

# MARKETING MEETING

JULY 1ST

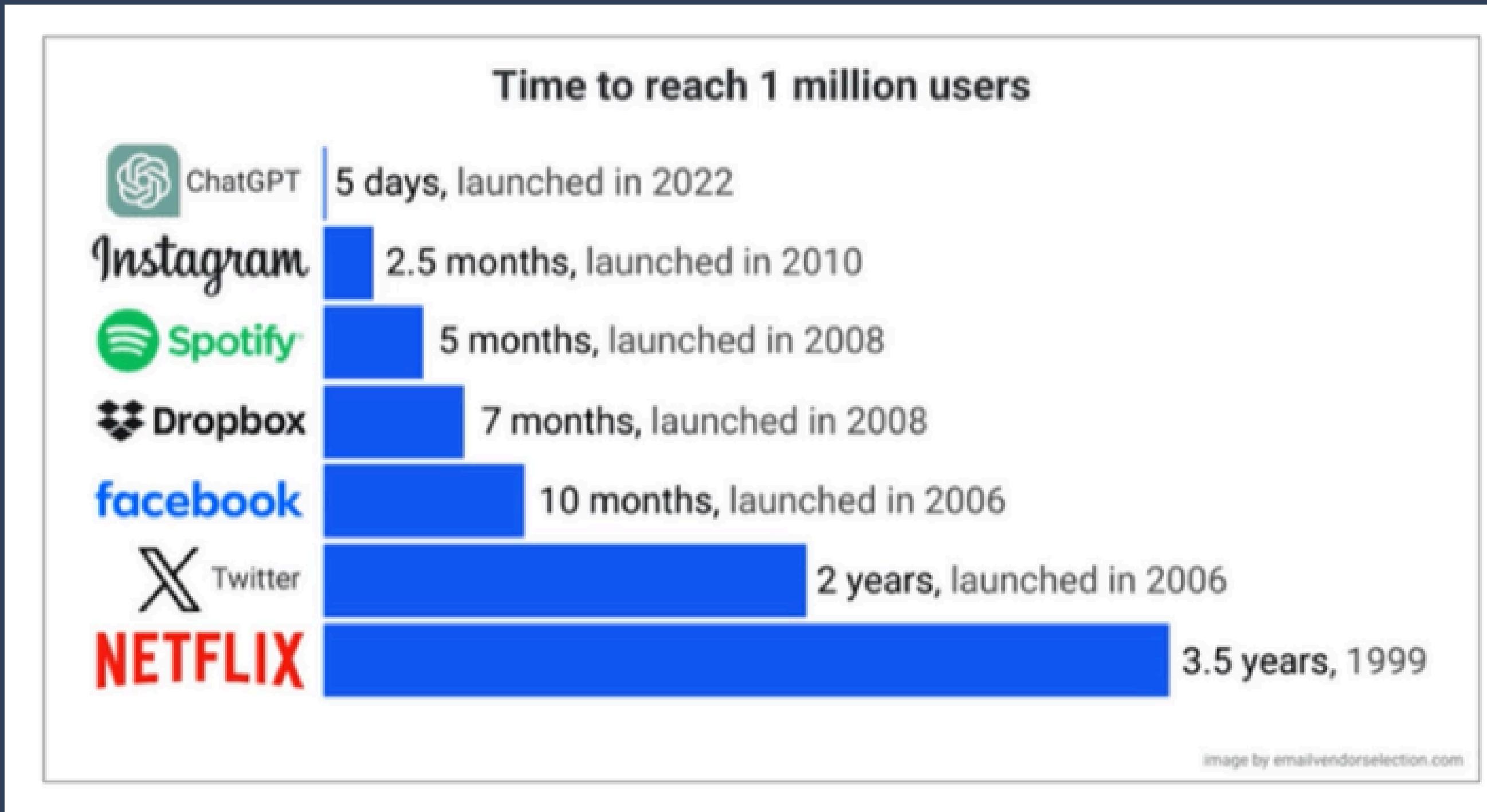
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# CHATGPT

# AI IS CHANGING EVERYTHING

- How we work
- How we communicate
- How we make decisions
- How we sell real estate
- How we CAN sell real estate
- How we find clients
- How we communicate with clients

# THE SPEED



# USING IT

- Using it like Google will give you basic questions and answers
- It is capable of so much more when you know how to communicate with it properly

# PROMPTING TIPS

- Clear and concise
  - Be clear with your words, use as few as possible, use punctuation
- Context and examples
  - Provide details about what and why you want what you want with examples of outputs or relevant documents
- Keep it simple
  - Too much information increases potential confusion

# ROLE PROMPTING

- Iterative or conversational
- Best described as chatting with chatGPT to go back and forth to generate the desired output
- Ex. I am a real estate agent with 10 years experience working on my marketing for a new listing
- Then you will say I would like to make a Facebook post
- Then it will ask you questions that you will answer
- Location, # of beds, baths, SF, notable features
- Then it will give you an answer
- Say this is ok but can we make this stronger by doing X (this is called self critiquing)
- It will respond with suggestions

# FEW SHOT PROMPTING

- Improves accuracy up to 90% when you give AI a few examples of the output you're looking for
  - Example: I am looking to write a Facebook caption similar to the one below
  - Example: I am a real estate agent, I just wrote a newsletter for my sphere of influence, I want to email it to them, can you make recommendations for a subject line to get the email opened. Here are a few examples of subject lines that have performed well in the past: What's Really Happening in Austin's Housing Market this Month, What Does Karate Have to Do With Real Estate, 3 Ways to Keep Your Home Cooler This Summer Without Breaking the Bank. This month's newsletter is about family vacations, helping a client buy a home on the lake, and restaurants to check out in Austin.

HOW ARE YOU ALL  
USING CHATGPT?

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