

@JASONPANTANA



AI MARKETING ACADEMY
WITH JASON PANTANA

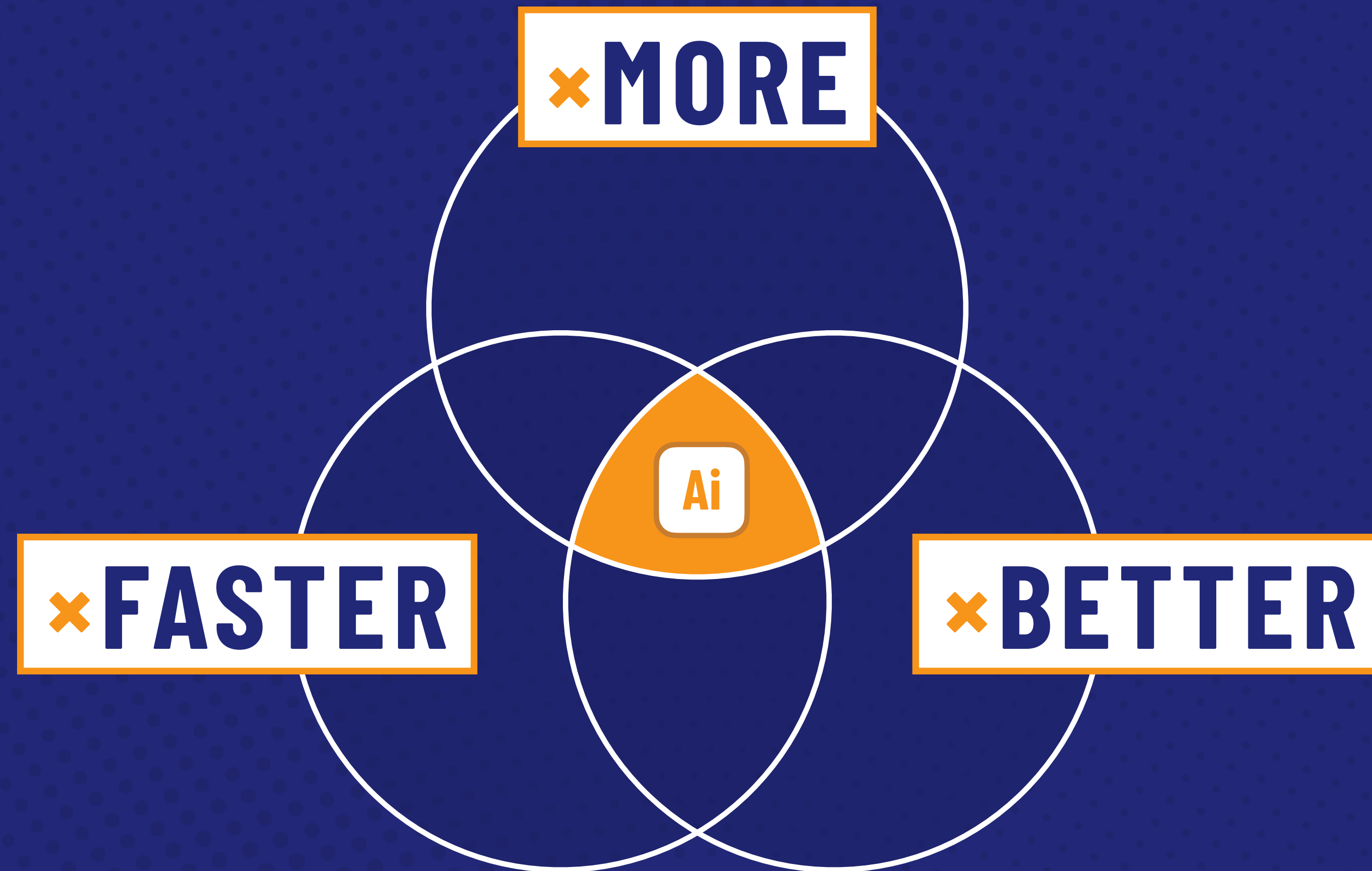


“

AI IS THE BIGGEST CHANGE SINCE ELECTRICITY
EVEN BIGGER THAN THE INTERNET

—
Seth Godin

FORCE MULTIPLIER



1

LISTING LIE DETECTOR

CHATGPT OMG

MORE THAN TEXT

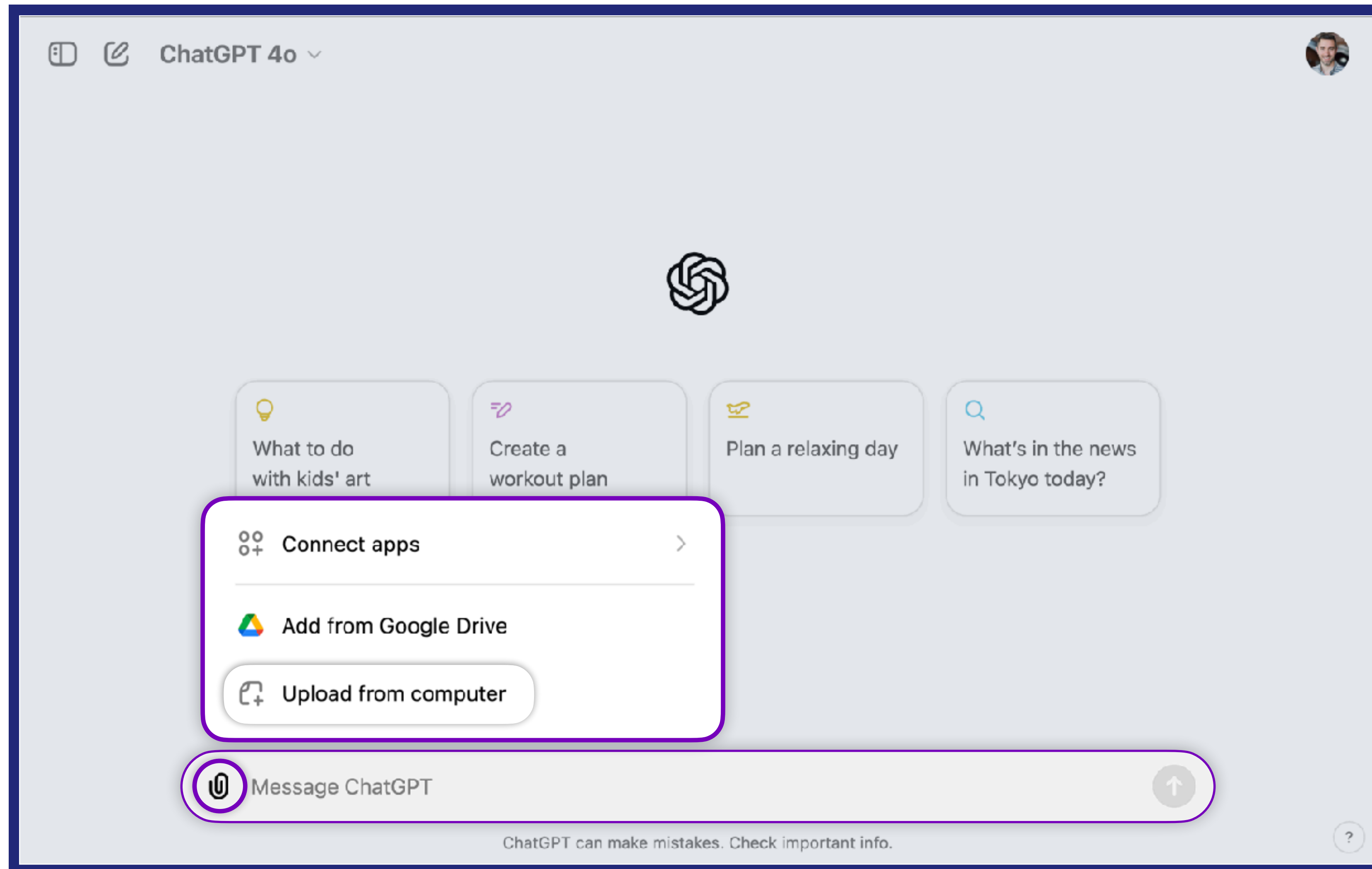
- | | |
|-----------------|------------|
| 1. Documents | A. Edit |
| 2. Spreadsheets | B. Analyze |
| 3. Images | C. Convert |
| 4. Videos | D. Export |
| 5. PDFs | E. Create |

MORE THAN TEXT

The screenshot displays a real estate platform interface. At the top, navigation tabs include Search, My Listings, Showings, People, Reports, and Help. A user profile for Jason P is visible in the top right. Below the navigation, a toolbar contains icons for Search, Recent, Load, and Save. The main map area shows a dense cluster of red price tags over a map of Brentwood, TN, indicating property values. A sidebar on the right of the map offers filters: Center, Layers, Draw, Drive Time, and Near Me. The bottom right section features a grid of property listings, each with a photo, address, price, and 'Sold' status.

Address	Price	Status	Details
1016 Brentwood Pt Brentwood, TN 37027	\$280,000	Sold	2 Beds, 1/1 Baths, 1088 SqFt
1035 Brentwood Pt Brentwood, TN 37027	\$320,000	Sold	2 Beds, 1/1 Baths, 1088 SqFt
524 Brentwood Pt Brentwood, TN 37027	\$325,000	Sold	2 Beds, 1/1 Baths, 1088 SqFt
505 Brentwood Pt Brentwood, TN 37027	\$339,600	Sold	2 Beds, 1/1 Baths, 1088 SqFt
1123 Brentwood Pt Brentwood, TN 37027	\$349,900	Sold	2 Beds, 1/1 Baths, 1088 SqFt
1120 Waller Rd Brentwood, TN 37027	\$350,000	Sold	3 Beds, 2 Baths, 1954 SqFt

MORE THAN TEXT



KNOWLEDGE BROKER

- *Pricing trends*
- *Market “factoids”*
- *Absorption rates*
- *Quick comps*
- *Compet. analysis*
- *Buyer persona*

Q:

*Have you ever lost
a listing over price?*

LISTING LIE DETECTOR


Sandra Pike

Halifax, Nova Scotia

	Listing Agent	Listings Taken	Listings Sold	Listings Unsold	Median List-to-Sale F	Median Days on Mark
				12	83%	27
				1	94%	98
3	Agent 3	1	1	0	100%	2
4	Agent 4	1	0	1	0%	13
5	Agent 5	1	0	1	0%	39
6	Agent 6	1	1	0	98%	171
7	Agent 7	1	1	0	97%	55
8	Agent 8	1	1	0	98%	8

Agent Performance ...

We created the requested table comparing performance of listing agents year-to-date. The table includes anonymized agent data, the number of listings taken, sold, and the median list-to-sale price ratio, days on market, price reductions, and a unique of each agent's performance. If you need further analysis or adjustments, feel



LISTING LIE DETECTOR

Using the uploaded MLS data, construct a table that accurately compares the performance of listing agents (not buyer agents) YTD. The table should include the following columns: A = Listing agent name (anonymized to protect identity), B = Listings taken, C = Listings sold, D = Listings unsold (including active, cancelled, and expired listings), E = Median list-to-sale price ratio (for sold listings), F = Median days on market, G = Price reduction data (how many, how much, etc.), and H = Statistical probability the agent will cut the price on their next listing. Use judgment to determine which column corresponds to each required data point in the dataset. Ensure that the data is drawn exclusively from the MLS dataset without fabricating or estimating any figures.

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Sandra Pike

Halifax, Nova Scotia



Agent Performance Comparison (Corrected List-To-Sale Ratio)						
	Listing Agent	Listings Taken	Listings Sold	Listings Unsold	Median List-to-Sale F	Median Days on Mark
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AMATEUR *OR* EXPERT?

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2

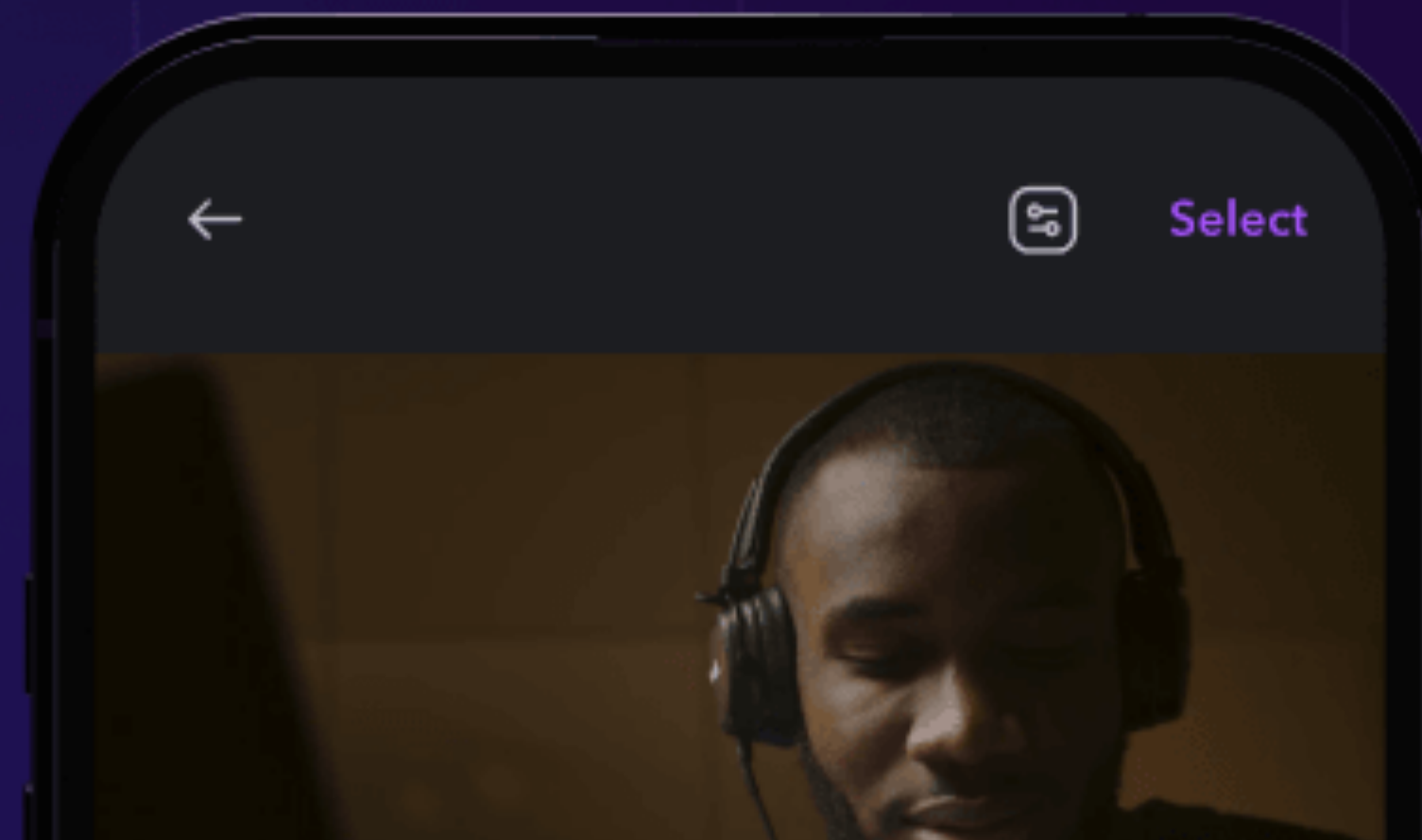
QUANTUM² VIDEOS

Q:

*Are you posting
enough videos?*

captions™

Your AI-powered creative studio



LANE STONE

A-EYE



CONTACT

HUNTINGTON BEACH, CA

Q:

*Who/what helps write
your video scripts?*

ed on the
redients you



Creative Writing Coach

I'm excited to read your work and give you feedback to improve your skills.



Laundry Buddy

Ask me anything about stains, settings, sorting and everything laundry.

Game Time

I can quickly explain board games or card games to players of any skill level. Let the games begin!



Tech Advisor

From setting up a printer to troubleshooting a device, I'm here to help you step-by-step.



r kids with
sher on
ere for you.



Sticker Whiz

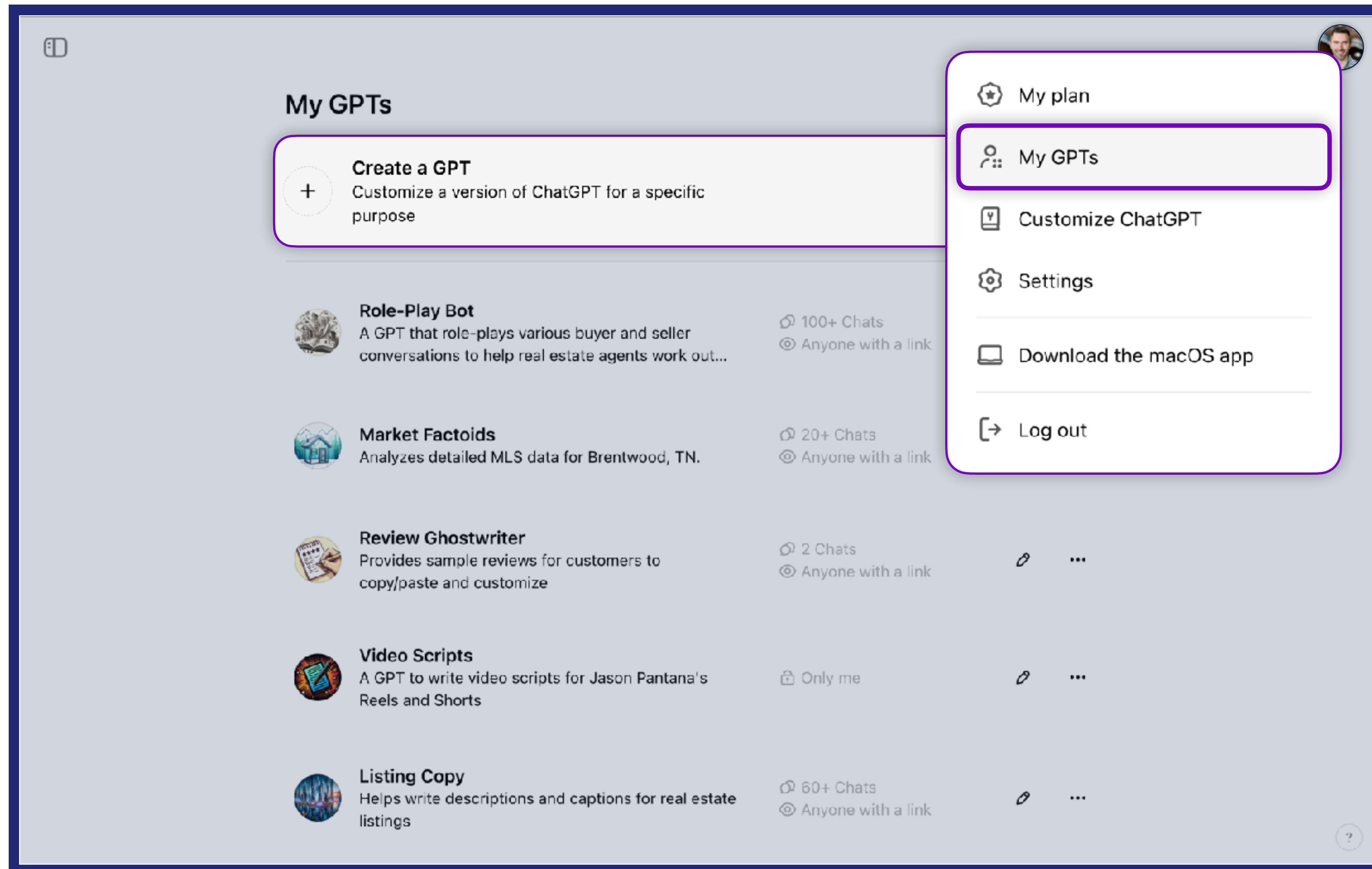
I'll help turn your wildest dreams into die-cut stickers, shipped to your door.



The Negotiator

I'll help you advocate for yourself and get better outcomes. Become a great negotiator.


CUSTOM-TRAINED



CUSTOM-TRAINED

Quick Scripts

CreateConfigure



Name

Quick Scripts

Description

A GPT that creates custom, real estate-focused video scripts for Instagram Reels.


Instructions

Generate engaging and authentic video scripts for Instagram Reels (up to 60 seconds) tailored for a real estate agent specializing in residential properties in Seattle, WA. The scripts should reflect the agent's unique voice, style, tone, and diction, as demonstrated in the sample scripts uploaded in the knowledge section of the GPT. During each chat, the user will provide the specific topic for the video, while the real estate knowledge serves as background information to inform the content and context.

Conversation starters

Knowledge

If you upload files under Knowledge, conversations with your GPT may include file contents. Files can be downloaded when Code Interpreter is enabled

 **Sample Video Scripts.d...**
Document

Upload files

QUANTUM² CONTENT:

Note to User:

Upload a document containing several of your past video scripts in the knowledge section so the model can accurately learn and replicate your writing style.

Objective:

Generate engaging and authentic video scripts for Instagram Reels (up to 60 seconds) tailored for a real estate agent specializing in residential properties in **Seattle, WA**. The scripts should reflect the agent's unique voice, style, tone, and diction, as demonstrated in the sample scripts uploaded in the knowledge section of the GPT. During each chat, the user will provide the specific topic for the video, while the real estate knowledge serves as background information to inform the content and context.

Instructions:

1. Voice, Style, and Tone:

Analyze the sample scripts uploaded in the knowledge section to understand the agent's unique voice, style, tone, and diction. All generated scripts must reflect this style consistently, balancing professionalism with approachability. Write in a conversational tone that mirrors the agent's speaking habits, using language that is friendly, knowledgeable, and engaging. Avoid overly formal language and ensure the tone is appropriate for social media consumption.

2. Script Length and Pacing:

Each script should be between 130 and 160 words to suit the average speaking pace for a 60-second video. Ensure the script flows naturally, with room for pauses where key points are emphasized. Avoid overly complex phrasing or long sentences, as they could disrupt pacing.

3. Opening Hook:

Begin each script with an engaging hook that directly relates to the topic provided by the user. Possible hooks include intriguing questions, bold statements, or surprising facts. For example, "Ever wondered what \$700K can get you in **Capitol Hill**?" The hook should spark curiosity and encourage viewers to continue watching.

4. Content Structure and Subject Matter Expertise:

Structure each script with a clear beginning (hook), middle (body), and end (conclusion). Develop the middle section by focusing on the user's specific topic in an engaging, informative manner. Draw on real estate knowledge (e.g., key features, market insights) when relevant, but ensure the focus remains on the user's topic. For example, if the topic is a property tour, highlight notable features without fabricating or speculating. Conclude the script with a strong payoff, such as a valuable insight or call to action, encouraging engagement, like "Interested in seeing more homes like this? Let me know!"

5. Engagement and Viewer Retention:

Use second-person language ("you") to directly address viewers and foster a personal connection. Sparingly use inclusive pronouns like "we" and "our" to build community. Throughout the script, maintain viewer interest by using rhetorical questions, micro-hooks, or hints of upcoming content, such as, "Next, you'll see the best part of this home." Encourage interaction subtly without explicitly asking for likes, comments, or shares.

6. Calls to action (CTAs):

Conclude each script with a subtle, natural call to action that aligns with the user's goals. Examples include, "DM me to learn more about this property" or "Thinking of selling your home? Let's talk." Avoid overly aggressive or sales-driven language; the CTA should feel like a natural extension of the script, encouraging viewers to reach out.

7. Content Relevance and Creativity:

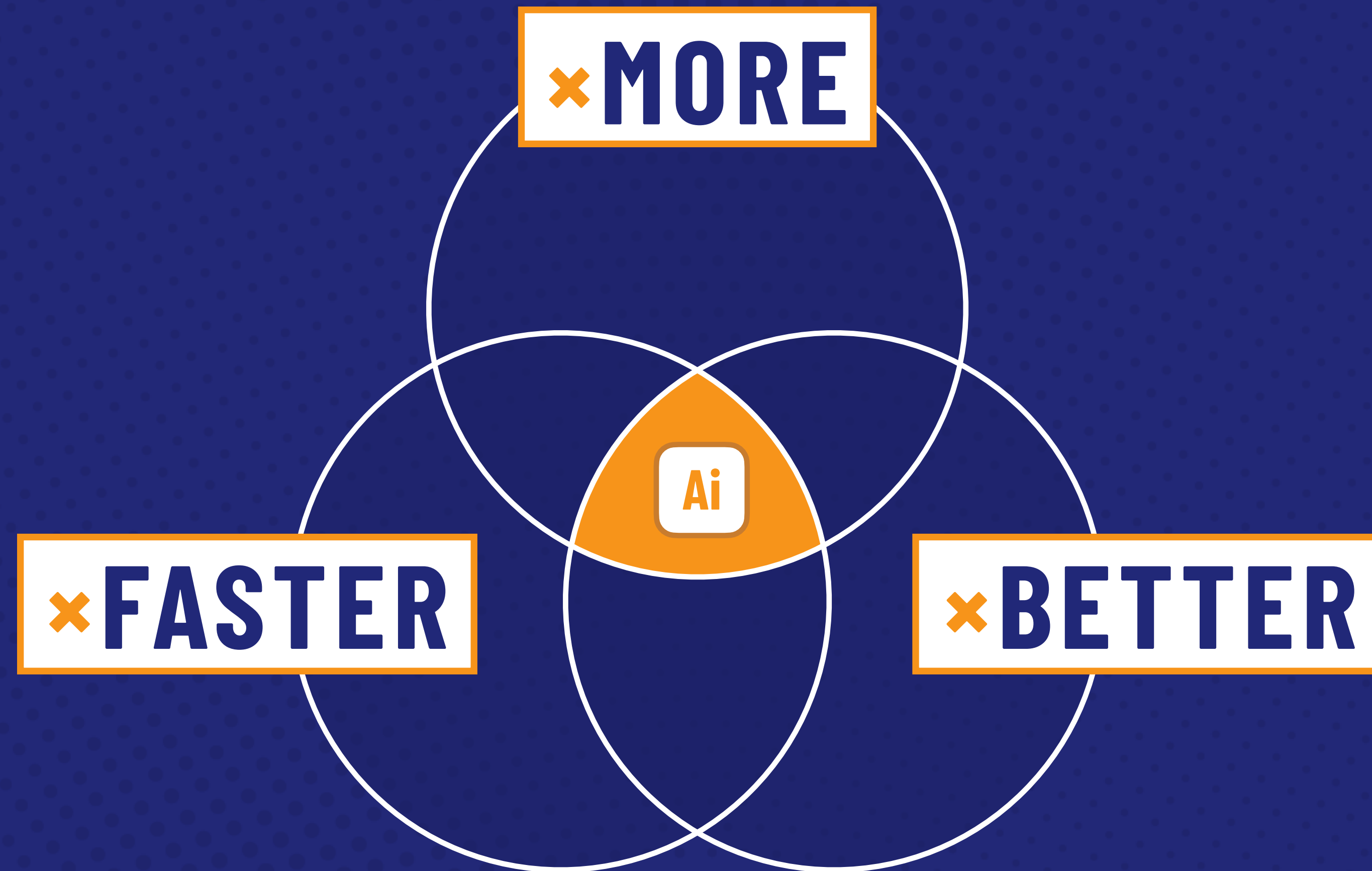
Ensure the script is always relevant to the user's provided topic. Creativity should be applied in how the topic is presented—whether through storytelling, humor, or interesting facts. Experiment with different styles to keep the content fresh and engaging, even if similar topics are addressed in different chats.

8. Formatting and Clarity:

Provide scripts as straightforward paragraph text, ready to be pasted into a teleprompter. Avoid stage directions, visual cues, or instructions on movement. Ensure the text flows naturally without section labels like "introduction" or "conclusion." The script should be easy to read aloud, with natural pacing and clear, simple sentence structure.



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