



# CHATGPT

## A GUIDE

### FOR REAL ESTATE AGENTS

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## Table Of Contents

Table Of Contents	3
Why does ChatGPT use a chat function?	9
The Structure of a Prompt	10
Using ChatGPT to Build The Prompt For You	11
Listing Description Prompts	12
Blogging Prompts	14
Video Prompts	23
Google Business Profile	25
YouTube Transcripts	27
YouTube Performance Evaluation	28
List of Prompt Ideas and Structures	29
Tones	32
Tools and Programs	34

# ChatGPT: A Guide For Realtors



My name is Mike Rohrig.

I've been a Realtor since 2001.

I've coached and trained agents since 2006.

I was Director of Sales for a \$50 Real Estate Team.

I launched the [Roaring Agents Podcast](#) in 2019 and started my own coaching business, Roaring Agents, in 2021 after being certified by SUCCESS Coaching and Abelson.

I love learning new things, expanding my knowledge on what I've learned and sharing it. That's why I created the free [Roaring Agents](#) training in 2020 where you will find over 50 free lessons, tons of tools, scripts, checklists and strategies.

I hope you enjoy this ebook. Please let me know how you are using AI in your business. Drop me an email at [mike@mikecandoit.com](mailto:mike@mikecandoit.com)



Check these out...



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As I write this, we are in the “Wild, Wild West” of the AI evolution.

With every new advancement, this happens. When cars were first invented there were 253 automobile manufacturers. You would think there was only 1.

With any new business, there are always a lot of competitors trying to gain market share which is usually done by making it easier for customers to gain access to the product.

Just like we currently have so many streaming options, it will consolidate but we have access to some amazing shows as rich companies are throwing money around to gain your attention.

Right now, AI is really in its infancy as a market. One company through a Hail Mary to get more users to try it so they could have it learn quicker and it exploded.



# ChatGPT: A Guide For Realtors

There are a ton of companies scrambling to add AI to their toolset. Some will be great, some will be terrible and some will actually be unsafe. More on the latter later.

Whatever the landscape we see right now, it will be much different in a very short time which is why you need to be up on this now. It will build quickly and touch everything very soon as new players enter the game.

Google has been working on AI for quite a while now, they just haven't released much to the public because they have a ton of data already. When I type my emails in Gmail there is already a feature that gives me autosuggestions to complete a sentence. That sure seems like AI.

Google has a plan for their AI and I don't think it involved the public yet but ChatGPT happened and it's made everyone scramble because first-to-market matters in these things.

## ChatGPT enters the picture

ChatGPT launched AI (Artificial Intelligence) into a new realm of awareness and accessibility in November 2022. A version of OpenAI was out but it didn't get the same attention. Releasing this chat version changed everything.

Since then, the buzz has almost been deafening as articles state opinions on AI that are all over the board. Is AI going to revolutionize everything today or will it bring on Skynet tomorrow? Will it replace REALTORS or will it help them?

AI as we see it today is not truly AI according to most circles but what it can do is amazing. ChatGPT is a language model that takes a huge amount of text and can generate responses from prompts in many styles and tones.

In the end, what it is doesn't matter as much as what it can do.

For most of this guide, I'm going to write AI but will be talking about ChatGPT because ChatGPT is powering many of the AI programs and tools you will find out there.



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ChatGPT 4 was released on 3/14/23 but is not available for free yet like 3.5 was.

It is improving quickly and the free version may not be free for long. Please keep that in mind. I do pay for a subscription because I was using it to test and learn.

Obviously, you care about AI, what it does, and how to use it. If you are trying to convert a skeptic as to why to get involved in this, just show them the average 70 year old that is having trouble keeping up technologically.

The internet revolution of the 90s paved the way for advancements like MP3s, social media, and smartphones in the 2000s. THos who failed to keep up with technology faced challenges. With AI advancing rapidly, it's crucial to stay updated and not fall behind

ChatGPT is named in part because the way you communicate with it is much like chatting with someone online.

## **Here's what AI offers to agents:**

A real estate agent can use ChatGPT to streamline their work and increase efficiency in various tasks such as crafting marketing materials, blogging, headline writing, brainstorming, generating leads, providing customer support, and finding information quickly. ChatGPT's advanced AI technology and vast knowledge base can provide personalized and accurate answers to real estate-related questions, saving time and allowing agents to focus on other important aspects of their business.

Additionally, ChatGPT can provide creative suggestions for campaigns and help agents stay up-to-date with industry trends and best practices.

## **Let's look at lead generation.**

ChatGPT can assist real estate agents in generating leads by providing support in various ways:



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1. Creating engaging and personalized content, such as property descriptions, social media posts, and email marketing campaigns.
2. Providing assistance with market research, including data analysis and trend monitoring.
3. Offering advice on lead generation strategies, such as search engine optimization, pay-per-click advertising, and targeted social media campaigns.
4. Writing and sending automated follow-up emails to prospective clients.
5. Generating reports and data visualizations to help agents better understand their target audience and adjust their marketing strategies accordingly.
6. Offering insights and recommendations on how to improve website user experience, increase conversion rates, and optimize lead capture forms.
7. Assisting with the creation of marketing materials, such as flyers, brochures, and property listings.
8. Answering frequently asked questions from clients, and providing helpful information on the local real estate market.

## Why does ChatGPT use a chat function?

The chat function is used to communicate because it provides a convenient and easy-to-use platform for users to ask questions and receive answers in real-time. Additionally, chat functions allow for easy access and quick response times, making it an efficient method of communication for both the user and the responder.

Also, the idea is that inside a chat, it remembers and knows what the context is in that conversation. It doesn't always work perfectly but that is part of the plan. Previous iterations were just a question box and an answer. Then you had to reset and ask another question. Slightly awkward which may be why it didn't catch on in that mode.

Essentially you are chatting with the AI and seemingly having a conversation. You ask it a question and it answers, sometimes like a teenager. It will give you the answer you ask, not the maybe the answer you wanted based on your internal context.

One main constraint to ChatGPT is that it's knowledge base is limited to September 2021 for ChatGPT 3.5. ChatGPT 4 says today's date is 1-19-2023 which is 2 months ago but some information is still from 2021. For topical things or trends that move quickly, ChatGPT will not be able to help you. This is where other tools come in that mesh ChatGPT and current events together. We will get into tools later.

If you have ever asked someone to help you with something who is either a very literal person, or not as experienced as you are, it can be frustrating. For me, it's like giving tech support to my Mom. You have to be specific.



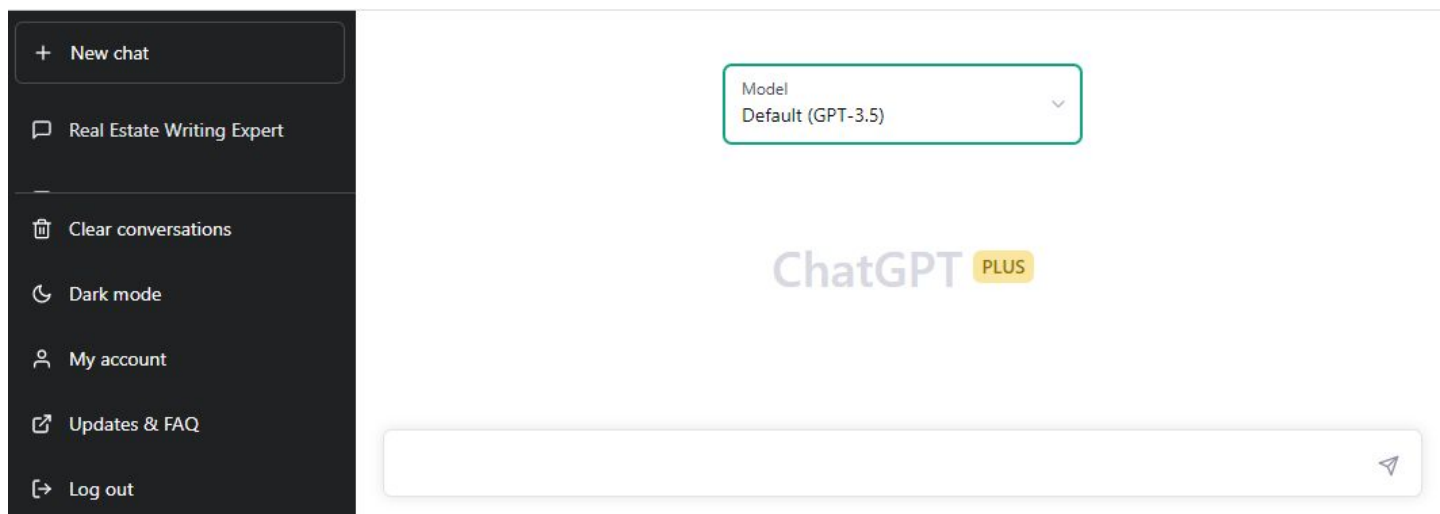


# ChatGPT: A Guide For Realtors

But once you get this figured out, it's like you have unlocked another language!

AI is basically your new intern that doesn't quite know your job but thinks it does. You have to proofread and double-check the work otherwise you might be surprised.

Let's get started by looking at prompting AI.



In the chat bar, this is where you ask your question.

When I ask it to rewrite something that I have written I often start with “please” just because I’m polite and treating it like an assistant. Also, if there is a robot uprising, maybe this will allow me to be spared. I also put what I want rewritten inside quotation marks to help the AI be clear on exactly what is being rewritten. I have seen it get confused at times.

## The Structure of a Prompt

**Take on a role** - Act as if...you are an expert, specific person, an avatar, a group

**Give the task** - Write a \_\_\_\_\_

**Context & Constraints** - Keep it the size of a tweet, write it for first-time home buyers, give a list, create a table, give it the tone or style of Malcolm Gladwell, write it as a FB ad

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Before you get started with prompts, lets talk organization of ChatGPT.

At least in ChatGPT, the left side bar can get quite messy and full very quickly. When you try to go back, it might be hard to find the thread you wanted or remember which chat had which persona.

Based on my years using Evernote, I created on Chat that I named "Catch All."

I go here for testing or if it isn't a subject or topic that I will want to work on longterm.

When version 4 came out, I created "Catch All 4" so I knew which one had which version running.

Once I realized what mess I was creating, I started saving the results I liked in a Google Drive folder named AI. Each Google Doc had a title of what I was creating whether it was an ad, story, concept or whatever.

Lastly, I learned about creating personas that were experts at different things. So most of my recent chats are those personas with a name to help me remember who they are in the title field.

I have Ryder, the SEO expert and blog expert that helps me with writing assignments.

I have Polly, the expert in podcast script writing.

Then there is Indy, the Instagram expert to the stars and tops brands. I don't trust Indy completely since the knowledge base only goes up to September of 2021 as of this writing.

Usually the AI remembers the prompt but you should check in when you ask it to work on something new. I just ask, please tell me what persona you are using.

## Using ChatGPT to Build The Prompt For You

Everything is about the prompt you give AI. So while I will give you prompts below, let's start **The Prompt To Rule Them All**. I feel like this is your fallback when things aren't going well.

**Prompt:** I want you to become my Prompt Creator. Your goal is to help me craft the best possible prompt for my needs. The prompt will be used by you, ChatGPT. You will follow the following process: 1. Your first response will be to ask me what the prompt should be about. I will provide my answer, but we will need to improve it through continual iterations by going through the next steps. 2. Based on my input, you will generate 3 sections. a) Revised prompt (provide your rewritten prompt. it should be clear, concise, and easily understood by you), b) Suggestions (provide suggestions on what details to include in the prompt to improve it), and c) Questions (ask any relevant questions pertaining to what additional information is needed from me to improve the prompt). 3. We will continue this iterative process with me providing additional information to you and you updating the prompt in the Revised prompt section until it's complete.

This was kind of nuts in that it asked me questions I wouldn't have thought to prompt it at first. The only issue is that currently there is a limit on messages per 3-4 hours. ChatGPT is getting very busy and they are trying to control the traffic. I have a paid account and wonder how people on the free plan are doing.

At the end of the this ebook are many companies with paid subscriptions that will have various limits and specialties. Check them out to see what fits you best and your needs.



## Listing Description Prompts

This is where most agents start the first time they try AI and it is honestly the most helpful. Agents get stuck writing the same description over and over and it becomes a chore.

### Listing Prompt #1

**Please rewrite this and make it sound even better while keeping a similar amount of characters**  
"Incredible Bronson Creek Estates traditional on .35 acre. Gorgeous lot, ideally located on quiet loop. 3,599 Sq Ft. 4 bedrooms + den. Wonderful great room (31'x 22') with boxed beam ceiling, wet bar & wood burning fireplace. Gourmet kitchen w/oversized island & walk-in pantry. Spacious bedrooms all with walk-in closets. Dream backyard -level lawns, new custom covered patio w/fireplace, water feature, koi pond, hot tub, firepit & more! 3 car garage w/epoxy floor. Findley/Tumwater/Sunset"

**Here is the response.** I will highlight interesting changes:

"**Remarkable** Bronson Creek Estates **classic** on .35 acres. **Beautiful** lot, **perfectly** situated on a **serene** loop. 3,599 Sq Ft. 4 bedrooms + office. **Impressive** great room (31'x 22') **featuring** boxed beam ceilings, wet bar & wood-burning fireplace. **Chef's** kitchen w/**expansive** island & walk-in pantry. Roomy bedrooms, each with walk-in closets. Dreamy backyard - level lawns, **newly designed** covered patio w/fireplace, water feature, koi pond, hot tub, firepit & more! 3-car garage w/epoxy flooring. Findley/Tumwater/Sunset."

We can debate on whether that all of those changes were great. At least one, where it changed tradition to classic I think doesn't work based on what I think the agent was trying to say. This is why you need to proof read. Let's try that prompt with some different styles.

### Listing Prompt #2

**You are a top selling real estate agent that makes magical listing descriptions that make people fall in love with your writing.**



## This is the response:

**Enchanting** Bronson Creek Estates gem nestled on .35 acres. **Exquisite** lot, **superbly** positioned in a tranquil loop. 3,599 Sq Ft of elegance. 4 bedrooms + study. **Captivating** great room (31'x 22') **boasting** boxed beam ceiling, wet bar & wood-burning fireplace. **Culinary haven** kitchen w/grand island & walk-in pantry. **Generous** bedrooms, each adorned with walk-in closets. **Idyllic backyard oasis** - lush lawns, **custom-crafted** covered patio w/fireplace, water feature, koi pond, hot tub, firepit & beyond! 3-car garage w/epoxy finish. Findley/Tumwater/Sunset.

That is fantastic in my opinion. Let's try one more.

## Prompt #3

Rewrite the above listing description so that it appeals to buyers with income between \$150,000 - \$200,000, love wine country and the theater. Do not mention these qualities in the ad but craft it so that it appeals to this kind of avatar.

It's first response gave me three paragraphs which is great for a marketing piece but not for an MLS description. So I remind it to keep it to a similar length.

## Response:

**Discover** Bronson Creek Estates' charm on .35 acres. This 3,599 Sq Ft, 4 bed + **study haven exudes sophistication**. **Entertain in the elegant** great room (31'x 22') with a wet bar & fireplace. **Delight in the gourmet kitchen**, featuring a large island & pantry. Spacious bedrooms boast walk-in closets. The backyard oasis offers lush lawns, custom patio w/fireplace, water feature, koi pond, hot tub & firepit. 3-car garage w/epoxy finish. Findley/Tumwater/Sunset. **A refined sanctuary for cultured living**.

Are you seeing the power of this? Even if you don't go with one of these, you can keep changing the parameters to get ideas.



## Blogging Prompts

The next thing agents try is, **“How can AI help me with blogging?”** It gets pretty insane.

Now keep in mind, blogging and AI is controversial and it's not clear if it fits best practices. In the past, Google has punished AI or content that seemed similar to other content. You don't know who else is asking AI to write a similar article and posting it. And, Google can tell what is AI-written quite easily. The explanation is over my head but there are already services that you can use to figure out if AI wrote it. Currently, as version 4 is new, it is bypassing these checks but the other AI will learn.

But the other side of the argument is that your website isn't ranking anyway but you want content when people are looking you up. That's my take at this moment but there is recent good news.

Google has said they are not going to penalize you for using AI as long as it is good and helpful. I think this is in part to them releasing their own AI product. Anything can change on a dime so be careful. I know of people who have had their sites ripped away from Google searches for living in that grey area of the rules. It's not pretty.

### Prompt #1

**Give me 50 ideas of things to do around (city/area/landmark/state/etc).**

This may be excessive for your area but give it a shot to see what it comes up with for you. Not only is that a great blog post to have, you can probably turn most of those into their own blog post.

You can change it to “Things to do outside,” “Things to do in (Season),” “Things to do for new visitors,” get specific and let it help you brainstorm for you.

Here's the response it gave me for Portland:

Portland, Oregon, offers a wealth of activities and attractions for locals and visitors alike. Here are 50 things to do around the city:



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1. Visit the International Rose Test Garden
2. Explore the Portland Japanese Garden
3. Stroll through the Lan Su Chinese Garden
4. Hike in Forest Park
5. Tour the Pittock Mansion
6. Visit the Oregon Zoo
7. Explore the Oregon Museum of Science and Industry (OMSI)
8. Discover the Portland Art Museum
9. Enjoy the views from the Portland Aerial Tram
10. Experience the Oregon Historical Society
11. Attend a Portland Timbers soccer match
12. Catch a Portland Trail Blazers basketball game
13. Visit Powell's City of Books
14. Stroll through Tom McCall Waterfront Park
15. Explore the Oregon Holocaust Memorial
16. Visit the World Forestry Center
17. Discover the Portland Children's Museum
18. Enjoy the Crystal Springs Rhododendron Garden
19. Take a walk across the Tilikum Crossing Bridge
20. Visit the Oregon Rail Heritage Center
21. Explore the Oaks Amusement Park
22. Enjoy a meal at the Portland Food Carts
23. Attend a performance at the Oregon Symphony
24. Catch a show at the Arlene Schnitzer Concert Hall
25. Visit the Portland Farmers Market
26. Stroll through the Pearl District
27. Explore the Nob Hill neighborhood
28. Visit the Oregon Maritime Museum
29. Discover the historic Mississippi Avenue District
30. Enjoy a wine tasting in the Willamette Valley
31. Hike to the top of Mount Tabor
32. Take a scenic drive along the Columbia River Gorge
33. Visit Multnomah Falls
34. Explore the Portland Saturday Market
35. Attend a performance at Portland Center Stage
36. Experience the Alberta Street Art Walk
37. Take a bike tour of the city
38. Visit the Hoyt Arboretum
39. Attend a Portland Thorns soccer match
40. Explore the Portlandia statue
41. Take a river cruise on the Willamette River
42. Enjoy a beer tasting at one of Portland's many craft breweries
43. Visit the Portland Observatory
44. Discover the Oregon Nikkei Legacy Center



45. Explore the Sellwood-Moreland neighborhood
46. Take a hike in the scenic Tryon Creek State Natural Area
47. Visit the Oregon Jewish Museum and Center for Holocaust Education
48. Attend a live performance at the Moda Center
49. Take a scenic drive to Mount Hood
50. Explore Cathedral Park and the iconic St. Johns Bridge

This list offers a variety of options for anyone looking to experience Portland's unique culture, natural beauty, and thriving arts scene.

## Prompt #2

**Taking one of those activities, I prompt it with this:**

Activating as a blogging and SEO (Search Engine Optimization) expert, write a blog about the history, significance and fun of Portland Saturday Market in Oregon.

## Response

“Title: Portland Saturday Market: A Must-Visit Attraction in the Heart of Portland, Oregon

H1: Introduction: Discover the Magic of Portland Saturday Market

Nestled in the heart of the vibrant city of Portland, Oregon, the Portland Saturday Market has long been a beloved attraction for both locals and visitors alike. With its unique blend of local artisans, entertainers, and food vendors, this bustling market embodies the creative spirit and community-driven atmosphere that has come to define Portland. In this blog, we'll delve into the history, cultural significance, and entertaining aspects of the iconic Portland Saturday Market, a must-visit destination for anyone exploring the City of Roses.

H2: A Storied History: The Origins of the Portland Saturday Market





Established in 1974 by two local artists, Sheri Teasdale and Andrea Scharf, the Portland Saturday Market was inspired by European open-air markets and aimed to provide a platform for local artisans to showcase and sell their crafts. Starting with just a handful of vendors in a small parking lot, the market quickly grew in popularity and size. Today, it is the largest continuously operating outdoor arts and crafts market in the United States and spans across several blocks near the Waterfront Park.

## H2: Celebrating Portland's Creative Spirit: The Significance of the Market

The Portland Saturday Market has always been a crucial component of the city's cultural fabric, fostering a sense of community and camaraderie among residents. It serves as an incubator for local talent, offering a space for budding artists, designers, and craftspeople to connect with customers and gain exposure. As a hub for creativity, the market has given rise to countless success stories of local artisans who have gone on to establish thriving businesses.

The market's emphasis on handcrafted and locally made products also supports Portland's ethos of sustainability and local economy. By shopping at the Portland Saturday Market, visitors can feel good about supporting local artists and contributing to the city's economic well-being.

## H2: Family-Friendly Fun and Entertainment at Portland Saturday Market

While the Portland Saturday Market is a haven for art enthusiasts and shoppers, it also offers a fun and engaging experience for people of all ages. With live music performances, street performers, and a dedicated children's area, the market provides entertainment for the whole family. Foodies will delight in the diverse array of food carts and stalls offering delicious local fare, from sweet treats to savory dishes inspired by global cuisines.

In addition to the regular market festivities, the Portland Saturday Market hosts special events throughout the year, including holiday markets, cultural celebrations, and themed events that add to the market's appeal.

## H2: Conclusion: Experience the Best of Portland at the Saturday Market



The Portland Saturday Market is more than just a shopping destination; it's a place where the city's history, culture, and community come together in a lively and welcoming environment. Whether you're searching for unique handmade gifts, looking to enjoy some fantastic local food, or simply seeking a fun way to spend a Saturday, the Portland Saturday Market offers a memorable experience that truly captures the essence of Portland, Oregon. Don't miss the opportunity to immerse yourself in this remarkable market and discover the talent, creativity, and spirit that make it so special.

Pretty remarkable isn't that. I'm not looking at accuracy at the moment but before I put this on my site I would. With a quick glance I didn't see that it gave the time of year that it is available which is important. I might add some other element but come on, that did a lot of the heavy lifting to me."

Have you ever wondered how to make a good blog post to hopefully rank on Google?

## Prompt #3

**You are a real estate agent SEO expert. Please give me 15 interesting blog headlines that will grab the reader and be relevant to the Portland Oregon area.**

### Response:

1. "Discovering Portland's Hidden Gems: A Guide for First-Time Visitors"
2. "15 Must-See Attractions in Portland, OR for Nature Lovers"
3. "Foodie Heaven: Exploring Portland's Thriving Culinary Scene"
4. "The Best Neighborhoods to Explore in Portland, OR"
5. "Portland's Best Kept Secrets: A Guide to Off-the-Beaten-Path Attractions"
6. "Uncovering the Artistic Heart of Portland: A Guide to the City's Best Galleries and Museums"
7. "Take a Stroll Through Portland's Best Park and Gardens"
8. "Experience Portland's Unique Culture: A Guide to the City's Best Festivals and Events"
9. "Sip, Savor, and Explore: A Guide to Portland's Best Breweries and Wineries"
10. "Get Outdoors: A Guide to Portland's Best Hiking and Biking Trails"
11. "Discover Portland's History: A Guide to the City's Best Historic Sites"
12. "Shop Local: A Guide to Portland's Best Independent Retail Stores"
13. "Take a Bite Out of Portland: A Guide to the City's Best Street Food"
14. "Unwind in Portland: A Guide to the City's Best Spas and Wellness Centers"
15. "Get the Inside Scoop: A Guide to Portland's Best Local Tours".



Honestly, that was terrible for what I wanted but not bad blog topics in general. You are often going to have situations like this and you will have to refine your prompts.

I replied, **“That sounded more like a travel blog. Please make it more focused on real estate.”**

1. "Discover the Best Neighborhoods in Portland for First-Time Homebuyers"
2. "The Hottest Real Estate Markets in Portland Right Now"
3. "Why Portland is a Top Destination for Real Estate Investors"
4. "The Advantages of Owning a Home in Portland's Thriving Real Estate Scene"
5. "How to Get the Best Deal on Your Portland Home Purchase"
6. "The Pros and Cons of Living in Portland: A Real Estate Agent's Perspective"
7. "Explore the Unique Architecture and Design of Portland's Homes"
8. "The Benefits of Working with a Portland Real Estate Agent"
9. "Uncovering the Hidden Gems of Portland's Real Estate Market"
10. "The Most Sought-After Amenities in Portland's Real Estate Market"
11. "Why Portland is a Great Place to Raise a Family and Build Your Dream Home"
12. "The Future of Real Estate in Portland: What You Need to Know"
13. "Navigating Portland's Competitive Real Estate Market: Tips from an Expert"
14. "The Top Up-and-Coming Neighborhoods in Portland for Real Estate"
15. "Discovering Portland's Rich Cultural Diversity through Real Estate"

That was much better! Now you can take each one and ask the AI to write the blog and you are likely to get another idea out of it.

## Prompt #4

**You are a blogging and SEO expert helping me rank for “local Portland real estate agent”. Please write a blog post on Why Portland is a Great Place To Retire**

### Response:

Portland, Oregon is a vibrant and exciting city, and it's no wonder why so many people are choosing to retire here. Whether you're looking for a bustling city life or a quiet, peaceful retirement, Portland has something for everyone. In this blog post, we'll explore why Portland is a great place to retire and why you should consider making this wonderful city your permanent home.



First and foremost, Portland is a city that is rich in culture and history. From its many museums and galleries to its vibrant arts scene, there's always something to do and see in Portland. The city is also home to a diverse range of restaurants and cafes, making it easy to find the perfect meal, no matter what your tastes. Whether you're looking for a five-star dining experience or a casual coffee shop, Portland has it all.

Another reason why Portland is a great place to retire is its thriving economy. With a strong job market and a growing population, Portland is a city that is constantly evolving and growing. This means that there are plenty of opportunities for retirees to find part-time work or volunteer positions if they so choose. Additionally, the cost of living in Portland is relatively low compared to other cities, making it a great place to stretch your retirement savings.

In conclusion, there are many reasons why Portland is a great place to retire. With its rich culture, vibrant arts scene, thriving economy, and beautiful natural surroundings, it's no wonder why so many people are choosing to call Portland their permanent home. Whether you're looking for a quiet, peaceful retirement or an exciting and active lifestyle, you're sure to find it in Portland.

The AI loves to write "In conclusion" or something similar for the last paragraph. I hate it and it sounds like AI or much more professional than I would ever write. Sometimes I have told it not to use that kind of verbiage but it doesn't always remember so I usually just change it while I tweak other things to try to keep my own tone and flavor in there.

## Prompt #5

**As an SEO expert, what is the best structure for a blog?**

**Response:**

"As an SEO expert, I can suggest that an optimal blog structure should be well-organized, easy to navigate, and designed to enhance user experience while maximizing search engine visibility. Here is a recommended structure for a blog that adheres to SEO best practices:



# ChatGPT: A Guide For Realtors

**Title (H1):** Create a compelling, keyword-rich title that accurately reflects the blog's content and grabs the reader's attention. Ensure it includes the primary keyword for the blog post.

**Introduction:** Begin with a captivating introduction that hooks the reader and provides a brief overview of the blog's content. Be sure to include the primary keyword within the first 100-150 words.

**Subheadings (H2, H3, etc.):** Break your content into sections with descriptive and keyword-rich subheadings. Use H2 tags for main sections and H3 or H4 tags for subsections. Subheadings make your content easily scannable and improve readability.

**Body Content:** Write well-researched, informative, and engaging content that provides value to your readers. Incorporate relevant keywords naturally throughout the text, ensuring a reasonable keyword density. Aim for short paragraphs (2-4 sentences) to improve readability.

**Images and Multimedia:** Include high-quality, relevant images or multimedia elements (videos, infographics, etc.) to enhance your content's appeal. Optimize these elements by adding descriptive file names, alt tags, and captions containing relevant keywords.

**Internal and External Links:** Add internal links to other relevant content on your website, as well as external links to authoritative sources. This helps establish credibility and assists with website navigation.

**Conclusion:** Summarize the main points of the blog post and encourage reader engagement, such as asking a question, prompting comments, or suggesting further reading.

**Call-to-Action (CTA):** If applicable, include a clear CTA that encourages readers to take a specific action, such as subscribing to a newsletter, downloading a resource, or making a purchase.

**Meta Title and Description:** Write a unique and engaging meta title and description that includes your primary keyword. These elements will appear in search engine results and should encourage users to click on your blog post.



By following this structure and incorporating SEO best practices, you can create a blog that appeals to readers and search engines, increasing the likelihood of higher rankings and improved organic traffic.”

And now you know the structure if you are creating a blog post that is just your own opinion, which I might run through the AI to double-check my flow and style.

## Prompt #6 - Writing In Other People’s Styles

I sometimes ask AI to write in the style of someone well-known to help me get some ideas on flair and tone. You could do this with your listing descriptions too. Here’s an example:

**Are you familiar with the writing style of Ryan Serhant?**

**Response:**

Yes, I am familiar with Ryan Serhant, who is a well-known real estate agent and television personality. He has a distinctive writing style that is characterized by its use of humor, storytelling, and motivational language. He often writes about his experiences as a real estate agent and shares tips and advice on topics such as marketing, sales, and success in the industry.

**Prompt:**

**Can you write a two paragraph description of Portland in the style of Ryan Serhant?**

**Response:**

Portland, Oregon is a city that is unapologetically unique, with a thriving culture and community unlike any other. This city is known for its quirky, offbeat personality, making it a true original in the world of cities. From its famous food scene, to its innovative art and design, Portland is a city that celebrates individuality and creativity at every turn.



# ChatGPT: A Guide For Realtors

As a real estate agent, I have the privilege of exploring this city and all it has to offer. From the lush greenery of Forest Park to the iconic bridges that span the Willamette River, Portland is a city that offers a breathtaking natural beauty that is unparalleled. The real estate market here is just as diverse as the city itself, with historic homes, modern condos, and everything in between. Whether you're looking for a place to call home or an investment opportunity, Portland is a city that has something for everyone.

## **Prompt:**

Can you write a two-paragraph description of portland in the style of Andrew Bourdain?

## **Response:**

Portland, Oregon is a city that truly embodies the spirit of the Pacific Northwest. From its quirky and unique neighborhoods to its thriving food and drink scene, this city is a feast for the senses. The streets are lined with food carts serving up an array of international cuisines, and the local bars pour some of the best craft beers and micro-distilled spirits in the country.

But it's not just about the food and drink in Portland, it's about the people. This city is known for its vibrant and eclectic community, where everyone is accepted for who they are. From the tattooed baristas to the street performers, Portland is a melting pot of cultures and personalities, making it a truly special place to call home. Whether you're a foodie, an outdoor enthusiast, or just looking for a city that celebrates individuality, Portland has something for everyone.

## **Video Prompts**

### **Prompt #1**

**You are a YouTube expert. Give me 20 ideas on Real Estate videos for YouTube**

### **Response:**



1. "The Top 10 Neighborhoods to Invest in Portland"
2. "A Day in the Life of a Real Estate Agent in Portland"
3. "How to Stage a Home for Maximum Sales Potential"
4. "The Pros and Cons of Buying a Fixer-Upper in Portland"
5. "The Impact of the Portland Housing Market on First-Time Homebuyers"
6. "The Benefits of Working with a Buyer's Agent in Portland"
7. "How to Navigate the Portland Real Estate Market as an Investor"
8. "Tour of Portland's Most Expensive Homes"
9. "The Future of Portland Real Estate: Predictions and Trends"
10. "The Importance of Home Inspections in Portland Real Estate"
11. "How to Negotiate the Best Deal on Your Dream Home in Portland"
12. "The Benefits of Owning a Vacation Home in Portland"
13. "The Advantages of Selling Your Home in the Portland Market"
14. "How to Find the Right Real Estate Agent in Portland"
15. "Why Portland is a Great Place to Retire"
16. "The Best Home Renovation Projects to Increase Your Property Value in Portland"
17. "The Benefits of Living in a Walkable Neighborhood in Portland"
18. "How to Finance Your Dream Home in Portland"
19. "The Most Beautiful Homes for Sale in Portland Right Now"
20. "The Most Sought-After Amenities in Portland Homes".

## Prompt #2

**You are a video script and marketing expert. Please create a video script for me where I will be looking at the camera while outdoors somewhere in Portland and talking about "why Portland is a great place to retire"**

### **Response:**

[Intro shot of Portland's iconic landmarks, followed by a shot of you walking through the city's vibrant streets]

[Cut to you speaking directly to the camera]

Hi everyone! Today we're exploring one of America's most vibrant cities, Portland, Oregon, and talking about why it's a great place to retire.

[Cut to shots of Portland's thriving food and arts scenes, stunning natural beauty, and bustling city life]





# ChatGPT: A Guide For Realtors

Portland is a city that has it all. From world-class dining and a thriving arts scene, to stunning natural beauty and a bustling city life, there's something here for everyone. Whether you're a foodie, an outdoor enthusiast, or just someone looking for a vibrant, exciting place to call home, Portland is the perfect place to retire.

[Cut to shots of Portland's vibrant neighborhoods, friendly locals, and affordable cost of living]

And that's not all. Portland is also known for its friendly locals, affordable cost of living, and vibrant neighborhoods. Whether you're looking for a bustling downtown area or a quiet, tree-lined street, you'll find the perfect place to call home here.

[Cut back to you speaking directly to the camera]

So, if you're looking for a place to retire that's full of excitement, culture, and natural beauty, look no further than Portland, Oregon. It truly is the perfect place to spend your golden years.

[Outro shot of Portland's iconic landmarks, followed by a shot of you walking away from the camera]

[Disclaimer: Insert company logo and tagline]

Look at that, it even gives you video shot ideas!

You could easily ask it more questions, ask it to expand on anything, and build a fantastic video script or outline.

## Google Business Profile

**Prompt #1 : You are the leading expert in local SEO and Google My Business SEO Expert. Create a profile for my business \_\_\_\_\_.** This resulted in more of a guide than anything else.

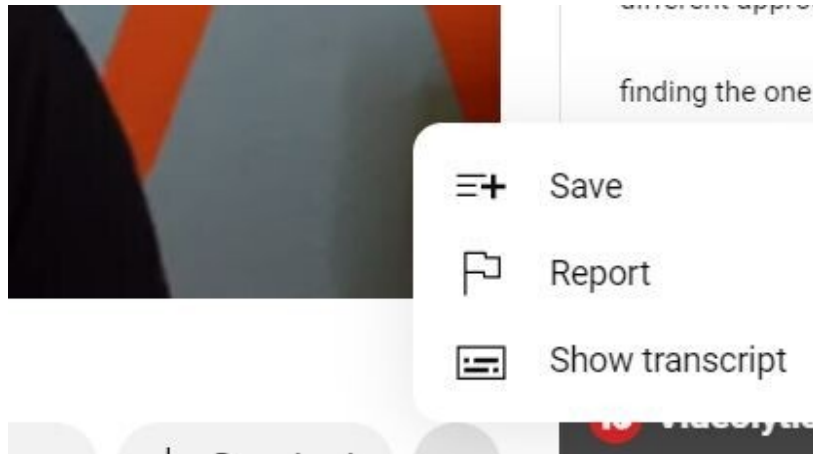


**Prompt #2** (You're about to see how insane you can get when you know what you are doing or you just use the extension I mention in Tools and they create it for you) : **Your task is to help me optimize a Google Business Profile for the following business in English. Please pretend you are the world's best local SEO & Google My Business SEO expert. Please give me a list of the best GMB categories that Google supports that this type of business should list itself as. The next request is to give me a comma separated sentence of the 10 best local search keywords this business should try to rank for to get local customers that have the most search volume. You must capitalize the first letter of each word in this sentence. Title this section "The Best Target Keywords for CLIENT". For my next request, write me a short business description that is SEO optimized for this business. This should be between 150 and 200 characters. Then, for my next request please write me a longer business called "Long Business Description" that is SEO optimized for this business. This longer business description should be about 2.5x longer than the short one. Both descriptions should end with a call to action and include many of the local SEO keywords you listed out in my earlier request. Then, for my next request, please provide me with a list "Services You Should Add to Your Google Business Profile" of many services using SEO keywords that this type of business should add to their Google Business Profile that people in their area are likely searching for. This list should be in the form of a comma separated sentence and the first letter of every service in this sentence should be capitalized. There should be 30 services in this comma separated sentence. 10 of the 30 should be longtail search keywords for this business. Organize all responses in a table with headers so it looks like a grid. The business to help me with is: Create a google business profile optimized for SEO for my business \_\_\_\_\_**"

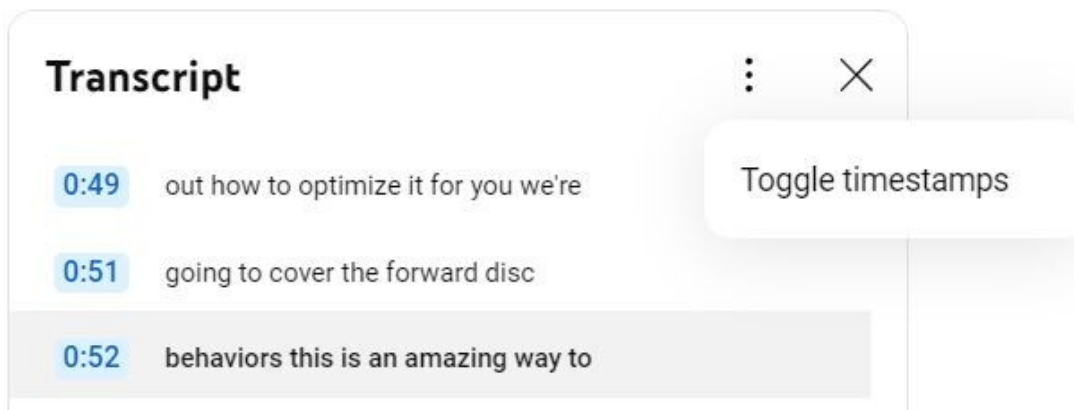
What this offered was nothing short of amazing for a simple thing that most of us overlook because we don't know what to do. While I could never come up with that structure myself any time soon, going through the guide they gave me I could keep asking it questions. I joke that the AI is like a petulant teenager sometimes but when it comes to getting the questions right, you need to be a curious five year old and just keep asking questions!

## YouTube Transcripts

Most YouTube videos, including yours, have a transcript you can find by clicking the three dots on a button usually below the video. So whether you have an old video where you didn't have a script or you find one that you want to help you explain an issue, topic or idea, this will help you do that.



Then in the transcript is another button with three dots. Toggle timestamps so they go away



There is a limit on how many characters you can input to ChatGPT so you might have to break it up.

**Prompt:** You are an expert in blog writing for SEO. Take this transcript and create a blog post out of it focusing on my target keywords of [keywords]

## YouTube Performance Evaluation

This is from Triston Goodwin who is doing some very interesting things with ChatGPT and has a Facebook group named [ChatGPT Cult](#).

"I'm basing this on a bit from one of the YouTube algorithm whitepapers stating that one of the core calculations when determining a video's performance is estimated watch time per impression in seconds.

So, we've been looking for an easy way to calculate that. It looks like we've got a working version.

Step 1: download your channel analytics from Creator Studio (I just opened it in a Google Sheet).

Step 2: enter the formula = (D2 \* 3600) / F2 - D should watch time and F should be impressions - Extend that to the end of the list of videos.

Step 3: freeze your top rows.

Step 4: arrange by impressions, I like highest to lowest.

Step 5: find your lowest-scoring videos and consider at them for optimization If everything works, it should give you an average score, and the individual score should reflect videos that are being suggested by YouTube, and that do a good job retaining viewers, but aren't getting clicks."

I have not tried this but will when I have time. Triston has used ChatGPT to turn around his Google Ads, create avatars and much more. He has expanded my understanding and thinking of ChatGPT. You should check out the Facebook Group. [Check out this example](#) he showed about using ChatGPT to write SEO content and ads.

## List of Prompt Ideas and Structures

**Now that you have an understanding of how to use prompts and refine them, let's look at some other prompts to give you more ideas.** Interestingly, some specific prompts don't work the next time I try them. I'm not sure why. Sometimes I tell it, "You did it before," and then it apologizes and does it. Remember, this is the Wild, Wild West and the landscape will change.

Learning prompts reminds me of learning a new language. When I was learning Spanish, I didn't have the full vocabulary. I didn't understand when an adjective went in front of the noun or after the noun.

I had to use the words I understood to put together what I was trying to say. It was awkward but it worked and slowly I figured it out.

I had trouble remember which of the two verbs for "to know" were used in which situation. There were a lot of mistakes but the more I tried, the better I got. Do not get discouraged because if you think this is hard now, imagine how hard it will be to catch up later!

There are some parameters that change inside of the AI from time to time and what worked today seems to break the next.



# ChatGPT: A Guide For Realtors

**Prompt: You are an expert in writing Facebook Ads.**

**Prompt: Write a Facebook ad to persuade buyers to reach out to me for a showing.**

**Prompt: What are some lead magnets that work for real estate agents?**

**Prompt: What is the structure of a homebuyers guide?** Then have it write each section. Do this with listing presentations, buyer consultations, and neighborhood guides.

**Prompt: You are an SEO expert. What are the keywords I should be using to rank for “Portland Real Estate Agent”?** It gave me a suggestion to look at long-tail keywords, so I had it generate that.

**Prompt: What are some Realtor niches and specialties I could pursue?**

You can't be everything to everyone so you might as well specialize. People look to those that have a specialty. And if you are good at your specialty, it creates a Halo Effect where people assume you are good at other things.

**Prompt: What information do you need to create a client Avatar?**

Avatars are very important to help you market consistently. You can't be everything to everyone.

**Prompt: What information do you need to help me build a mission and vision statement?**

**Prompt: You are a financial expert. In the style of Warren Buffet, explain why the Fed adjusting interest rates doesn't affect mortgage rates.**

This created a four-paragraph, smart-sounding article.

**Prompt: Take this article and explain it to me like I'm in 6th grade.**



# ChatGPT: A Guide For Realtors

You can dumb things down to make them simple and it usually brings in analogies and might be better for video ideas.

**Prompt: Give me an expired script for expired listings.**

It actually gives a simulated conversation between two people with different outcomes or scenarios. While it's not perfect, it's interesting.

**Prompt: Give me 10 facts about [topic] with sources.**

Unfortunately, it doesn't give you links for easy explanations.

**Prompt: How do I build a real estate brand?**

**Prompt: Can you give me a me a 30-day social media content calendar**

It stops after a certain point because there is a limit to characters it will produce in one response. Just ask it to continue. Though, it refused a moment ago. This is how things will change over time. I could instead ask for 30 ideas. While it said it couldn't continue because it doesn't have the ability to answer previous conversations, my prompt didn't say real estate but it's social media ideas were real estate based.

**Prompt: Give me 15 podcast ideas for a real estate podcast talking about Portland Oregon.**

**Prompt: You are a expert podcast producer. Write my script for my podcast.**

**Prompt: What are some structures for giving a 15 minute speech to an audience of 50 people?** It gave me 4 bullet points to explain how to structure a quick talk at a networking event and other venues.

**Prompt: List speech and presentation formats that speakers follow to make great speeches.** This is what I wanted when I first asked. Remember, AI is like a genie and you have to be specific or you won't get what you wanted. This prompt gave me 8 different structures and briefly explained them. I have not heard of most of these and it just expanded my knowledge base.



**Prompt: Explain the funnel system by Russell Brunson.** Russell is well known for Click Funnels and you might have seen his Facebook ads. It gave a breakdown and then I asked how I could use it in real estate.

**Prompt: Create a funnel structure where I am giving away a home buyer's guide.** It gave me the AIDA structure based on a homebuyer's guide.

**Prompt: Elaborate on how I could build awareness.** It gave me 4 general areas. This is a genie that just needs specific questions.

## Tones

Here are some tones you could ask it to emulate to match the medium you will be using this for:

- Authoritative
- Cold
- Confident
- Emotional
- Empathetic
- Familiar
- Formal
- Friendly
- Fun
- Humorous
- Informal
- Optimistic
- Playful
- Professional
- Serious
- Sympathetic
- Warm





## Styles

- Age-range
- Academic
- Actual Individuals
- Analytical
- Conversational
- Creative
- Critical
- Descriptive
- Informative
- Journalistic
- Metaphorical
- Persuasive
- Technical

## Editing Commands

Clarify

Expand

Explain

Rewrite

Shorten



## Tools and Programs

**AIPRM** - Google extension with built-in prompts. This is currently free but it could easily become a subscription of some sort if it gets popular enough. These are prompts made by the public so it will have varying degrees of effectiveness

A word of caution about Chrome Extensions. I've only tried this one because I saw it being referenced by many people. I don't trust Google Chrome extensions that are new or low downloads.

**Here's just a sample of the prompts they currently have:**

- Market Analysis for Real Estate Investments
- Landing page for Ylopo
- 30 Social Media Posts & Image Suggestions
- Social Media Manager Help
- Youtube SEO Complete Package- Title + Descriptions + Social Media
- Hashtags Planner
- Blog Post Title Generator
- Most People Don't Know About [Keyword]: 90 Great Ideas
- Re-Write like a Human
- LinkedIn Post to Blog Article
- Newsletter Generator
- Email Response (says it's for lawyers but when you are trying to word a response to a tough question, I was surprised what it came up with)
- High Converting Email Marketing Campaign
- Lightning -Fast Persona Generator
- Avatar Prompts
- Real Estate Jake | Personal Assistant (Haven't tried it yet)

ChatGPT – [Free](#) but often unavailable or \$20/month for access (no perceived limits yet)

[JasperAI](#) – text and images (paid monthly tiers) focused on marketing applications



# ChatGPT: A Guide For Realtors

**Grammarly** – Fixes your grammar and spelling. I've use the free version for years. It saves me from so many errors.

**GPT-3** – Previous version of ChatGPT but larger and more powerful model (free for now) [User's guide](#)

**You.com** – Like the others, it has GPT-3.5 as it's background but adds a little something

**Agently** – shows you the exact strategies, scripts & templates used by top real estate agents

**Copy.AI** – text AI (free for 2,000 words a month and then \$49 for unlimited)

**Chatsonic** – text AI and doesn't have the cutoff of information after 2021 like ChatGPT

**DALL-E** – Images (token system)

**Otter.ai** – Live transcription and produces meeting notes

**Originality** – Detecting AI content

**Canva Magic Write** – 25 free queries on free and 75 queries a month on Pro

**Listing.AI** – Writes listing descriptions

**SlidesAI** – Create Presentation Slides with AI in seconds

**LikelyAI** – predicts what homeowners are going to sell in the next 90 days.

**Roof.AI** – Has chatbots and marketing automation

**Boo** – beautifully simple writing tool

**Rytr** – create high-quality content in just a few seconds



# ChatGPT: A Guide For Realtors

**ImpactPlus** – Blog headline generator

**Synthesia** - Create videos from plain text

**Pictory** - Create short videos from long-form content

There will be a flood of new AI products and a lot of AI enabled products. Currently, many are fueled by ChatGPT and then add their own special tools on top of it. It is kind of like the Android phone where it has it's base system and some manufacturers add their own skin and tools to make it unique. Many will go away as the price and features war will be coming.

Eventually Google and others will release their own products to the public and to run other programs. Google likes to make things free and cheap to get the audience. No other search page was bold enough to be blank except the search bar. Google offered 15Gb of free space and Microsoft thought that was useless. I see no situation where Google isn't making it's mark.

I leave you with this.

Let AI expand your abilities, your knowledge base, your curiosity and your productivity. Things will change, adapt with it.

Technology won't be replacing agents but tech-savvy agents will replace tech-avoiding agents.

Keep learning my friends.



## Check Out These Resources

