

ABIDE ACADEMY OF REAL ESTATE

THE AI CONTENT ENGINE PLAYBOOK

Plan once, create in focused batches, verify before publishing, and show up consistently with useful Atlanta and Georgia real estate content.

BUILT FOR GEORGIA REAL ESTATE PROFESSIONALS

A practical workbook for creating a 30-day calendar, verified market updates, local roundups, reusable content, and a sustainable publishing rhythm.

Created by Debra Betolatti

Georgia Real Estate Broker • GREC-Approved Instructor • National Speaker • AI Trainer

BEFORE WE BEGIN

A MESSAGE FROM DEB

The purpose of content is not to prove that we can post every day. It is to teach, connect, clarify, and earn the right conversations.

Real estate professionals do not usually run out of things to say. We run out of time to decide what to say, create it, verify it, design it, and publish it consistently. A content engine separates those jobs so every post does not become a new emergency.

AI can help us turn experience into a plan and one idea into multiple useful formats. But speed must never outrun accuracy, Fair Housing, brokerage policy, privacy, copyright, or common sense.

DEB'S CONTENT RULE

Teach something useful. Verify what can change. Sound like a human. Protect the consumer.

What you will build

- Four clear content pillars
- A 30-day Atlanta/Georgia calendar
- A verified monthly market update
- A repeatable 90-minute batch process
- A weekly local roundup workflow
- A content review and measurement system

[READ THIS FIRST](#)

YOU DO NOT NEED MORE RANDOM CONTENT

Consistency becomes possible when deciding, researching, writing, recording, designing, reviewing, and scheduling happen in the right order.

SECTION	PURPOSE
DECIDE	Choose audience, objective, pillars, topics, formats, and CTA.
VERIFY	Research time-sensitive facts and preserve source links.
CREATE	Write scripts, captions, carousels, emails, and supporting visuals.
REVIEW	Check facts, voice, brokerage rules, Fair Housing, privacy, copyright, and accessibility.
SCHEDULE	Prepare platform-specific drafts and approve publication timing.
MEASURE	Track meaningful responses and use them to improve the next plan.
FAIR HOUSING STANDARD Describe property and objective community features—not who belongs, who is desirable, or assumptions about protected characteristics.	

PART 1

DEFINE FOUR CONTENT PILLARS

SECTION	PURPOSE
ATLANTA & GEORGIA MARKET	Verified statistics, contract context, consumer implications, and practical explanations.
LOCAL KNOWLEDGE	Events, businesses, transportation, development, housing types, and community resources—without steering.
EXPERTISE & EDUCATION	Contracts, compliance, brokerage leadership, AI productivity, teaching, coaching, and professional development.
PROOF & PERSONAL	Authorized client stories, classroom moments, leadership lessons, behind-the-scenes work, values, and community connection.

A starting mix

- 35% expertise and education
- 25% Atlanta/Georgia market
- 20% local knowledge
- 20% proof and personal

ADJUST BY GOAL

A listing-focused month may increase seller education. A speaking season may increase instructor and leadership content. The strategy should follow the current goal—not a permanent formula.

PART 1 • CALENDAR

BUILD A 30-DAY WORKING CALENDAR

CALENDAR PROMPT

Using my AI Business Brain, Brand Direction, current 90-day priorities, and the four pillars in this playbook, create a 30-day Atlanta/Georgia content calendar. For each day include: audience, objective, topic, format, opening hook, CTA, source/verification need, and status. Use a sustainable mix of reels, carousels, stories, emails, LinkedIn posts, and rest/engagement days. Mark two filming blocks and one writing/design block each week. Make it editable when I ask to swap, shorten, rebalance, or replace an item.

Every calendar item should answer

- Who is this for?
- What will they understand or do afterward?
- Why am I qualified to discuss it?
- What fact or source must be verified?
- What is the one appropriate next step?
- What brokerage or compliance review is required?

PART 1 • CALENDAR REVIEW

DO NOT LET THE CALENDAR BECOME A CONTRACT

The calendar is a decision aid. Change it when news shifts, a market number is updated, a transaction teaches a better lesson, or your audience asks a stronger question.

SECTION	PURPOSE
KEEP	Still relevant, useful, accurate, aligned, and realistic.
SWAP	A new event, question, or market development is more timely.
RESEARCH	The topic is useful but depends on current facts or primary sources.
REWORK	The idea is too broad, too promotional, or not clearly connected to an audience need.
REMOVE	It creates legal, ethical, privacy, Fair Housing, copyright, or brokerage risk that cannot be corrected responsibly.
WEEKLY RESET Spend 15 minutes each Friday reviewing the next seven days: verify topics, confirm filming time, collect sources, and identify what can be repurposed.	

PART 2

RESEARCH THE ATLANTA MARKET BEFORE YOU SCRIPT IT

MARKET RESEARCH PROMPT

Research the most current Atlanta metropolitan and Georgia housing information relevant to [audience/topic]. Use primary and authoritative sources. For every statistic provide: exact geography, metric definition, reporting period, publication date, source name, and direct link. Compare only compatible time periods and geographies. Identify limitations and conflicting figures. Then recommend the three facts most useful to my audience and explain why—without predicting outcomes or calling the market “good” or “bad.”

Common measures

- Median and average sale price
- New listings and active inventory
- Pending and closed sales
- Days on market and original-list-price ratio
- Months of supply and absorption
- Mortgage-rate context from authoritative sources
- Local policy or form changes that are verified and relevant

PART 2 • VERIFICATION

A NUMBER WITHOUT CONTEXT CAN MISLEAD

☐	Is this Atlanta, metro Atlanta, a county, a city, a ZIP code, Georgia, or the United States?
☐	Is the metric median or average?
☐	Is the period monthly, year-to-date, rolling, or annual?
☐	Is the comparison month-over-month or year-over-year?
☐	Does the source define the housing type and status included?
☐	Was the figure revised after publication?
☐	Does another reliable source use a different definition?
☐	Can I explain what the number means without telling a consumer what decision to make?

THE CREDIBILITY GAP

AI may find a number quickly. Your value is verifying the geography, definition, period, source, and meaning before you repeat it.

PART 2 • MARKET VIDEO

TURN THREE VERIFIED FACTS INTO 60 SECONDS

MARKET-VIDEO PROMPT

Using only the verified statistics below, write a 60-second Atlanta/Georgia market update for [audience]. Include: a direct hook, three facts, one plain-language implication for each, a caution about individual circumstances, on-screen text, caption, source list, and one appropriate CTA. Do not add numbers, predictions, guarantees, legal conclusions, or “buy now/sell now” pressure. [Paste verified data.]

SECTION	PURPOSE
0–5 SEC	Hook: what changed or what people misunderstand.
5–40 SEC	Three verified facts with plain-language context.
40–52 SEC	What viewers should consider or ask next.
52–60 SEC	Low-pressure CTA and source/disclaimer direction.

SPEAK LIKE DEB

Explain the complexity clearly, then give the audience a practical way to think—not a command about what they must do.

PART 3

GENERATE HOOKS WITHOUT MANUFACTURING FEAR

A hook earns attention by naming a real question, consequence, surprise, or misunderstanding. It should not distort the facts or frighten consumers into action.

HOOK PROMPT

Create 30 hooks for [topic] for [audience] in six styles: direct question, myth correction, consequence, curiosity, local insight, and story. Keep them specific to Atlanta/Georgia where relevant. Do not use false urgency, guaranteed outcomes, shaming, clickbait that the content cannot support, protected-class references, or unsupported claims. Rank the strongest three and explain why each fits my voice.

SECTION	PURPOSE
STRONG	“Before you use that Atlanta housing statistic, check which Atlanta it actually measures.”
WEAK	“The Atlanta market is CRAZY—and you need to act NOW!”
STRONG	“This Georgia contract deadline is easy to overlook and expensive to guess about.”
WEAK	“Agents don’t want you to know this secret.”

PART 3 • SCRIPT

TURN ONE HOOK INTO A FILMABLE SCRIPT

REEL-SCRIPT PROMPT

Turn this approved hook into a natural 45-second reel in my voice. Give me: a teleprompter version, a five-point riff version, on-screen text, simple B-roll ideas, a caption, source/disclaimer notes, and one CTA. Keep the language practical, direct, warm, and educational. Do not invent facts, legal advice, outcomes, urgency, or consumer stories. Hook: [insert].

The filmable test

- Can I say it naturally in one take?
- Does each sentence earn its place?
- Is the key point understandable without the caption?
- Are sources and qualifications preserved?
- Does the CTA match the topic?
- Would I say this to a client, student, broker, or regulator with confidence?

PART 3 • MULTIPLY

ONE REAL IDEA CAN BECOME A WEEK OF CONTENT

Repurposing works when the core idea remains consistent but each format serves its own audience and purpose. Copying the same paragraph onto five platforms is not a strategy.

CONTENT-MULTIPLIER PROMPT

Turn the idea or transcript below into: one 45-second reel, three social captions with different angles, one LinkedIn post, one short database email, five story frames, and three follow-up questions I can use in comments. Preserve my core point and voice. Adapt—not duplicate—the content for each format. Flag facts requiring verification, remove confidential details, and include platform-appropriate disclosures and CTAs. [Paste idea/transcript.]

SECTION	PURPOSE
REEL	One clear teaching point and spoken energy.
CAROUSEL	Step-by-step explanation worth saving.
EMAIL	Context, usefulness, and a personal reason to reply.
LINKEDIN	Professional lesson, leadership angle, or case analysis.
STORIES	Conversation starters, polls, questions, and behind-the-scenes context.

PART 3 • CAROUSELS

MAKE COMPLEX INFORMATION EASY TO SAVE

CAROUSEL PROMPT

Create an eight-slide educational carousel about [topic] for [audience]. Provide three cover hooks, one idea per slide, a practical example, a common mistake, a final CTA, caption, source notes, and a paste-ready design brief using my Brand Direction. Keep text mobile-readable. Do not oversimplify legal or contract issues, invent statistics, or use steering language.

Suggested slide rhythm

SECTION	PURPOSE
1	Specific cover hook
2	Why the topic matters
3–5	Three teaching points
6	Realistic example or scenario
7	Mistake, misconception, or compliance caution
8	Next step, disclosure, and CTA

PART 3 • STORIES

USE STORIES TO START REAL CONVERSATIONS

Stories can feel more human than polished posts. Use interaction to learn what your audience needs—not to collect sensitive information or pressure people publicly.

STORY-SEQUENCE PROMPT

Write a five-frame Instagram Story sequence about [topic]. Include a hook, two teaching frames, one poll/question/slider, and one DM invitation. Make it conversational and in my voice. Do not ask followers to disclose finances, immigration status, disability, familial status, or other sensitive/protected information publicly. Avoid steering and neighborhood preference questions.

Safe interaction examples

- Which part of the process would you like explained next?
- Are you researching now or planning for later?
- Would a buyer guide or seller guide be more useful?
- What contract term causes the most confusion?

PART 3 • DATABASE

WRITE A MONTHLY EMAIL PEOPLE WILL READ

NEWSLETTER PROMPT

Interview me for six inputs, then write a concise monthly email for my database. Include: a verified Atlanta/Georgia market minute, one local item with a source, one practical real estate or AI lesson, one personal/leadership note, one helpful resource, and one reply-friendly CTA. Keep it warm and readable. Include business identity, physical-address placeholder, and unsubscribe language. Do not assume every recipient has the same relationship, needs, consent, or timeline.

SECTION	PURPOSE
MARKET MINUTE	Three verified facts in plain language.
AROUND ATLANTA	One useful local item—not a claim about who belongs.
PRACTICAL LESSON	A contract, compliance, process, leadership, or technology insight.
PERSONAL CORNER	A genuine experience or reflection.
RESOURCE	Guide, class, checklist, event, or trusted public information.
CTA	One invitation to reply, register, read, or ask.

PART 3 • PROOF

TURN EXPERIENCE INTO PROOF—WITH PERMISSION

A real story can build trust, but the client’s privacy and dignity matter more than the post.

CASE-STUDY PROMPT

Using only the anonymized facts I provide, create: a just-sold/just-completed post, a short client or student story, and a review-request message. Remove confidential details, protected information, negotiation terms, motivation, and identifying facts unless I confirm written permission. Do not imply the outcome is typical or guaranteed. Separate my actions from the work of other professionals. [Paste approved facts.]

Permission check

☐	Written permission obtained when the person or property is identifiable
☐	No confidential motivation, finances, health, family, immigration, or dispute details
☐	No unapproved transaction terms or internal communications
☐	No exaggeration of role or causation
☐	Testimonial is genuine and materially accurate
☐	Incentive or relationship disclosed when required

PART 4

THE WEEKLY ATLANTA ROUNDUP

ROUNDUP PROMPT

Research what is actually happening across Atlanta and the relevant Georgia communities this week: public events, business openings, transportation or development updates, community resources, and housing headlines. Use current authoritative or original sources and provide a direct link for every item. Select four to six items with broad usefulness. Write a warm local roundup in my voice. Avoid safety rankings, school quality claims, demographic targeting, neighborhood stereotypes, and statements about the “type” of people who live somewhere. Leave the post as a draft for my review.

Verify before posting

- Event date, time, location, cost, age restrictions, and cancellation information
- Business opening status and official announcement
- Road, transit, development, or government information
- Image rights and photo credits
- Whether the item is current—not recycled from a prior year
- Fair Housing implications of neighborhood wording

PART 4 • BATCH DAY

A MONTH OF CONTENT IN FOCUSED BLOCKS

SECTION	PURPOSE
0–10 MIN	Review the next two weeks and remove anything outdated or unrealistic.
10–25 MIN	Generate and choose hooks for video topics.
25–55 MIN	Write reel scripts and market update.
55–75 MIN	Draft carousels, stories, and newsletter sections.
75–85 MIN	Verify sources, disclosures, names, dates, links, and CTAs.
85–90 MIN	Assign design, filming, review, scheduling, and publication status.
BATCHING RULE Batch the repeatable work. Slow down for market claims, contracts, laws, Fair Housing, complaints, consumer stories, and anything that could materially influence a decision.	

PART 4 • PRODUCTION BOARD

MAKE THE WORK VISIBLE

SECTION	PURPOSE
IDEA	Audience, question, pillar, objective, and CTA identified.
RESEARCHING	Sources collected; time-sensitive facts not yet approved.
SCRIPTED	Copy complete; verification and compliance review pending or complete.
READY TO FILM / DESIGN	Approved copy, assets, specifications, and disclosures attached.
READY TO SCHEDULE	Final visual, caption, links, alt text, and platform version approved.
PUBLISHED	URL/date recorded; comments and responses monitored.
REPURPOSE / ARCHIVE	Useful follow-up formats identified and source files stored.
STATUS DISCIPLINE Do not label content “ready” merely because AI finished drafting it. Ready means the factual and professional reviews are complete.	

PART 5

REVIEW BEFORE IT LEAVES YOUR HANDS

☐	Audience and purpose are clear.
☐	All facts, statistics, laws, rules, forms, dates, and links are verified.
☐	Geography and metric definitions are accurate.
☐	The content sounds like Deb—not generic AI copy.
☐	Firm identity and advertising requirements are satisfied.
☐	No steering, discriminatory targeting, coded language, or protected-class assumptions.
☐	No confidential or personally identifiable information.
☐	Images, music, video, fonts, icons, quotes, and graphics are authorized.
☐	Claims, testimonials, endorsements, and sponsorships are truthful and disclosed.
☐	Text, contrast, captions, and alt text support accessibility.
☐	The CTA is accurate, appropriate, and not manipulative.
☐	A human approved the final platform-ready version.

COMPLIANCE NOTE

This playbook is educational and operational. It does not replace current Georgia law, GREC rules, brokerage policy, Fair Housing requirements, intellectual-property and marketing laws, platform rules, or qualified legal advice.

PART 5 • MEASUREMENT

TRACK RESPONSES THAT TEACH YOU SOMETHING

SECTION	PURPOSE
SAVES / SHARES	Did the audience find the information useful enough to keep or pass along?
COMMENTS / REPLIES	What question, misunderstanding, or interest appeared?
DM CONVERSATIONS	Did the content begin a meaningful exchange?
EMAIL REPLIES	Did database content feel personal and relevant?
GUIDE REQUESTS	Did the topic connect naturally to a useful resource?
APPOINTMENTS / REGISTRATIONS	Did someone voluntarily choose a next step?
QUALITY SIGNAL	Would you be proud to use this content in class, with a client, or before your broker?
DO MORE OF WHAT CREATES TRUST A smaller post that produces three meaningful conversations may be more valuable than a viral post that attracts the wrong audience.	

COMPLETION

THE CONTENT ENGINE CHECKLIST

☐	Four pillars selected
☐	30-day calendar created and reviewed
☐	Weekly reset scheduled
☐	Market research prompt tested
☐	Three market facts verified
☐	First market update scripted and filmed
☐	Hook and reel workflow tested
☐	One idea repurposed across formats
☐	Carousel and story sequence created
☐	Monthly database email drafted
☐	Weekly Atlanta roundup tested
☐	Batch day completed
☐	Production board updated
☐	Compliance review completed
☐	Results review scheduled

THE ENGINE IS RUNNING WHEN

You know what you are creating, why it matters, what must be verified, when it will be produced, who approves it, and how you will learn from the response.

ONE-PAGE REFERENCE

THE CONTENT RHYTHM AT A GLANCE

RHYTHM	WORK
MONTHLY	Verified Atlanta/Georgia market update • Database newsletter • Calendar refresh
WEEKLY	Local roundup • Calendar reset • Two filming blocks • One writing/design block
BATCH DAY	Hooks • Scripts • Carousels • Stories • Captions • Verification • Assignment
BEFORE POSTING	Voice • Facts • Firm identity • Fair Housing • Privacy • Copyright • Accessibility • CTA
AFTER POSTING	Respond • Record questions • Track conversations • Repurpose • Improve
THE RULE Plan the work. Verify the facts. Create in batches. Review as a professional. Publish as a human.	

MAKE IT YOURS

MY CONTENT NOTES & RHYTHM

DECISION	MY NOTES
Topics my audience asks about	
Monthly market-update date	
Filming blocks	
Writing/design block	
Weekly Atlanta roundup	
Friday calendar reset	

The first post that creates a real response

Post/topic: _____

Response: _____

What I learned: _____

FINAL REMINDER

Content should make people more informed, more confident in the questions they ask, and more able to make their own decisions—not more pressured.