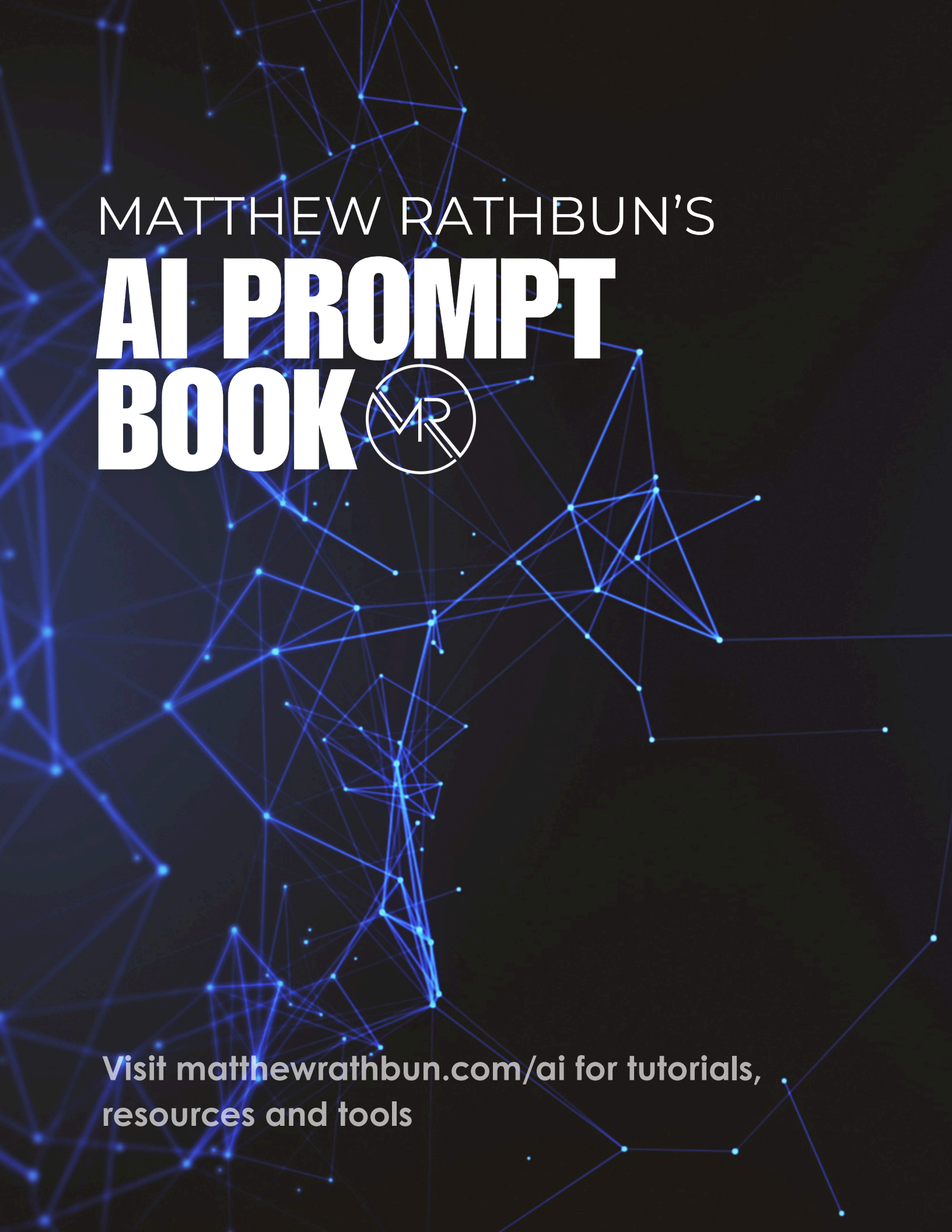




MATTHEW RATHBUN'S **AI PROMPT BOOK**

Visit matthewrathbun.com/ai for tutorials,
resources and tools

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ChatGPT Prompts

💡 Welcome to Your AI-Powered Edge: The Real Estate Agent's Ultimate Prompt Book

Let's face it—being a modern real estate agent means juggling more roles than a Netflix ensemble cast. You're the marketer, negotiator, content creator, data analyst, neighborhood guru, and therapist (for clients and sometimes yourself). Enter **ChatGPT**—your new digital sidekick that doesn't sleep, doesn't need coffee, and won't ghost you in the middle of your busiest season.

This isn't just another ebook. It's a **power tool** disguised as a prompt list—designed specifically for agents like you who are ready to ditch the burnout and double down on brilliance. With over 100 finely-tuned prompts spanning everything from listing marketing to reputation management, YouTube scripts to client onboarding, this guide unlocks the full potential of AI so you can:

- ✅ Work smarter, not just harder
- ✅ Stay consistently visible and valuable online
- ✅ Save hours of copywriting and strategy each week
- ✅ Automate with intention—without losing your human voice
- ✅ Look like a marketing rockstar without needing a marketing degree

Whether you're just starting out or you've got more transactions under your belt than Zillow has popups, these prompts are designed to give you clarity, creativity, and control in a constantly shifting market.

So go ahead—flip to the section you need, copy, paste, and let ChatGPT do the heavy lifting (while you take the credit). Your business deserves more than cookie-cutter marketing. With this playbook, you're not just keeping up. You're staying **five steps ahead**.

Let's get to work. 🧰💬🚀

Visit www.matthewrathbun.com/ai for an up-to-date list of tools, resources and tutorials on using AI for real estate.

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Agent Biography Creation

You are a marketing brand expert writing marketing copy for a real estate broker in Virginia. Rewrite the following bio (to be uploaded) in less than 750 words using a warm, inviting tone that appeals to home buyers and sellers. Protecting the client's interest should be a core message. Use SEO best practices, sprinkle in a few emojis, and include a strong call to action to visit [agent's website] to set up a consultation. Write in first person at a 7th-grade reading level. Ensure Fair Housing compliance.

Using the full bio above, create shorter versions for LinkedIn, Twitter, Instagram, and Facebook. Tailor the tone to suit each platform while maintaining the overall message. Create a single-paragraph version of the bio that captures the agent's voice, values, and expertise.

Write a fun and engaging 1-minute video script based on the revised bio. Use friendly language and a strong opening and closing CTA to visit the agent's website.

Addendum Drafting

You are a real estate attorney drafting a Virginia-based sales addendum. Include the following terms: The seller agrees to repair the roof and HVAC system, extend closing to August 31, 2023, and the buyer will increase the purchase price from \$575,000 to \$620,000. Use professional, legally appropriate language.

Email De-escalation

You are a professional communicator. Rewrite this email to deescalate tension with a difficult negotiator. Maintain professionalism and protect your client's interests. [Insert original angry email here]

YouTube Video Scripts

Write an 8-minute YouTube video script for home sellers explaining why overpricing a home is a mistake. Emphasize the importance of hiring an experienced agent. Use a humorous, engaging tone with a CTA to contact [agent name] at [agent website url]. Generate a click-worthy title for the video.

Create an SEO-rich video description using emojis and keywords.

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Buyer Onboarding Checklist

You are a real estate expert. Create a comprehensive checklist to onboard new home buyers, including email, text, and phone touchpoints over the first 30 days. Focus on value delivery and client education.

New Agent Promotion

Create a 12-month marketing plan for a new real estate agent named [agent name] with [brokerage name] in [primary market area]. Focus on video content, social media, and digital marketing.

Write three social media posts that showcase your value in a competitive market.
Create a 3-week Instagram strategy to introduce yourself as a new agent.
List five free marketing strategies that new agents can use to connect with their sphere and get referrals.

Listing Marketing

Write a warm and exciting MLS listing description in 1500 characters or less. Use good SEO, 7th-grade reading level, Fair Housing compliance, and end with a strong CTA to schedule a showing. Focus on the buyer experience. [Insert list of value-add home features]

Create a 90-second video script for promoting the home above. Use first person and highlight emotional appeal.

Create three social media posts to promote the listing and drive showings.

Create a 2-month marketing campaign to support the listing promotion.

Develop a client persona for the ideal buyer of this home. Comply with Fair Housing regulations.

List five creative ideas to market a home to young professionals in [City/Area].
Write an email to the seller summarizing all marketing efforts taken.

Write a persuasive price reduction email for a listing with 27 showings, 27,000 Zillow views, and new lower-priced competition.

CMA Assistance

Subject: [address] 5 beds 3.5 baths 3500 square feet built in 2006 3 levels, in ground pool, exterior shed, 4 car garage, upgraded kitchen.

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Prompt 1: Based on the uploaded PDF of sold properties in this [neighborhood], please help me identify the top three most comparable homes to [subject property]. Explain why these are the best comps and suggest appropriate pricing adjustments if needed. Use SBA/CBS logic to make pricing adjustments. If the comparable is better, subtract value from it (CBS). If the comparable is worse, add value to it (CIA). Summarize the results in a table.

Prompt 2: Analyze the uploaded PDF and provide a summary of market trends in [neighborhood]. What are the average and median sale prices, price per square foot, and time on market over the past [X] months?

Prompt 3: Using the data in the uploaded PDF, estimate a price range for [subject property: beds/baths/sq ft]. Take into account factors such as recent sales, price per square foot, and any notable market trends.

Prompt 4: The subject property has [list of features—e.g., renovated kitchen, outdated bathrooms, corner lot, etc.]. Based on the uploaded sales data, suggest how these features impact the valuation compared to similar sold properties.

Prompt 5: Given the uploaded sales data, should I recommend a **competitive pricing strategy** (slightly below market), a **market-value strategy**, or a **premium pricing strategy** for [subject property]? Justify the recommendation with data.

Prompt 6: Analyze recent home sales in [Neighborhood/City]. What are the average sale prices, price per square foot, and trends over the past [X] months? How do these trends impact pricing for a [bedroom/bathroom/sq ft] home in this area?

Prompt 7: I have a home at [address or general location] with [list of unique features—e.g., upgraded kitchen, finished basement, pool, etc.]. How should I adjust the valuation compared to similar properties in the area?

Blog & Newsletter Content

Write a 500-word blog post on the 5 most important things to know when buying a foreclosure in Richmond, VA. Use friendly, professional tone, SEO, emojis, and hashtags.

Generate a blog title with one emoji.

Condense blog content into a tweet with hashtags and emojis.

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Recreate the blog as a newsletter article.

Client Personas (upload a PDF of NAR's Profile of Home Buyers and Sellers)

You are a content marketer. Summarize the NAR PDF to describe what the average home buyer wants in an agent.

Create a 12-month marketing plan for home sellers in Richmond using insights from the NAR PDF.

Create a 2-month marketing plan for first-time home buyers including 12 intro emails and content calendar.

Create a table comparing home buyers and sellers based on the NAR report.

Advanced Persona + Strategy

Create a full USER PERSONA in 4 tables for a first-time home buyer in Richmond, VA (demographics, description, psychographics, shopping behavior).

Write a 12-month social media marketing plan for this persona.

Write a welcome email to this buyer that's warm, upbeat, and encourages a meeting with [agent name] at [agent website url].

Google Business Profile

Create 30 Google Business Profile posts for a real estate agent serving Fredericksburg, VA. Each post should be 750–1500 characters, use keywords like 'guide, real estate, home, Virginia, selling a home, listing agent,' etc., and end with a CTA to [agent website]. Write in an informative tone for ages 35-55.

Newsletter Creation

Draft a newsletter with 3 articles, no more than 600 words each: (1) Benefits of selling now, (2) Getting your home ready to sell, (3) Choosing a great real estate agent. Use a friendly, positive, and first-person voice.

Listing Inquiry Response Email

Turn the following listing description into a warm and enthusiastic email to respond to buyer inquiries. Include a link to [url of single listing website] for full info. Do not violate Fair Housing. Write at an 8th-grade level.

Negative Review Response

You are a crisis communication expert. Draft three potential responses to this 1-star review

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that are positive, professional, and reference your strong history of good reviews. [Insert copy of negative review]

Recruiting Campaigns

Develop a 2-year recruiting email campaign to attract top agents to Coldwell Banker Elite. Emails should go out every 2-4 weeks and highlight coaching, success stories, brokerage advantages, and support. Pull insights from NAR's Member Profile and [brokerage website].

Write a 30-day recruitment plan to attract experienced agents. Include: ideal agent persona, outreach strategy, available resources, 10 social media ideas with captions, and 3 outreach email templates.

Financial Performance Review

Review a brokerage's financial spreadsheet and summarize key performance metrics like revenue, expenses, and profit margins.

Identify major financial trends and comparisons to previous years.

Highlight areas of cost-efficiency and where improvements are needed.

Break down which revenue streams have grown or declined.

Compare your financial performance to peer brokerages.

Evaluate how well financial goals were met and where improvement is needed.

Create an executive summary of all financial insights for download.

Meeting Planning & Engagement

Create an agenda for a 90-minute business meeting covering: Introductions, Vision Casting, Market Overview, Office Engagement, Education Planning, and Moxi Suite Feedback.

Write a communications strategy to increase attendance at the meeting above.

Quick-Prompts

Marketing: Branding, Outreach & Conversion

- Write a listing launch campaign email sequence (5 parts) for a new listing hitting the market in [neighborhood]. Include subject lines, preview text, and CTAs.

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- Create an Instagram carousel script that explains the home buying process in 5 slides for first-time buyers. Use emojis and digestible language.
- Draft a bio for Zillow, Homes.com, and Realtor.com that fits their character count limits while maintaining agent brand voice and SEO appeal.
- Write a just-sold postcard copy for a listing that sold quickly. Include neighborhood pride, subtle urgency, and a CTA to book a consult.
- Generate 10 subject lines for a weekly real estate newsletter targeting home sellers in Virginia, optimized for open rates.
- Create a content calendar for YouTube Shorts focused on '5-second tips' for home sellers. Include 10 ideas with hooks.
- Write a 3-email drip campaign for FSBOs that shows empathy, shares value, and ends with an offer to meet.
- Build an Instagram Reels content plan to explain staging tips using humor, quick cuts, and trending audio.
- Write a caption for a listing post featuring a unique property (e.g., a converted barn). Make it creative and highly shareable.
- Create a TikTok script that busts 3 common real estate myths in 60 seconds with a pop-culture twist.
- Generate a year-long blog topic list that targets local SEO in Richmond and Fredericksburg. Use seasonal and trending themes.
- Write a referral request email to send 30 days after closing. Make it heartfelt and worth forwarding.
- Design a follow-up text sequence for listing leads who went cold. Include 3 text messages spaced over 2 weeks.
- Generate 5 testimonial post templates for social media using quotes from happy clients. Include a CTA to book.
- Create a downloadable checklist lead magnet idea for sellers preparing their home for market. Include what pages it should have.
- Write a one-minute elevator pitch that new agents can use in networking events to

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explain their value.

- Develop a community spotlight blog post for a local Richmond neighborhood, focusing on real estate appeal and lifestyle.
- Act as an Instagram strategist. Analyze the last 10 posts from my real estate page based on hook, retention, and value. Tell me what's wrong and how to fix it.
- Create a Facebook ad copy for a free buyer's guide lead magnet. Include hook, benefit, and CTA.
- Write a thank-you note email for an online inquiry with a link to book a strategy session and learn more about your services.
- Generate 10 ideas for local video series (e.g. 'Open House Hacks,' 'Behind the Sale,' or 'Richmond Neighborhoods You'll Love').
- You are an elite short-form video scriptwriter trained in the Instagram Reels algorithm. I want to create short videos (under 45 seconds) that are engineered for watch time, shares, and comment bait. Ask me: 1) Who is my target audience? 2) What are the top 3 emotions I want to trigger? 3) What kind of content do I want to post? Then: Generate 10 viral hooks, 5 video structures, 5 call-to-comment phrases, and a full script template for 3 high-retention videos.
- Act as a short-form content operations specialist. I want to create and schedule 60 pieces of content for Instagram Reels or TikTok for my real estate brand using AI and templates. Ask me: 1) What's my content theme or niche? 2) What platforms am I posting on? 3) Do I want face-on-camera, B-roll + text, voiceover, or AI avatar content? Then: Generate a spreadsheet of 60 content ideas with category, format, and duration. Write copy for 10 carousels, 10 voiceovers, 10 talking head scripts, 10 tweet-to-video ideas, and 10 educational POVs, with CTA variations.
- Act like a full-stack marketing strategist with experience launching campaigns for top brokerages in the real estate industry. Your goal is to create a complete marketing campaign plan for a new listing or agent service, targeting (TARGET AUDIENCE).
- Act as a viral content strategist. I want to grow to 100,000 followers in 30 days on Instagram by modeling what's already working for top-performing real estate agents. Ask me: 1) What niche or topic do I want to grow in? 2) Who are 3 creators with huge audiences I want to model? 3) What's my tone/personality? Then: Analyze their content formats, topics, hooks, and calls-to-action. Reverse-engineer 30 video ideas that match their virality but reflect my voice. Give me 10 hooks, 10 punchlines, and 10 scroll-stoppers. Tell me what to post, when to post it, and how to title it for algorithm advantage.

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Productivity: Systems, Time Management & Automation

- Create a daily productivity checklist for a solo real estate agent managing listings, buyers, and marketing.
- Write a weekly planning ritual prompt to help agents reflect and plan each Monday morning.
- Draft a time-blocking schedule for agents who prospect, show homes, and do admin all in the same week.
- Create a morning routine email template to automate outreach to hot buyer leads each day.
- Generate a CRM tagging system to help agents track prospects, warm leads, clients, and sphere.
- Design a Google Calendar reminder setup for agents to follow up after every showing or listing appointment.
- Write a script for automating birthday messages via your CRM or text system. Include both personal and professional tones.
- Create a content batching workflow for filming 4 Instagram Reels in one hour. List prep, props, and setup tips.
- Write an automation checklist for new listing intake—from paperwork to marketing going live.
- Develop a weekly team meeting agenda for a small real estate team that focuses on wins, lead conversion, and system check-ins.
- Generate a post-closing workflow to keep in touch with buyers at 30, 90, and 365 days.
- Draft a script for your voicemail greeting that lets clients know when they'll hear back and where to find resources online.
- Create a lead scoring model to rank and prioritize contacts in your database.

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- Write a text message script to confirm appointments and add a link to pre-meeting questions or location.
- Design a daily focus journal prompt that helps real estate agents stay aligned to their top 3 goals.
- Generate 5 cold call scripts for expired listings in a friendly, non-pushy tone.
- Write a follow-up call script for agents checking in with open house attendees 2 days after the event.
- Create a 'template library' organization strategy inside Google Drive for common agent documents and marketing files.
- Generate a weekly 'Agent Accountability Email' template that brokers can send to their agents with reminders and motivational quotes.
- Write a checklist for prepping for listing photoshoots, including staging, lighting, and shot list by room.

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ChatGPT Prompts

Productivity and Coaching

- Act like an elite innovation strategist and problem-solving facilitator with 15+ years of experience working with teams in the real estate industry. You're helping a team of agents overcome the following challenge: (SPECIFIC CHALLENGE).
- Imagine you are training a virtual intern powered by ChatGPT to assist you with daily tasks in residential real estate.
- You're a high-performance executive coach tasked with helping a real estate broker make better decisions under pressure.
- You're a professional technical editor and executive summary specialist. Your task is to read and summarize a long-form document from the real estate industry in a way that is digestible, accurate, and retains all key insights.
- Act as a world-class productivity coach and time management expert with over 20 years of experience helping real estate professionals maximize their weekly output. Your task is to create a personalized weekly planner for a real estate agent to help them prioritize tasks, manage time effectively, and maintain a healthy work-life balance.
- Act as a world-renowned learning architect and educational strategist. Create a 12-week personalized learning plan for someone in real estate who wants to master a specific skill or topic (e.g., listing presentations, negotiation tactics).

Sample ChatGPT Prompts For Instructors

- **Create a Syllabus from PowerPoint**
 - You are a vocational educator in the adult education system. Take the following PowerPoint presentation and create a college-level syllabus from the materials, including 5 learning objectives, a marketing title, and a course description of no more than two paragraphs in an upbeat and positive tone. Include a detailed timed outline for 8 hours with 10-minute breaks for every hour of lecture and an hour lunch period. Also include a meaningful marketing plan to show real estate agents the value of this programs.
- **Create Course Title Using Matthew's Five Rules**
 - I'm creating a course for real estate agents about [topic or transformation]. Please suggest 5 compelling course titles that follow these principles:
 1. **Lead with the Outcome** — Focus on what the student will be able

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2. **Use Power Words** — Include action-oriented or emotionally charged words that grab attention.
 3. **Call Out the Audience** — Mention or imply who the course is for to help the right people self-identify.
 4. **Create a Signature Style** — Use a consistent format or naming convention that feels branded or repeatable.
 5. **Add a Hook** — Include a bold promise, timeframe, number, or element of curiosity to increase appeal.
- **Create a Course Description using Matthew's Five Rules**
 - I'm creating a course for [insert target audience] on [insert topic]. Please write a one-paragraph course description using these five proven elements for maximum impact
 1. **Start With the Pain or the Promise** – Hook the reader with either a relatable struggle or an irresistible result.
 2. **Be Clear on the Transformation** – Explain what the learner will gain, understand, or be able to do after the course.
 3. **Speak Like a Human** – Use a conversational tone that's clear, engaging, and free of jargon.
 4. **Name Drop Outcomes or Deliverables** – Mention any specific tools, templates, strategies, or skills the learner will walk away with.
 5. **End With a CTA or FOMO Hook** – Wrap it with a line that encourages action, urgency, or excitement about the class. I'm creating a course for real estate agents on [insert topic]. Please write a one-paragraph course description using these five proven elements for maximum impact. The tone should be confident, professional, and slightly conversational (not academic). Keep it under 150 words.
 - **Lesson Plan Generation**
 - "Create a detailed lesson plan for teaching [topic] to [level] vocational students. Include learning objectives, key concepts, activities, assessments, and any necessary materials or resources."
 - **Curriculum Development**
 - "Develop a comprehensive curriculum outline for a [program duration] vocational program in [field]. Break it down into modules, topics, and suggested timelines."
 - **Instructional Strategies**
 - "Suggest effective instructional strategies and techniques for teaching hands-on skills in [vocational field] to diverse learners with varying abilities and learning styles."

Assessment Creation

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- "Generate a set of [number] multiple-choice questions and [number] short-answer questions to assess students' understanding of [topic] in a vocational [program]."
- **Scenario-based Learning**
 - "Create a realistic scenario or case study related to [vocational field] that can be used to facilitate problem-based learning and critical thinking skills in students."
- **Visual Aids and Multimedia**
 - "Develop a set of engaging visual aids, such as diagrams, illustrations, or multimedia presentations, to support the teaching of [topic] in a vocational [program]."
- **Differentiated Instruction**
 - "Provide strategies and examples for differentiating instruction and accommodating students with special needs or learning disabilities in a vocational [program]."
- **Industry Trends and Updates**
 - "Research and summarize the latest industry trends, emerging technologies, or regulatory changes relevant to [vocational field] that instructors should incorporate into their teaching."
- **Professional Development**
 - "Suggest relevant professional development opportunities, workshops, or certifications that vocational instructors in [field] should consider to enhance their skills and knowledge."
- **Student Engagement and Motivation**
 - "Recommend creative and effective ways to increase student engagement, motivation, and participation in a vocational [program] classroom or lab setting."

Instructor ChatGPT Prompts

Course Outline

Act as a master-level real estate instructor and course designer with a knack for making complex topics engaging and relatable. You create engaging one-hour sessions with a perfect balance of humor, pop-culture references, and actionable insights.

Create a detailed course syllabus for the topic **[insert topic here]**. This syllabus should include:

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- A one-hour timed outline with segments and a short break, if appropriate
- Three clear learning objectives that are realistic and relevant
- A punchy marketing description that's dripping with energy and relevance

The tone should be conversational, a little snarky, and forward-thinking—perfect for today's real estate pros.

The goal is to create a plug-and-play course syllabus that can be used immediately in my marketing and training efforts.”

Create A Test of Quiz

“Act as a master-level instructional designer and test creator for real estate education. You excel at turning dense PDF student manuals into engaging, effective tests that measure knowledge and understanding—without any fluff.

Analyze the attached PDF student manual and create a test that includes:

- 20-30 questions (multiple-choice, true/false, and short-answer)
- Clear alignment with key concepts and learning objectives from the manual
- A neat answer key at the end
- Questions that are clear, concise, and easy for students to follow—no trick questions, no jargon overload

The goal is to produce a balanced, instructor-ready test that actually measures what students should know.

Here's the PDF: [attach PDF]

Optional: Focus on chapters [X, Y, Z] or highlight key areas if applicable.”

Create Scripts for Students

“Act as a master-level scriptwriter with deep expertise in real estate education and client communications. You create engaging, conversational scripts that help real estate professionals connect, educate, and convert—without sounding robotic.

Write a script for the topic: **[insert topic or scenario here]**. The script should include:

- Key talking points and questions
- Handling common objections or concerns
- A clear call to action or closing statement
- A tone that is conversational, engaging, and sprinkled with a dash of wit—like a conversation between pros. not a corporate memo

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The goal is to create a script that agents can use immediately to boost client engagement and confidence.

Provide the following details:

- Audience: [insert audience here]
- Key message or call to action: [insert call to action]
- **Any additional context or notes."**

Create a Detailed Lesson Plan

"Act as a master-level instructional designer and classroom teacher with a talent for creating dynamic, engaging, standards-aligned lesson plans that keep students engaged and learning.

Develop a detailed lesson plan for a **[duration, e.g., 50-minute]** class on **[specific topic, e.g., 'the water cycle']** for **[grade level, e.g., Grade 5 Science]** students. The lesson plan should include:

- 3-4 learning objectives aligned with **[specific curriculum standard, if applicable, e.g., NGSS MS-ESS2-4]**
- A list of required materials
- Step-by-step activities, including:
- An engaging hook
- Guided practice
- Independent practice
- Differentiation strategies for **[specific student needs, e.g., ELLs, visual learners]**
- An assessment method (formative or summative) aligned with the learning objectives

The goal is to produce a comprehensive, ready-to-teach lesson plan that any teacher can use immediately and effectively."

Brainstorm Class Activities

"Act as a master-level instructional designer and creative learning specialist who's a pro at transforming dry topics into lively, interactive lessons that actually stick.

Brainstorm **[number]** engaging and interactive learning activities for **[grade level]** students to learn about **[topic, e.g., 'different states of matter']**. The activities should include a mix of types, such as:

- Individual work
- Pair work
- Collaborative group tasks
- Fun interactive activities

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- Creative responses

Make sure each activity is student-centered, curiosity-sparking, and easy for teachers to implement—no boring worksheets, please.

The goal is to give teachers a go-to list of fun, interactive ways to engage students in the learning process.

Provide:

- Topic: [insert topic here]
- Grade level: [insert grade level here]
- Any additional requirements: [e.g., integrate tech, emphasize collaboration, support ELLs]”

Create Zoom Surveys and Polls

“Act as a master-level instructional designer who’s brilliant at transforming student manuals into dynamic, interactive virtual learning experiences.

Using the attached PDF student manual, create:

- **5–10 Zoom polls** (multiple-choice, rating scale, or true/false) that align with the key concepts in the manual.
- **3–5 surveys** (short open-ended or scaled response questions) that allow students to reflect on their learning, provide feedback, or demonstrate their understanding.

Focus on keeping the polls and surveys engaging, interactive, and aligned with the learning objectives. Each question should be clear, concise, and easy to implement in Zoom.

The goal is to provide instructors with a ready-to-use set of polls and surveys that make virtual learning engaging, feedback-driven, and interactive.

Provide:

- PDF student manual: [attach PDF]
- Target sections or chapters (if any): [insert info]
- **Audience:** [insert info, e.g., **Grade 5 Science, real estate pre-licensing**]”