

Generative AI Prompts/Tips

Things to Keep in Mind:

- There are no “magic” prompts – trial and error will help you find what generates the best content for your brand’s marketing.
- Use generative AI as a brainstorming tool – start broad, and as ideas are generated from prompts, ask the tool follow-up questions/prompts to get to more specific results.
- Remember: do your homework – generative AI processes data, identifies patterns, and makes predictions – it does not fact check – do your due diligence and make sure any information you are using is accurate.
- AI is not going to write ready-to-publish content for you – but it can help incredibly with writer’s block and getting you started.
- Be wary of “hallucinations” – made up content based on what it thinks you want to see.
- ChatGPT “Limitations” (from chat.openai.com):
 - May occasionally generate incorrect information
 - May occasionally produce harmful instructions or biased content
 - Limited knowledge of world and events after 2021
 - i.e. - Can’t ask it for stats on the current market

Content Generation Categories and Sample Prompts:

1. Social Media

- o Ideas for actual graphics or videos (images, reels, videos, stories, etc.)
 - *What are the most frequently asked questions from (below options) to title insurance companies*
 - *homebuyers, home sellers, realtors, lenders*
 - *Instagram story ideas to get me more engagement from viewers*
 - *Give me 10 tips about...*
 - *buying a house; selling a house; preparing to close on a house; getting finances in order to buy a house; credit score before buying a house*
 - *Give me 10 motivational quotes (and their authors) relating to homeownership*
 - *Create a 1 minute video script for a social media video about...*
 - *why you should choose a particular title company; what to expect at closing; why you should use a realtor when buying (or selling) a home*
- o Ideas for the text captions to go along with a graphic or video/reel posted to social media.
 - *Write 5 calls to action for social media captions, tailored to the title insurance industry.*
 - *Explain title insurance... or Explain the Importance of Title Insurance...*
 - *to a 5-year-old; like pizza; with a summer theme; with a baseball/football/basketball/hockey theme; with a July 4th theme; with a back-to-school theme*
 - *Give me engaging social media ideas to sell the importance of title insurance.*
 - *Write a social media caption encouraging (target audience in X city/state) to register for an upcoming webinar/seminar titled (“title”). Topics will include (1), (2), and (3).*
 - *Write a 100 word Instagram caption about (topic) in an informative and friendly tone and include relevant hashtags for (target market) in (x city/town/state).*

2. Writing product/service descriptions – could be used on your website, print materials, or in email marketing.

- o *Write a professional description about the importance of a homebuyer staying informed during a real estate transaction. Include information about how (your company) keeps communication lines open by (1), (2), (3). Make it 3 sentences.*
- o *Write a witty (or professional, classy) description in a conversational tone that clearly explains key features and benefits of title insurance. Make it 3 sentences long.*
 - *Could also sub other keywords/phrases where ‘title insurance’ is – owner’s title insurance policy*



- Could amend this for a specific new resource you are offering your clients
- Could ask for this to be specific to residential or commercial real estate

3. Website/SEO (Search Engine Optimization – making your website more “findable”)

- Identify 10 SEO keywords related to...
 - Residential real estate; Commercial real estate
- Research the top 5 SEO keyword strategies for a title company offering mainly residential (or commercial) services.
- Suggest compelling blog post titles related to the following list of keywords...
 - Real estate; title insurance; homebuying process; home selling process
- Suggest 5 blog post title ideas for the keyword (word) and target audience, (Homebuyer/seller; realtor; lender)

4. Landing page headlines – could be used on your website, or in email marketing.

- Write 5 persuasive headlines for (insert your web page URL). Act as a senior copywriter. Each headline should be up to 20 words and clearly convey the main benefit of (your company or specific product/service).

5. Blog post introductory paragraph – could be used as an opening paragraph to blog posts on your website or used to promote a blog post in a social media caption.

- You are a senior content writer. Write an introduction for a blog post titled (title) that clearly states the purpose of your blog post.

6. Email subject lines

- Write 5 options for a gripping subject line that introduces my (product or service) to a potential (client - target audience).
- Write 5 email subject line options to increase open rates and introduces my (product or service) to a potential (client - target audience).

7. Email Body Paragraph(s)

- Write a sales email for (x product or service) which is the perfect solution for (insert customer pain point that our target audience is facing). It offers (benefit 1), (benefit 2) and (benefit 3) that make it a must-have for (target audience) and add a CTA (call to action) to influences audience to use our services.
- We have added a new (product or service) designed for (target audience). Here are the two major benefits of the product (benefit 1), (benefit 2). Write a sales email, highlighting the benefits, and add a CTA that influences the reader to use our services because of the product.
- Write a sales email using a friendly tone to promote our (services) for (target audience) that offers (describe offer). Finally, add a CTA to invite them to book a call.