

CUSTOM 24 MONTH EMAIL CAMPAIGN USING CHATGPT



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3 STEPS - 2 YEARS OF CONTENT

Most agents know they're different—but when asked how, they stumble. Your value proposition is more than a buzzword; it's what makes clients choose you over someone with the same MLS access and a bigger billboard. With ChatGPT, you can extract and articulate your true differentiators—even if you're not sure what they are yet.

Then, using those unique value propositions you can create a 18-24 month email campaign sequence to help engage and convert clients.

This guide provides the three prompts you'll need to get your custom email sequence.



STEP 1 - DEFINE YOUR UVP

If you're a frequent user of ChatGPT, it's memory and use will have plenty of information about you. You just need to ask it to give you that information. Here's the prompt:

"Based on what you know of me as a real estate agent, please create a list of unique attributes that I offer to my home buyer and home seller clients."

If you're new to ChatGPT or haven't given it a lot of content about you, then you can use the prompt below and then add URLs and PDFs about you for ChatGPT to use.

Act as a professional real estate content writer. I'm a real estate agent and I want to create a compelling list of unique attributes I offer to both home buyers and home sellers. Please help me identify what makes my service different from other agents by analyzing the materials I provide.

Use the following information to create a list of 8-10 unique attributes. These should highlight my approach, values, experience, communication style, and any tools or strategies I use that elevate the client experience. Organize the results under two headings: "For Home Buyers" and "For Home Sellers."

If something is not clear or missing, ask follow-up questions so I can clarify.



STEP 1 - DEFINE YOUR UVP

Below is a list of items you can easily add to the prompt above:

Marketing Materials

- Their listing presentation or buyer consultation packet (PDF, slides, etc.)
- A recent bio or “About Me” section from their website
- A few Instagram or Facebook posts where they talk about their work or client outcomes
- Client testimonials or Zillow/Google reviews

Internal Assets

- Their pre-listing checklist or buyer onboarding flow
- A sample email or text they send clients
- Any coaching worksheet or vision document they’ve written
- A sample property marketing plan or pricing strategy doc

Answer a few questions in plain text.

- What kind of clients do you love working with?
- How do you approach pricing and negotiation?
- How do you handle communication during a transaction?

STEP 2 - DEFINE YOUR CLIENT

The next step is to get a single paragraph consumer persona to help ChatGPT understand who you would like to reach.

Act as a real estate marketing strategist. I want to create a short, one-paragraph consumer persona that represents my ideal [buyer/seller] client. Use the following information about my business and market: [insert key details—location, price points, client type, services offered, etc.]. Make the persona specific, realistic, and easy to picture in my marketing.

STEP 3 - PUT IT ALL TOGETHER

Now that we know who you are and how your ideal client is it's time to build your email campaign and create content for your email nurture sequence.

I am creating a nurture email campaign. Throughout this email sequence, find ways to highlight my unique attributes that I offer to my clients. Target [client type] audience: [Paste consumer persona created in Step 2]

Each email should include the following elements:

Email subject line: Attention-grabbing, 60 characters or less

Email header options: This is the headline of the email.

Email body. Email should be at least three paragraphs from the first person written in a warm, friendly and inviting tone.

Call to action link in the footer.

Notes on tone: No exclamation points. Do not use "dream home". Focus on my relationship with the client being a "partnership". Reference their "journey" and reference me as their "guide".

STEP 3 - PUT IT ALL TOGETHER

Write the following emails for the campaign, which needs to last 24 months and mix variations of rate four categories below.

Educational email: Share our rich resources with the customer, highlighting my website [insert your website link]. Pull information from the site, what you know of me and information home buyers should know about the buying process. **Problem-solving emails:** Create emails using the problem-solution and problem-agitate-solution approaches to highlight using the Story Brand framework by Donald Miller.

Product email: Write a benefits-driven email of 1 to 2 paragraphs about how it can help the home buyer reach their goals. Please create an excel spreadsheet that I can download that has the subject line of the email in column A, the email header in column B, the email body text in column c and the number of days from the start of the sequence that the email should go out if in an automated client journey sequence in column D. Finish all emails with unique CTA to my website at [insert website link] or call me at [insert phone number]. Render the entire 24 month sequence on the spreadsheet without asking me to review sample work. Label each column accordingly.

My personal unique value proposition [paste UVP from step one]