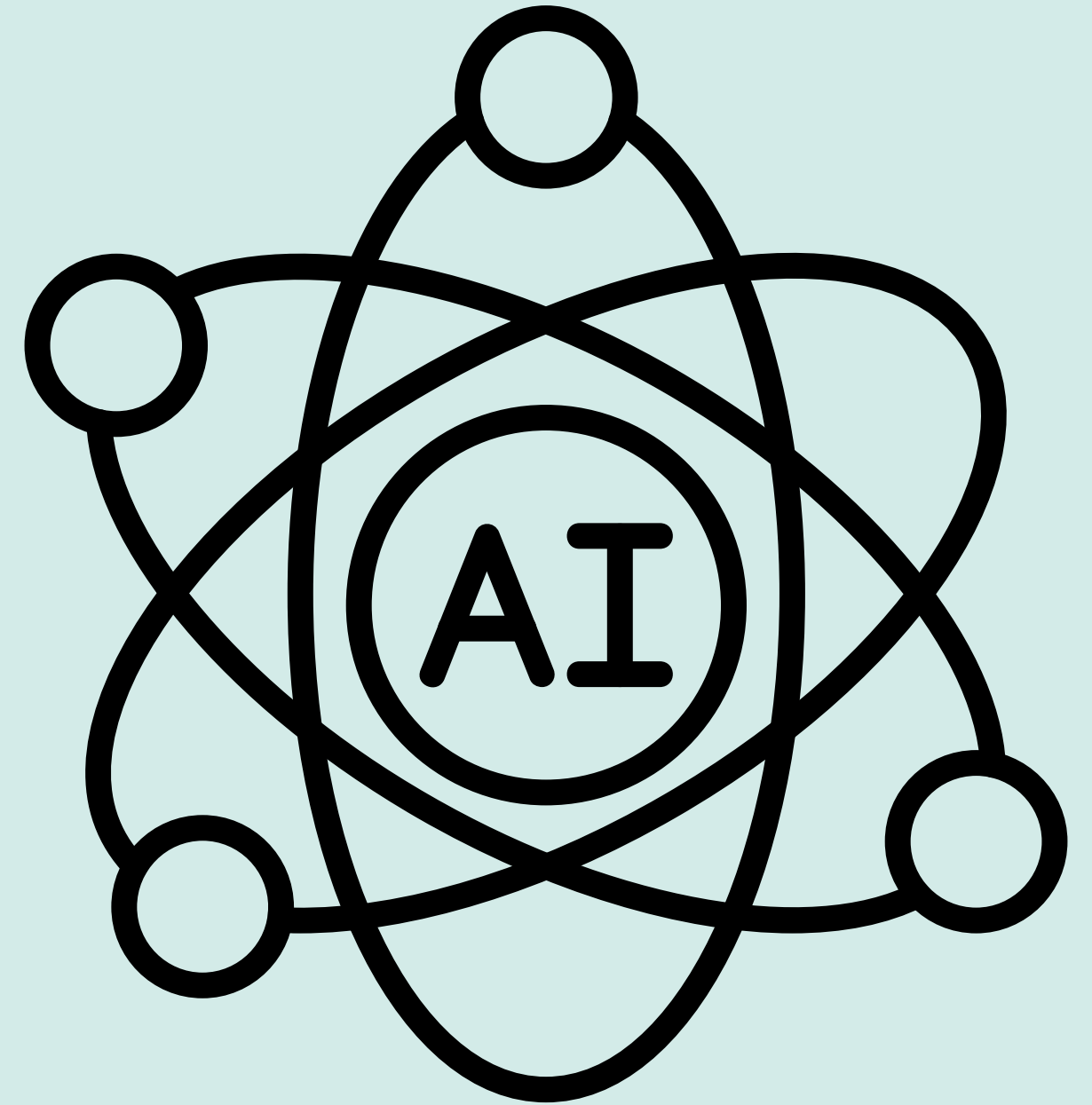
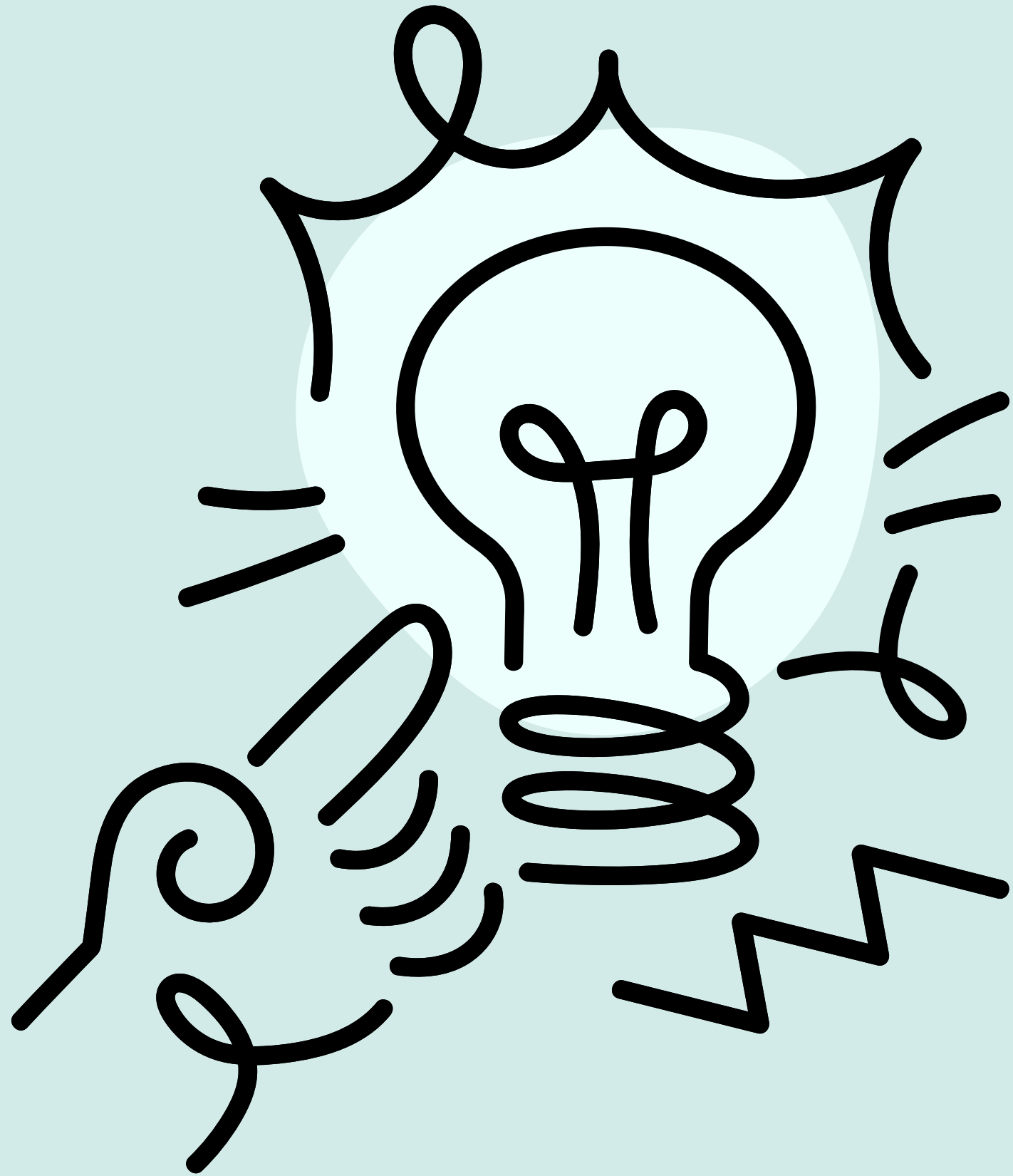


# AI 101: CHAT GPT & MAGIC WRITE



**COLDWELL BANKER | TOMLINSON**





# LET' GET CREATIVE!

In the summertime, the sun shines bright,  
We're dancing freely, in pure delight.  
The beach is calling, waves crashing on the shore,  
We're feeling alive, couldn't ask for more.

(Chorus)

Oh, this summer feels so right,  
With every moment, pure delight.  
We're singing, dancing, having fun,  
Under the warm and golden sun.

(Verse 2)

Friends all around, laughter in the air,  
We're making memories, beyond compare.  
The breeze whispers secrets as we roam,  
In this summer paradise, we call our own.

(Outro)

So let's soak it all in, this summer dream,  
With hearts overflowing, like an endless stream.  
Together we'll make memories, forever we'll roam,  
In this happy summer, that feels like home.

**The PROMPT was**

**WRITE ME HAPPY SONG  
LYRICS FOR SUMMER**



**HERE'S THE  
PROMPT!**

# WHAT IS AI COPY WRITING?

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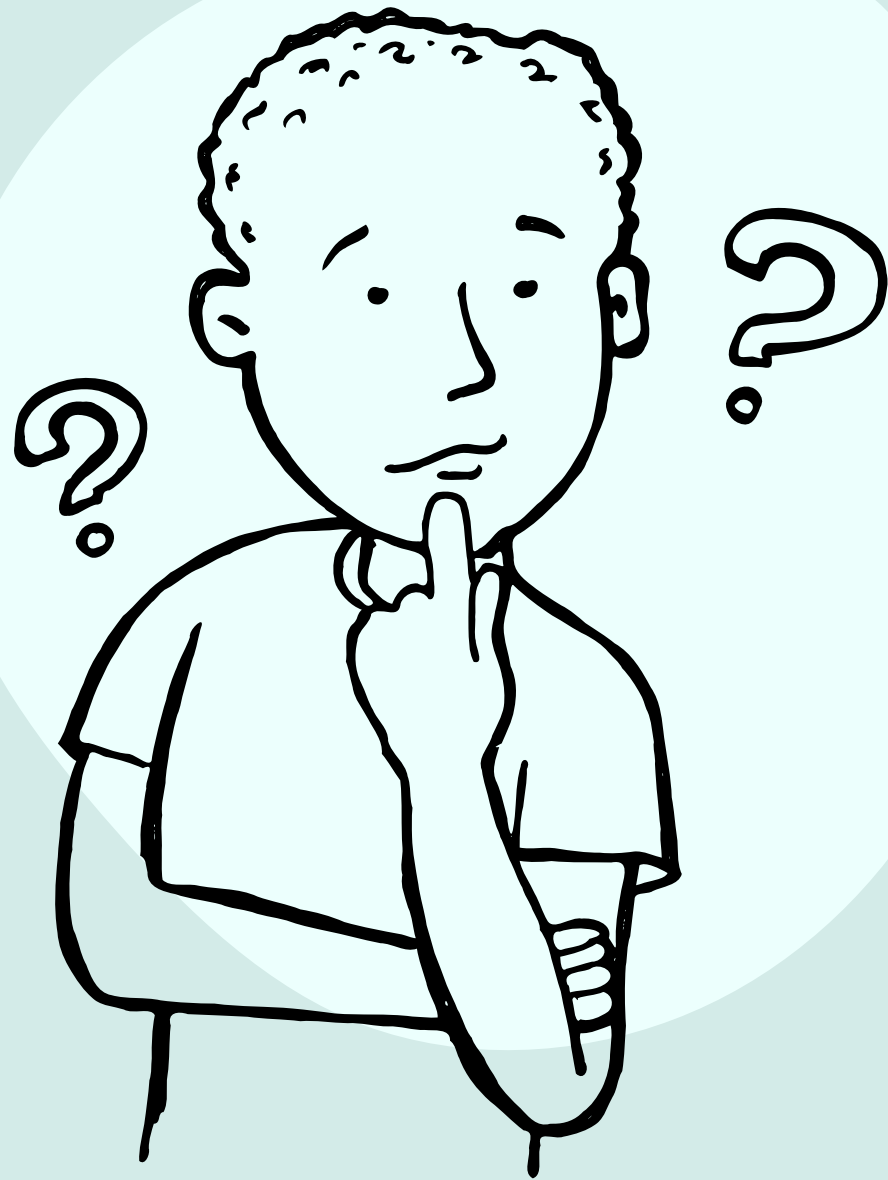


Use of artificial intelligence to generate written content, such as product descriptions, emails, and social media posts, with the aim of saving time and improving efficiency for businesses.

**IT'S A GREAT BRAINSTORMING TOOL!**

# CONSIDERATIONS

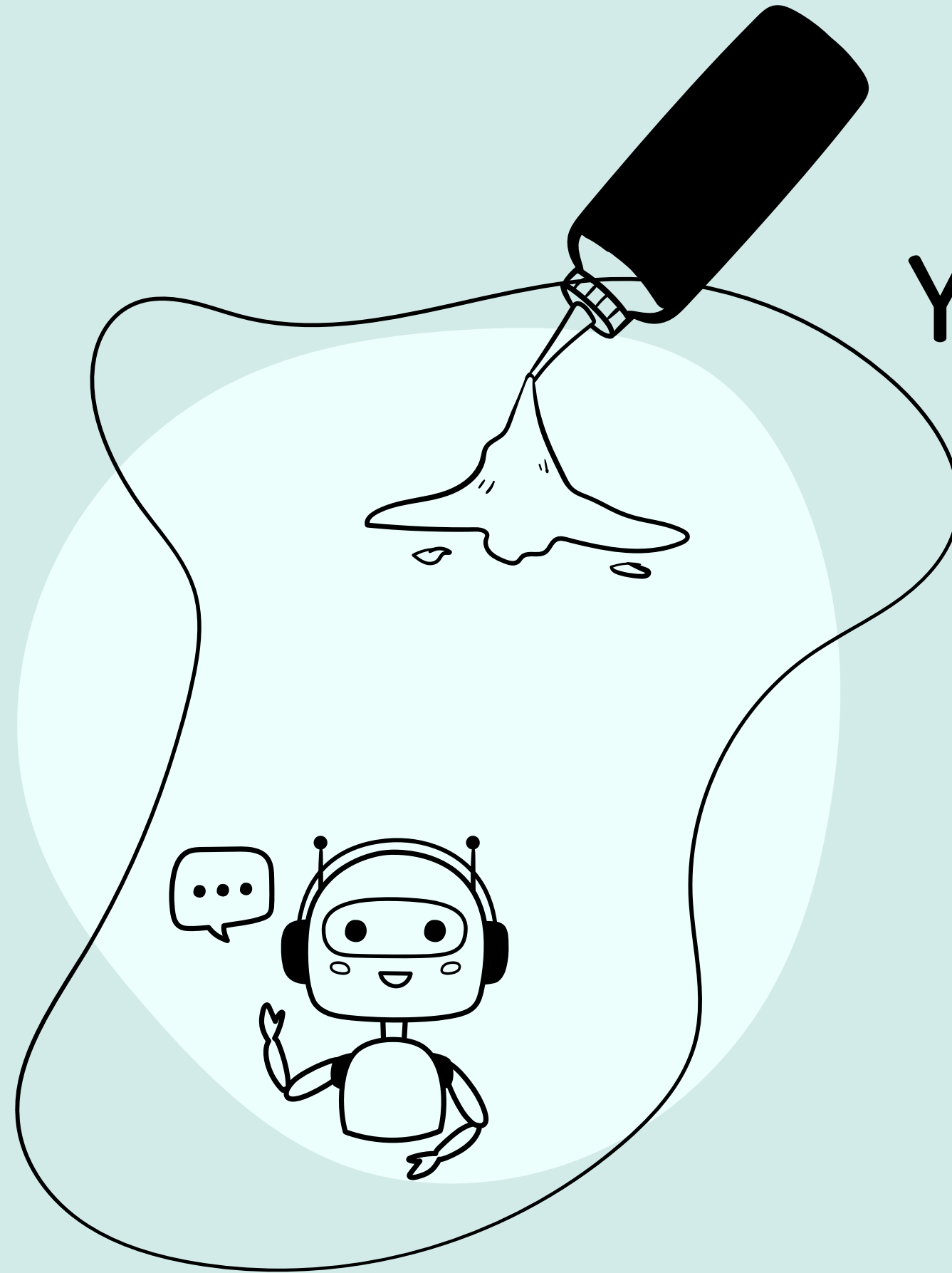
- May lack the human touch and emotional connection
- May not be factually accurate or contextually appropriate
- Potential biases or discriminatory responses
- Generated content needs to be reviewed to ensure it aligns with your values and ethics.



**1**

# CHAT GPT 70%

ChatGPT provides a bulk of the work! You can imagine this as about 70% of the work!



**2**

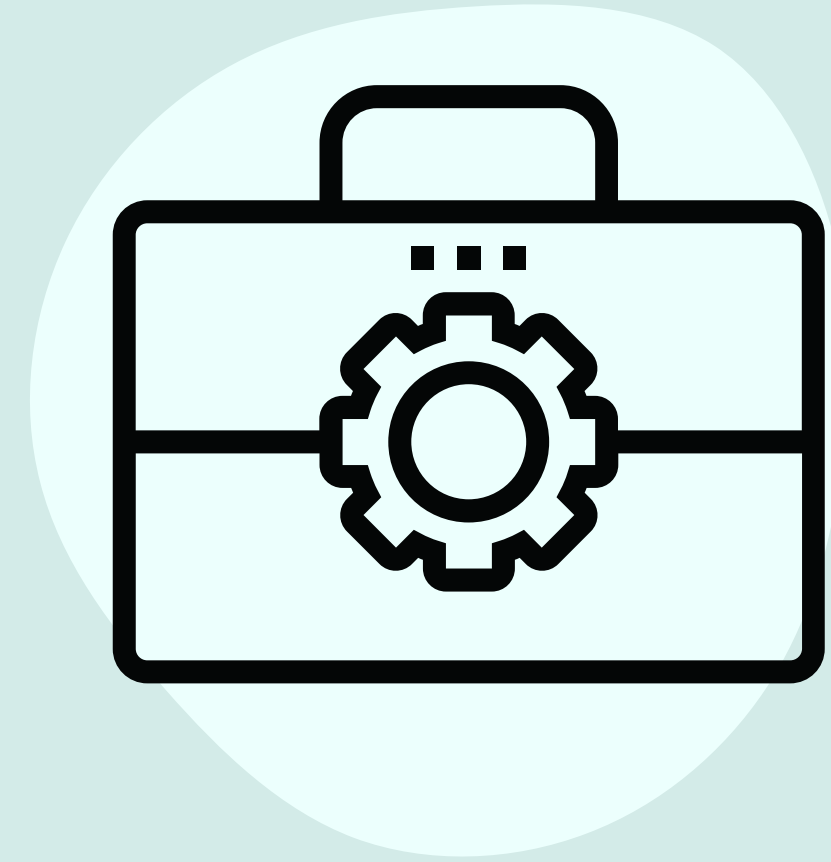
# YOUR SECRET SAUCE

**30%**

Now add your secret sauce: your expertise, your voice, your style!

# TOOLS FOR THE JOB

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## CANVA MAGIC WRITE

Integrated to seamlessly work within Canva's design tools and products.

## OPENAI'S GPT-3 (CHAT GPT)

Currently free and available with only registration. Conversational-like generations that are easy to use.

# THE POWER IS IN THE PROMPT!

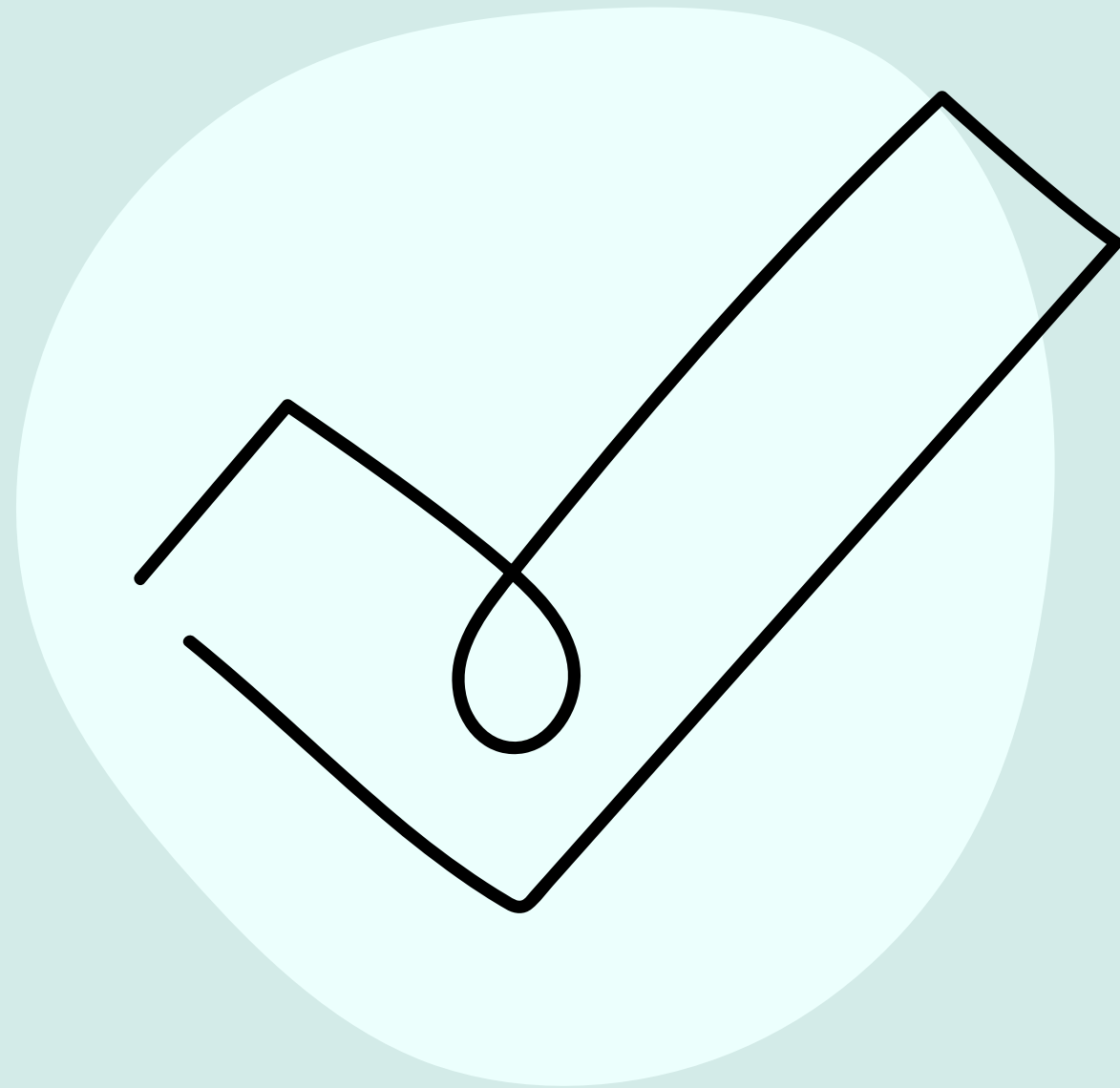
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In order to get a good result, you  
have to provide a good prompt!



Imagine, AI is your  
personal assistant. **How  
would you ask them to  
write copy?**

# QUICK TIPS



- Include that you are a real estate agent
- Define your audience
- Specify length of text desired
- Request a particular tone or style
- Specify the end use
- Use your own stats or data whenever possible

**TRY A FEW TIMES, YOU WILL LEARN  
WHAT PROMPTS WORK BEST FOR YOU!**

# KEYWORDS TO USE IN YOUR PROMPTS

COMPELLING

FRIENDLY

PROFESSIONAL

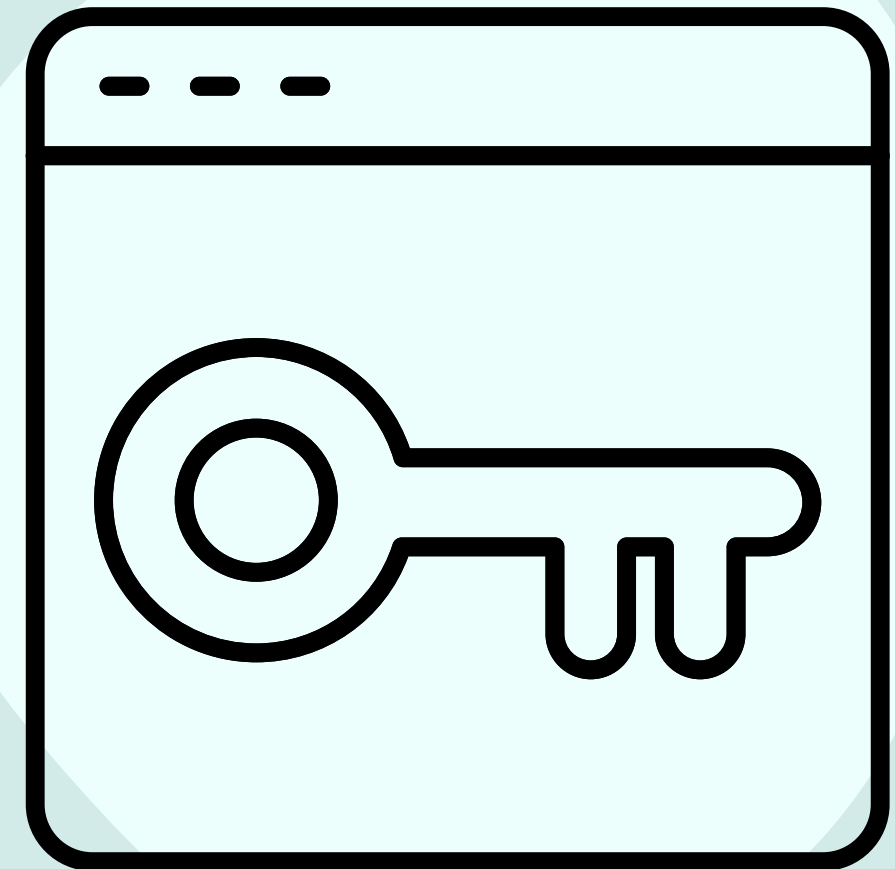
PLAYFUL

INFORMATIVE

CONVERSATIONAL

FUNNY

LUXURIOUS



1. Write me five compelling social media posts about selling real estate.
2. Write me this in a friendly tone.
3. Write me five professional video ideas that will help me promote.
4. Write me three social media listing posts for 1234 Main Street and make it playful and fun.
5. Write me an informative email newsletter with this data.\*
6. Write me a video script about 1234 Main Street in a conversational tone.
7. Make me a funny holiday post for social media.
8. Write me a luxurious listing description for 1234 Main Street.

# SOCIAL MEDIA EXAMPLE

Write me a social media caption for 4th of July from the voice of a real estate agent and use some puns and make it funny. Also add some emoji's

🌟 Happy 4th of July, y'all! 🇺🇸 Whether you're grilling up some hot dogs or watching fireworks light up the sky, this holiday is all about celebrating our freedom and independence. And if you're looking to declare your own independence from renting, let's get you into a home that will make you feel like the star-spangled homeowner you deserve to be! Don't wait until you're feeling red, white, and blue in the face from paying rent - let's make your homeownership dreams a reality. Let freedom (and home ownership) ring! 🏡 #HomeSweetHome #IndependenceDay #LandOfTheFree #ProudToBeAnAmerican 🇺🇸

(NOT EDITED)

# PERSONAL BIO PROMPT



Write me a professional biography for my real estate business in the first person. My name is John Doe, I've been in the business since 2001. I work with Coldwell Banker Tomlinson in Boise, Idaho. Include that i am luxury property certified and been a top producer since 2006. On my days off i like to hike with golden retriever dog, Bruce. Include that I have a wonderful wife, Linda and we volunteer at the Food bank every holiday season. Talk about my passion to the Boise area, and my commitment to excellence with my clients. Make the bio about 300 words.

# PERSONAL BIO RESULT

Hello, my name is John Doe and I have been a real estate professional since 2001. I am proud to be affiliated with Coldwell Banker Tomlinson in Boise, Idaho. I am a luxury property certified specialist and have been a top producer since 2006.

When I am not working, I enjoy spending time in the great outdoors with my golden retriever, Bruce. My wonderful wife, Linda, and I also volunteer at the Food Bank every holiday season. Giving back to the community is important to me, and I believe that it is an essential component of a successful career.

I am passionate about the Boise area and all that it has to offer. I have lived here for many years and have a deep understanding of the local real estate market. My commitment to excellence is unwavering, and I always go above and beyond for my clients. Whether you are buying or selling, I will work tirelessly on your behalf to ensure that you achieve your goals.

I take great pride in my work and strive to provide each of my clients with the highest level of service possible. My experience, expertise, and dedication to my craft have earned me a reputation as one of the top real estate professionals in the area. I look forward to the opportunity to work with you and help you achieve your real estate goals.

**(NOT EDITED)**

# PROPERTY DESCRIPTION PROMPT

Write me a property description for a 5 bed, 3 bath, 2970 sf rambler located in Boise, Idaho. Include that it was built in 2019. It has quartz counters, custom tile in all bathrooms, stainless steel appliances. The main living area had amazing vaulted ceilings. Talk about the primary bedroom's huge closets and luxury bathroom. Outdoors include that it is full stucco, fully fenced, room for an RV.

# PROPERTY DESCRIPTION RESULT

This stunning 5 bed, 3 bath rambler in Boise, Idaho was built in 2019 and boasts 2970 sf of luxurious living space. The home features beautiful quartz counters and custom tile in all bathrooms, as well as stainless steel appliances. The main living area boasts amazing vaulted ceilings, creating an open and airy feel. The primary bedroom is a true retreat, with huge closets and a luxury bathroom. Outside, the home is fully stuccoed and fully fenced, with room for an RV. With its modern amenities and stylish design, this is the perfect home for those who want to live in comfort and luxury.

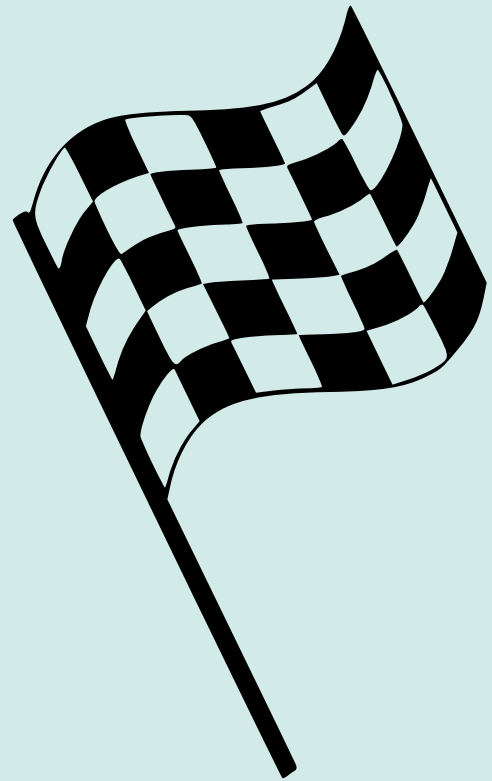
**(NOT EDITED)**

# WAYS TO EXPAND ON YOUR PROPERTY DESCRIPTION

- Shorten or lengthen property descriptions
- Extract key bullet points for flyers/brochures
- Write five social media posts from property description
- Add Emoji's
- Add relevant hashtags
- Add a compelling call to action for a buyer
- Write a listing blog or newsletter post for blog
- Create 5 Instagram Reels based on this
- Create 5 video scripts for a 60 second video
- Write me YouTube description for this listing
  - Make it SEO friendly
  - Include YouTube Keywords
- Write me five YouTube Titles



**LET'S TRY IT OUT!**



# PROMPT STARTERS

- Write me a listing description that includes.....
- Rewrite my bio but make it appeal to a luxury buyer. Here is my bio...{PASTE HERE}
- Write me a social post from the voice of a real estate agent about \_\_\_\_\_ and use puns.

WHO'S GOT THE MOST OUTRAGEOUS AI CONTENT?





# MORE IDEAS!

- Develop Prospecting Letters
- Create Video Scripts for a Market Update
- Build a Social Media Campaign for a Listing
- Generate an Email Newsletter ideas
- Summarize Market Updates into a post
- Add relevant Emoji's for Social Media
- Write Headlines for Videos depending on the platform
- Write Compelling Headlines for Listings to increase click-through
- Elevate luxury property descriptions for luxury home buyers
- Improve personal handwritten notes

Q & A