



SEARCH ENGINES GIVE YOU SUGGESTIONS, AI GIVES YOU ANSWERS

IT'S NOT YOU AGAINST THE MACHINE, IT'S ABOUT YOU HARNESSING THE POWER OF THE MACHINE





Personal Branding:

Create a market of one



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Market Research:

Get market data & identify objections



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Email Assistance:

Create follow up emails in minutes



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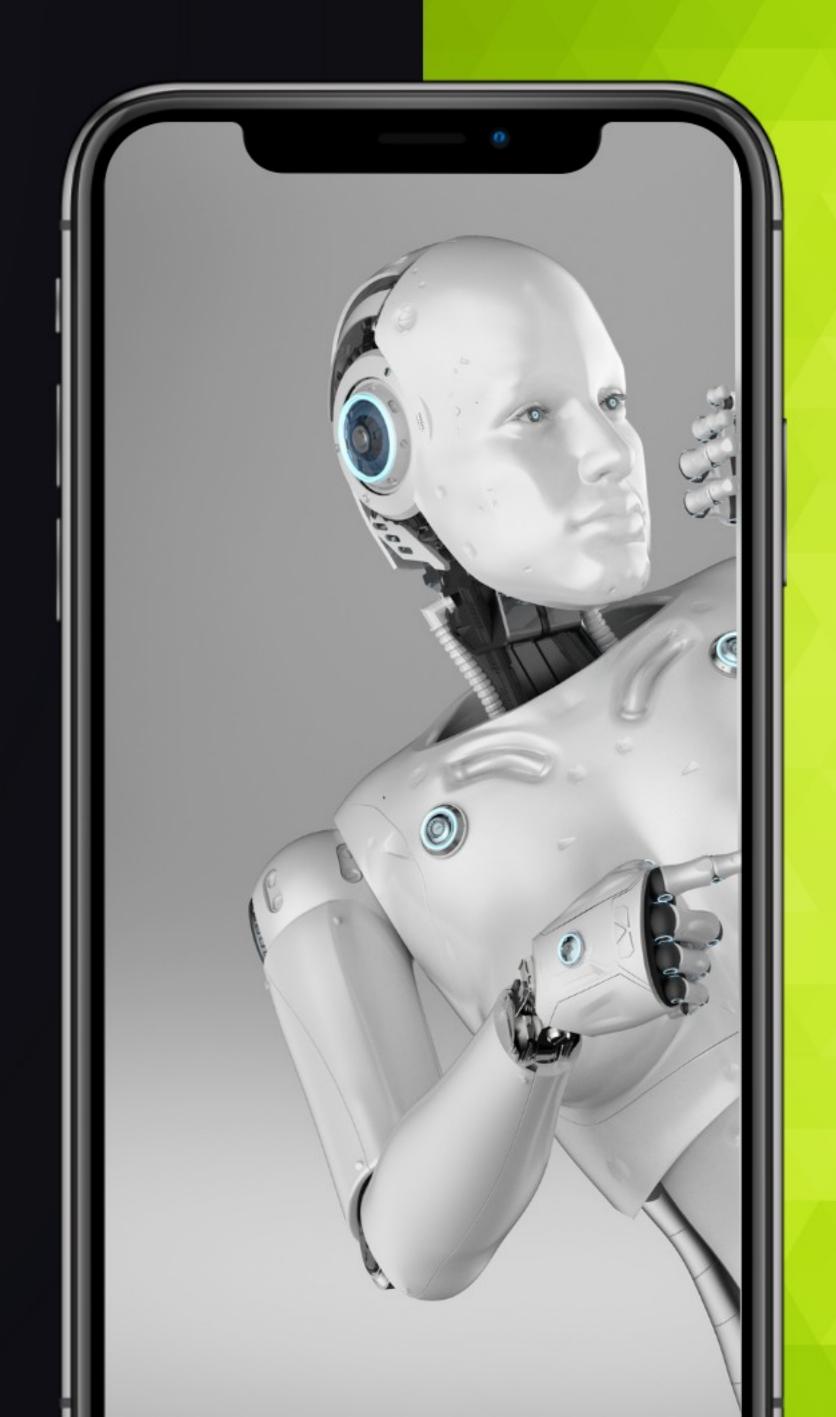
Get market data & identify objections

Email Assistance:

Create follow up emails in minutes

Social Media:

Get ideas for social media posts



According To Mindvalley:

Every 3.3 months the cost-to-power ratio doubles:



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- What This Means:
 - **Year 1:** 16X



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• Year 2: 256X



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• Year 3: 4,096X



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• **Year 1:** 16X

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• **Year 4:** 65,536X



According To Mindvalley:

Every 3.3 months the cost-to-power ratio doubles:

• What This Means:

• **Year 1:** 16X

• Year 2: 256X

• Year 3: 4,096X

• Year 4: 65,536X

• **Year 5:** 1,048,576X





WE ALL HAVE ACCESS TO THE SAME TOOLS, BUT NOT THE SAME PRESENCE

PART 1: PERSONAL BRANDING

Personal Brand

Personal Brand

What is it?

A personal brand is the unique combination of skills, experiences, values, and qualities that you present to the world, shaping how others perceive you and your professional identity.

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A personal brand is the unique combination of skills, experiences, values, and qualities that you present to the world, shaping how others perceive you and your professional identity.

Your personal brand is what people say about you when you're not in the room





Who Do You Want To Be Known As?

Helpful, Funny, Serious, Entertaining, Trustworthy, Resourceful, Reliable, Inspiring, Fearless, Authentic, Innovative.



- Who Do You Want To Be Known As?
 Helpful, Funny, Serious, Entertaining, Trustworthy, Resourceful,
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 Problem Solving, Empowering Others, Resourcefulness,
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- How Are You Getting The Word Out?
 A strong personal brand means nothing if no one sees it or knows who you are.

CREATING YOUR BIOUSING AL

Bio Prompt

Bio Prompt

Prompt:

Write a professional bio that is approximately 1,200 characters long. Do not include bullet points or section titles. Format it into 3 sections with no emdashes or empauses. The tone should be confident, clear, and approachable. It should sound like a real person, not a resume or a list of accomplishments. The bio must clearly answer two questions: who you are and how you can help me. Focus on building trust, credibility, and relatability. Include relevant experience, who you serve, the problems you solve, and what makes your approach different. Mention any industries or roles that add credibility. End with a forward-looking statement about what you are currently focused on. Use natural language and avoid clichés or generic business phrases.

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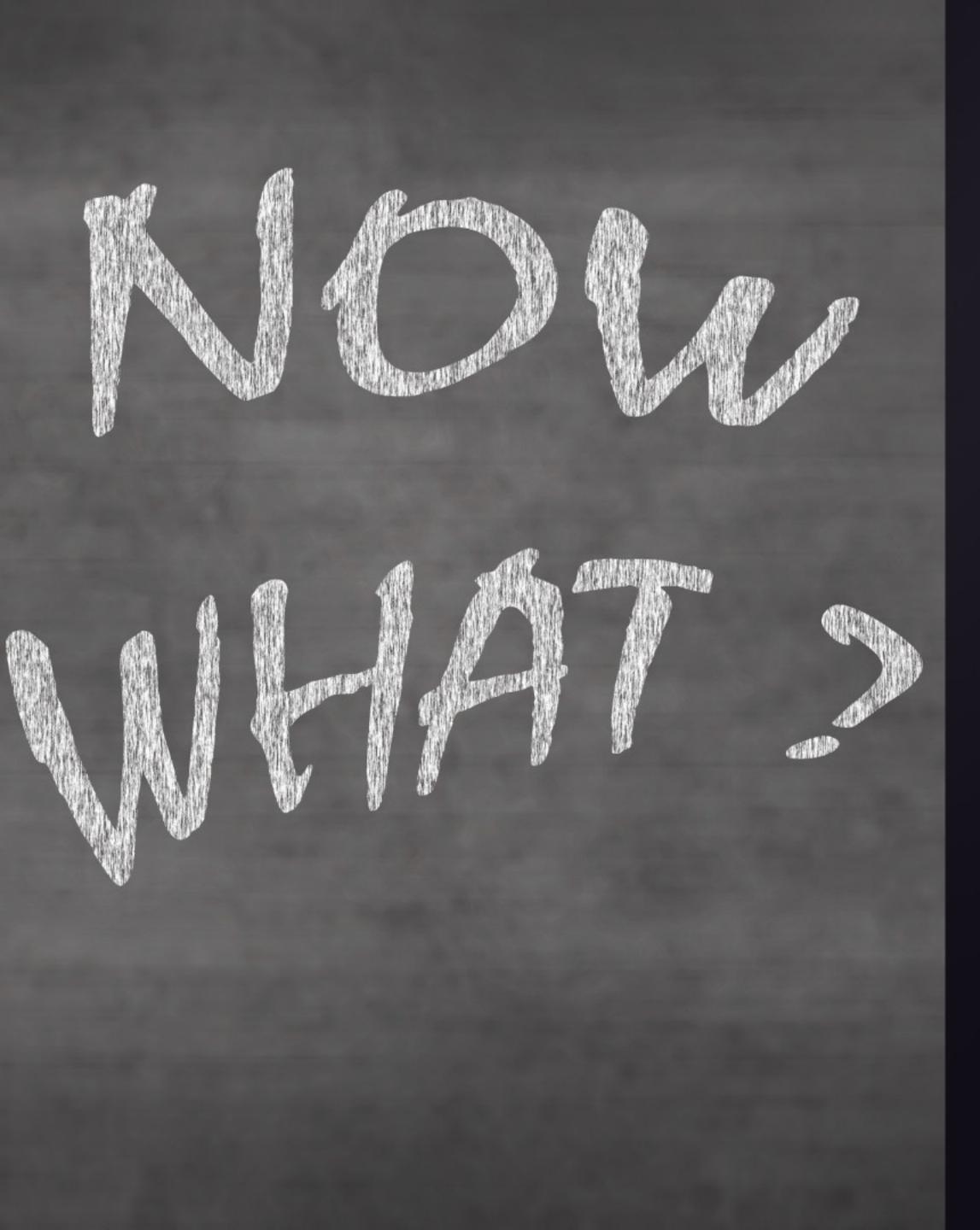
Alan Stern is the President of Persona Marketing, where he helps salespeople and small business owners figure out how to market themselves in a way that feels natural and effective. He knows that many professionals struggle with how to position themselves, what to sa

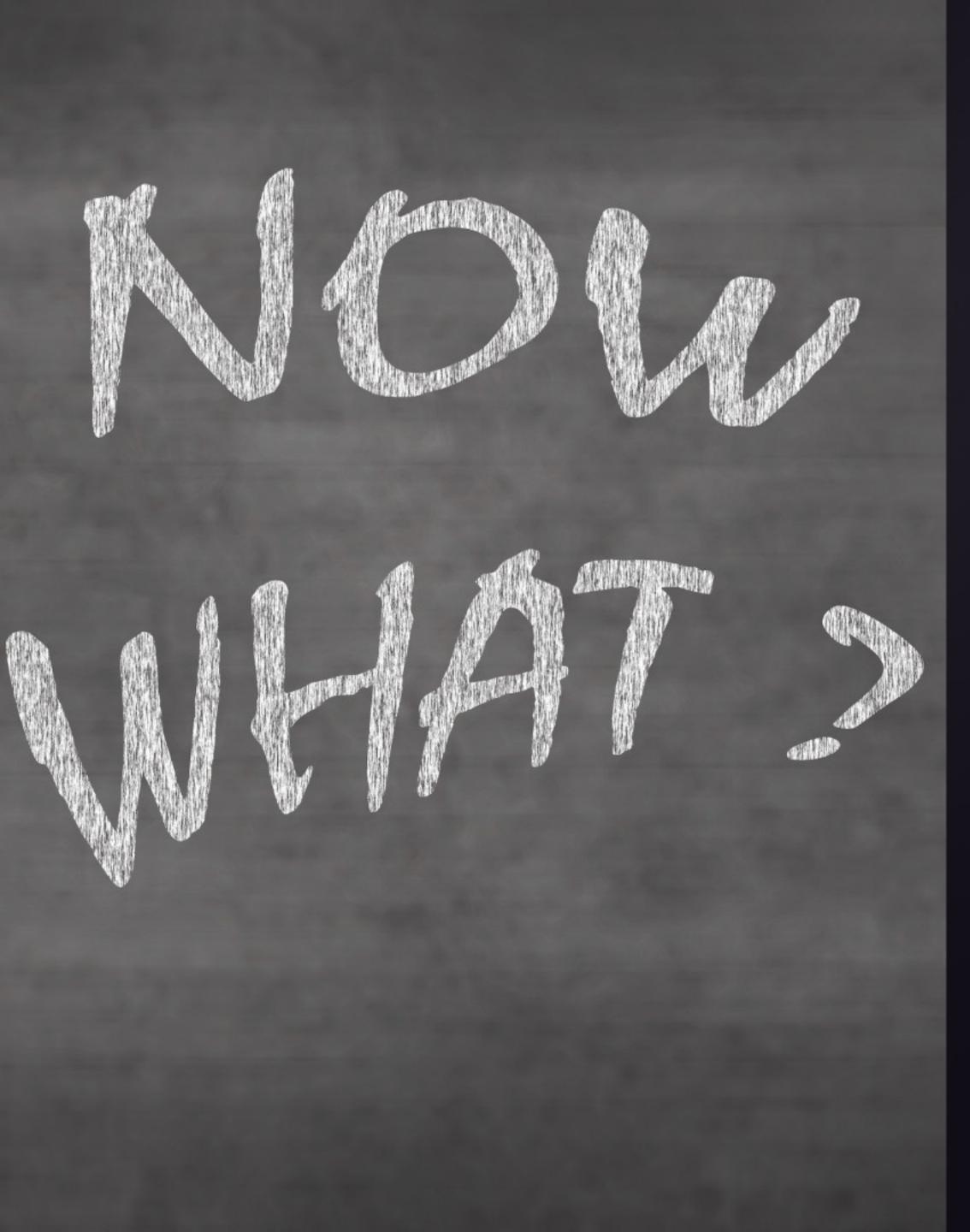
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With years of experience guiding individuals in industries ranging from real estate to financial services, Alan brings both credibility and relatability to his work. He combines humor and education to break down marketing into clear steps that anyone can follow, even if they do not think of themselves as a "marketing person." His approach focuses on helping clients gain clarity on who they are, what makes them different, and how to share that with confidence.

Today, Alan is focused on expanding Persona Marketing to give even more salespeople and entrepreneurs the tools they need to create impact at the individual level. His work continues to center on building trust, teaching practical skills, and showing people how to make marketing something they can manage on their own. He believes the future belongs to those who learn how to express themselves authentically, and his goal is to make sure every client he works with is ready for that future.

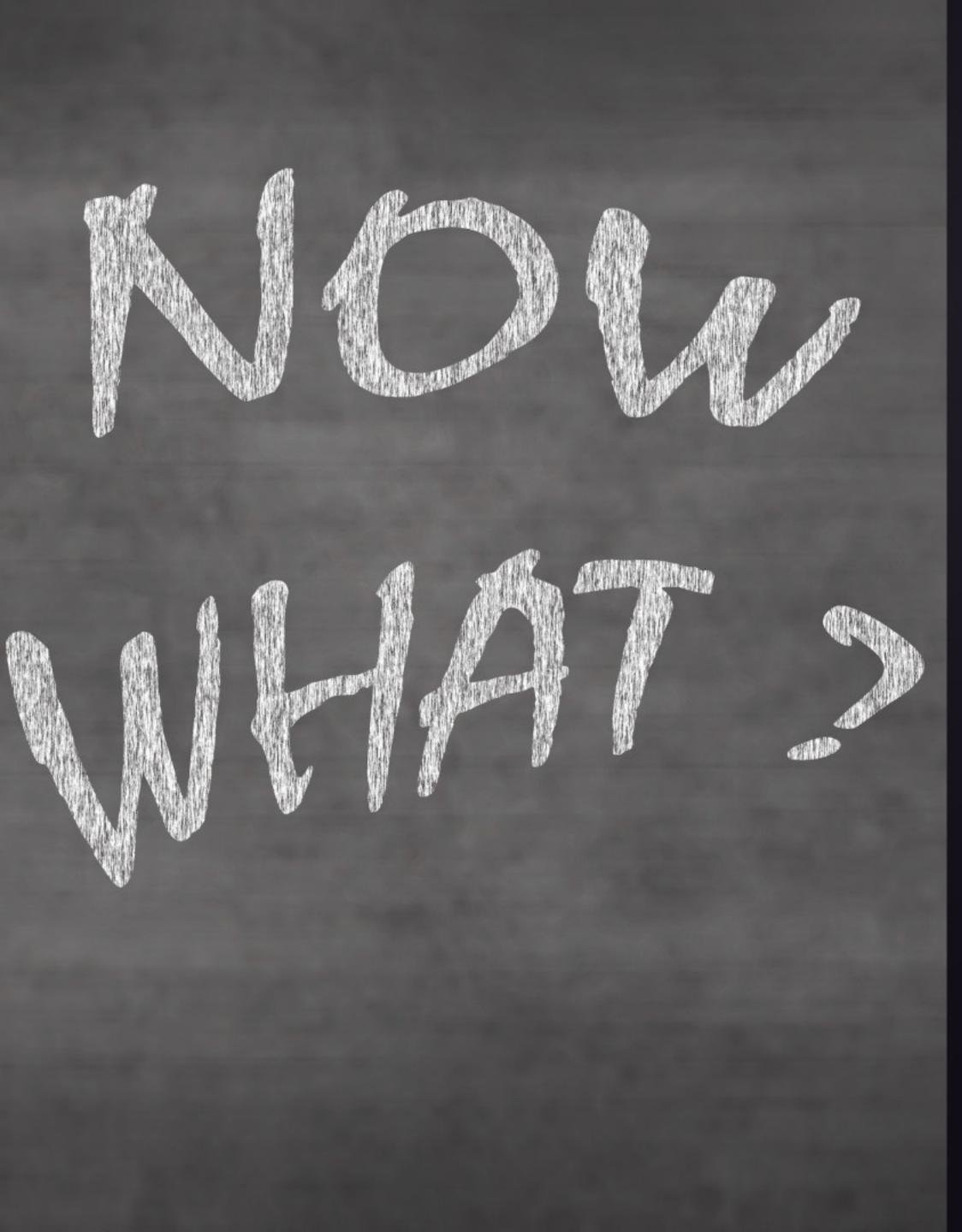
FREEHAND MATH VS THE CALCULATOR





LinkedIn Bio:

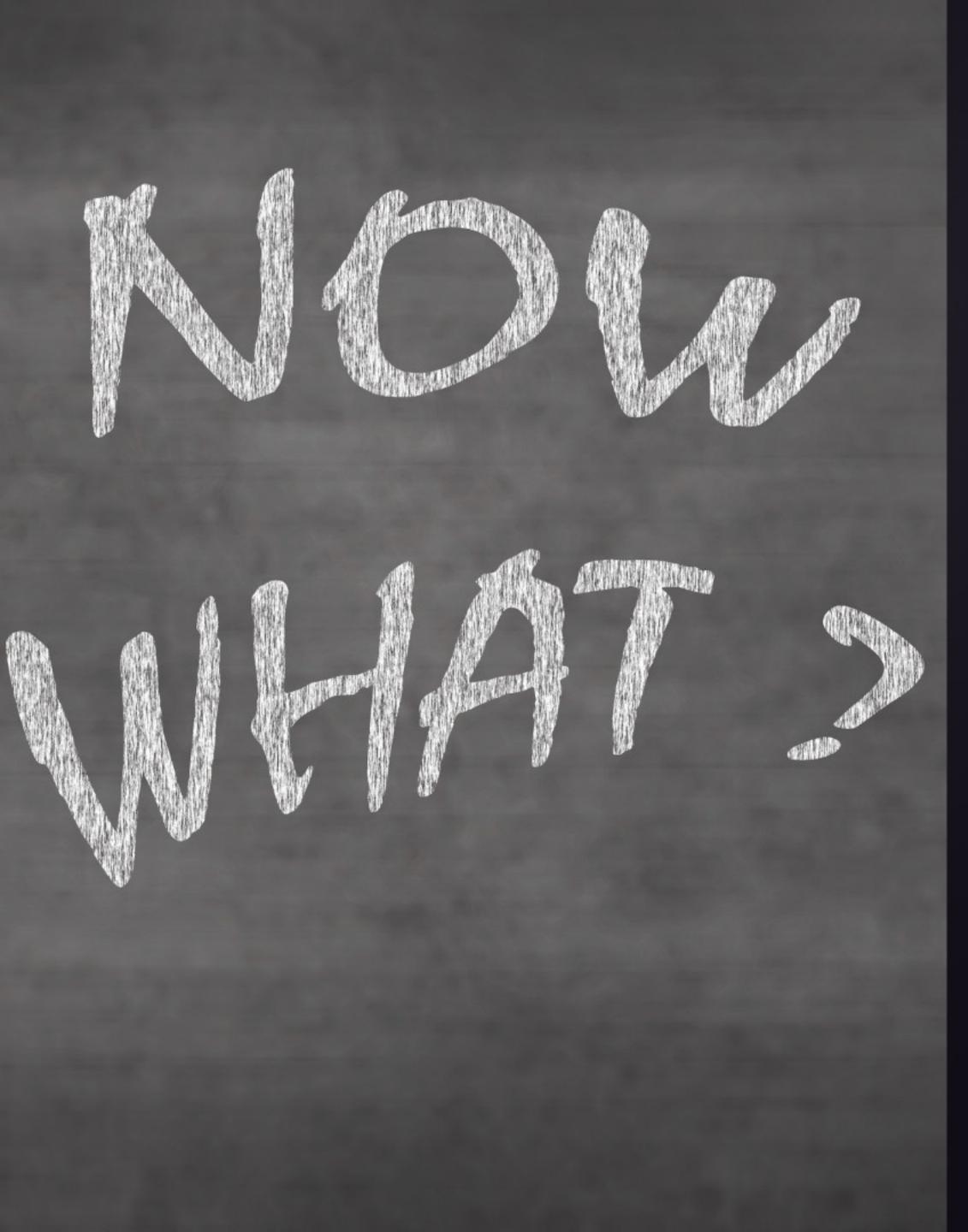
Display your new bio on LinkedIn



LinkedIn Bio:

Display your new bio on LinkedIn

Create A Welcome Video:
 Film yourself explaining the highlights



LinkedIn Bio:

Display your new bio on LinkedIn

Create A Welcome Video: Film yourself explaining the highlights

Get A Bio Sheet:
Display it with your picture as the background

Joe Drew

Joe Drew is a blue-collar entrepreneur with a deep understanding of what it takes to build something from the ground up. With a background in real estate, insurance restoration, and renewable energy, he's spent the last two decades leading companies like Greenlight Construction Group, Greenlight Energy Solar, and Greenlight Equities. His experience spans everything from large-loss recovery claims to full-scale design-build projects, making him a trusted voice for contractors, business owners, and entrepreneurs navigating growth.

Joe created the Blue Collar Prophet to bridge the gap between hands-on experience and personal development. He speaks directly to those who feel stuck or stretched thin, offering clarity through simple, actionable frameworks. His signature keynote, "Unlocking Your Toolbox," walks audiences through the four tools that drive profitability: communication, mindset, action, and sales. He understands the weight of responsibility that comes with business ownership and brings a grounded, real-world approach to leadership.

Today, Joe is focused on helping others sharpen the tools in their own toolbox so they can lead with confidence, grow with intention, and build something that truly lasts.

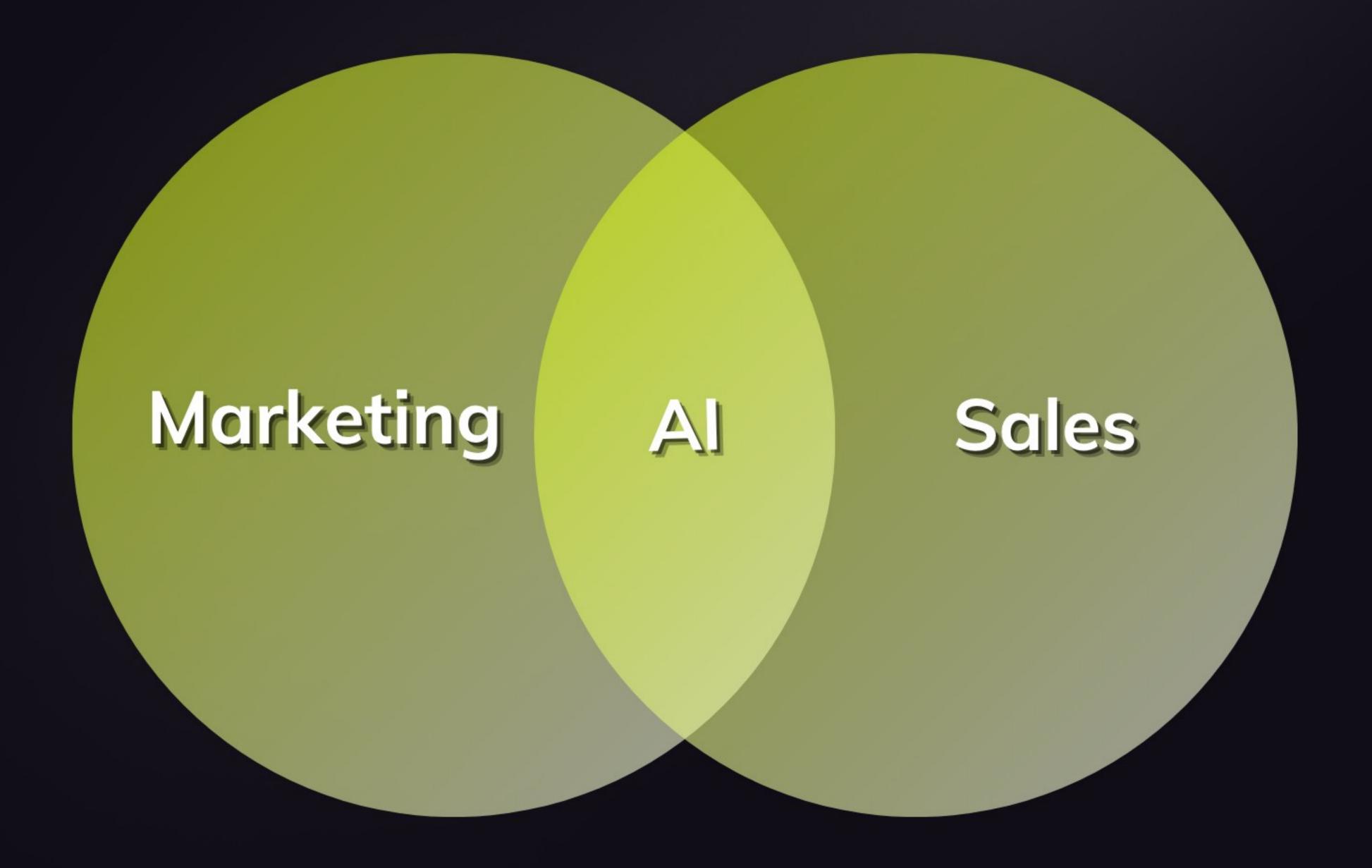
Scan QR To Connect

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BECOMING THE TRUSTED RESOURCE



PART 2: MARKET RESEARCH EXAMPLE

Market Research Step 1:

Prompt:

What are 5 problems that would cause someone to consider hiring a residential construction company in Illinois?

What are 5 problems that would cause someone to consider hiring a residential construction company?

Here are 5 common problems that would cause someone to consider hiring a residential construction company, along with the motivation behind each:

1. Structural or Safety Issues

Problem: Foundation cracks, sagging floors, roof leaks, or outdated electrical/plumbing systems.

Why it matters: These problems can thr

Market Research Step 2:

Prompt:

Give me an audience that is most likely to experience each of the problems that are listed above.

Here's a breakdown pairing each problem with the audience most likely to experience it — useful for targeting messaging or building lead magnets for a residential construction company:

Problem	Audience Most Likely to Experience It	Why They're Likely to Need Help		
1. Structural or Safety Issues	Owners of older homes (20+ years)	Aging foundations, plumbing, and roofs begin to fail and often require professional repair or reconstruction.		
Outdated or Inefficient Design Homeowners in mid-range neighborhoods looking to modernize				
3. Growing Family or Lifestyle Changes	Young families or remote professionals	Need additional bedrooms, home offices, or finished basements to accommodate evolving space needs.		
4. Damage from Water, Fire, or Natural Events	Insurance claimants and property owners hit by disasters	Require quick, reliable reconstruction and restoration work to make their home livable again.		
5. Preparing to Sell or Increase Property Value	Home sellers, real es			

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5. Preparing to Sell or Increase Property Value	Home sellers, real estate investors, and house flippers	Seek targeted renovations (kitchens, curb appeal, additions) to boost resale value or attract buyers fast.

Market Research Step 2.5:

Prompt:

Take the above 2 threads and put them into table format.

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Target Customer Profile

5. Preparing to Sell or Increase Property Value

Home sellers, real estate investors, and house flippers

Seek targeted renovations (kitchens, curb appeal, additions) to boost resale value or attract buyers fast.

Someone who is preparing to sell their home and wants to boost resale value

GETTING SPECIFIC EXAMPLES OF YOUR TARGET CUSTOMER

Market Research Step 3:

Prompt:

Give me 5 specific examples of someone who is preparing to sell their home and wants to boost their resale value

₫ Share ···

Here are 5 specific, real-life style examples of homeowners preparing to sell and looking to boost resale value:

Empty Nesters Downsizing

A couple whose kids have moved out wants to sell their large home and retire. They invest in kitchen updates and fresh exterior paint to improve first impressions and maximize their profit before listing.

Investor Preparing a Rental for Market

A landlord is selling a property after years of tenants. They hire a construction company to replace outdated flooring, repair bathroom wear-and-tear, and improve curb appeal to attract more buyers and increase appraisal value.

Homeowners in a Competitive Neighborhood

A family lives in an area where remodeled homes are selling much faster. They add a finished basement and updated primary suite

ChatGPT can make mistakes. Check important info.

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Homeowners in a Competitive Neighborhood

A family lives in an area where remodeled homes are selling much faster. They add a finished basement and updated primary suite so their house can compete with others in the neighborhood.

A Home with a Poor Layout

A seller has a boxed-in kitchen and tight living spaces that feel dated. They remove a **non-load-bearing** wall to create an open-concept floor plan that helps the home show better and photograph beautifully online.

Water-Damage Repairs Before Listing

A homeowner had a minor basement flood that caused visible drywall and flooring damage. They hire professionals to **properly restore and update the materials** so buyers don't see red flags or negotiate the price down.



1 Empty Nesters Downsizing

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SALES: IDENTIFYING OBJECTIONS

Identifying Objections

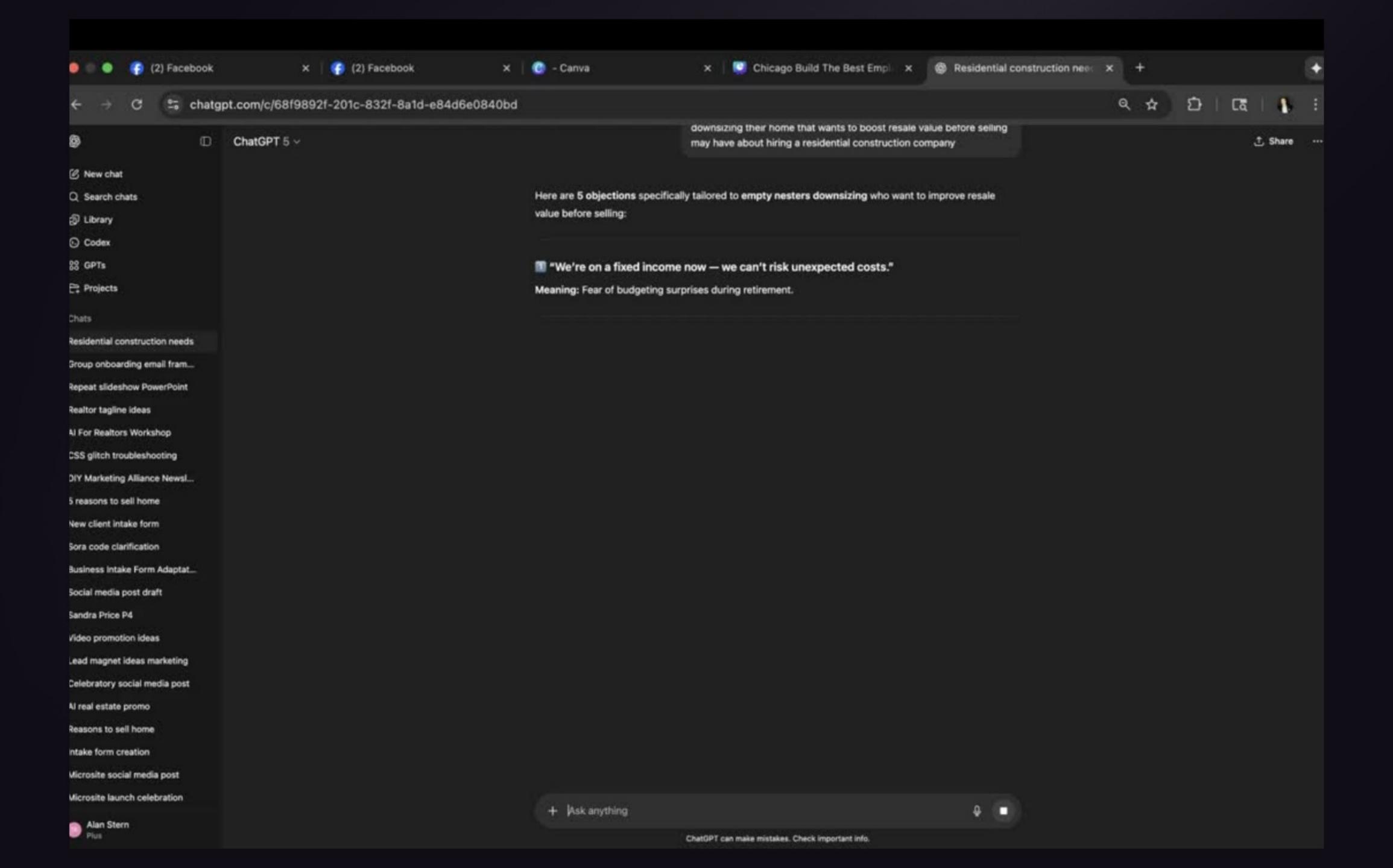
Prompt:

Give me 5 potential objections that ____ audience may have about ____

Identifying Objections

Prompt:

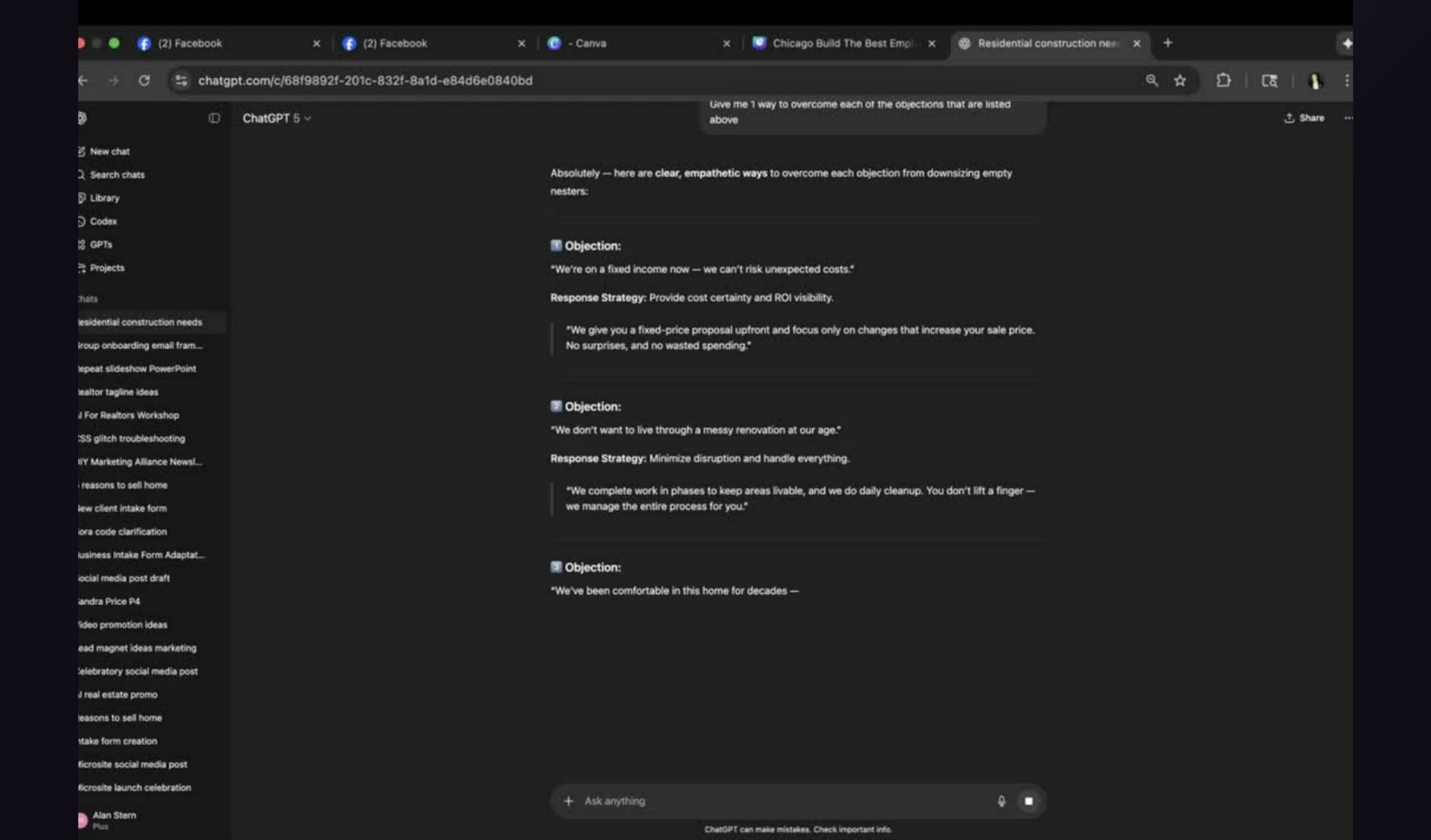
Give me 5 potential objections that someone who is an empty nester downsizing their home that wants to boost resale value before selling may have about hiring a residential construction company



Addressing Objections

Prompt:

Give me 1 way to overcome each of the objections that are listed above



Organize The Data

Prompt:

Take the above 2 threads and put them into table format



Absolutely — here is the combined information in a clean table format, ready for sales enablement or marketing collateral:

■ Empty Nester Downsizing — Objections & Solutions

Objection	Underlying Concern	Response / Overcoming Strategy
"We're on a fixed income now — we can't risk unexpected costs."	Retirement budgeting makes surprises feel scary.	Provide a fixed-price proposal and focus only on updates proven to increase resale value.
"We don't want to live through a messy renovation at our age."	Anxiety about nois	

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"We're on a fixed income now — we can't risk unexpected costs."	Retirement budgeting makes surprises feel scary.	Provide a fixed-price proposal and focus only on updates proven to increase resale value.
"We don't want to live through a messy renovation at our age."	Anxiety about noise, clutter, inconvenience, safety.	Minimize disruption with phased work, daily cleanup, and a fully managed renovation process.
"We've been comfortable in this home for decades — do we really need to update it?"	Emotional attachment to the home as-is.	Use market data to show expectations for move-in-ready homes and reduced buyer negotiations.
"We're already overwhelmed with moving — adding construction feels like too much."	Cognitive overload from downsizing decisions.	One point of contact, clear schedule, and handled logistics so they can focus on moving.
"How do we know these upgrades will actually help us sell faster?"	Fear of making the wrong decisions at a critical moment.	Realtor-aligned recommendations tied to comparable sales and appraisal value insights.

THIS IS HOW YOU GET TO KNOW YOUR AUDIENCE

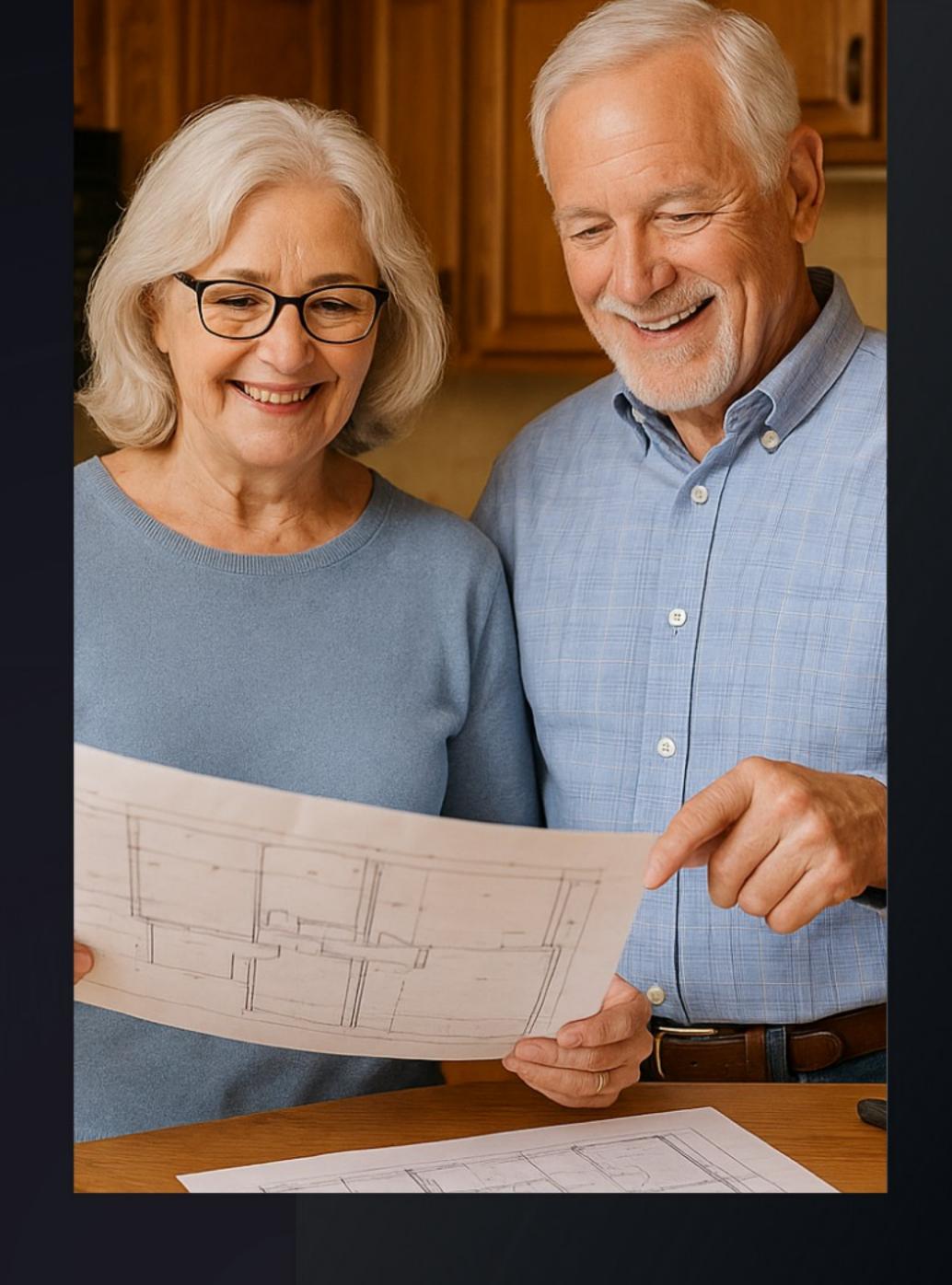
THE GOAL:



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Your audience says:

"This applies to me"



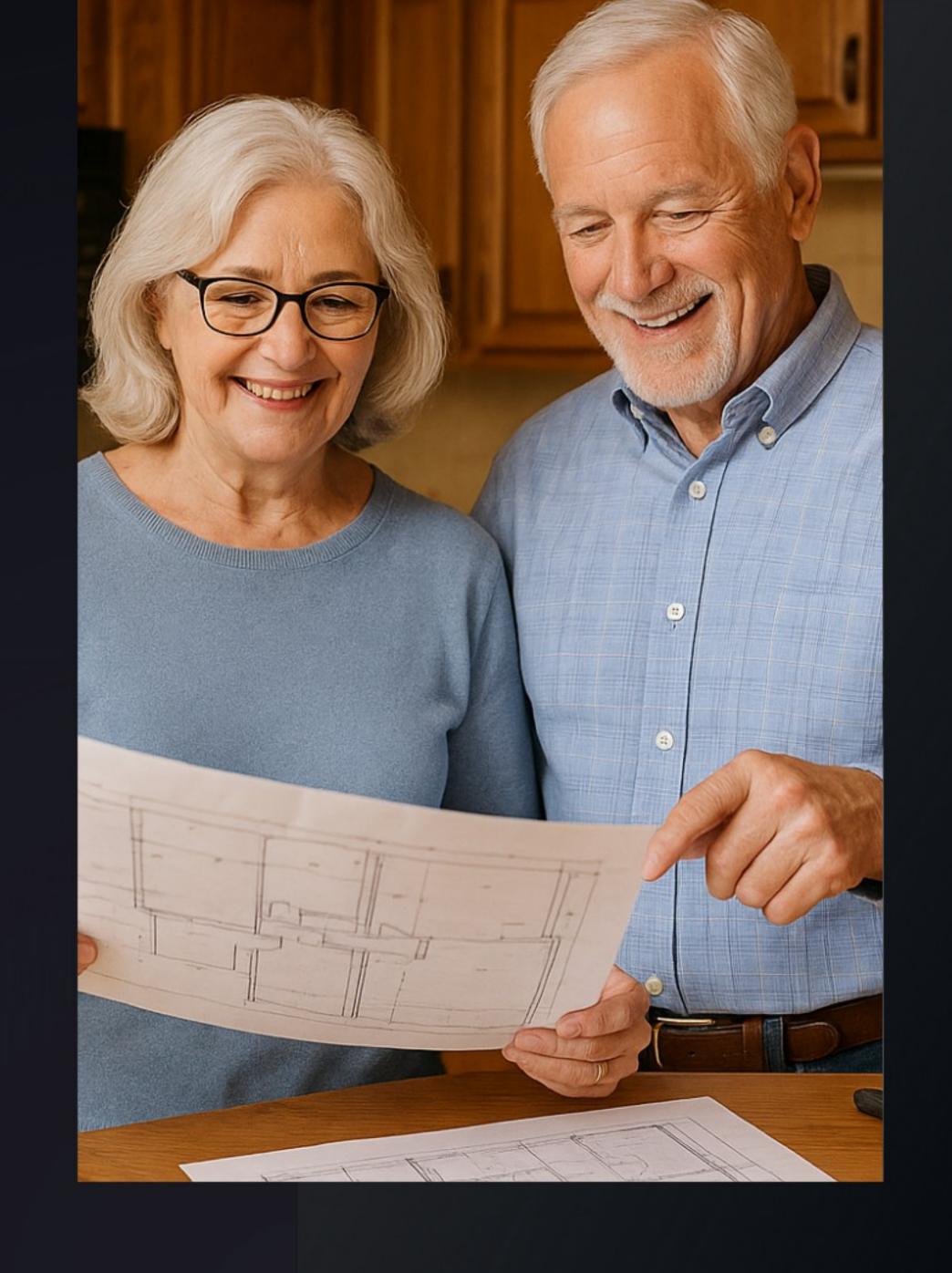
THE GOAL:

Your audience says:

"This applies to me"

You're implying:

If you're someone who is experiencing ___, let's talk!



PART 3: EMAIL ASSISTANCE

Email Assistance Step 1:

Prompt:

Write a friendly email to an audience of empty nesters preparing to downsize who want to increase their resale value. Acknowledge that selling a long-time home can feel overwhelming. Explain that small, strategic updates in kitchens and bathrooms can help homes sell faster and for more money. Reassure them with a simple, low-stress process: fixed pricing, clear timelines, and daily cleanup. Invite them to schedule a quick walkthrough to identify the top improvements that boost value without overspending. End with a warm call to action to help them move into the next chapter confidently.

Subject: Ready to Get the Most From Your Home Sale?

Hi there,

Preparing to downsize is a big step, and it can feel overwhelming to let go of a home that holds so many memories.

The good news is that a few smart updates — especially in kitchens and bathrooms — can help your home sell faster and for more money. Buyers love move-in-ready spaces, and small improvements often make a big difference in value.

We keep the process simple and low-stress with fixed pricing, clear timelines, and daily cleanup so you never feel disrupted.

If you'd like, we can do a quick walkthrough to show you which improvements offer the biggest return without overspending. No pressure, just helpful guidance from a team who cares.

Let's make your next chapter a confident one.

Warmly,

[Your Name]

[Company Name]

[Contact Info / Scheduling Link]

Additional Uses

Additional Uses

Project Estimate Follow-Up Email

Additional Uses

- Project Estimate Follow-Up Email
- "Return on Renovations" Educational Email

Additional Uses

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- Financing / Payment Options Email

Additional Uses

- Project Estimate Follow-Up Email
- "Return on Renovations" Educational Email
- Seasonal Market Timing Email
- Financing / Payment Options Email
- Testimonial / Case Study Email

Prompt:

Prompt:

Give me a variation of this email, but make it:

Shorter

Prompt:

- Shorter
- Longer

Prompt:

- Shorter
- Longer
- Funny

Prompt:

- Shorter
- Longer
- Funny
- Address ____ objection

Prompt:

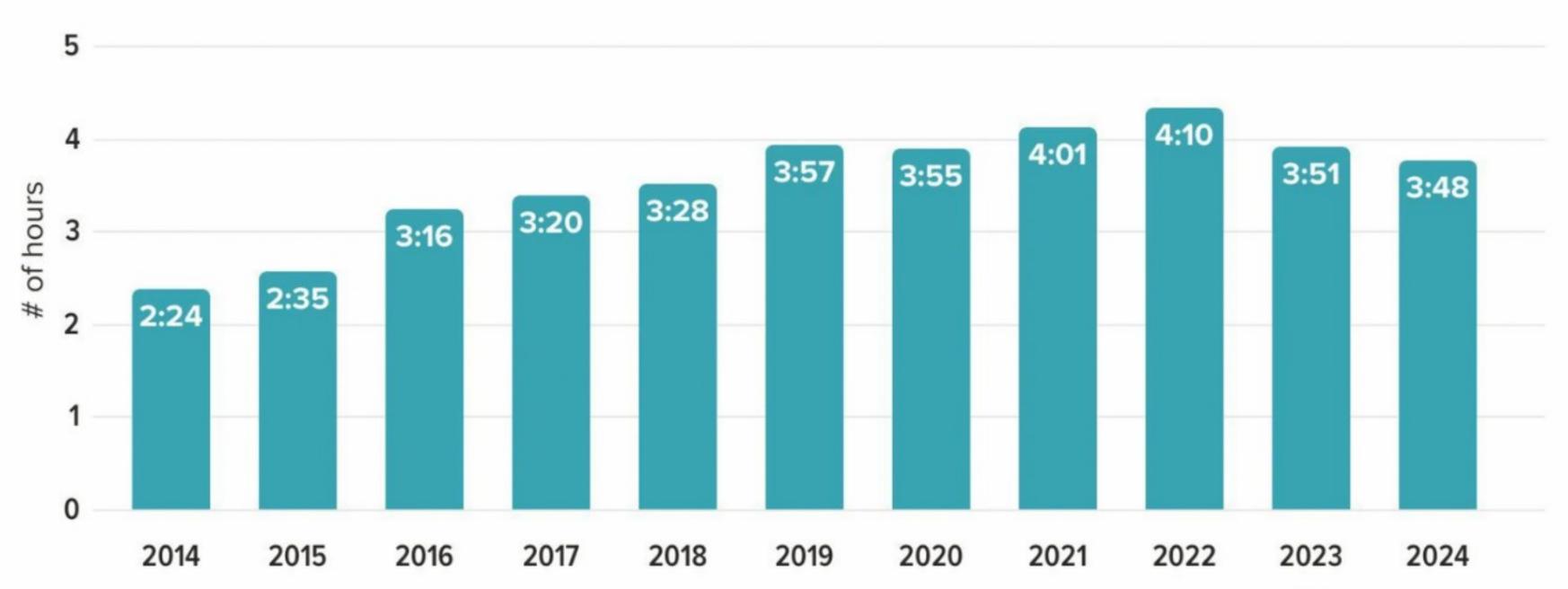
- Shorter
- Longer
- Funny
- Address ____ objection
- From the perspective of ____

PART 4: SOCIAL MEDIA ASSISTANCE

How long does it take to write a blog post?

Bloggers put a lot of time into their content, but a bit less than before. After climbing for nine years, the average time spent creating blog post is coming down. **The average blog post takes three hours and forty eight minutes to write**. That's still a substantial effort.

It takes just under 4 hours to write a blog post on average





THE A.P.E. FORMAT



THE A.P.E. FORMAT

- Audience
- Problem
- Explanation



THE A.P.E. FORMAT

- Audience
- Problem
- Explanation

*Create an article for ____ audience who may be experiencing the problem of ____, explaining why they should

Creating An Article

Empty Nesters Downsizing

A couple whose kids have moved out wants to sell their large home and retire. They invest in kitchen updates and fresh exterior paint to improve first impressions and maximize their profit before listing.

Create an article to an audience of empty nesters looking to downsize their home who experience the problem of not knowing how to maximize their property value, explaining why they should consider hiring a residential construction company

1 Share

Absolutely - here is the article crafted specifically for empty nesters preparing to downsize, speaking to both the emotional transition and the financial opportunity:

How to Maximize Your Home's Value Before You Downsize

Deciding to downsize is a major milestone. After years of raising a family, building memories, celebrating holidays, and watching life unfold inside those walls, the thought of moving on can feel overwhelming. And with the current housing market always shifting, many homeowners wonder the same thing:

How do we make sure we get the most from our home when we sell?

That's a smart question — because your home is likely one of your biggest retirement assets.

STEP 3: LINKEDIN NEWSLETTER



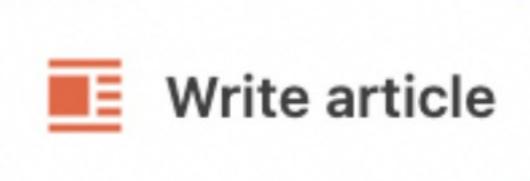
Start a post



Media

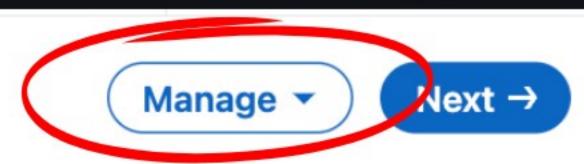


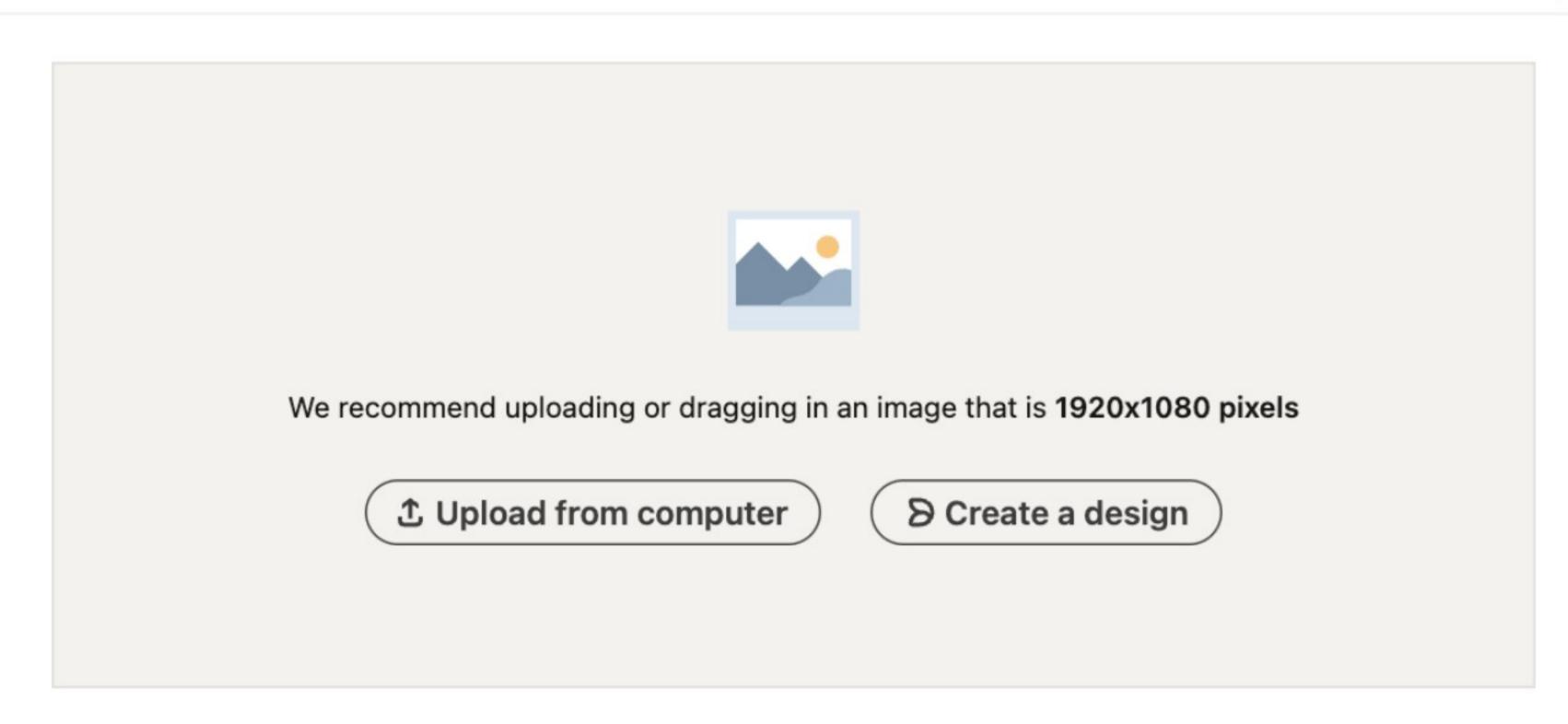
Job





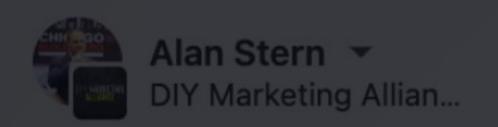






Title

Write here. You can also include @mentions.



Style \bullet **B** I \boxminus \boxminus \circlearrowleft \Lsh \Lsh \Lsh

Manage *

Next →

We recommend uploading or dragging in an image that is 1920x

♣ Upload from computer

8 Create a des

Settings

Drafts

Scheduled

Published

New draft

Newslatter

Create newsletter

Help

Give feedback

Title

Write here. You can also include @mentions.

Create a newsletter



Newsletters on LinkedIn allow you to share your perspective regularly by publishing articles at the cadence you choose. Your subscribers will receive a push notification and email after each new edition of your newsletter. Limit 5 newsletters per member. Learn More

Newsletter details

Newsletter title*

How often do you want to publish?*

Add a title to your newsletter

Select one



Newsletter description*

Add a description to your newsletter

This description appears alongside your newsletter title



Add an image or logo for your newsletter to increase engagement.

The recommended image size is 300x300 pixels.

Upload image



Your connections and followers will be invited to subscribe

We'll notify your network when you publish the first edition of your newsletter and invite new followers to subscribe.



You will be subscribed to your newsletter

We'll send you a copy of the notification and email that we send to your subscribers.







Add credit and caption

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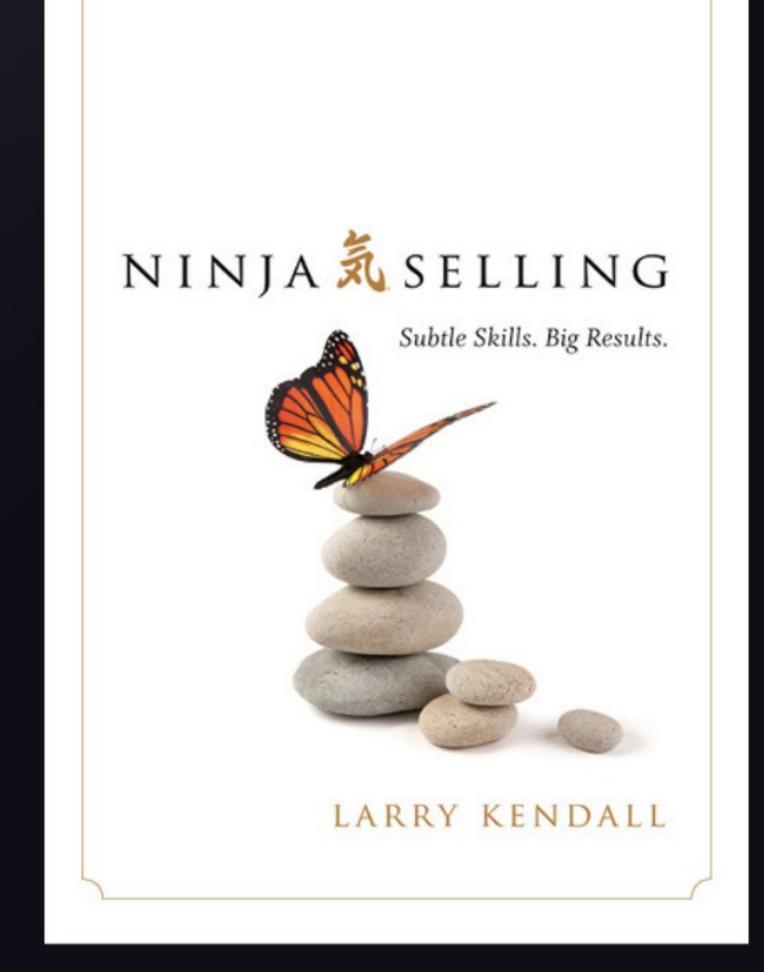
That's a smart question — because your home is likely one of your biggest retirement assets. The more value you protect and unlock now, the more freedom you'll have in the

Subscribe To My Newsletter



"People are willing to pay money for two things: to solve a problem (pain relief) and to feel good (pleasure).

When people perceive that you can do that for them, they're naturally attracted to you."



The H.E.A.T. Method



Humor

People gravitate towards those who can put a smile on their face

Education

Generate leads by solving problems and become a resource

Adding Value

Introduce something valuable , and people will remember the source

Trust

People do business with those who they Know, Like and Trust

Rule Of Thumb Videos

Rule Of Thumb Videos

Prompt:

Give me 5 Rule Of Thumb videos for a residential construction company to use for social media that would resonate with an audience of empty nesters looking to downsize their homes who want to maximize their property value

Absolutely — here are 5 "Rule of Thumb" short-form video concepts tailored to empty-nest sellers who want to boost value before downsizing. Each one is designed for fast education + trust building, perfect for TikTok / Reels / Shorts:

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Memes

Memes

Prompt:

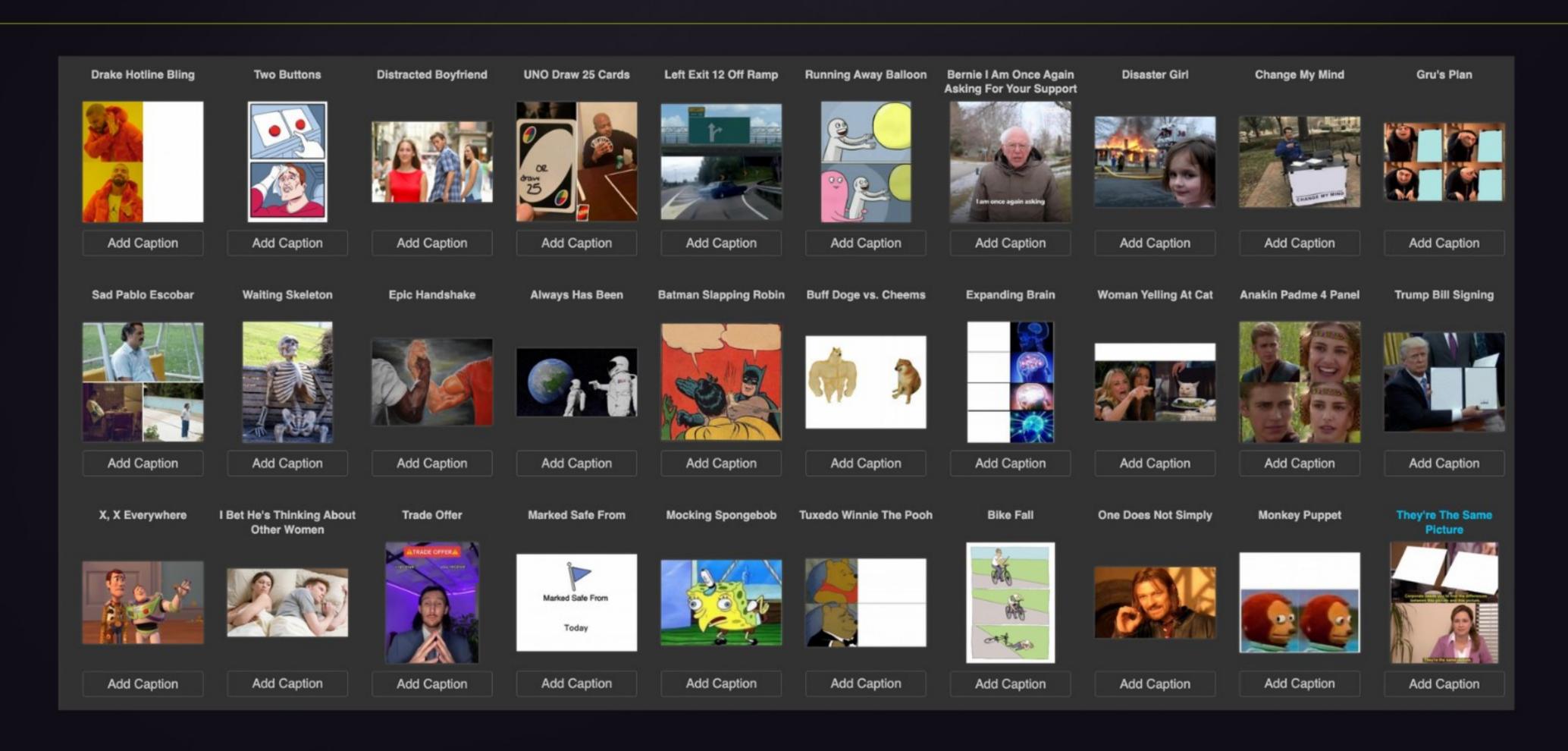
Give me 5 meme ideas for a residential construction company to use for social media that would resonate with an audience of empty nesters looking to downsize their homes who want to maximize their property value

You got it! Here are 5 meme ideas tailored to empty nesters downsizing who want to boost resale value — each using a specific meme template from imgflip.com/memetemplates 🦣

Meme Idea #1

Templ

Imgflip.com







Selling Your House As Is



Selling Your House As Is

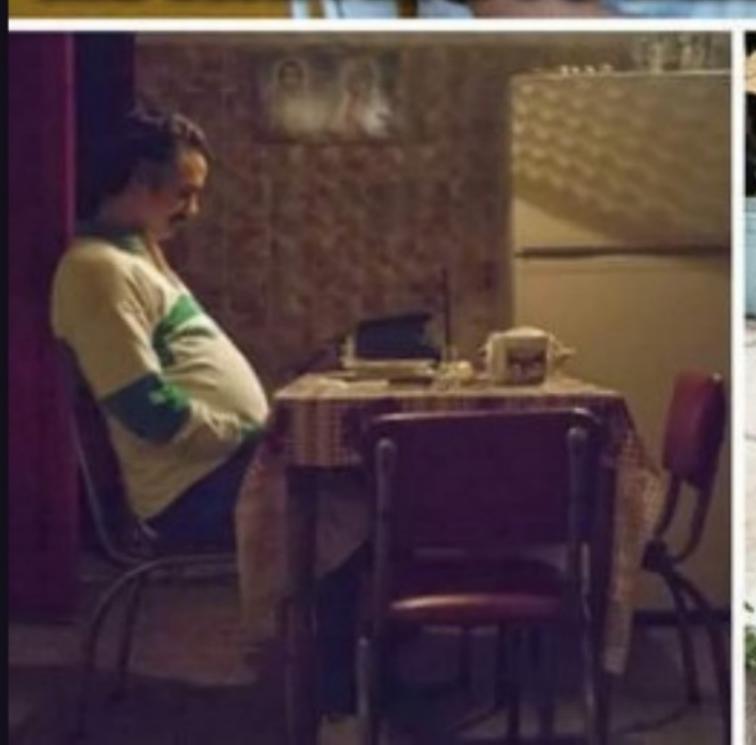
Making A Few Small Updates And Selling For Way More Money













30 Day Content Calendar

Prompt:

Give me a 30 day social media content calendar a realtor to use that would resonate with an retirees on a fixed income who experience the high home maintenance costs audience of empty nesters looking to downsize their nomes who want to maximize their property value

Absolutely — here's a complete 30-day content calendar tailored specifically for a residential construction company targeting empty nesters preparing to downsize and wanting to maximize resale value.

Includes a mix of authority, education, emotional connection, and calls to action.

30-Day Social Content Calendar

Audience: Empty



Advertise

Get attention

A

C

Advertise

Get attention

Capture

Collect data

A

S

Advertise

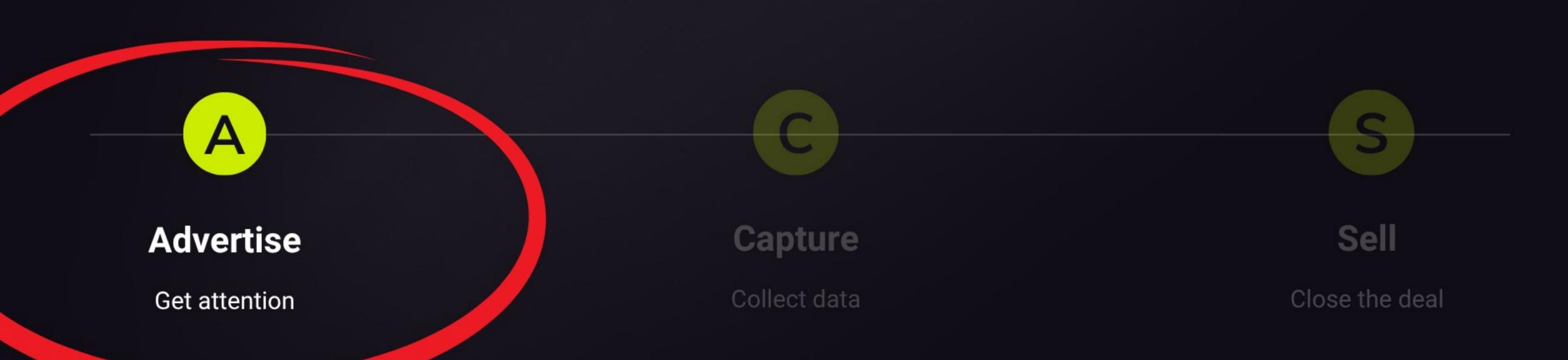
Get attention

Capture

Collect data

Sell

Close the deal



Bio Prompt



AIMARKETING

CRASH COURSE

What To Expect

3 Step Target Customer Mastery Program

Problem	Audience Most Likely to Experience
Frequent Mechanical Issues	Owners of older or high-mileage vehicles
High Mileage and Wear	Commuters with long daily drives
Safety Concerns	Parents with young children
Changing Lifestyle Needs	Young families
Desire for Improved Technology and Comfort	Tech-savvy professionals

The 30 Second Al Salesletter Format

Problem	Audience Most Likely to Experience
Frequent Mechanical Issues	Owners of older or high-mileage vehicles

Linkedin Newsletter Setup

Newsletter



DIY Marketing Alliance

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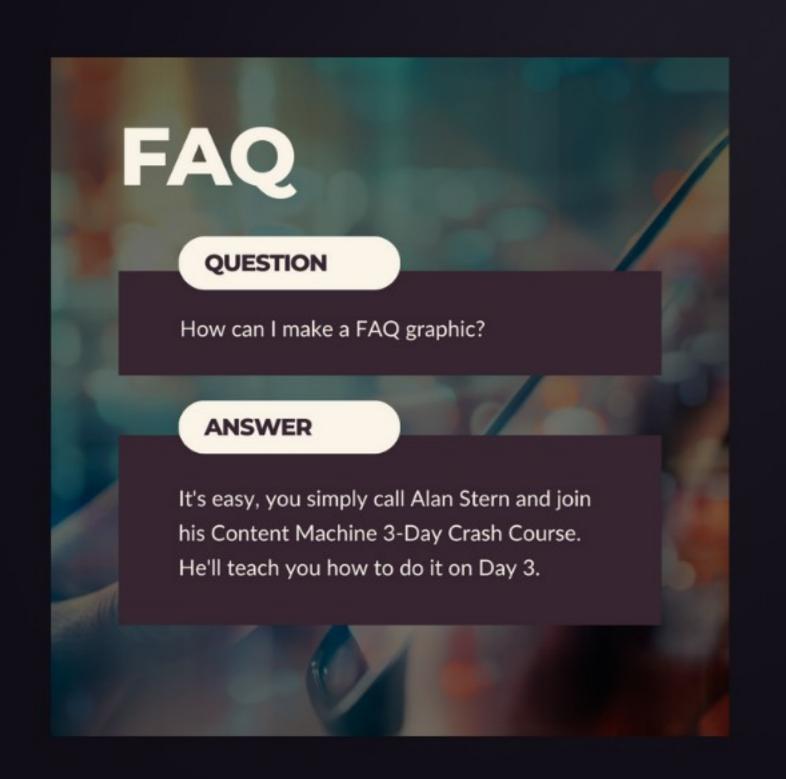
Turn Memes Into Advertisements



Turn Memes Into Advertisements



Canva Crash Course











How To Make A GIF

O1 Go to www.giphy.com
O2 Search for an emotion in the box at the top of the page
O3 Select a GIF that you like, and click on it
O4 On the right side click on the "share button"
O5 Click on the purple box that says "Copy GIF Link"
O6 Go to Imgflip.com and select "Make A GIF"
O7 Paste The GIF link in the box
O8 Click on the box that says "add spacing" and adjust the size and color as desired
O9 Click the box that says "Add Text"
O6 Click the blue box that says "Generate GIF"

PERSONA

Once the GIF is generated, right click and "save image as" if you're on a computer, or if on mobile press and hold and "download image. Then post it to social media.

Creating A Target Market Using Chat GPT

Enter this prompt sequence on Chat GPT

- O1 What are 5 problems that cause someone to consider purchasing ______ (be extremely specific)
- 02 What are the consequences of not solving each of those problems?
- 03 Who is most likely to experience each of those problems?
- 04 Take the above 3 threads and put them into table format

Your table should look like this

Problem	Consequences	Likely Experiencers
Metabolity and Maleranance Costs	Proquest broadware, codly report, financial strutt	Owners of other vehicles, includests with limited budgets
Age and Wissign	Mechanical Issues, sofuced performance	Disners of older vehicles, high mileage chivers
	Imgher risk of rejury, back of advanced selecy features	redividuals with older venicles, those in need of safety upgrades
Changing Literature or Nicedo.	Reduced comfort, Inconvenience, isotreparte functionality	Individuals experiencing wapon life stranges
Technological Actionomicals	Umiled access to advanced feet are, reduced safety benefits	Diviners of older retrictes, inclinituate not accepting new sechnology

PERSONA

How To Make A Meme

- **01** Go to www.imgflip.com/memetemplates
- 02 Find a template that you would like to use
- On the right side of the page you'll see a one or more boxes to add text.
- 04 If you would like to add your loge, do so up clicking the "add image" box and adding your logo
- 05 Click on the blue box that says "Generate Meme"
- Once the meme is generated, right click and "save image as" if you're on a computer, or if on mobile press and hold and "download image."
- 07 Once the meme is saved, past it to the social media channel of your choice.

If you would like to add remove the watermark that says imgflip.com from your meme, you'll need to upgrade to the





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