

ABIDE ACADEMY OF REAL ESTATE

THE AI BUSINESS BRAIN PLAYBOOK

Teach your AI who you are, how you serve, and what you stand for—then put that context to work in your real estate business.

BUILT FOR GEORGIA REAL ESTATE PROFESSIONALS

A practical workbook for creating your AI headquarters, building a reusable business brain, and turning annual goals into a focused 90-day action plan.

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BEFORE WE BEGIN

A MESSAGE FROM DEB

The goal is not to make AI sound impressive. The goal is to make it useful, ethical, and unmistakably yours.

After more than three decades in real estate, I have learned that tools do not replace judgment, relationships, or responsibility. They can, however, help us reclaim time, communicate more clearly, and build stronger systems—when we train them with the right context.

This playbook will help you create one living document that tells your AI who you are, who you serve, how you communicate, what makes your work different, and what standards you refuse to compromise.

MY CHALLENGE TO YOU

Do not rush through this just to check a box. Be specific. Be honest. Build something that reflects the professional you are—and the business you are becoming.

What you will leave with

- A dedicated AI headquarters for your business
- A reusable AI Brain file written in your voice
- A realistic 90-day plan tied to weekly activity
- A Georgia-focused compliance review checklist

HOW TO USE THIS GUIDE

READ THIS FIRST

This is a working playbook—not a technical manual. You do not need perfect answers or advanced AI experience. You only need enough quiet time to explain your business the way you would explain it to a sharp new assistant.

SECTION	PURPOSE
PART 1	Build your AI Business Brain: identity, audience, voice, proof, market, and standards.
PART 2	Turn goals into a 90-day plan: closings, appointments, conversations, content, and follow-up.
PART 3	Protect the work: Georgia compliance guardrails, review checkpoints, and update habits.

Recommended time

- Brain interview: 20–30 focused minutes
- 90-day planning interview: 15–20 minutes
- Final review and corrections: 10 minutes

REMEMBER

Specific and imperfect beats polished and generic. You can always improve the file later; the important step is giving your AI enough truth to work with today.

THE PROBLEM WE ARE SOLVING

“AI DOESN’T SOUND LIKE ME.”

Usually, that is not a writing problem. It is a context problem. When an AI tool does not know your background, market, clients, voice, proof, or standards, it fills the gaps with generic language.

Your brain file supplies six types of context

CONTEXT	WHAT IT CAPTURES
WHO YOU ARE	Your experience, roles, credentials, values, and professional story.
WHO YOU SERVE	The clients, students, agents, brokers, and organizations you help.
HOW YOU SOUND	Your tone, energy, preferred words, and phrases you avoid.
WHERE YOU WORK	Atlanta, the surrounding communities you serve, and the Georgia market context.
WHY PEOPLE TRUST YOU	Your proof, lived experience, outcomes, leadership, and teaching strengths.
YOUR GUARDRAILS	Brokerage policy, Georgia law and rules, Fair Housing, ethics, privacy, and human review.
THE RESULT Your AI stops guessing about you. It begins with your context, then helps you draft, organize, plan, teach, and communicate from a consistent foundation.	

THE BIG IDEA

WHAT YOUR AI BRAIN ACTUALLY IS

It is not a hidden setting and it is not magic. It is a document you own—a clear, portable briefing file that your AI reads before it begins important work.

STEP	WHAT HAPPENS
1. YOU EXPLAIN	Answer guided questions about your business, clients, voice, goals, and standards.
2. AI ORGANIZES	Your answers are structured into a practical brain document.
3. YOU VERIFY	You correct assumptions, remove errors, and approve what is accurate.
4. YOU REUSE	Attach or store the file in your main AI project so future work begins with context.

Why this matters

- Less time repeating your background and preferences
- More consistency across emails, classes, presentations, marketing, coaching, and brokerage communication
- A system that improves as you add better examples and current information
- A file that can move with you if your tools or workflow change

PART 1 • STEP 1

CREATE YOUR AI HEADQUARTERS

Choose one project or workspace to serve as the home base for your business context. Name it something you will recognize immediately.

SUGGESTED NAME

Deb's Business & Education AI Headquarters

What belongs there

☐	Your approved AI Business Brain document
☐	Current professional bio and credentials
☐	Brand voice and visual direction
☐	Brokerage and school policies you are authorized to use
☐	Course outlines, approved descriptions, and reusable teaching frameworks
☐	Current business plan and 90-day priorities
☐	Examples of writing that genuinely sound like you

What does not belong there

- Passwords, Social Security numbers, banking information, or security codes
- Unnecessary client confidential information or protected personal data
- Documents you do not have permission to upload or reuse

PART 1 • STEP 2

START THE BRAIN-BUILDING INTERVIEW

Use an AI Brain Builder skill or a guided interview prompt inside your headquarters. If your platform supports reusable skills, install the skill and run it from the project that will hold your final brain file.

Simple workflow

1. Open your AI headquarters—not a temporary chat.
2. Start the AI Brain Builder interview.
3. Answer naturally. Voice dictation is fine; polished wording is not required.
4. Ask the AI to summarize what it heard before it creates the final file.
5. Correct anything inaccurate, incomplete, exaggerated, or out of date.

PROMPT TO BEGIN

Interview me to create my AI Business Brain. Ask one manageable group of questions at a time. Do not invent facts. When the interview is complete, show me a detailed summary for approval before creating the final document.

My best advice

Talk the way you really talk. Give examples. If you say you are “professional,” explain what that looks like. If you say you care about consumer protection, describe how that changes the way you teach, broker, coach, or communicate.

PART 1 • THE INTERVIEW

WHAT THE INTERVIEW SHOULD ASK

1. Identity and experience

- Name, preferred name, titles, brokerage, school, and professional roles
- Years in real estate, markets served, credentials, specialties, and leadership experience
- The story behind your work and the moments that shaped how you lead

2. People you serve

- Buyers, sellers, agents, brokers, students, associations, or organizations
- The clients or audiences you most enjoy helping—and why
- Common fears, frustrations, blind spots, and desired outcomes

3. Atlanta and Georgia context

- Communities and service areas within metro Atlanta and throughout Georgia
- Local market realities, housing types, relocation patterns, and client concerns
- Georgia-specific laws, rules, contracts, customs, and compliance boundaries relevant to your work

A STRONGER ANSWER

Instead of: “I teach real estate.” Try: “I teach Georgia real estate professionals how to understand contracts, reduce risk, protect consumers, and use technology without losing judgment or ethics.”

PART 1 • THE INTERVIEW

VOICE, VALUES, PROOF & PREFERENCES

4. Voice

- How would a client, student, or colleague describe the way you communicate?
- What should your writing feel like: direct, warm, practical, energetic, protective, candid?
- Which phrases sound natural to you? Which phrases feel canned, salesy, or unlike you?

5. Values and non-negotiables

- Consumer protection, professionalism, ethics, cultural proficiency, accountability, clarity, service
- What will you never sacrifice for speed, convenience, attention, or a commission?

6. Proof

- Credentials, awards, outcomes, testimonials, leadership roles, courses, and lived experience
- What may be stated publicly—and what requires verification or permission first?

7. Output preferences

- Preferred length, structure, bilingual needs, formatting, calls to action, and teaching style
- When should the AI ask a question instead of making an assumption?

REQUIRED INSTRUCTION

Never inflate credentials, fabricate testimonials, invent statistics, or claim legal certainty. Use placeholders when facts are missing and flag anything that requires Deb's review.

PART 1 • STEP 3

REVIEW IT BEFORE YOU TRUST IT

The first draft is a reflection of what the AI understood—not proof that every statement is correct. Your professional review is part of the process.

☐	My name, titles, brokerage, school, and credentials are accurate.
☐	Atlanta and Georgia references are correct and current.
☐	The audiences I serve are specific—not broad descriptions that could fit anyone.
☐	The voice guidance sounds like me and includes phrases to avoid.
☐	No result, statistic, testimonial, award, or designation was invented or overstated.
☐	The compliance section requires human review and recognizes brokerage policy.
☐	Sensitive information has been removed.
☐	The file includes a “last updated” date and an update process.

Then file it

Save the approved document with a clear name, such as “Deb_Betolatti_AI_Business_Brain.docx,” and add it to your AI headquarters. Treat this version as the trusted starting point for future work—not as permission to skip review.

PART 1 • ONGOING

KEEP THE BRAIN ALIVE

Your business changes. Your brain file should change with it. You do not need to rebuild it from the beginning every time something shifts.

UPDATE PROMPT

Update my AI Business Brain with the changes below. Preserve accurate existing information, clearly mark what changed, update the “last revised” date, and show me the revised sections before finalizing.

Update it when you...

UPDATE	EXAMPLES
ROLE	Change brokerage roles, leadership positions, or teaching responsibilities.
MARKET	Add or remove Atlanta-area communities or expand your Georgia service focus.
OFFER	Launch a course, coaching program, keynote, service, or new client experience.
PROOF	Earn a credential, receive an award, publish a resource, or document a verified result.
VOICE	Notice language that feels especially right—or language you never want used again.
POLICY	Receive updated brokerage guidance or confirm a change in law, rule, form, or professional standard.
SET A RHYTHM	
Review the brain at least quarterly and before a major launch, course, campaign, or public-facing project.	

PART 2 • YOUR 90-DAY PLAN

TURN THE GOAL INTO MATH

A goal becomes useful when it is translated into the behaviors that create it. Your AI can help with the math, but the assumptions must come from you.

INPUT	WHAT TO DEFINE
OUTCOME	Annual income goal, 90-day revenue goal, closings, enrollments, speaking bookings, or recruiting outcomes.
ECONOMICS	Average sales price, realistic net commission, fees, conversion assumptions, and current pipeline.
ACTIVITY	Conversations, follow-ups, appointments, classes, content, invitations, and relationship-building each week.
CAPACITY	Actual hours available, team support, teaching calendar, brokerage duties, and personal commitments.
DO NOT USE FANTASY MATH Build the plan from actual numbers. If an average commission, conversion rate, available hour, or pipeline count is uncertain, label it as an assumption and test it before relying on the result.	

The planning prompt

Using my approved AI Business Brain, interview me to build a realistic 90-day plan. Separate verified facts from assumptions. Show every formula, ask me to confirm the inputs, and recommend no more than three weekly lead activities that fit my actual schedule and strengths.

PART 2 • PLANNING INTERVIEW

THE NUMBERS AND REALITY CHECK

Money and pipeline

- What is the exact 90-day outcome you want?
- What is currently under contract, active, warm, or merely possible?
- What is the realistic net value of one closing, student enrollment, speaking engagement, or recruiting outcome?

Time and energy

- How many hours can you consistently protect each week?
- Which activities create energy? Which do you avoid or repeatedly postpone?
- Which responsibilities cannot be delegated because they require broker, instructor, or personal judgment?

Evidence

- Where did your most recent successful opportunities come from?
- Which relationships, events, classes, or content already produce meaningful conversations?
- What blocked progress in the last 90 days—and what system will prevent a repeat?

DEB'S PLANNING PRINCIPLE

The best plan is not the busiest plan. It is the smallest set of consistent actions that you will actually complete, measure, and improve.

PART 2 • YOUR DASHBOARD

TRACK WHAT YOU CAN CONTROL

Your dashboard should make the week obvious. Outcomes matter, but leading indicators tell you whether the work is being done early enough to change the result.

TYPE	EXAMPLES
LEADING INDICATORS	Meaningful conversations • Follow-ups completed • Appointments set • Invitations made • Classes promoted • Content published
LAGGING INDICATORS	Closings • Gross commission income • Enrollments • Speaking contracts • Agents recruited • Revenue collected

Weekly scorecard

ACTIVITY	GOAL	ACTUAL	GAP	NEXT MOVE
Meaningful conversations	_____	_____	_____	_____
Follow-ups completed	_____	_____	_____	_____
Appointments / bookings	_____	_____	_____	_____
Value content published	_____	_____	_____	_____
Priority project completed	_____	_____	_____	_____
IF A NUMBER LOOKS WRONG Correct it. Ask the AI to show the formula, revise the assumption, and recalculate. Confidence comes from transparent math—not from a polished dashboard.				

PART 3 • GEORGIA GUARDRAILS

AI CAN ASSIST. YOU REMAIN RESPONSIBLE.

AI-generated work must be reviewed through the same professional lens you would apply to work prepared by an assistant. In Georgia real estate, speed never removes the duties created by law, GREC rules, brokerage policy, contracts, Fair Housing obligations, confidentiality, advertising standards, or the REALTOR® Code of Ethics when applicable.

Before using or publishing AI-generated material

☐	Verify every legal, regulatory, contract, form, market, and statistical statement against a current authoritative source.
☐	Follow the supervising/qualifying broker's policies and required approval process.
☐	Confirm advertising clearly identifies the appropriate brokerage and does not mislead consumers.
☐	Review for Fair Housing concerns, coded language, steering, protected-class targeting, and accessibility.
☐	Remove confidential and personally identifiable client information unless authorized and necessary.
☐	Do not allow AI to make agency, legal, tax, lending, inspection, appraisal, or settlement decisions for a consumer.
☐	Clearly separate educational information from legal advice and refer questions to the appropriate professional.
☐	Keep a human in the loop for every consequential communication or decision.

COMPLIANCE NOTE

This playbook is an operational and educational resource. It is not legal advice and does not replace current Georgia law, GREC rules, brokerage policy, or guidance from qualified counsel.

PART 3 • COMPLETION

YOUR AI BUSINESS BRAIN CHECKLIST

☐	I created one clearly named AI headquarters.
☐	I completed the full brain-building interview without rushing.
☐	I reviewed and corrected the AI's summary before finalizing.
☐	My brain file reflects my real voice, values, audiences, proof, and Atlanta/Georgia context.
☐	I removed confidential information and unsupported claims.
☐	I saved the approved brain file in my headquarters.
☐	I completed a realistic 90-day planning interview.
☐	I verified every planning assumption and formula.
☐	I selected no more than three core weekly activities.
☐	I created a weekly scorecard and scheduled a review time.
☐	I added Georgia compliance and human-review guardrails.
☐	I scheduled my next quarterly brain update.
YOU ARE READY WHEN... Your AI can explain who you are and what you are building—and you can point to the facts, standards, and decisions that make the explanation accurate.	

SUPPORT

COMMON QUESTIONS

Do I need a paid AI account?

Not always, but projects, larger context windows, reusable files, and document-building features may work better on paid plans. Use the tool that fits your needs and budget.

What if my answers are messy?

That is fine. Give specific examples. Review the summary and correct it before finalizing.

Should I rebuild the brain when something changes?

Usually no. Update the affected section, preserve accurate information, and revise the date.

Can I upload contracts or client files?

Only when you have authority, a legitimate need, adequate privacy protections, and compliance with brokerage policy. Remove unnecessary personal information.

Can AI tell me whether something violates Georgia law?

It can help identify issues for research, but you must verify current authority and use broker or legal review when appropriate.

What if the plan is unrealistic?

Change the inputs. Reduce the goal, extend the timeline, increase capacity, or choose a different activity mix—then recalculate.

MAKE IT YOURS

MY NOTES & NEXT MOVES

PROMPT	MY NOTES
Questions I need answered	
Brain updates to make	
My three weekly activities	1. _____ 2. _____ 3. _____
My Friday review time	Day/Time: _____ Accountability partner: _____

The first output that truly sounded like me

FINAL REMINDER

Your AI should amplify your judgment, experience, service, and standards. It should never become a substitute for them.