

Getting ready for AI – our top tools & prompts – cheat sheet

Many AI tools can assist membership professionals with everyday tasks and make jobs easier; however, how you instruct them is critical to the quality of the output. Here are some of our favourites with tips and prompts to help you use them.

AI writing assistants



Ally Wheeler
Senior Customer Success Manager

Tools I like: Grammarly & Wordtune

“
These help me ensure my client emails are polished and professional and my tone is respectful.”

TIP: Add these Google Chrome extensions to review your writing across platforms. Instantly optimise your copy by selecting formality, tone of voice, and your profession for context. Use them to elevate your member engagement, renewal and recruitment campaigns.

AI note-takers



Jonathan Hunt
Customer Success Manager

Tools I like: Fathom

“
An amazing AI note-taking tool which transcribes and summarises your meetings.”

TIP: Link Fathom to your video conferencing account (e.g. Zoom) so it knows to auto-join all your meetings. You can turn off Real-Time Coaching if you don't want to see that you are monologuing!

AI design tools



Luke Holderness,
Creative Director

Tools I like: Midjourney

“
A great resource for exploring different styles, colour palettes and patterns, and can help you generate images for your website.”

PROMPT: Create a UI design for a membership association for tradespeople, show a member's homepage, including a welcome to Bob [insert title/role], a list of benefits and upcoming events.

AI research tools



Emma Clark,
Senior Consultant

Tools I like: Claude, Yasna

“
Claude is a conversational & creative AI assistant that provides clear research summaries. Yasna is great for conducting in-depth interviews.”

TIP: Use Yasna to conduct UX research with website users and produce a report with insights. Claude can categorise and synthesise this type of qualitative data, letting you quickly identify areas that need improvement.

AI for marketing



Aika Peto,
Marketing Director

Tools we like: ChatGPT for marketing

“
ChatGPT can be a versatile marketer's assistant, handling tasks such as data analysis, content repurposing, optimisation, and SEO.”

TIP: It's best to keep your prompts short and use follow-up prompts after each response to get a more refined result.

AI for content curation and management

Tools we like: ChatGPT for content



Dan Edwards
Head of Content

“
As a professional writer, ChatGPT is brilliant for refining, enhancing, and proofreading copy, plus it swiftly repurposes content for various platforms.”

PROMPTS:

SEO-optimised articles:

I have written a thought leadership article for [X membership org] aimed at professionals in the [X sector]. The article will cover [insert topic], and I want to optimise it for SEO. Please:

1. Identify the best SEO keywords related to [topic] in the X sector.
2. Create a compelling SEO title and meta description.
3. Suggest how to structure the content for SEO, including headers (H1, H2, H3), and where to place keywords.

Copywriting:

Write an email in British English where the sender works for membership body [X], reminding the member that the deadline for their renewal is in one month. They have previously received two reminders but have not taken action. Highlight the value using the benefits listed on [X website]. Make it friendly, persuasive, and in the tone of [X org].

AI for event research and comparison



Kat Paines
Head of Marketing

Tools we like: ChatGPT for event research

“
When you're trying to find good event spaces in London it can be tricky to do desk research if you have a list of criteria you're trying to fulfil! Chat GPT is a great place to start to make you a shortlist that you can then look into in more detail.”



PROMPT:

Event research: Please collate a list of 10 event venues in London, within a [insert distance] of [location]. They need to have a private meeting space suitable for up to [X] people, have AV capabilities, provide catering, and be a fully accessible venue. Look for spaces within [price bracket] for an all day hire.

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