

ABIDE ACADEMY OF REAL ESTATE

THE AI LEAD MACHINE PLAYBOOK

Turn useful Atlanta and Georgia real estate information into permission-based conversations—without hype, pressure, or hidden automation.

BUILT FOR GEORGIA REAL ESTATE PROFESSIONALS

A practical workbook for building a lead magnet, landing page, delivery system, follow-up sequence, and measurable conversation pathway.

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BEFORE WE BEGIN

A MESSAGE FROM DEB

A lead is not an email address. It is a person who asked for help—and how we respond determines whether trust begins or ends.

Real estate marketing should do more than collect names. It should provide real value, respect the consumer's choices, and create a natural opportunity for conversation. The strongest lead system is not the loudest. It is the one that makes the next right step clear.

AI can help us organize the guide, write the page, prepare delivery messages, and draft follow-up. It cannot decide who is ready, what a consumer needs, or what professional advice is appropriate. Those decisions stay with us.

DEB'S LEAD RULE

Give value first. Ask permission. Listen carefully. Follow up like a professional—not like a machine.

What you will build

- One useful Atlanta/Georgia lead resource
- A focused mobile-first landing page
- Clear permission and privacy language
- Delivery scripts that start a conversation
- A three-message nurture sequence
- A weekly lead-review dashboard

[READ THIS FIRST](#)

ATTENTION IS NOT THE SAME AS INTENT

Views, likes, comments, and followers may create visibility. A meaningful lead takes a voluntary step: requesting a resource, asking a question, scheduling a conversation, or responding to a useful message.

SECTION	PURPOSE
VALUE	Create something specific enough to solve a real first problem.
PAGE	Explain the outcome and request only the information you need.
PERMISSION	Tell the person what they are requesting and how you may follow up.
DELIVERY	Provide the promised resource immediately and make the next step easy.
NURTURE	Continue with relevant value, not repetitive pressure.
CONVERSATION	Listen, qualify carefully, disclose relationships, and follow required brokerage processes.
THE STANDARD A successful system creates informed conversations—not a list of people who do not remember opting in.	

PART 1

CHOOSE ONE LEAD MAGNET THAT EARNS THE ASK

Do not begin with what you want to promote. Begin with the question your intended audience is already asking.

SECTION	PURPOSE
ATLANTA BUYER	The Atlanta Homebuyer Decision Guide: questions to answer before touring homes
GEORGIA SELLER	The Georgia Seller Preparation Guide: decisions to make before going on the market
RELOCATION	Moving to Metro Atlanta: a practical planning guide without steering or neighborhood promises
NEW CONSTRUCTION	Georgia New Construction Questions: contracts, incentives, inspections, and representation
AGENT EDUCATION	The Georgia Agent Compliance Check: advertising, contracts, deadlines, and broker communication
BROKER/LEADER	The AI Supervision Starter Guide: practical guardrails for real estate organizations
CHOOSE BY FIT Pick the resource that aligns with the people you most want to help and the conversations you are qualified and prepared to have.	

PART 1 • BUILD

TURN YOUR KNOWLEDGE INTO THE GUIDE

LEAD-MAGNET PROMPT

Using my approved AI Business Brain, interview me to build a practical [buyer/seller/relocation/new-construction/agent] guide for Atlanta and Georgia. Ask about the audience, the decisions they face, my firsthand experience, current resources, and required disclaimers. Build the guide from my knowledge and verified sources. Mark every changing statistic, law, rule, form, market claim, deadline, or program detail as [VERIFY] until I confirm it. Do not invent testimonials, results, neighborhoods, legal conclusions, or consumer promises.

A useful guide includes

- A specific promise on the cover
- A short explanation of who the guide is for
- Three to seven practical sections
- Questions the reader should ask
- Mistakes or misunderstandings to avoid
- A next-step checklist
- A clear, low-pressure invitation to talk
- Brokerage identification and disclosures where required

PART 1 • VERIFICATION

CLEAR EVERY [VERIFY] BEFORE DESIGN

A polished error is still an error. Confirm time-sensitive material before it reaches design, where mistakes become harder to notice and more expensive to fix.

☐	Atlanta and Georgia market statistics are current and linked to authoritative sources.
☐	Georgia law, GREC rules, and brokerage policy statements are verified.
☐	GAR or other form references use the current form and correct title.
☐	Loan, assistance, tax, insurance, HOA, school, and incentive information is properly qualified.
☐	No neighborhood is described through protected-class preferences or coded language.
☐	Testimonials, awards, designations, and outcomes are documented and authorized.
☐	Photographs, icons, maps, fonts, and graphics are owned or properly licensed.
☐	The CTA, contact information, firm identity, and disclaimer are correct.
GEORGIA REMINDER Educational information does not replace advice from the consumer's attorney, lender, tax professional, inspector, appraiser, insurance professional, or other appropriate expert.	

PART 1 • DESIGN

FROM APPROVED COPY TO A USEFUL PDF

Design should make the material easier to understand. It should not bury conditions, exaggerate claims, or make a disclosure unreadable.

DESIGN PROMPT

Design this approved guide using my attached Brand Direction. Make the cover outcome-focused, the hierarchy easy to scan, and the checklist practical. Use accessible contrast and readable type. Include my approved photograph, contact information, CTA, brokerage identification, and disclaimer exactly as provided. Preserve all verified wording. Use clearly labeled placeholders for anything missing. Do not add statistics, claims, testimonials, neighborhoods, legal language, or stock imagery without approval.

Export package

- Readable filename: Atlanta-[Topic]-Guide-Deb-Betolatti.pdf
- Screen-optimized PDF
- Print-ready PDF when needed
- Cover image for social posts
- Thumbnail for website or email
- Editable master with approved assets

PART 2

THE PAGE WHERE INTEREST BECOMES PERMISSION

One page should do one job: help the right person decide whether the resource is worth requesting.

LANDING-PAGE PROMPT

Write a mobile-first landing page for [guide]. Read my Business Brain and Brand Direction first. Include: an outcome-focused headline, a short audience statement, three to five benefit bullets, one verified proof block, first-name and email fields only unless another field is truly necessary, clear button text, concise privacy/permission language, and a human invitation to reply. Use Atlanta and Georgia naturally. Avoid hype, scarcity, fear, guarantees, steering, and invented results. Provide the final copy and a design brief.

SECTION	PURPOSE
HEADLINE	Lead with the outcome—not simply the guide title.
BENEFITS	Tell the person what decisions the guide will help them make.
FORM	Request the minimum information needed.
BUTTON	State what happens: “Send Me the Guide.”
PERMISSION	Explain the requested delivery and any follow-up clearly.
FOOTER	Include business identity, privacy information, disclosures, and contact details.

PART 2 • TEST

A PRETTY PAGE IS NOT YET A SYSTEM

The system is not live until you have tested the entire experience as if you were the consumer.

☐	The page loads correctly on a phone.
☐	The form works and rejects invalid entries appropriately.
☐	The permission language is visible and understandable.
☐	The notification reaches the correct business account.
☐	The guide link opens without requiring unexpected access.
☐	The delivery message arrives promptly and displays correctly.
☐	The reply address and contact information work.
☐	The lead is added only to authorized systems.
☐	A consumer can unsubscribe or change preferences easily.
☐	No private form response appears publicly.
TEST TWICE Run one test yourself and ask another person to test it without coaching. Confusion you have to explain is confusion the page must fix.	

PART 3

DELIVERY SHOULD START A CONVERSATION

Deliver exactly what was promised. Then ask one natural question that helps you understand the person’s purpose without forcing a sales conversation.

DELIVERY-SCRIPTS PROMPT

Write the complete delivery pathway for my [guide]: (1) three CTA options for posts and videos; (2) a public reply for someone who requests it; (3) a private delivery message with the correct link placeholder; and (4) one respectful qualifying question. Use my voice. Do not assume the person is buying, selling, qualified, unrepresented, or ready now. Do not create false urgency or request sensitive information.

SECTION	PURPOSE
BUYER GUIDE	Are you preparing to purchase soon, or gathering information for later?
SELLER GUIDE	Are you thinking about a move, or simply trying to understand your options?
RELOCATION GUIDE	What part of the move feels least clear right now?
AGENT GUIDE	Which part of your business or compliance process needs the most help?

PART 3 • FOLLOW-UP

THREE MESSAGES—VALUE, CONTEXT, INVITATION

SECTION	PURPOSE
MESSAGE 1 • SAME DAY	Deliver the guide, identify one important section, and invite a reply.
MESSAGE 2 • DAY 3	Add one relevant insight, answer a common question, and link back to the guide.
MESSAGE 3 • DAY 6	Offer a simple conversation or resource without pressure.
LATER NURTURE	Move only permissioned contacts into a reasonable newsletter or follow-up rhythm.

SEQUENCE PROMPT

Write a three-message follow-up sequence for people who requested [guide]. Message 1 delivers the promised resource. Message 2 adds useful Atlanta/Georgia context. Message 3 offers a brief conversation. Keep each concise, personal, and in my voice. Include a truthful subject line, one CTA, required business identity, mailing address placeholder, and a clear unsubscribe instruction. Do not imply a relationship, consent, urgency, qualification, or representation that has not been established.

PART 3 • HUMAN REVIEW

DRAFTS WAITING—NOT MESSAGES SENT

Automation may identify form notifications and prepare follow-up drafts. The final review should remain human, especially when a message includes personal facts, real estate advice, representation, scheduling, or a request for information.

DRAFT-ONLY WORKFLOW

Review authorized form notifications received since [date]. For each new request, prepare the correct delivery or follow-up draft based on the approved sequence and the actual request date. Personalize only with information the person voluntarily supplied. List every draft created. Do not send, enroll, label, share, delete, or change records. Flag duplicates, missing consent, unsubscribe requests, complaints, representation questions, and anything sensitive for personal review.

Before sending

☐	Correct person and email
☐	Correct guide and functioning link
☐	Accurate personalization
☐	No confidential or sensitive information
☐	No legal, lending, tax, inspection, appraisal, or contract conclusion
☐	Required identity and unsubscribe information included
☐	Tone sounds human and helpful
☐	CRM or follow-up status recorded appropriately

PART 4

GIVE EVERY CONTENT CHANNEL ONE CLEAR PATH

Your content should not shout multiple instructions. Match the resource to the topic and invite the audience to take one relevant next step.

SECTION	PURPOSE
REEL / SHORT VIDEO	Mention the guide only when it directly extends the topic.
CAROUSEL	Use the final slide for a simple guide CTA.
NEWSLETTER	Feature the resource in a useful section, not as the entire purpose of every email.
GOOGLE BUSINESS PROFILE	Link only where platform and brokerage rules permit.
OPEN HOUSE	Use a compliant sign-in and guide offer with clear permission language.
CLASS / SPEAKING	Offer a resource appropriate to the audience and sponsor/event requirements.
PAST CLIENTS	Share as value—never pretend a past relationship equals unlimited marketing consent.

PART 4 • ADDITIONAL CHANNELS

BUILD TRUST AROUND THE MACHINE

Google presence

Keep business information accurate, respond professionally to reviews, and publish helpful local content without manipulating rankings or fabricating engagement.

Postcards and print

Use clear business identification, a relevant offer, trackable CTA, and mailing practices consistent with law and brokerage policy.

Open houses

Invite conversation respectfully, explain follow-up choices, protect sign-in information, and avoid implying representation before the required process occurs.

Reviews and referrals

Request honest feedback without scripting the outcome. Disclose incentives and material connections where required.

Paid housing advertising

Follow platform housing-ad rules, Fair Housing requirements, brokerage approval, and current targeting restrictions. Never use personal data to exclude or exploit protected groups.

ONE MACHINE, MANY DOORS

Every channel may introduce the resource, but the consumer should always understand who is asking, what they will receive, and what happens next.

PART 5 • MEASUREMENT

MEASURE CONVERSATIONS—NOT VANITY

SECTION	PURPOSE
VISITORS	How many people reached the page?
REQUESTS	How many voluntarily requested the resource?
DELIVERY RATE	How many successfully received it?
REPLIES	How many answered the qualifying question or follow-up?
CONVERSATIONS	How many had a meaningful two-way exchange?
APPOINTMENTS	How many chose a next-step meeting?
REPRESENTATION / CLIENT	How many completed the required process to establish the relationship?
SOURCE	Which channel and topic produced the conversation?
DIAGNOSE THE CORRECT STAGE Low requests may indicate a weak offer or unclear page. Low replies may indicate poor delivery or follow-up. Low appointments may signal a trust, timing, qualification, or conversation problem—not a need for more pressure.	

PART 5 • GEORGIA GUARDRAILS

PERMISSION DOES NOT REPLACE REAL ESTATE COMPLIANCE

☐	Identify the licensed firm and follow brokerage advertising approval requirements.
☐	Use accurate titles, credentials, service areas, and claims.
☐	Do not imply agency or representation before the proper agreement and disclosures.
☐	Avoid steering, coded neighborhood language, protected-class targeting, and discriminatory delivery.
☐	Protect form responses, consumer data, transaction details, and confidential information.
☐	Use consent and unsubscribe practices appropriate to the communication channel and applicable law.
☐	Do not buy, scrape, or repurpose contact data without authorization and a lawful basis.
☐	Disclose endorsements, sponsorships, affiliate relationships, and incentives when required.
☐	Verify market statistics, programs, laws, rules, forms, and deadlines before publication.
☐	Escalate complaints, legal threats, fair housing concerns, and suspected violations.
COMPLIANCE NOTE This playbook is educational and operational. It does not replace current Georgia law, GREC rules, brokerage policy, Fair Housing requirements, privacy and marketing laws, platform rules, or qualified legal advice.	

COMPLETION

THE LEAD MACHINE CHECKLIST

☐	Audience and first problem selected
☐	Lead magnet drafted from real knowledge
☐	All [VERIFY] items cleared
☐	Guide designed and reviewed
☐	Landing page copy approved
☐	Permission and privacy language included
☐	Form and delivery tested end-to-end
☐	Delivery scripts saved
☐	Three-message sequence approved
☐	Draft-only follow-up tested
☐	CTA added to relevant channels
☐	Tracking dashboard created
☐	Georgia compliance review completed
☐	First real conversation logged

THE MACHINE IS LIVE WHEN

A person can discover the resource, understand the exchange, receive what was promised, choose whether to respond, and move into a human conversation without confusion.

ONE-PAGE REFERENCE

THE PATH AT A GLANCE

STAGE	STANDARD
MAGNET	Useful, specific, verified, local, and worth requesting.
PAGE	One outcome, minimum fields, clear permission, mobile-first.
DELIVERY	Immediate value plus one respectful question.
FOLLOW-UP	Three concise messages: value, context, invitation.
HUMAN REVIEW	Correct person, facts, link, tone, consent, and compliance.
CONVERSATION	Listen, qualify, explain relationships, and follow brokerage procedure.
MEASUREMENT	Track requests, replies, conversations, appointments, relationships, and source.
THE RULE Value first. Permission always. Drafts reviewed. Conversations human.	

MAKE IT YOURS

MY LEAD MACHINE NOTES

DECISION	MY NOTES
Guide name	
Audience and problem	
Landing-page link	
Primary CTA	
Qualifying question	
Follow-up review time	

Leads in motion

Name / Source / Current Stage / Next Step

FINAL REMINDER

The lead magnet opens the door. Your listening, professionalism, knowledge, and follow-through determine whether the person chooses to walk through it.