like the topic model that MarketMuse provides. Other advice concerned generic issues such as shorter paragraphs, bullet points and images.

Out of the box, you won't be bowled over by ChatGPT's SEO prowess, but there is some potential. For example, if you ask it to generate keyword suggestions for a particular site, you'll get some good semantically relevant examples.

Of course, it can't supply the typical keyword data, but you can get other useful information, like the following.





Please supply ten keyword suggestions for a SaaS site that offers a content strategy product. The output should be a table formatted to show the keyword, it's search intent, and its place in the marketing funnel.



Sure! Here are ten keyword suggestions for a SaaS site that offers a content strategy product, organized into a table format:



Keyword	Search Intent	Marketing Funnel
Content Strategy	Informational	Top of Funnel
SEO Optimization	Informational	Top of Funnel
Keyword Research	Informational	Top of Funnel
Content Calendar	Informational	Top of Funnel
Blogging Tips	Informational	Top of Funnel
Content Creation	Informational	Top of Funnel
Content Promotion	Informational	Middle of Funnel
Social Media Marketing	Informational	Middle of Funnel
Lead Generation	Transactional	Bottom of Funnel
Sales Conversion	Transactional	Bottom of Funnel

The above table includes ten keyword suggestions, along with their search intent and their place in the marketing funnel. The search intent describes what the user is looking for when they search for that keyword, while the marketing funnel indicates where in the buyer's journey the keyword is most relevant. Keywords with an informational search intent are suitable for top-of-funnel content that educates and attracts potential customers, while those with a transactional search intent are suitable for bottom-of-funnel content that encourages users to make a purchase or take some other action.

ChatGPT won't be replacing any of your beloved SEO tools, but it could be another thing to add to your tech stack.

# Potential Pitfalls of ChatGPT and Generative AI

While working out the structure of this content, ChatGPT had made some suggestions regarding potential pitfalls of its service. So I asked it to elaborate.



Discuss some of the potential pitfalls that content teams can run into when using ChatGPT, such as over-reliance, lack of creativity, and ethical concerns. Highlight the importance of balancing human input with AI-generated content.



While ChatGPT and other language models can be powerful tools for content creation, there are several potential pitfalls that content teams should be aware of:



1. **Over-reliance:** One of the most significant risks associated with using ChatGPT is over-reliance on the model to generate content. Teams can fall into the trap of relying too heavily on ChatGPT to create all of their content, which can result in a lack of originality and a lack of diverse perspectives in the content.
2. **Lack of creativity:** ChatGPT is designed to generate content based on patterns and examples from existing data. While this can be useful for generating content quickly, it can also limit creativity and originality in the content that is produced.
3. **Ethical concerns:** Another potential pitfall of using ChatGPT for content creation is the risk of producing unethical or biased content. Because ChatGPT is trained on existing data, it can reflect the biases and perspectives of that data. This can result in the unintentional production of content that perpetuates harmful stereotypes or promotes discriminatory ideas.

To mitigate these risks, it is important for content teams to balance the use of ChatGPT with human input and oversight. Human input can help to ensure that the content generated by ChatGPT is creative, original, and aligned with the brand's values and goals. Additionally, human input can help to identify and address potential ethical concerns in the content. By using ChatGPT as a tool to support human creativity and expertise, rather than as a replacement for it, content teams can harness the power of AI to create high-quality content that resonates with their audience while maintaining ethical and creative standards.

 Regenerate response

Yes, it did a good job — identifying over-reliance, lack of creativity, and ethical concerns as the major stumbling blocks of implementing ChatGPT. Let's go a little farther in considering the implications.

Working from the premise that humans need to retain control of the content process, you'll need someone to monitor the output to assure that it's on-brand, at the very least. That person will most likely be an editor.

As stated previously, that editor will need to be hyper-vigilant as every sentence ChatGPT produces could be false or unethical. Not recognizing the extra burden placed on editors could lead to inadequate quality assurance.

The ramifications could be serious, especially if you're operating in a YMYL space.

Even if you're not in that space, you certainly don't want to publish content that's biased, discriminatory, hateful, or perpetuates stereotypes. That's a recipe for disaster.

## Use Generative AI Responsively

There's no doubt that ChatGPT and generative AI hold great potential for content teams. However, it's important to understand the limitations and risks that it poses. Human insight and experience must always guide its output.

ChatGPT is not a replacement for writers and its output requires careful curation and editing to ensure accuracy, relevance, and engagement. While it may be a valuable resource for content teams, remember that it's just one tool in the content creation process and isn't a substitute for human creativity.



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