

 TomFerry™

San Antonio, Texas, US

# Emily TERRELL

*Creating proven strategies to build balance within agent's businesses and lives.*



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# How are you Leveraging AI?

Coach Emily Terrell

# What are we learning today?

1. How does AI save you Money?
2. How does AI save you time?
3. Where is the AI Easy Button with AI?



# How does AI save you MONEY?

# Your Audience Matters

1. Are you reaching the right audience?
2. Does your content have the right message?
3. What can you use to find out?





# Case Study: Jason Sirois

Denver, CO

Coach Emily Terrell

1. **First-Time Home Sellers and Buyers:** You address both first-time sellers and buyers, offering advice and insights tailored to their specific needs and challenges. This indicates a focus on individuals who are relatively new to the real estate market.
2. **Real Estate Market Enthusiasts:** Your content includes predictions and analyses about the real estate market, which would attract an audience interested in market trends and future forecasts. This group could include potential buyers or sellers who are strategizing for their next move, or just individuals with a keen interest in real estate market dynamics.
3. **Industry Professionals:** The mention of networking events and collaborations with other real estate professionals, like the Monthly Ski & Network Event, suggests you are also targeting other industry professionals for networking and collaboration opportunities.
4. **Denver Area Residents or Those Interested in Denver Real Estate:** Several of your posts specifically mention the Denver real estate market, which implies a focus on residents of Denver or those looking to move to or invest in Denver.
5. **Educated, Informed Buyers and Sellers:** Your content is rich with data and analysis, appealing to an audience that values being well-informed and educated about their real estate decisions.
6. **Tech-Savvy and Social Media-Engaged Individuals:** Given the format (Instagram reels) and the nature of your content, your audience is likely comfortable with technology and actively engages with social media for information and education.

# Case Study: Jason Sirois

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## ChatGPT

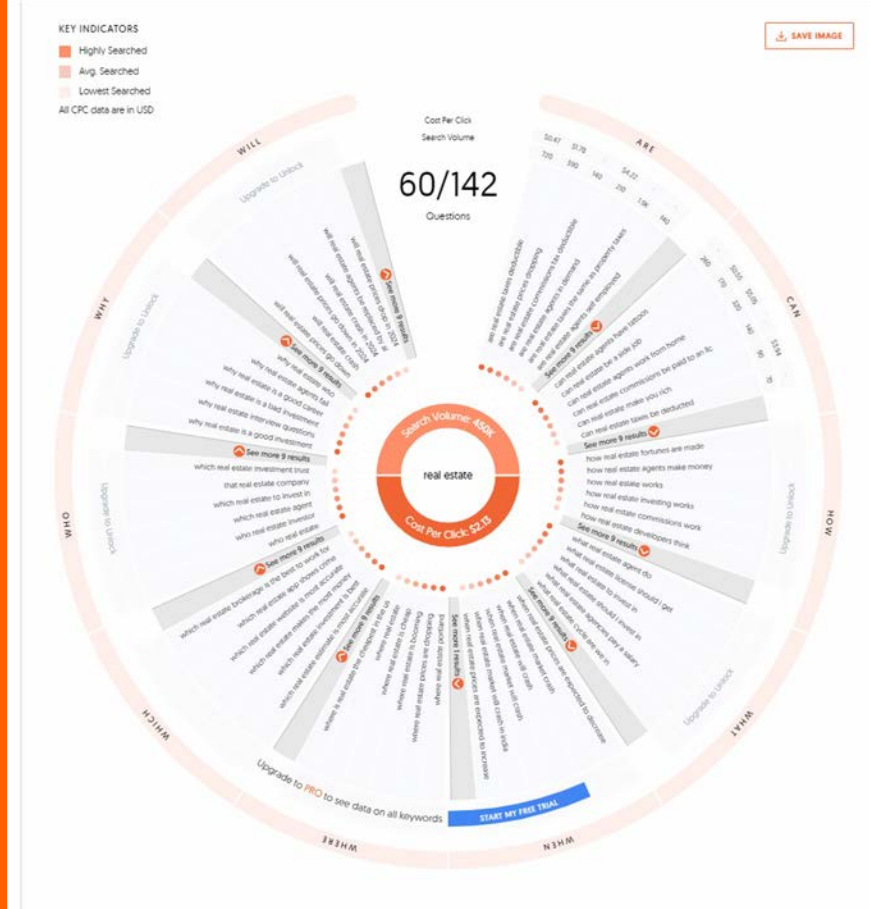
Based on the captions you provided, your content seems to be more geared towards buyers, especially those who are new to the real estate market or are navigating current market trends. Here's why:

1. **Emphasis on Buying in a Changing Market:** Several of your posts focus on how potential buyers can navigate the current market, particularly in light of decreasing interest rates and increased affordability. This indicates a strong inclination towards addressing the concerns and opportunities faced by buyers in 2024.
2. **Educational Content for Buyers:** Your posts include detailed advice and strategies for buyers, such as preparing for a competitive market, understanding the implications of mortgage rates, and exploring broader options due to increased affordability. This educational content is particularly valuable for first-time buyers or those not familiar with the complexities of the real estate market.
3. **Market Analysis and Predictions:** Your analysis of market trends, including predictions from Zillow and other sources, is valuable for both buyers and sellers. However, the way you frame this information—such as discussing the impact of interest rate changes on buying power—seems more tailored to buyers who are trying to determine the right time and strategy for their purchase.





# How does AI save you TIME?



# How do you create CONTEXT in a Chat GPT thread?

1. In a moment I am going to ask you....
2. But first, ask me as many questions as you need to
3. Understand...(provide the context of what you want ChatGPT to understand)

EM

**You**

In a moment I am going to ask you to act as a marketing strategist and help me think about 10 questions that I can ask and answer on my IG profile. However, I want you to ask me up as many questions as you need to help you understand who my target audience is, what is going on in my local real estate market, and what issues or concerns buyers and sellers in my local market are concerned with.



**ChatGPT**

Great! Let's start by defining your target audience and understanding the current dynamics of your local real estate market. Here are some questions to guide our conversation:

**1. Target Audience Analysis:**

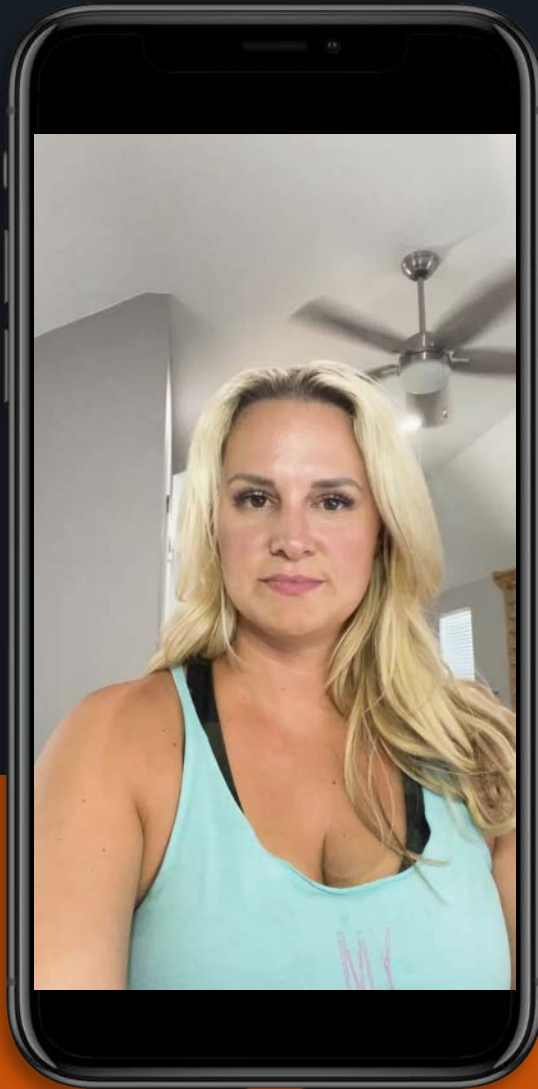
- Who do you consider your primary target audience? Are they first-time homebuyers, seasoned investors, luxury property clients, or another group?
- What age range does your target audience fall into? Are they mostly millennials, Gen Xers, baby boomers, or a mix?
- What are the typical professions or industries your target audience works in?
- Are your clients primarily local to your area, or do they come from different regions or countries?

**2. Local Real Estate Market Insights:**

- What is the current state of the real estate market in your area? Is it a buyer's market, seller's market, or balanced?
- What are the average price points for homes in your market?
- Are there any notable trends in your local market, such as a rise in remote workers moving in, urban-to-suburban shifts, or a particular style of home gaining popularity?



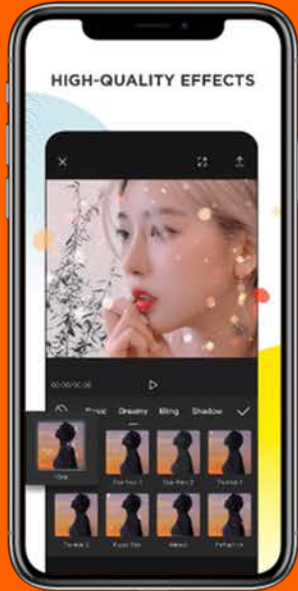
# Where is the **EASY BUTTON**?



- ✗ Captions ✓
- ✗ B-Roll ✓
- ✗ Auto Zoom ✓
- ✗ Concise Message ✓
- ✗ Leveraged ✓







### 1/ APP EDITING

Capcut  
Captions



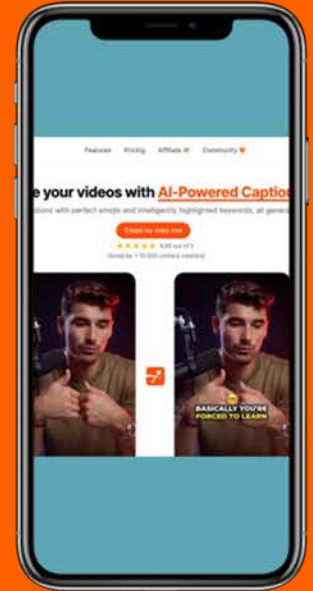
### 2/ HIRE AN EDITOR

Fiverr  
Upwork  
Local/In-person



### 3/ HYBRID

Self-Sourced B-Roll and direction  
with an editor completing



### 4/ AI

Pika  
Submagic

Style   Captions   **B-rolls**   Publish


54.45 - 59.01  
Embrace the future of real estate marketing and see your online presence soar

+   59.01 - 61.41  
For more details and to get your spot

61.41 - 64.29  
comment or DM me for the registration link

+   64.29 - 66.84  
Let's harness the power of AI together

66.84 - 68.1  
See you this Friday



@User1234  
Description of the video  
#tag #submagic  
0:00 / 1:08  
@Original sound

Replace video

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SCAN ME