



# BUILD A SMARTER REAL ESTATE BUSINESS W/ AI

## EASY ACTION GUIDE

### Step 1: Identify Your Ideal Buyer or Seller

Before you can market effectively, you need to know who you're speaking to. This step uses AI to help you get ultra-specific about your audience's demographics, pain points, and motivations.

#### Paste this into ChatGPT:

"Act as a real estate marketing strategist. Ask me 10 clarifying questions to help identify my ideal target audience (buyer or seller) based on my market, past clients, and goals."

Answer the questions honestly. This creates the foundation for all your future marketing.

### Step 2: Build Their Avatar

Now that you've defined your ideal client, you'll turn that intel into a persona that guides your messaging. This avatar will tell you what they care about, where they hang out online, and what to say to grab their attention.

#### Paste this into ChatGPT:

"Based on the answers above, build a detailed buyer/seller avatar with name, demographics, pain points, goals, and where they spend time online."

Keep this avatar saved, it becomes your go-to reference when creating any marketing content.

### Step 3: Craft Content That Speaks to Them

Your audience doesn't need more fluff — they need content that hits home. With your avatar defined, AI can now help you generate hooks, captions, and call-to-actions that drive engagement and conversions.

#### Paste this into ChatGPT:

"Now write 10 Instagram Reel hooks and captions that would attract this target audience by speaking to their problems and positioning me as their solution."

Use these hooks to guide your next week of social posts or short-form videos.

#### **Step 4: Automate Your Follow-Up**

The fortune is in the follow-up, but most agents drop the ball here. Use AI to create a nurturing sequence that keeps you top-of-mind until your lead is ready to convert.

#### **Paste this into ChatGPT:**

“Create a 7-day nurture sequence for this audience using emails and texts that position me as the guide, offer local insight, and build trust.”

Deploy it through your CRM or tools like HighLevel or Mailchimp to stay consistent.

#### **Step 5: Build Your Weekly Workflow with AI**

You’ve now got a clear avatar, messaging, and follow-up strategy. Use AI weekly to brainstorm ideas, refine your offer, and simplify your workflow so you stay focused on income-producing activities.

#### **Use these prompts weekly:**

- “Create 5 content ideas based on this persona’s fears or desires.”
- “What are 3 lead magnet ideas for a buyer in [your city] right now?”
- “Write a follow-up message for a cold lead who downloaded my seller guide.”

Keep iterating. The more you use AI, the faster and better your content will get.

#### **Bonus Tip: Use Voice to Have a Conversation**

The ChatGPT mobile app lets you talk to the AI instead of typing. Record your ideas on the go, it’s like having a marketing assistant in your pocket.