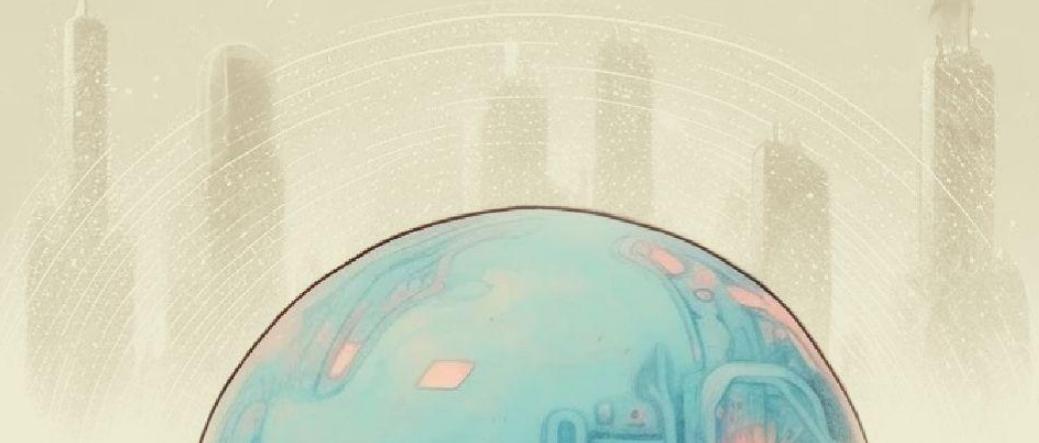




PROMPT

for REAL ESTATE MARKETING

WORKING BETTER, QUICKER, AND HAPPIER
WITH LANGUAGE MODELS. A PRACTICAL GUIDE.



DAVID BOYLE, RICHARD BOWMAN,
SIMON JACOBS, HOLLI BECKMAN & MIKE WHALING

WITH LOUISA LIVINGSTON, ADAM PERUTA, CHARLIE
PALMER, BEN ROBINS, AND RAY TARANTINO

PROMPT

for

REAL ESTATE

MARKETING

—

**BY DAVID BOYLE, RICHARD BOWMAN,
SIMON JACOBS, HOLLI BECKMAN AND
MIKE WHALING**

Dedication

To all the real estate marketers and professionals in the property industry who strive to bring their visions to fruition, this book is dedicated to you.

We understand that the journey to create and market exceptional properties is filled with obstacles and challenges. Yet, it is your passion, dedication, and innovation that ultimately captivates renters, creates places people love to call home, and transforms neighbourhoods.

That's why we've written this book. Our aim is to help you overcome barriers and unlock the full potential of your marketing efforts. With the assistance of ChatGPT, we hope to equip you with the tools, resources, and strategies needed to excel, achieve your goals, and sustain a thriving career in the industry.

We believe in you, and we support you. By enabling the promotion of extraordinary properties and developments, we are honoured to contribute to the vibrant communities that shape our world.



AUDIENCE STRATEGIES

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Note: While this book touches on many of the tasks you'll take every day and, in doing so, provides tips and lessons for accomplishing these tasks with a language model's assistance, it is not intended to serve as a comprehensive guide to any one task in the process or for how to use a language model to help. In several instances, we merely present high-level examples to demonstrate the processes involved and how ChatGPT can be beneficial. We're sure you'll have a more sophisticated approach to each task, and we're sure you'll use this book as a springboard to developing a more sophisticated approach to using a language model to help you do so!

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ABOUT THE AUTHORS

David Boyle has 20+ years of experience developing audience intelligence and strategy capabilities that changed the culture and economics of some of the world's most prestigious entertainment brands. David runs [Audience Strategies](#), an agency that empowers brands to use AI language models alongside deep audience understanding to transform decision-making, fueling growth while making the journey more effective, efficient, and fun.

Richard Bowman has 20+ years of experience covering consumer goods, media, and entertainment industries. He has designed and delivered consumer segmentations and innovation plans for some of the world's biggest companies. Richard works with the team at [Audience Strategies](#) and runs [This Is Insight](#), a consumer and market research and data consultancy that helps brands grow.

Simon Jacobs brings a wealth of experience in the music, television, and retail industries, Simon has a strong background in performance measurement and segmentation. Simon oversaw insight and reporting at BBC Studios, contributing to the success of renowned brands like Doctor Who, Top Gear, and BBC Earth. He's a co-founder at [Audience Strategies](#).

Holli Beckman is the chief marketing officer for [WC Smith](#). She is known for blending new technologies with multifamily strategy to maximise revenue and produce outstanding results. Her award-winning efforts are documented in the Best Real Estate Advice Ever podcast and the best-selling book Youtility for Real Estate.

Mike Whaling is the founder of marketing technology studio [30 Lines](#) and created the [RentPress Apartment Marketing Platform](#). Mike is a distinguished digital marketing and brand development expert with a focus on the multifamily real estate industry. Mike is an advocate for housing that elevates lives and was named a Tech Titan and Top Promoter of Technology for multifamily.

About Team PROMPT:

Ben Robins brings over 25 years of expertise in media research to his role as the founder of 'Sound Insights', a cutting-edge research consultancy dedicated to elevating audio content. Through a strategic partnership with [Audience Strategies](#), his consultancy delivers pivotal insights and guidance to optimise audience engagement and content creation. Ben has played a crucial role in guiding major audio players such as Audible, BBC World Service, and NPR, helping them to deeply understand their listeners' needs and inspiring creatives through research to innovate the next captivating listening experience.

Louisa Livingston has worked in large corporations and smaller brands for 20+ years, developing Insight, CRM and Data teams that support growth. Developing award-winning research projects and teams, she brings a passion for fashion and past experience in companies like Harrods, Hachette and EMI Music. Working as a consultant and as a co-founder of [Audience Strategies](#), she supports clients in understanding and growing their audiences.

Charlie Palmer spent 20 years in TV and radio, beginning his career at the BBC before moving on to Channel 4. During his time with the two companies, Charlie played a pivotal role in the launch and growth of iconic brands such as BBC Radio 1Xtra, Misfits, The Inbetweeners and Black Mirror. As Managing Editor for Channel 4's streaming service, Charlie's expertise in bringing new technologies into the mainstream was leveraged to drive record growth for the business. Charlie now directs his passion for brand building into Haus of Nige, a fashion label he first dreamt about when he was 15 years old (and called Nigel).

Ray Tarantino is a serial entrepreneur and startup maverick with over 20 years of experience in marketing, human connection, and innovation. His diverse career spans music, photography, and software development, equipping him with a unique perspective on the challenges faced by founders. As a college dropout turned successful entrepreneur, Ray understands the unconventional path many founders take and the resilience required to transform setbacks into opportunities. He brings his passion for marketing and human connection to his work, helping startups navigate the rollercoaster ride of triumphs and rejections. Ray's unconventional approach to life and business is a breath of fresh air in a world of clichés.

Adam Peruta is an associate professor at the S.I. Newhouse School of Public Communications at Syracuse University. He is the program director for the M.S. program in [Advanced Media Management](#) which aims to put students at the intersection of media, technology and business. He teaches courses in emerging technologies, product development, UI/UX design, web development and media entrepreneurship.

ABOUT PROMPT

PROMPT is a collective of experienced professionals brought together by Audience Strategies with a shared mission: to empower individuals and organisations to harness the transformative potential of large language models like ChatGPT. We bring together decades of expertise across a wide range of industries, from consumer goods and media to entertainment and beyond.

We believe that language models enable a seismic shift in how we work, create, and innovate. Used effectively, these tools can help us to achieve more than we ever thought possible — to

work better, quicker, and happier. However, we also recognise that unlocking this potential requires more than just a list of great prompts; it demands a fundamental shift in mindset and approach.

That's why we've developed the "PROMPT mindset" — a philosophy that combines the courage to explore uncharted territories with a commitment to measurable outcomes, leveraging language models as a powerful multiplier to human proficiency, rather than a substitute for it. Through our books, training sessions, webinars, and consulting engagements, we equip people with the frameworks, strategies, and hands-on experience they need to put this mindset into practice.

Our work spans industries and domains, from marketing and consumer research to product innovation and beyond. We've partnered with many of the world's biggest companies to drive transformative change, re-imagining processes, upskilling teams, and pioneering new ways of working with language models. Whether it's using language models to supercharge market research, crafting compelling content at scale, or to ideate ground-breaking new products, we've seen first-hand the game-changing impact these tools can have when wielded with skill and vision.

At Audience Strategies, we're not just theorising about the potential of generative AI - we're living it every day, in the trenches with our clients and partners. Our regularly updated books distil the very best of these insights and experiences into actionable guidance that you can put to work immediately. But our mission extends beyond the page. Through our training programs, we help teams develop the hands-on skills and confidence to make language models a seamless part of their workflows. Our webinars and events create forums for knowledge-sharing and community-building among practitioners. And our consulting services provide bespoke support to guide organisations through every stage of their language model journey.

Ultimately, our goal is to be a catalyst and companion on your path to language model mastery — to help you not just navigate this new frontier, but to blaze new trails. We invite you to join us on this exciting journey, and to experience for yourself the transformative power of language models to elevate your work and expand your potential. Welcome to PROMPT — let's explore what's possible together.

Reach us at enquiries@prompt.mba

FOREWORDS

I've never met a multifamily marketing executive that wasn't 'busy.' A fun game at your next industry event: Ask ten marketing executives how they are doing. A solid 7 out of 10 are guaranteed to say, "Good! Busy, but good." It's our way of life.

Marketing in real estate usually means you are wearing all the hats; marketing, advertising, training, reputation management, social media creation, scheduling, and engagement, customer service resolution, technology implementation and vendor relations (analytics, website copy, resident activations, lease-up banner signage, website RFPs, pitching new business) – to name a typical Monday. And none of us got into marketing because we loved administrative tasks, but that's where so much of our energy can get sucked up.

And it's not unusual for the department to be woefully understaffed. This is where the beauty of a language model reveals itself. It's a free assistant to alleviate some of the most time-consuming tasks so you can get back to what you love about marketing.

The best part about this assistant? You don't have to spend weeks training them. With some simple upfront prompts, you can quickly bring your new assistant up to speed on your building, your market, and your customers' sentiment.

From there, you can let your new assistant loose. This book is not the end all, be all – it's merely the beginning of what is possible for you.

Holli Beckman and Mike Whaling

As we embark on this journey together, it is essential to acknowledge the profound impact technology has had on marketing in recent years. The fusion of art and technology has given birth to an entirely new paradigm, where the boundaries of creativity are continuously expanding, and the possibilities are virtually limitless. In this transformative era, we have been fortunate to witness and contribute to the evolution of marketing from the perspectives of creative industries (music, television, book publishing and the world of startups like MasterClass), which are at the forefront of this revolution.

With the emergence of artificial intelligence, particularly ChatGPT, we stand at the precipice of yet another groundbreaking transformation. This incredible AI-driven tool has the potential to revolutionize the way we approach property promotion and marketing. Our collective experiences have shown us how this technology can enhance the creative process, streamline workflows, and open up new horizons for real estate marketers.

That is why we have come together to write *PROMPT for Real Estate Marketing*, a guide designed to help you harness the power of ChatGPT and elevate your work to new heights. With Holli and Mike's help, we worked to understand the unique challenges faced by professionals in the real estate industry and hope that by sharing our insights and expertise, we can provide you with valuable tools and resources to overcome obstacles and unlock your full potential.

In this book, we present practical examples, exercises, and tips, drawing from our extensive experiences across various industries. We aim to strike a balance between human and AI-driven creativity, recognizing the importance of maintaining that vital human touch. We believe that by combining the strengths of human intuition and AI capabilities, we can create a powerful synergy that propels us forward in the ever-evolving landscape of real estate marketing.

Our hope is that *PROMPT for Real Estate Marketing* serves as a trusted companion on your professional journey, guiding you through the complexities of the industry and helping you navigate the AI-driven frontier with confidence. As you explore the pages of this book, we encourage you to embrace the limitless potential that awaits you and continue to push the boundaries of your own creativity.

Together, let us chart a new course for the real estate industry and create a future that captivates buyers and shapes vibrant communities worldwide.

Sincerely,

David Boyle, Richard Bowman, and Simon Jacobs, Audience Strategies

FAQS

What is PROMPT for Real Estate Marketing, and who is it for?

This book is for real estate marketers and property industry professionals who want to learn how to leverage language models to work better, quicker, and happier. It's suitable for everyone from entry-level marketers to seasoned experts, leasing agents to property managers and executives.

What makes PROMPT for Real Estate Marketing different from other books on language models like ChatGPT?

PROMPT for Real Estate Marketing is unique because it is co-authored by real estate marketing experts and focuses specifically on how language models can be applied to the daily tasks and challenges faced in marketing multifamily properties. It provides an actionable, hands-on guide with industry-specific examples and use cases.

Is PROMPT for Real Estate Marketing suitable for beginners?

Yes, this book is designed to be accessible for both those new to language models and experienced professionals. It offers a clear introduction to the technology while also providing advanced strategies and frameworks for more seasoned users.

Does PROMPT for Real Estate Marketing discuss the challenges and pitfalls of using language models in the real estate industry?

Absolutely. The book addresses the known limitations and potential issues of using language models in a real estate marketing context. It provides practical tips and guidance on overcoming common hurdles and responsibly leveraging the opportunities presented by this technology.

Does PROMPT for Real Estate Marketing include real estate-specific case studies or examples?

Yes, a key feature of this book is the wealth of real-world examples and applications demonstrating how language models can be used for various real estate marketing tasks. These span everything from crafting property descriptions and analyzing resident reviews to generating social media content and brainstorming amenity concepts.

PREFACE

A Book in Two Parts

In Part 1, you'll discover a wealth of insights, frameworks, and practical guidance for harnessing the power of language models like ChatGPT and Copilot to help you to work better, quicker, and happier. We call this collectively the 'PROMPT mindset.' In this section, we'll introduce you to the metaphor of how language models are like 'electric bikes for your mind.' You'll be introduced to our '4 Ps' framework (preparation, prompting, process, proficiency,), which provides a roadmap for experimenting boldly with language models while staying focused on achieving tangible results. This book explores the intricacies of prompting, breaking down this essential skill into clear, actionable strategies through real-world case studies and our '10 ingredients of effective prompts' framework. Part 1 is common to all books in the PROMPT series.

We'll then move into Part 2, which applies and brings to life many of these lessons via practical examples in the world of real estate marketing. You'll see our suggested multi-step, iterative way of working with language models brought to life through a large number of practical case studies. Throughout, the book balances an inspiring vision for the future of AI-augmented knowledge work with practical, responsible guidance that prioritises human agency, factual accuracy, and the irreplaceable role of human creativity and ethics in shaping the trajectory of these transformative tools. You'll learn how to use language models to understand your market and to create marketing strategies in response. We'll walk through processes step-by-step and focus on real-world examples to show you how to put these amazing tools to work for you.

Who Is This Book For?

This book is for the curious, the adventurous, and the strategically minded. It's for those who see the potential in new technologies like language models, but who also understand that realising that potential requires thoughtful experimentation, not blind adoption.

If you're an experimentalist at heart, eager to test the boundaries of what's possible with AI, you'll find a kindred spirit in these pages. Whether you're fresh out of school and looking to make your mark, or a seasoned leader seeking new ways to drive innovation for you and your team, you're in the right place. If you're an outsider in your industry, looking for tools to help you break new ground and disrupt the status quo, this book is for you.

This book is for innovators and those with an entrepreneurial spirit — those with the vision and drive to create something new, whether within an existing organisation or by striking out on their own. It's for leaders who understand that the future belongs to those who can harness the power of language models not just to optimise, but to craft something new.

If you're a language model sceptic, dubious of the hype but open to persuasion, we truly welcome your discerning eye. This book isn't about wild predictions, but about practical real-world application and results.

Importantly, this book is for those who see language models as a partner, not a silver bullet. It's for readers who understand that the real power of tools like ChatGPT and Copilot lies in their ability to enhance and extend and amplify human capabilities, not replace them.

Ultimately, this book is for those ready to embrace a new era of knowledge work — one defined by collaboration between human and machine, by profound gains in productivity and creativity, and by a spirit of bold experimentation. If that sounds like you, then welcome. This book is for you.

We're Not 'AI People'

We aren't 'AI people' in the typical sense. We're more than a dozen seasoned professionals who have spent decades in the trenches of marketing, entertainment, consumer goods, higher education, and more. We're used to driving real-world results. Our team's experience spans roles at companies like Unilever, EMI Music, BBC, Harrods and beyond. We've met the challenges of building brands, engaging audiences, and moving markets. We've worked as both insiders and consultants to a huge range of brands.

What unites us is a shared revelation: the immense practical potential of language models like ChatGPT to transform how we work for the better, quicker, and happier. We've seen first-hand how thoughtful application of language models can yield step-change improvements in efficiency, creativity, and impact across a stunning range of use cases — from audience research to content creation to strategic planning. Our mission is to demystify language models, stripping away the hype to uncover the specific levers that drive better business outcomes.

So while we're decidedly 'AI people' in our enthusiastic embrace of the technology, we're emphatically not 'AI people' in the insular, technocentric sense. We're in the business of driving impact, effectiveness, and happiness, not chasing new technological fads. We believe that meaningful innovation is as much about people and process as it is about algorithms and automations.



If that sounds like a refreshingly grounded take in a field often clouded by grandiose pronouncements, well, that's the point. At PROMPT, we're committed to cutting through the noise to uncover the signal. We invite you to join us on that journey — to experience the transformative power of language models not as an end, but as a catalyst for doing your best work.

One of the most invigorating aspects of our work on PROMPT is the sheer diversity of domains we get to explore. We've seen and shown that the potential applications for tools like ChatGPT are as varied as the brilliant minds putting them to work.

Since 2022, we've had the privilege of collaborating with trailblazers across a kaleidoscopic array of fields — Grammy-winning songwriters, world-renowned architects, startup CEOs, social impact visionaries, and more. By stress-testing language models' capabilities across this wide range of contexts, we've developed robust, flexible methods for driving outsized results.

Some highlights of the applications we've tackled in partnership with domain experts:

- Supercharged data analysis and data science for a global media brand
- Decision-making support for a global entertainment brand
- Re-written the innovation process for a global consumer goods giant, resulting in quicker and better new product concepts
- Helping market research firms to deploy it to uncover richer audience insights
- Helping startup CEOs harness the technology to rapidly prototype and pressure-test business plans

What's remarkable is that virtually none of these practitioners would consider themselves 'AI people' by trade. They're creatives, strategists, managers, researchers, and leaders — experts in their crafts. Yet by incorporating language model tools into their workflows, they've been able to achieve breakthrough efficiencies and quality.

The secret is harnessing language models in a way that augments and elevates human intelligence, rather than trying to replace it. A master songwriter leveraging language models as a generative 'jamming' partner to explore melodic variations. A senior executive using the language model to roleplay incisive mock interviews. A filmmaker tapping the language model's encyclopaedic knowledge to enrich a script's believability.

Introducing: The PROMPT Mindset

The advent of powerful language models like those used in ChatGPT and Copilot has ushered in a new era of possibilities for any professional seeking to work better, quicker, and happier. However, harnessing the full potential of these tools requires more than just technical know-how; it demands a new fundamental shift in mindset and approach. We call this the 'PROMPT mindset' — a philosophy that combines the courage to explore uncharted territories with a commitment to measurable outcomes, leveraging language models as a powerful multiplier to human proficiency, rather than a substitute for it.

The PROMPT mindset is about harnessing the transformative potential of language models while tempering it with the hard-won insights and domain expertise of seasoned professionals.

Language models present both a challenge and an opportunity. A big challenge is that the allure of 'better, faster, and happier' work could lead to an overreliance on language models at the expense of critical analysis and well-crafted strategies. Chasing efficiency is a risky game.

At its core, the PROMPT mindset is about embracing language models as transformative while staying anchored to the realities of competitive dynamics and the irreplaceable value of human discernment. We liken working with language models to an electric bike for the mind: they are powerful machines that can help you cover far more ground with less effort, but they still require an active rider to steer, pedal, and navigate. Just as you wouldn't expect an electric bike to autonomously carry you to your destination, you shouldn't rely on language models to independently solve your business challenges. Human leadership and subject matter expertise remain essential.

This often means adopting an iterative, conversational approach when prompting. Rather than expecting a single query to yield the perfect insight or idea, we recommend engaging in a multi-step dialogue, progressively refining your prompts based on the model's responses.

By building up context and providing feedback, you can guide language models towards outputs that are more useful, relevant, actionable, and aligned with your unique needs.

Crucially, the PROMPT mindset also emphasises the importance of fact-checking and validating your language model's outputs. While these models are remarkably fluent and persuasive, they can also 'hallucinate,' which is the term that means they can generate content that is superficially plausible but factually incorrect or strategically off target. They can be confidently wrong. Blindly trusting their responses is a recipe for potential embarrassment at best and potential disaster at worst. Instead, we advocate using language models as a starting point for further research and ideation, always subjecting its suggestions to the scrutiny of human expertise and real-world calibration.

On the other hand, when used wisely, language models can free up precious time and mental energy for higher-value work. By at least semi-automating rote tasks and providing a rich starting point for exploration, they can help you focus on the parts of your job that truly require human ingenuity — like identifying unexpected opportunities, developing engaging narratives, and finding innovative strategies.

Ultimately, the PROMPT mindset is about harnessing the power of language models in a way that is both ambitious and pragmatic. It's about being open to the incredible possibilities that tools like ChatGPT enable while also staying clear-eyed about their limitations. It's building a partnership with the technology to maximise its potential impact for you. Most of all, it's about remembering that even in an age of artificial intelligence, real-world results still require human creativity, judgement, and empathy. By wedding the two in a spirit of experimentation, iteration, and continuous learning, bold leaders can chart a course to new frontiers of efficiency, creativity, and impact. The future is here — and it's ours to shape.

We advocate:

- **Experimentation:** Embracing a spirit of curiosity and willingness to test new ideas and approaches with language models
- **Collaboration:** Viewing language models as partners in the creative process, working alongside human expertise and intuition
- **Augmentation:** Using language models to enhance and extend human capabilities, rather than replace them entirely
- **Continuous learning:** Staying open to new possibilities and best practices as the technology and its applications evolve
- **Ethical use:** Prioritising the responsible and transparent deployment of language models, with a focus on benefiting people and society

- **Strategic thinking:** Approaching language models as tools to support and scale strategic planning and decision-making, not just tactical execution

We reject:

- **Blind trust:** Accepting the outputs of language models without question or verification, regardless of their apparent fluency or persuasiveness
- **Automation without intervention:** Pursuing efficiency and speed at the expense of quality, nuance, and deeper understanding
- **Replacement mentality:** Viewing language models as a substitute for human creativity, expertise, and critical thinking
- **Shallow adoption:** Treating language models as a plug-and-play solution without investing in the skills and processes needed to use them effectively
- **Technology reliance:** Elevating the role of language models above human judgement and assuming that machine intelligence is inherently superior or more reliable

PART 1: THE PROMPT MINDSET

Welcome to Part 1 of our exploration into the world of language models and their transformative impact on knowledge work. In this section, we'll lay the foundation for understanding what language models are, how they work, and why they're so powerful. We'll explore the key concepts, terminology, and frameworks that will guide your journey towards harnessing these tools effectively in your own work.

Through a combination of research insights, practical examples, and hands-on guidance, Part 1 will equip you with the knowledge and skills needed to start experimenting with language models and experiencing their benefits first-hand. Whether you're a complete beginner or already have some experience with AI, this section will provide you with a comprehensive understanding of the language model landscape and how to navigate it with confidence.

We'll start by defining the key terms and explaining why language models are the primary focus for augmenting knowledge work. Then, we'll dive into how these models work, exploring the concepts of training data, pattern recognition, and knowledge generation. From there, we'll examine the multifaceted benefits of language models, from boosting productivity and quality to enhancing creativity and job satisfaction.

Next, we'll introduce a range of practical taxonomies and frameworks for understanding the vast array of language model applications, helping you identify high impact use cases in your specific domain. We'll also explore the four core skills that language models possess — synthesis, learning, writing, and thinking — and how these can be leveraged to revolutionise various aspects of knowledge work.

Building on this foundation, we'll then delve into the practical lessons and strategies for applying language models effectively, centred around our '4 Ps' framework of Preparation, Prompting, Process, and Proficiency. Through detailed explanations and real-world examples, you'll learn how to craft effective prompts, engage in iterative refinement, and develop the skills needed to collaborate with language models successfully.

Finally, we'll zoom out to consider the broader journey of language model adoption, both at an individual and organisational level. We'll explore the typical phases of adoption, address common misconceptions, and paint a vision of a future where language models democratise and enhance knowledge work for all.

By the end of Part 1, you'll have a robust understanding of language models and a practical toolkit for starting to harness their potential in your own work. So let's dive in and begin this exciting journey together!

Note: Part 1 is common to all books in the PROMPT series, as it lays the foundation for understanding and effectively using language models like ChatGPT.

After laying this groundwork in Part 1, each book then dives into a specific industry or domain in Part 2. There, you'll find detailed examples, case studies, and best practices tailored to your particular field. Part 2 will show you how to apply the concepts from Part 1 to solve real challenges and seize new opportunities in your area of expertise.

So whether you're reading PROMPT for Brands, PROMPT for Musicians, or any other book in the series, you'll start with this common foundation in Part 1 before exploring the specific applications relevant to your world in Part 2. Let's dive in and discover how language models can help you achieve more than you ever thought possible!

WHAT ARE LANGUAGE MODELS?

In this chapter, we'll lay the foundation for understanding what language models are and how they work. We'll start by defining some key terminology, then explore why we're focusing specifically on language models rather than other types of AI. Next, we'll dive into what language models actually are and how they function. We'll look at the interplay between models, products, and tools to help you choose the right technologies. Finally, we'll examine some of the key limitations of language models to keep in mind. By the end of this chapter, you'll have a solid grasp of the fundamentals needed to start applying language models effectively in your work.

Terminology

AI (artificial intelligence): AI refers to the broad field of computer science focused on creating intelligent systems that can perform tasks that previously required human-like intelligence. You likely already interact with AI every day when you use voice assistants like Siri or Alexa, get personalised recommendations on Netflix, or see facial recognition on your smartphone.

Note: We find this term to be too broad to be very useful in most contexts.

Generative AI: Generative AI is a subset of artificial intelligence that focuses on creating new content, such as text, images, audio, or video, inspired by the patterns learned from the content that the AI was trained on. Language models are a type of generative AI. *Note: We find the term 'generative AI' is also too broad to be very useful in most contexts.*

Language models: Also known as large language models (LLMs), are a specific type of generative AI that excel at processing and generating human language. These sophisticated models are trained on vast amounts of text data, allowing them to learn the intricate patterns, relationships, and contextual nuances of ideas, words, and phrases.

While state-of-the-art language models are increasingly capable of handling images, speech, and other data types (they are multimodal), their core strength remains in the realm of 'text-in, text-out' interactions. It is this mastery of language, the building blocks of thinking and communicating, that makes language models so profoundly impactful and widely applicable across industries and use cases. Therefore it is mostly 'text-in, text-out' that we focus on.

Note: Throughout this book, we'll primarily use the term 'language models' to refer to this transformative technology, rather than the broader categories of 'AI' and 'generative AI.'

Products: Products are the user-facing applications or interfaces that allow people to interact with language models. For example, ChatGPT is a product that provides an intuitive chat

interface for engaging with the language models from OpenAI like GPT-4o. And Claude.ai is a product that provides a chat interface to the models by Anthropic.

Models: Models refer to the underlying AI algorithms that have been trained on large datasets to perform specific tasks. For instance, GPT-4o is a language model developed by OpenAI that powers products like ChatGPT. And Claude 3 Opus is a language model developed by Anthropic that powers the paid version of their Claude.ai product.

Tools: Tools are additional capabilities or functionalities that can be integrated with language models to extend their abilities. These can include features like web browsing, image generation, or access to specific databases. For example, ChatGPT can use tools like searching the internet or DALL-E for creating images based on textual descriptions.

Precision in our language is crucial when discussing transformative technologies like language models. By using specific terms and understanding their distinctions, we can cut through the hype, demystify the technology, and ensure that we're all on the same page.

For instance, recognizing that ChatGPT is a product that interfaces with the GPT-4o language model, which can be extended with tools, allows us to have more meaningful and nuanced conversations about its capabilities and limitations.

Moreover, by being more precise in our language, we can better grasp the potential of this technology and more easily develop strategies to overcome limitations.

Why We're Focused on Language Models

While generative AI is rapidly expanding into new content domains, from images to speech to 3D environments, our primary focus at PROMPT is on language models and their vast potential for augmenting knowledge, information and communication work. There are several reasons we believe mastering language models should be the priority for most organisations and professionals today:

- **Maturity and accessibility:** Language models represent the current apex of generative AI. They're the easiest to control and they're useful for more tasks. They're also the most accessible, with user-friendly conversational interfaces like ChatGPT putting their power at everyone's fingertips.
- **Centrality of language:** Language is the currency of thinking and communicating at work — from emails and documents to meeting notes and presentations, we spend our days swimming in a sea of words. Any tool that can help us navigate and use language more effectively thus has immense utility across roles and industries.

- **Versatility of applications:** Because so much knowledge work revolves around ingesting, making sense of, and communicating information, language models can enhance a staggeringly wide range of activities such as analysing data, summarising takeaways, drafting content, and generating ideas. If a task touches language, a language model can likely assist.
- **Transferable skills:** Mastering language models builds a foundational competency that readily extends to other generative domains. The same principles of iterative guidance, example-based learning, and output evaluation apply whether you're working with text, images, or beyond.

Ultimately, we believe the businesses that will thrive in the era of language models will be those that go beyond surface-level experimentation to deeply integrate them into their operational muscle memory. They'll design prompting guides as rigorously as their brand standards, build model-assisted research and ideation into their strategic planning cadences, and upskill teams to interface with language models as naturally as they do with spreadsheets and slide decks.

That's the world we're racing to build — one where the question is not human versus machine, but how to architect the optimal interplay between them. With language models as the vanguard, we're on the cusp of a once-in-a-generation leap forward in knowledge work. It's time to embrace the wave, ride the momentum, and steer towards a future of radically elevated human potential.

So, What Is a Language Model?

We find the following framing helpful: Think of them as having learned from a rough approximation to the sum total of human knowledge and enabling the analytics of knowledge as a result.

At its core, a language model is a sophisticated statistical tool for processing, predicting and generating human language. But that dry technical description hardly does justice to the awe-inspiring capabilities of the best models.

The Sum Total of Human Knowledge

Imagine for a moment the vast corpus of text data that the best models were trained on. While the exact details are not public, it's widely believed that they were trained on a significant swath of the high-quality information available online and beyond, including:

- Millions of books spanning fiction and non-fiction, technical manuals to mass-market paperbacks — copyrighted and not

- News archives reaching back decades, with an emphasis on reputable sources
- Academic publications and educational materials across every conceivable discipline
- Historical documents, legal records, patents, and other public data troves
- Billions of social media posts, blogs, forums, and online conversations
- Transcripts of films, TV shows, YouTube videos, podcasts and more

In a very real sense, this training data represents a substantial cross-section of all recorded human output to date — the culmination of centuries of knowledge-seeking, experience, creativity, and discourse. An approximation to the sum total of human knowledge.

We've had access to this knowledge via search engines like Google and stores like Amazon for decades. But there's a limit to the number of books, websites, and other documents you can read, let alone remember. For language models, there is no limit. By ingesting and identifying patterns across this vast data set, language models construct an intricate map of the underlying structure behind words. How concepts relate to one another, and how language is used to inform, inspire, persuade, and entertain. Language models can draw on that underlying structure behind the sum total of human knowledge to predict what would be a useful response to each and every prompt you give them.



They'll take insights from plays and social media and medical journals and market research reports to respond to every single prompt you send. Amazing.

When prompted with a query, these models draw upon the vast web of associations and patterns they've internalised to generate a response that is statistically probable given the context. They're not merely retrieving pre-written information, but dynamically constructing new text that mirrors the semantic and stylistic patterns of your prompt and their training data. It's a fundamentally generative act, one that reflects an intricate understanding of how language is structured and deployed across an astonishingly wide range of domains. This generation happens word by word, with the model predicting the most likely next word based on the sequence of words that came before it. At each step, the model is essentially asking itself, "Given everything I've seen in my training data, and given the specific words in this prompt, what word is most likely to be most useful next?" By iterating on this process — selecting a word, updating its context, and predicting again — the model can construct entire paragraphs and pages that feel uncannily human-written. It's a testament to the power of statistical pattern recognition applied at an unprecedented scale.

This is a novel and profound thing to contemplate. With the right prompting, we now have the ability to query this vast knowledge base on demand, drawing upon relevant information synthesised from countless authoritative sources. Whether you're researching the causes of the French Revolution or the latest breakthrough in quantum computing, chances are the best models can generate useful explanations, analyses, and debate — drawing on the distilled wisdom of hundreds or thousands of experts.

In a sense, every time we use a model, we're tapping into a kind of collective human intelligence — the product of our species' tireless drive to learn, document, and share understanding. That's both hugely exciting and a bit humbling. As we stand on the shoulders of intellectual giants, these models offer a powerful new perch from which to see further.

The Analytics of Knowledge

For years, tools like Excel and SQL have revolutionised how we manipulate numbers, allowing us to identify patterns, fill gaps, and extrapolate numerical trends. This ability to dissect and reconfigure numbers has been a cornerstone of data analysis. Today, we stand on the brink of a similar revolution, but this time, it's the realm of words — language, ideas, and knowledge — that's being transformed. Enter the concept of 'knowledge analytics,' a domain where the analytical power we've wielded over numbers extends into the vast, untamed wilderness of words. This breakthrough represents a seismic shift in our ability to harness, understand, and innovate with the full spectrum of human intellect.

With language models as our eager analysis partner, we can perform feats of knowledge analytics that would be difficult or impossible for humans alone:

- **Condensing information at scale:** Instantly distilling key insights from vast troves of text, from market research reports to customer feedback, allowing us to quickly grasp the essence of any dataset

- **Generating and refining ideas:** Coming up with potential new solutions to a problem, then pressure-testing each one from multiple angles to arrive at the most promising and robust concepts
- **Crafting compelling content:** Writing or editing for resonance across different audiences and contexts, ensuring our communications strike the right chord every time
- **Uncovering hidden connections:** Applying analogical reasoning to surface non-obvious parallels and lessons from one domain that can shed light on strategic challenges in another, sparking innovative thinking

Of course, ‘knowledge analytics’ is not a turn-key solution. As with data analytics, it requires careful framing of the problem, cleaning and structuring of inputs, and iterative refinement of outputs. We must learn to wrangle language models with the same mix of technical chops and domain savvy that distinguishes the superstar Excel analyst from the Excel novice.

But for those willing to invest in this new skill, the rewards are immense. Suddenly, scouring the collective intelligence of humanity for relevant insights becomes a task that can be accomplished in minutes, not months. And generating a creative array of solutions or framings is as simple as a well-crafted prompt, rather than an all-day brainstorm.

In a world where the pace of change is only accelerating, this ability to rapidly make sense of complex information landscapes and divine actionable wisdom will be an immense competitive advantage. Organisations that successfully harness knowledge analytics will be able to learn faster, decide smarter, and adapt with more agility than those mired in legacy ways of working.

So the next time you’re grappling with a thorny business challenge, consider: What would it look like to unleash the knowledge-crunching power of a language model on this problem? With a little elbow grease, you may just find that the answers you seek are hiding in plain sight, waiting to be surfaced.

Language Model Fundamentals

Models, Products, and Tools. Choosing The Right Technology

When it comes to applying language models to real-world knowledge work, the sheer array of available products can be overwhelming. But, one product stands out as the clear frontrunner for the majority of use cases: ChatGPT.

There are several key reasons why ChatGPT has become our go-to choice. First and foremost, it simply offers the best balance of capability and accessibility among mainstream language models. With its broad knowledge base, impressive linguistic fluency, and intuitive interface, ChatGPT is uniquely well-suited to tackling a wide range of tasks — from research and analysis to ideation and content creation.

Moreover, ChatGPT benefits from OpenAI's track record of constant iteration and improvement. The model is continually evolving, with regular updates that expand its capabilities and refine its performance. This means that the skills and workflows you develop while using ChatGPT will remain relevant and valuable over time, even as the underlying technology advances.

It's also worth noting that ChatGPT is by far the most widely adopted language model product, with a thriving ecosystem of users and applications. This broad usage confers several advantages. The techniques and best practices you pioneer with ChatGPT will be highly portable and applicable across domains. You'll be able to tap into a wealth of community knowledge and collaborate with like-minded practitioners around shared standards.

Of course, ChatGPT isn't the only game in town. There are a range of powerful language models available, each with its own strengths and specialties. When evaluating these alternatives, the key benchmark as we go to press is OpenAI's GPT-4o — the underlying model that powers ChatGPT's paid versions. Products like Anthropic's Claude 3 Opus and Google's Gemini 1.5 Pro have shown impressive results on par with or even exceeding GPT-4o on certain tasks.

For general-purpose use cases, OpenAI's GPT-4o (accessible for free via ChatGPT) remains the gold standard in terms of performance and flexibility. But for applications that require more natural writing, Anthropic's Claude 3 Opus is a strong alternative.

But crucially, for the vast majority of mainstream knowledge work, GPT-4o level performance remains the benchmark. Unless you have a highly specific, niche use case that pushes the boundaries of ChatGPT's capabilities, or requires specialised domain knowledge, you'll likely be well-served by sticking with this proven platform.

To get the most out of these, it's important to understand some key terminology. In the world of generative AI, products like ChatGPT, Claude, or Perplexity provide user-friendly interfaces

to interact with underlying language models like GPT-4o or Claude 3 Opus. These models, in turn, can access various software tools to extend their capabilities, enabling functions like document search, image generation, web browsing, and data analysis.

When working with any language model product, privacy and ethics should be top of mind. While these models are highly capable, they're not infallible — and the data you input can potentially be used to further train and refine the system. As a best practice, ChatGPT should always be used in private mode for any sensitive information. A good rule of thumb is to only upload data that you'd be comfortable sharing with a rival CEO.

Ultimately, the choice of which language model to deploy depends on your specific needs, available resources, and level of language model proficiency. But for most knowledge workers looking to harness the power of language models today, ChatGPT hits the sweet spot — offering unparalleled versatility, usability, and extensibility. By focusing on mastering this core platform, you'll be well-positioned to unlock new levels of productivity and creativity in your work. The future of AI-augmented knowledge work is bright. With language models as your virtual assistant, that future is yours to write.

Unpacking The Ingredients of a Response

When you engage with a language model, the response you receive is the product of a complex interplay of different inputs. Understanding what goes into shaping the model's output can help you craft more effective prompts and get the most out of your AI-augmented workflows.

At a high level, a language model's response is influenced by:

- **Your custom instructions:** Any bespoke guidance you provide about your communication preferences, domain expertise, or desired response style. This might include specifying your professional background, the type of language you want the model to use, or the perspective you want it to adopt. In ChatGPT you can enter these once and have ChatGPT draw on them at the start of each conversation to guide it. Our verdict? Useful for setting the tone and context, but easily forgotten by the model in a long conversation.
- **Your prompt:** The specific query or request you pose to the model, which can be up to ~20,000 words in ChatGPT or ~150,000 words in Claude.ai. Crafting clear, detailed, and well-structured prompts is crucial for steering the model towards your intended output. Our verdict? Great for providing direction and getting targeted responses, up to around 20-30,000 words. After that, you need to be more and more careful that the context is useful (rather than distracting) and that you give the model clear instructions on what aspects of the context you want it to draw upon.

- **Knowledge from training data:** The vast corpus of online text data that the model was originally trained on, encompassing websites, books, articles, and more that were fed to it during its training. This gives the model a broad (though not always perfectly accurate or up-to-date) knowledge on a wide range of topics. Our verdict? Excellent for common knowledge queries, but can struggle with niche facts. Can't contain recent information beyond the model's training date.
- **Some chat history:** A portion of the conversation history from your current session, which helps maintain context and coherence across the exchange. However, the model's 'memory' is limited to around ~20,000 words for ChatGPT (and much less / more in other products), after which earlier parts of the discussion may be forgotten. Our verdict? Useful for maintaining continuity within a session, but be careful as the model's attention can wane for very long conversations.
- **Optional snippets from search or documents:** In some products like ChatGPT, a language model can use a search tool to retrieve and incorporate pertinent information from online searches to supplement its knowledge. Similarly, if you upload long documents, models can use a search tool to extract relevant excerpts to inform its responses. Our verdict? This can occasionally provide helpful additional context, but search quality is often poor and may introduce irrelevant or unreliable information.
- **Relevant items from memory bank:** Some language model products like ChatGPT offer the ability to save key snippets or takeaways from a conversation into a 'memory bank.' On subsequent interactions, even if the full chat history has been truncated, the model can still draw upon these stored highlights to inform its understanding and responses. This can be a useful way to maintain continuity and build upon prior discussions over extended engagements. While not a full solution to the model's limited 'attention window,' this memory bank feature can help mitigate the downsides of chat history loss and keep the focus on the most salient points. Judicious use of the memory bank can make interactions with language models feel more coherent and cumulative, as though it's building a shared context with you over time. Our verdict? When available, storing select information in the memory bank can definitely enhance your language model interactions, especially for complex, multi-session projects.

By thoughtfully orchestrating these ingredients — providing crisp instructions, posing well-crafted prompts, seeding helpful context, and iterating based on the model's outputs — you can significantly influence the quality and utility of the responses you receive.

Language Models Aren't Perfect

Now that we've explored the immense potential of language models, it's crucial to also understand their limitations. In this section, we'll dive into the two most significant ways in which language models fall short of perfection: Their propensity to be confidently wrong about niche facts and their inability to maintain long-term memory or focus within a conversation. By examining these shortcomings, we can develop strategies to mitigate their impact and use language models more effectively.

Language Models Can Be Confidently Wrong on Niche Facts

For all their power and fluency, even the best language models have an important limitation that users must be aware of: They can sometimes be confidently wrong. Especially when it comes to uncommon or niche facts. This is technically referred to as 'hallucination.'

This stems from the way these models learn and reason. Rather than memorising a knowledge base of facts, they pick up on broad patterns and associations across their training data. When prompted, they generate a response based on what would be most statistically probable given those patterns.

Most of the time, for common or non-niche topics, this works remarkably well. The 'wisdom of the crowds' effect means the most frequent associations are also often the most truthful. But for more obscure or specialised domains where training data is sparse, the model may latch onto spurious correlations or confabulate plausible-sounding but incorrect responses. So be alert.

This can manifest in a few ways:

- Conflating similar-sounding statistics or anecdotes, e.g. mixing up details from different niche historical events
- Mis-remembering or misattributing niche quotes, ideas or sources
- Inventing superficially convincing but inaccurate explanations for niche technical concepts
- Making mistakes on questions requiring recall of niche facts, like uncommonly referenced dates

Complicating matters, the model will often state these false facts with the same assured confidence as its more reliable outputs. Without deep subject matter knowledge, it can be difficult to spot a 'hallucination.'

The key takeaway here is not that language models are unreliable, but rather that their reliability is uneven. They can be uncannily accurate on some topics and subtly but stubbornly wrong on others, with little to signal the difference beyond our own domain knowledge.

So how can we reap the immense benefits of language models while mitigating the risks of these ‘confident hallucinations?’ A few strategies:

- Fact-check important claims against authoritative sources, especially in high-stakes domains like health, finance, or law
- Cross-reference key details across multiple reliable sources to identify and resolve inconsistencies
- Lean on your own and others' expert judgement to assess the plausibility of model outputs in your domain
- Use prompts that encourage reasoning transparency, e.g. “Explain your step-by-step logic for arriving at that conclusion”
- Maintain a healthy scepticism and probe deeper when something seems off, even if the model states it confidently

Ultimately, engaging with language models is certainly not about blindly trusting or ignoring their outputs, but about cultivating a discerning partnership — one in which we very much bring our own intelligence to the table.

By playing to the models' strengths while proactively compensating for their weaknesses like niche fact recall, we can harness their potential to help us work better, quicker, and happier. It's a dance of human and machine, each elevating the other through their unique capabilities.

So the next time a language model confidently serves up a surprising fact or figure, take it as an invitation for further exploration, not a finding to take at face value. Dig deeper, pressure-test against other reputable sources, apply your own critical reasoning. The truth is out there — it just might take a little extra sleuthing to pin down when a language model is involved.

In addition to occasional inaccuracies, another limitation of language models is their inability to maintain long-term memory or focus, which we'll explore next.

Language Models Can Forget and Be Inattentive

While a conversation with a language model like ChatGPT can feel remarkably natural and coherent, it's critical to remember that under the hood, these models don't maintain any kind of persistent long-term memory or attentional state in the way humans do. Every response is generated from scratch when a product like ChatGPT sends both your current prompt and a limited window of immediate conversation history as context to an underlying memoryless model like GPT-4o. Sending the conversation history along with your current prompt certainly

makes it seem like the model has remembered things from earlier in the conversation. And this certainly helps it to better respond to your current prompt. But, in reality, each time you send a prompt, a memoryless model like GPT-4o is seeing that whole conversation for the first time.



This ‘memoryless’ architecture means that language models do not actually learn or update their knowledge based on interactions with users. The ‘pre-trained’ in GPT (Generative Pre-trained Transformer) underscores that these models have a fixed set of associations and patterns internalised from their initial training data. They can draw upon this knowledge base to engage in all sorts of impressive linguistic feats, but they’re not actively accumulating new information or evolving their understanding over time or even within any one conversation. It’s a subtle but crucial distinction that’s key to setting appropriate expectations and using them effectively.

This ‘memoryless’ architecture has some significant implications and limitations that users must be mindful of:

- **Forgetting the past:** Language models have a fixed ‘attention window’ — a maximum number of words from the conversation history that they can consider as context when generating their next response. For models like GPT-4o when used in ChatGPT, this window is typically on the order of 20,000 words. For models like Claude 3 Opus when used in Claude.ai, this window is nearer 150,000 words. Once a back-and-forth exchange exceeds that length, the model will necessarily ‘forget’ anything from earlier in the conversation as it will fall outside its ‘context window.’
- **Inattention to salient points:** Even within their attention window, language models may struggle to know which are the salient points of a long conversation. They can sometimes lose the thread or gloss over important details that were mentioned earlier

in the conversation but are no longer top of mind. It's as though they aren't paying enough attention to the relevant parts of a long conversation.

To work effectively with language models given these constraints, a few strategies can help:

- **Start fresh for a fresh take:** For complex or critical tasks, consider spinning up a new conversation rather than extending an existing one. To ensure all the relevant context can fit within the attentional sweet spot. Trying to extend a long thread can lead to confusion and suboptimal results.
- **Recap and rephrase:** Periodically summarise the main points from the conversation so far and feed them back as part of a new prompt in a new chat. This can help re-centre the model's focus and counteract the attention drift that happens over lengthy exchanges.
- **Slice and dice:** Break large tasks into more targeted and self-contained subtasks that fit comfortably within the attention window. Stitch the pieces together on your end rather than expecting the model to hold the entire problem space in its head at once.
- **Take notes as you go:** Save key snippets, decisions, and discoveries from your exchange externally so you can easily refer back or build on them later. Your own permanent memory can help compensate for the model's ephemeral one.

By being aware of language models' memory and attentional boundaries, we can meet them where they are and get the most out of the collaboration. It's not about expecting a perfectly omniscient conversation partner, but rather learning the quirks and cadences of the tool to elegantly dance within its limitations.

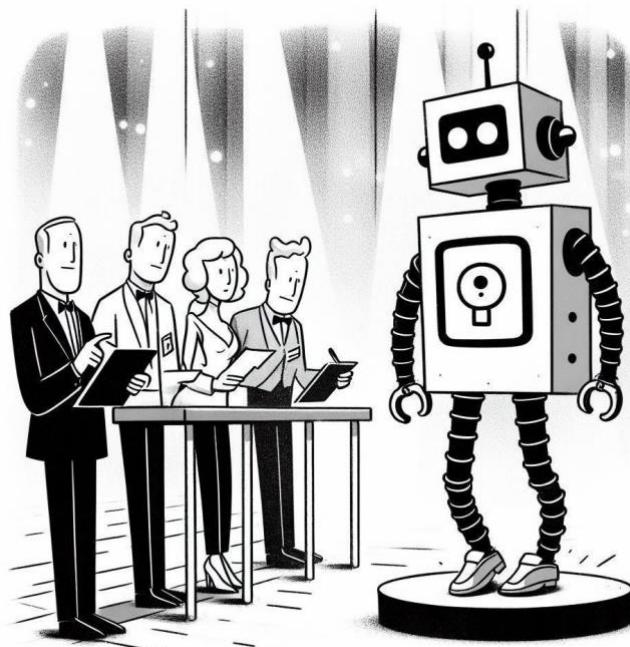
An analogy might be engaging with someone in the throes of anterograde amnesia — someone who retains all their prior knowledge and skills but cannot form new long-term memories. With care and compassion in how we structure our interactions, profound connection and co-creation is still very much possible. We simply adapt, guide, and remember them along the way.

So the next time you're deep in an extended back-and-forth with a language model and it seems to be losing the plot, take it not as a sign of failure but as a gentle nudge. An opportunity to reflect, recalibrate, and meet the model anew with clarity and grace. In the dance of human and AI, sometimes a well-placed lead is all it takes to get the steps flowing once again.

Understanding the basics of what language models are, how they work, their various forms, and their limitations provides an essential foundation as we start to explore their potential applications. Armed with this knowledge, we're ready to dive into the next chapter, where we'll examine the tangible benefits language models can bring to your work.

HOW HELPFUL ARE LANGUAGE MODELS?

In the previous chapter, we unpacked the core components and capabilities of language models. But what does this mean in practice? How can these tools tangibly boost your productivity, performance, and job satisfaction?



The era of speculating about the potential professional impact of language models is firmly over. A large body of rigorous academic research has delivered an unambiguous verdict: language models are not just a toy for tech enthusiasts but a bona fide boost to productivity and performance across a wide range of knowledge work domains.

Study after study from institutions like MIT, Harvard Business School, UC Berkeley, and Stanford have put language models through their paces in real-world workplace scenarios. The results from Dell'Acqua, F., et al. (2023) and Noy, S., & Zhang, W. (2023) paint a consistent and compelling picture:

- **Faster task completion:** Across writing, analysis, coding, and problem-solving tasks, workers with access to language models get the job done substantially faster — often in a fraction of the time it takes their unassisted counterparts. We're talking speed gains of 50% or more in many cases.
- **Better work product:** It's not just about speed — the quality of the output gets a boost too. Deliverables created with the aid of language models consistently earn higher

ratings for attributes like clarity, insight, thoroughness, and overall effectiveness. Language model assistance helps people put their best foot forward.

- **Less drudgery, more creativity:** By offloading a good deal of the rote labour involved in research, writing, and even coding, language models free up workers' mental bandwidth for higher-value cognitive tasks. People report feeling less bogged down in the weeds and more able to think strategically and creatively.
- **Happier, empowered employees:** Perhaps unsurprisingly given the above benefits, folks who incorporate language models into their workflows tend to find their jobs more satisfying and meaningful. They feel a greater sense of efficacy, accomplishment, and even enjoyment in their day-to-day lives. Hardly the dystopian displacement some had feared.

What's remarkable is the sheer diversity of tasks in which these gains have been observed. From crafting persuasive emails to analysing contracts to generating novel product concepts, language models are proving their versatility as a cognitive companion across domains.

Of course, unlocking these benefits requires more than just throwing a language model at a problem and hoping for the best. As discussed elsewhere in this book, using language models effectively means mastering a range of skills from prompting to evaluating responses and from being clear about your requirements to and iterative refinement. Collectively, the studies make clear that it's the combination of human and machine intelligence that delivers peak performance.

But for those willing to invest in developing that crucial human-language model collaboration muscle, the rewards are substantial and wide-ranging. In an era where the pace of business seems to accelerate by the day, the ability to fundamentally turbocharge the core activities of knowledge work amounts to a formidable competitive advantage.

For organisations, this means the imperative to upskill workers on language models is no longer a nice-to-have but a strategic necessity. The teams that move fastest to weave these technologies into their operational fabric will be best positioned to reap the efficiency and innovation gains they enable. Deferring adoption is implicitly deciding to do more with less.

At the individual level, we believe that proficiency with language models will rapidly become table stakes for knowledge workers seeking to remain at the top of their game. Just as using spreadsheets or presentation software evolved from a specialist skill to a universal job requirement, comfort collaborating with language models will be the new must-have for the professional class.

The good news is that the productivity benefits of language models accrue to novices and power users alike — everyone's on a learning curve together. The key is simply to start somewhere, go in with an open and experimental mindset, and embrace the iterative

process of trial and error. Don't be afraid to dive in and get your hands dirty; each interaction with the technology, whether a resounding success or an instructive misstep, is a valuable data point on your journey to mastery. Trust that with consistent practice and a willingness to learn from both triumphs and stumbles, you'll steadily hone your instincts for how to wield these tools for maximum impact. The path to proficiency is paved with curious exploration.

So whether you're an executive looking to supercharge your organisation's collective output, a mid-career professional eyeing the next rung on the ladder, or a fresh graduate seeking an edge in a dynamic job market, the verdict is: fluency with language models is a 21st-century power skill par excellence. Dive in — your future productivity (and prosperity) will thank you.

A Special Focus on Happier Working

While the productivity and quality benefits of language models like ChatGPT are often the focus, an underappreciated yet crucial advantage is the increased happiness and satisfaction they bring.

By automating routine, mundane tasks, language models free you up to focus on more fulfilling, creative and complex work that better uses your unique human skills and passions. This shift away from tedious 'busywork' and toward more meaningful activities can be a major boost to engagement and morale. People thrive when they feel they are doing work that matters and making full use of their talents.

Language models also act as an always-available brainstorming partner and sounding board, enhancing individual creativity. Overcoming mental blocks becomes easier, allowing you to stay in flow.

Perhaps most significantly, the time savings enabled by language models supports a better work-life balance. When work can be accomplished more quickly and efficiently, people have more bandwidth for the other important parts of life — family, friends, hobbies, and rest. Reducing the stress of overwork and 'time poverty' is a key ingredient for happiness.

When people feel engaged, empowered, supported, and balanced in their jobs, they aren't just more productive — they're happier. And that boost in mood and morale has positive ripple effects on teams, organisations, and personal lives. Fulfilment at work translates to a greater sense of well-being overall.

So while the 'better' and 'quicker' benefits of language models are indeed compelling, let's not underestimate the power of 'happier.' Making work not just more efficient but more enjoyable for the human beings doing it may be one of the most important and transformative ways language models shape the future of work.

While the productivity and quality benefits are clear, it's important to note that realising this potential requires more than just access to the technology. Let's explore what it takes to use language models skilfully.

Good Use Takes Skill

Imagine being gifted a finely-crafted tool, capable of yielding remarkable results — but only in the hands of someone who has taken the time to master its use. Such is the nature of working with language models like ChatGPT; the returns are highly dependent on the skill of the operator.

Consider the analogy to photography. Today's cameras are marvels of technology, with auto-focus, auto-exposure, and intelligent post-processing that make it easier than ever to capture a decent photo. But in the hands of a master photographer — someone with a keen eye, a deep understanding of light and composition, and honed technical skills — that same camera can produce images of breath-taking artistry and impact.

Similarly, an experienced executive knows that the key to a productive relationship with a human assistant is not just delegation, but partnership. By providing clear goals, context, and feedback, and by leveraging the assistant's unique skills and knowledge, a savvy leader can achieve outcomes that would be impossible alone.

Those who approach these models as a mere novelty or a plug-and-play solution are likely to be underwhelmed. Pasting in a standard prompt and expecting flawless output on the first go is a recipe for frustration. The generated text might be grammatically fluent but conceptually fuzzy, or technically on-topic but strategically off-target.

On the other hand, those who invest in understanding the capabilities and quirks of language models, and who practise the art of prompt crafting and iterative refinement, can use them to achieve exponential gains in productivity and creative output. For these power users, the models become a true force multiplier, augmenting and accelerating their professional potential.

So what sets the power users apart? A few key principles and practices:

- **Clarity of intent:** Before engaging the model, they have a crystal-clear sense of what they're trying to achieve — the more specific the goal, the better. “Help me write something clever” is an invitation for meandering. “Generate a 100-word teaser for a blogpost aimed at CIOs about the potential of 5G in manufacturing” provides solid guidance towards what a useful result looks like.
- **Domain knowledge:** They bring their own subject matter expertise to the table, allowing them to provide detailed context, evaluate outputs critically, and guide the model towards relevant and factually grounded responses. They know what jargon, frameworks, and edge cases to mention to elicit the most incisive writing.
- **Iterative refinement:** They see prompting as a process, not a single step. If the initial output misses the mark, they dig into why and modify their approach accordingly.

They might provide more contextual examples, tighten up the language, or break the task into smaller sub-prompts. Each round brings them closer to their ideal.

- **Prompt-writing prowess:** Over time, power users develop an intuition for what prompts work best for different use cases. They know when to be descriptive vs. prescriptive, how to balance open-endedness and specificity, and how to strike the right stylistic notes. Prompting becomes a skill in itself.
- **Tool mastery:** They're not just proficient in prompting but also in the technical details of the model's implementation. They understand concepts like token limits, temperature settings, and example-based prompting, and use them to fine-tune performance. If a model offers plugins or integrations, they're eager to experiment with them to expand their creative palette.

Fundamentally, power users see language models as a collaborator, not an oracle. They know that the quality of the output is a function of the quality of their input — garbage in, garbage out. But they also know that with careful steering and a dash of serendipity, these models can take them to innovative places they wouldn't have reached without them.

Of course, even power users have their off days. The nature of working with language models means there will always be an element of unpredictability; a prompt that worked wonders yesterday might yield perplexing results today. But they take this in stride, seeing it as part of the learning process. Each surprising response is a chance to update their mental models and sharpen their skills.

Perhaps most crucially, they approach language models with a spirit of experimentation and play. While they might be putting the tools to serious professional use, their mode of interacting retains a sense of curiosity and wonder. They're not afraid to try wacky prompts, to push the boundaries of what's possible, to let the model surprise them. It's in that dance of structure and spontaneity that the real magic happens.

In the end, using language models skilfully is about understanding that you get out what you put in. It's about developing a keen sense of when to lead and when to follow, when to be precise and when to leave room for serendipity. It's a unique blend of art and science, and one that promises to be a defining competency of knowledge work in the years to come.

The invitation, then, is to approach these powerful tools with humility and an open mind. Be patient with yourself as you develop your own prompting voice and be generous with your scepticism when evaluating the model's responses. The road to mastery is paved with iterated attempts, each one a learning opportunity.

So go forth and prompt! The next frontier of your professional potential awaits just on the other side of the blinking cursor. With practice and perseverance, you too can use language models like the precision instruments they are.

The productivity benefits of language models extend beyond major breakthroughs to the cumulative impact of many smaller optimisations. Let's look at an example.

Sometimes the Small Wins Make a Big Difference

When considering the potential of language models, it's natural to want to focus on ground-breaking, headline-grabbing applications — the kind that fundamentally disrupt entire roles or business models. We've worked with many companies on these.

However, as we'll illustrate in this section, some of the most profound and far-reaching benefits of language models often spring from surprisingly mundane sources. And overlooking these is missing out on a huge part of the impact. The small, unsexy optimizations that, at first glance, might seem hardly worth the effort to automate. But when these micro-efficiencies are leveraged consistently across an organisation, the cumulative impact can be as big or bigger than the ground-breaking applications.

Take, for instance, the case of plastic surgeons adopting language models to streamline their post-operative note taking, as studied by Abdelhady & Davis (2023).

Traditionally, surgeons would spend an average of 7 minutes post-operation dictating or writing up their notes — a necessary but tedious task that siphoned away precious time and focus from higher-value activities like seeing more patients or strategizing treatment plans. But with the introduction of language models, a careful study showed that a 7-minute chore could be reduced to a mere 5-second prompt to a language model, which then filled in the details and wrote up the relevant report. Multiply those savings across several surgeries a day, every day, and the cumulative impact on productivity is staggering.

What's more, in blind tests, the AI-generated notes were found to be of higher and more consistent quality than the human-written ones, with 100% adherence to required rubrics and inclusion of key details. Not only did the technology save time, it standardised best practices and reduced human variability. The result? More complete records, fewer oversights, and ultimately better patient care and safety.

The icing on the cake was that patients themselves responded positively to the AI-assisted notes when surveyed, citing greater clarity and comprehensiveness. This suggests that far from being a clinical optimization concern, language models can directly elevate the end-user experience and satisfaction when thoughtfully deployed.

While the plastic surgery example may seem niche, it perfectly encapsulates the transformative potential of language models to streamline rote knowledge work across contexts. Consider the possibilities:

- Lawyers dictating case briefs or contract summaries
- Teachers jotting down student progress reports
- Researchers logging experiment notes or observations
- Analysts annotating data trends or anomalies
- Nurses charting patient vitals and medication intake

In each scenario, offloading the mechanical task of documentation to a language model helps the human to focus their mental energy on patient care, clinical decision-making, and other higher-value activities. It's a nice illustration of how working with language models can elevate the human condition not by replacing us but by empowering us to dedicate more of our time and cognitive resources to the work that truly requires our expertise, empathy, and creative problem-solving.

So the next time you find yourself mired in a mindless, repetitive task, consider: Could I prompt a language model to take some load off and help me handle this, instead? The answer, increasingly, is likely to be yes. Your job, then, is to take that precious reclaimed time and brainpower and pour it into the meaningful, distinctly human work that moves the needle. Identify the '5-second prompts' in your world and let the machines do the methodical lifting so you can get back to the work of creating, deciding, and leading. An often overlooked but critical benefit of language model augmentation.

Unlocking New Levels of Human Potential

It's one thing to theorise about the potential of language models to enhance knowledge work — it's quite another to see the extent of that potential rigorously validated in empirical studies. But as we've seen, that's exactly what a growing body of academic research is now conclusively demonstrating: language models can boost human productivity and performance in ways that were unimaginable just a few years ago. But how, and by how much?

Consider this striking finding from a recent study conducted by researchers at MIT, Stanford, and other top institutions (Dell'Acqua, F., et al., 2023): In a series of experiments involving hundreds of experienced professionals working on real-world business tasks (things like market research analysis, product roadmap development, financial modelling, etc.), participants who had access to a language model assistant completed a whopping 12% more tasks in 25% less time, achieving 40% higher quality output on average compared to their unassisted counterparts.

Just wow! We're not talking about small gains at the margins, but a step-change increase in productivity and output quality. The language model was not replacing the human workers

but rather augmenting their capabilities, allowing them to get more (and better) work done in significantly less time. It's a vivid demonstration of the concept of 'supercharging' human potential that so many have theorised about but that we now have hard data to support.

Digging deeper into the results, a few key themes emerge:

- **Cognitive offload:** The technology was particularly effective at taking on the more mechanical, time-consuming aspects of tasks — things like brainstorming and initial drafting. This freed up human bandwidth to focus on higher-level strategy, analysis, and decision making.
- **Human-language model symbiosis:** The best results came not from blindly deferring to the language model but from an active collaboration between human and machine. Participants who took the time to carefully prompt the language model, critically evaluate its outputs, and iterate towards a solution achieved outcomes that exceeded what either could likely manage alone.
- **Levelling up:** Interestingly, the productivity and quality gains were most pronounced for participants whose baseline performance (without the help of language models) was lower. In other words, the technology had an equalising effect, allowing less experienced or skilled individuals to 'punch above their weight' and deliver output on par with top performers. This has profound implications for talent development and upskilling. More on this shortly.
- **Learning curve:** Not everyone saw immediate benefits — there was a learning curve to figuring out how best to steer and interpret the language model. But those who stuck with it and developed a feel for effective prompting saw their performance continue to climb. Language model proficiency, it seems, is a muscle that strengthens with practice.

These findings are both exciting and sobering. Exciting because they hint at a future where language models act as equalisers of human potential, helping all of us to think and create at a higher level. But sobering because they make plain that harnessing these powerful tools effectively will be a key differentiator (and competitive advantage) going forward. Organisations and individuals who fail to cultivate language model fluency risk being left behind.

But for those ready to embrace the challenge, the rewards could be transformative. Imagine a world where every knowledge worker has a language model co-pilot in their corner, helping them to think more clearly, generate ideas more fluidly, and communicate more impactfully. A world where complex problems that today take weeks of toil to untangle become solvable in minutes or hours with some well-crafted prompts and a dose of human-machine partnership.

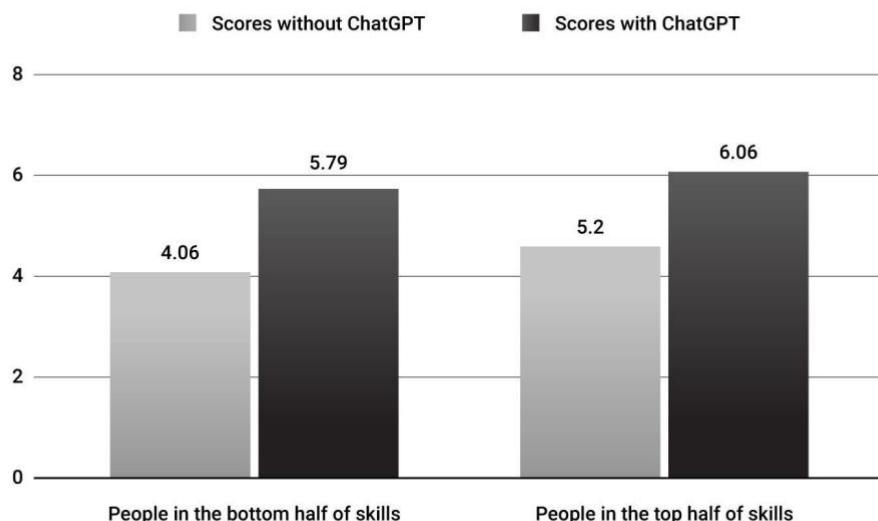
That's the world these studies suggest is within reach — if we're willing to do the work of figuring out how to partner productively with our new language model assistants. It's not about ceding agency to the algorithms, but about learning to dance with them in a way that brings out the best in both parties. A *pas de deux* of digital and biological neurons, if you will.

So if you're a knowledge worker looking to stay at the vanguard, take this as your cue to start experimenting with language models as collaborators in your craft. Begin with small, low-stakes tasks and work your way up as your confidence (and corpus of effective prompts) grows. Share your successes and failures with your peers, and learn from theirs in turn. The journey to language model fluency is one we'll all be navigating together in the years ahead.

But to navigate it we must if we hope to ride the rising tide of technological transformation rather than being swept away by it. The studies are in, and the verdict is clear: language models are not here to replace us, but to empower us to reach new heights of creativity, productivity, and impact. The question is not whether we'll work alongside intelligent machines, but how skilfully we'll learn to pilot them.

Language Models Massively Boosts Productivity and Quality, Especially for Less-Skilled Workers

As language models have matured from a niche research area to a mainstream business tool, one of the most pressing questions has been: who stands to benefit most from these powerful new technologies? Will they primarily help the most skilled and experienced knowledge workers soar even higher? Or could they have a more democratising effect, elevating the output of those with less developed capabilities?



Source: Fabrizio Dell'Acqua et al. (2023)

The aforementioned study from researchers at MIT, Stanford, and other top institutions provides a resounding answer: Language models like ChatGPT can massively boost productivity and work quality for employees across the skill spectrum, but the gains are especially pronounced for those starting from a lower baseline.

The study design was elegantly simple yet profound in its real-world relevance. Several hundred business professionals were tasked with completing a series of typical knowledge work activities — things like analysing market research data, drafting product roadmaps, developing financial models, and so on. Half the participants were given access to ChatGPT; the other half were not.

We've seen the headline numbers, but the real kicker came when the researchers zoomed in on the performance distribution. For participants whose baseline output (without ChatGPT's help) was in the bottom half of the sample, the quality of their language model-assisted work rose to even exceed that of the top performers working unassisted.

Let that sink in for a moment. With the aid of language models, the below average employees were suddenly delivering work that was better than the above average group. The technology acted as a great equaliser, empowering those with less honed skills to punch far above their natural weight class.

So what's going on here? A few key dynamics seem to be at play:

- **Levelling the playing field on 'hard' skills:** For tasks that require a high degree of technical knowledge or domain expertise, the language model can help fill in gaps and suggest best practices, allowing those with less training to perform at a higher level.
- **Enhancing creativity and ideation:** One of the toughest parts of many knowledge work tasks is simply coming up with an initial direction or framework. The language model excels at generating a diverse array of high-quality ideas and outlines, giving those who might normally struggle to ideate a productive starting point to riff on and refine.
- **Providing a sturdy scaffold:** For complex, multi-step projects, the language model can suggest a logical structure and flow, breaking the work down into manageable chunks. This scaffolding enables those who might typically get lost in the weeds to stay focused and organised, enhancing both efficiency and end product coherence.

The implications of these findings are far-reaching and profound. At the individual level, they suggest that language model proficiency could be a powerful tool for professional development and career mobility. By learning to use these tools skilfully, workers who may have previously felt stuck or stagnant in their roles have a new avenue for demonstrating and delivering value.

But it's at the organisational and societal levels that the real transformative potential comes into focus. In a world where language models can so dramatically elevate the output of the average knowledge worker, the very notion of what constitutes 'top talent' may need to be redefined. Companies that have historically focused on competing for a small slice of superstars may find that a more sustainable advantage lies in empowering the broad base of their workforce with language models.

This could be a significant boon for diversity, equity, and inclusion as well. If language models can help level the playing field by enabling individuals from a wider range of backgrounds and experiences to showcase their skills and potential, it could open up new pathways for underrepresented groups to thrive and advance. By reducing barriers to entry and providing tools that enhance the quality and impact of everyone's work, language models have the potential to create a more inclusive and equitable professional landscape. This could lead to more diverse perspectives being heard, more representative decision-making, and ultimately, a more vibrant and innovative workforce.

Of course, realising these benefits at scale will require proactive effort and investment from leaders. It's not enough to just give employees access to language models and hope for the best — there needs to be concerted upskilling, clear guidelines and guardrails, and a culture that embraces experimentation and learning from failure. The transition to a language model-enabled workforce is as much a change management challenge as a technological one.

But for organisations and societies willing to rise to that challenge, the payoff could be extraordinary. A world where every knowledge worker has numerous language model assistants and co-pilots in their corner, helping them to think smarter, work faster, and create at a higher level. A world where the distinction between 'average' and 'elite' performers becomes increasingly blurry as technology democratises access to superhuman capabilities.

That's the world this research hints at — and it's one where the benefits of language models are not concentrated in the hands of a select few, but rather diffused across the many. As we continue to grapple with how best to deploy these powerful tools, studies like these provide a hopeful reminder that, when skilfully used, language models have the potential to uplift us all. The question is not if we'll work alongside intelligent machines, but how we'll create a future where every knowledge worker is able to work much better, quicker, and happier.

The productivity and skill-amplifying effects of language models open up exciting new opportunities for what knowledge workers can accomplish — some of which are quite unexpected.

The Unexpected Potential of Large Language Models

When ChatGPT first burst onto the scene in late 2022, it was greeted with a mix of awe, scepticism, and outright dismissal. Surely, the naysayers argued, this was just another overhyped AI demo — an amusing parlour trick capable of generating fluent but ultimately shallow and unreliable text. However, language models are now reshaping the very landscape of knowledge work.

But what are they good for? The answer is not easy to come to. As Ethan Mollick, a professor at the University of Pennsylvania's Wharton School who studies the interplay of technology and human performance, succinctly put it: “Large language models are bad at tasks you would expect them to be good at, but surprisingly good at things you expect them to be bad at.”

It's a powerful encapsulation of the counterintuitive and often baffling capabilities of these systems. On the one hand, language models can struggle with seemingly trivial tasks like basic arithmetic, niche factual recall, or staying on topic in a long conversation. Ask even the best language model to solve a complex maths problem, recall a specific niche date, or maintain a coherent dialogue over a very long context conversation, and there's a decent chance it will stumble.

But pose it a complex, open-ended challenge like dreaming up a novel business idea, crafting a persuasive essay, or debugging a tricky piece of code — tasks that we typically associate with human creativity, expertise, and intuition — and the results can be stunningly good. Good enough, in many cases, to be practically useful and even superior to what a skilled human could produce in a short timeframe.

Consider a few examples:

- **Writing and content creation:** Language models can generate polished drafts of everything from marketing copy to technical documentation to creative fiction — not always perfect, but often good enough to serve as a starting point for human refinement. They can also offer real-time suggestions for improving the clarity, concision, and style of our writing.
- **Research and analysis:** By distilling vast troves of information into coherent summaries, language models can greatly accelerate the research process and surface insights a human might have missed. They can also help structure complex problems, break them down into sub-questions, and propose analytical frameworks.
- **Ideation and problem-solving:** Language models excel at generating novel ideas and solutions by combining concepts in unexpected ways. They can serve as tireless thought partners, helping us explore a wider range of possibilities and challenge our assumptions.
- **Programming and data wrangling:** Language models trained on code can not only auto-complete lines, but suggest entire functions, debug errors, and explain complex

concepts in plain language. They're quickly becoming indispensable dev tools. Similar breakthroughs are emerging in data-heavy domains like financial modelling and scientific computing.

The productivity and quality gains enabled by language models are truly exciting. But it's important to recognize that realising this potential requires more than just access to the technology — it demands a thoughtful approach to implementation. In the next chapter, we'll introduce some key frameworks for identifying high impact use cases and integrating language models effectively into your workflows.

HOW CAN LANGUAGE MODELS HELP?

To harness the power of language models, it's crucial to understand the different ways they can be applied to enhance your work.

In this chapter, we'll dive into specific frameworks and use cases that illustrate the vast range of possibilities. From core skills like synthesis, writing, and ideation to high-level applications across the business lifecycle, you'll see how language models can be leveraged at every stage of the knowledge work process.

Whether you're a strategist looking to supercharge your research capabilities, a marketer aiming to scale high-quality content creation, or an entrepreneur seeking to validate new business ideas, the frameworks in this chapter will provide a roadmap for identifying and unlocking high-impact opportunities.

As you explore these use cases, keep in mind the key principles of the PROMPT mindset: a spirit of experimentation, a commitment to human-machine collaboration, and a focus on tangible outcomes. By approaching these applications with an open and strategic mindset, you'll be well-positioned to harness the full potential of language models to work better, quicker, and happier.

Introducing Our Collection of Practical Taxonomies of Language Model Applications

One of the challenges in discussing the potential of language models is that the sheer range of possible use cases can be overwhelming. It's a bit like trying to enumerate all the ways a literate human can put pen to paper — the options are as vast and varied as the scope of human knowledge itself. Here's our solution.

These frameworks provide a structured way to think about the different dimensions of language model use cases, from the stage of the business lifecycle they address to the core capabilities they leverage to the level of sophistication they require. In the following sections, we'll dive into each of these frameworks in detail, exploring how they can guide your journey towards more effective and impactful language model adoption. Whether you're a language model novice looking for a roadmap to get started or a seasoned practitioner seeking to optimise your approach, these frameworks offer a valuable toolkit for unlocking the full potential of AI-augmented knowledge work. So let's roll up our sleeves and dive in — your path to working better, quicker, and happier awaits!

Let's start by examining one of the most fundamental taxonomies — four core capabilities that language models enable.

Four Core Language Model Capabilities

For our first taxonomy, let's look at the four core capability areas of language models.

- **Thinking & Communicating:** This book primarily focuses on how language models are revolutionising the way we process information, generate ideas, and express ourselves. From crafting compelling content to summarising complex topics and brainstorming creative solutions, these tools are becoming essential for a wide range of cognitive and communicative tasks.
- **Making Images:** Advanced language models can generate images based on textual descriptions. Either by themselves (e.g. GPT-4o) or by using other AI tools, such as DALL-E. This opens up new possibilities for creative expression and visual communication.
- **Analytics & Data Science:** Language models can also use programming languages like Python to write code and use tools like Code Interpreter (a Python code execution environment) to run code, enabling them to perform sophisticated data analysis and data science tasks. This has the potential to streamline and democratise data science workflows.
- **Writing Code:** Beyond natural language processing, language models have shown remarkable proficiency in writing code across various programming languages. This capability can help developers be more productive and efficient in their work.

While the principles and practices of prompt engineering, iterative refinement, and human-machine collaboration discussed in this book are applicable across all four capability areas, it's important to recognize that each domain has its own distinct set of considerations, techniques, limitations, and challenges that we won't be delving into here. Our focus in this book is squarely on the transformative potential of language models in the realm of thinking and communicating. By situating this within the broader context of language model applications, we hope to provide you with a clearer understanding of the scope and boundaries of the concepts covered in the following chapters. If you're interested in exploring the other three areas — making images, analytics, and data science, or writing code — and would like guidance or advice, please don't hesitate to reach out to us!

With this foundation in mind, let's zoom out and look at some higher-level frameworks for mapping language model use cases.

Thinking and Communication

While language models excel across all four of these capability areas, for the purposes of this book, we'll be focusing primarily on their transformative potential in the realm of thinking and communication. Let's dive deeper into how these tools are revolutionising the way we process information, generate ideas, and express ourselves.

At the heart of the language model revolution transforming knowledge work lies a profound yet easily overlooked truth: language is the very lifeblood of human cognition. It is the essential medium through which we absorb information, crystallise ideas, and convey them to others. Language fuels the twin engines of thinking and communication — two critical capabilities where language models truly shine. This makes them an ideal starting point for our exploration of frameworks illustrating how these powerful tools can elevate the quality, efficiency, and clarity of your work. Indeed, we often posit that language models can meaningfully assist with any task involving thought or expression — a claim we invite others to challenge by identifying cognitive or communicative activities beyond the reach of this ground-breaking technology.

Consider some of the ways language models are enhancing these two fundamental building blocks of thinking and communication:

- **Accelerating Ideation:** Generative language models are natural brainstorming partners, able to quickly produce a diverse array of ideas and angles on any given topic. By seeding them with a well-crafted prompt, humans can rapidly explore a wider conceptual space and make novel connections they may not have considered. This can be a boon for everything from creative writing to business strategy to scientific hypothesising.
- **Sharpening Expression:** Language models aren't just adept at generating raw text, but at helping to refine and polish it as well. They can suggest more concise phrasings, flag potential ambiguities or inconsistencies, and even adapt the style and tone to better suit a given audience or medium. In effect, they can serve as writing coaches, helping us to express our thoughts with greater clarity, precision, and impact.
- **Extending Memory:** One of the most powerful features of language models is their ability to store and surface relevant information from vast knowledge bases on demand. By uploading domain-specific documents or even personal notes, humans can essentially 'augment' their memory, allowing them to quickly recall key facts, insights, and examples to enrich their thinking and communication. It's like having a personal research assistant always at the ready.
- **Bridging Disciplines:** The sheer breadth of domains language models are trained on allows them to serve as connective tissue between disparate fields and ideas. They

can help to ‘translate’ complex concepts from one area into the language of another, sparking creative cross-pollination. A marketing professional might use a language model to surface relevant analogies from psychology or game theory; a scientist might leverage it to find unexpected applications for their research in industry or policy.

- **Structuring Thought:** Language models aren't just eloquent - they're also logically coherent (most of the time). As such, they can be valuable aids in breaking down complex problems, laying out arguments, or narratively structuring everything from essays to presentations to code. By proposing outlines and frameworks, they can help humans to organise their thinking and ensure a clear through-line from premise to conclusion.

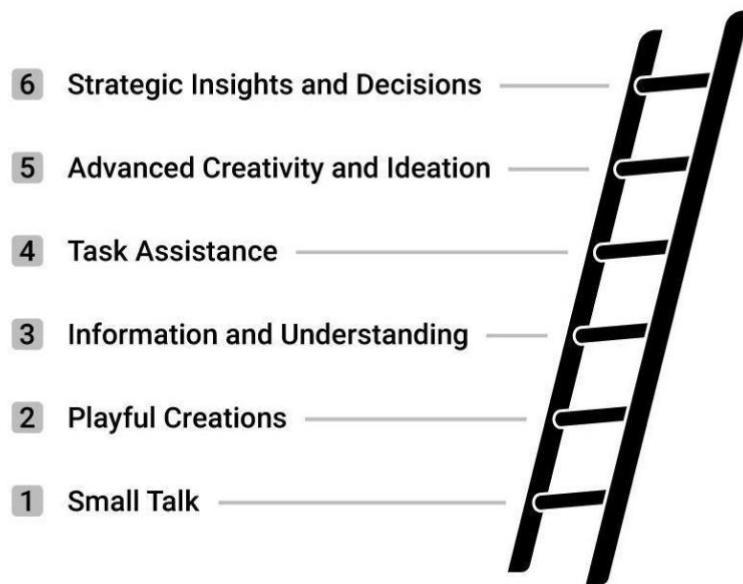
Taken together, these capabilities suggest a vision of knowledge work that's turbocharged by seamless human-machine collaboration. With the simple ‘thinking and communicating’ framework as our foundation, let's explore additional lenses that can help us understand and harness the potential of language models across more domains and use cases.

With the foundational skills of thinking and communication in mind, let's now explore a framework for understanding the different levels of language model mastery and the opportunities each level presents.

The Ladder of Language Model Mastery

If you've ever picked up a new hobby or skill — be it cooking, playing an instrument, or speaking a foreign language — you know that the journey from novice to master is not a straight line. It's a gradual ascent, marked by distinct stages of competency, each building on the last. The same, it turns out, is true of learning to work with language models like ChatGPT. While the specifics may differ, the overall trajectory is remarkably consistent.

Drawing on our experience engaging with language models like ChatGPT, we've identified six distinct levels of interaction, from casual conversations to strategic decision-making. We call this the Ladder of Language Model Mastery, and it provides a roadmap for users to understand their current level of interaction and discover the possibilities that await them as they climb higher.



Level 1: Small Talk

At the base of the ladder, users engage in casual conversations, share jokes, ask simple questions, and enjoy everyday discussions. Language models excel at mimicking human-like conversations, making this level perfect for friendly banter or quick, light-hearted exchanges.

Level 2: Playful Creations

On the next rung, language models help people craft poems, compose songs, make up stories, and engage in playful brainstorming or ideation. This level allows users to unleash their inner creative and let the language model spark their imagination with ideas or wordplay.

Level 3: Information and Understanding

As users ascend further, language models become personal knowledge assistants. They can ask the AI to explain complex concepts, summarise lengthy articles, or provide definitions and explanations for a wide range of topics. This level enables users to tap into a language model's vast knowledge base for quick and accurate information retrieval.

Level 4: Task Assistance

In the middle of the ladder, language models provide step-by-step instructions, offer guidance, and solve basic problems. Additionally, they can help draft job descriptions, plans, letters, or even proofread and edit documents. This level transforms language models into versatile and efficient personal assistants.

Level 5: Advanced Creativity and Ideation

Nearing the top of the ladder, users encounter Advanced Creativity and Ideation. Here, language models can generate detailed original stories, articles, or reports, offer more advanced ideation, and even help craft persuasive arguments or engage in creative problem-solving. This level unlocks the full creative potential of language models, allowing users to explore intricate and imaginative ideas.

Level 6: Strategic Insights and Decisions

At the peak of the ladder, users discover Strategic Insights and Decisions. In this level, language models can generate audience insights, evaluate potential risks, identify trends or patterns, and conduct high-level research to support decision-making. By analysing complex situations and considering multiple factors, language models can develop informed recommendations or advice, empowering users to make better strategic decisions.

Climbing the ladder of language model mastery is a journey that requires patience, persistence, and a willingness to learn. It's essential to take it one step at a time, focusing on mastering each level before progressing to the next. By understanding what the next rung looks like, you can set clear goals and develop a roadmap for your own growth and development.

As you climb the ladder, remember that you're not alone. Surround yourself with a supportive community of fellow learners and enthusiasts who can offer guidance, inspiration, and collaboration opportunities. Together, you can explore the vast potential of language models and push the boundaries of what's possible.

By understanding these different levels of language model mastery and what skills and opportunities each one unlocks, you can chart a clearer course for your own learning and growth. With this roadmap in hand, you're well-equipped to start your ascent up the ladder and experience the transformative benefits of working with these powerful tools.

Drawing on our work with organisations across sectors, we've found it helpful to think about language model use cases through three primary lenses:

The Business Lifecycle Lens

This lens maps applications to the typical stages of developing and growing a business or product:

- **Audience Understanding:** Using language models to analyse customer feedback, social media chatter, and market research to surface insights about needs, preferences, and pain points
- **Concept Development:** Leveraging the models to brainstorm new product or service ideas, value propositions, and business models
- **Go-To-Market Strategy:** Generating marketing copy, sales collateral, website content, and other assets to effectively position and promote the offering
- **Post-Launch Optimisation:** Continuously refining the product, messaging, and customer experience based on real-world feedback and performance data

By thinking through how language models can be applied at each phase, businesses can develop a more systematic approach to AI adoption that's grounded in their core growth objectives.

Another valuable way to map the opportunity space is by focusing on the core capabilities language models enable across industries and use cases.

The Functional Capability Lens

Another way to slice the language model opportunity is in terms of the core capabilities the technology enables:

- **Language Processing:** Using the models to analyse and extract meaning from large volumes of unstructured text data, such as customer reviews, support tickets, or internal documents
- **Language Generation:** Leveraging the models to create original content, from social media posts and email copy to long-form articles and reports
- **Data Augmentation:** Employing language models to expand or enrich existing datasets, such as by generating additional training examples for machine learning models or fleshing out sparse user profiles
- **Workflow Automation:** Integrating language models into tools and processes to streamline tasks like data entry, document summarization, and report generation

This lens is particularly useful for identifying opportunities to embed language models into existing systems and workflows to drive efficiency and consistency.

A third crucial perspective is the sophistication and complexity of different language model applications — which we can understand through the lens of use case maturity.

The Use Case Maturity Lens

Beyond the business lifecycle and capability lenses, another valuable way to frame language model use cases is in terms of their sophistication and complexity. This ‘maturity’ lens can help organisations plan and prioritise their adoption journey. The three key stages of use case maturity are:

- **Quick Wins:** These are the ‘low-hanging fruit’ use cases that are relatively easy to implement and provide immediate value. Examples might include using language models to generate social media content, summarise meeting notes, or draft routine emails.
- **Intermediate Applications:** These use cases require a bit more setup and fine-tuning but can drive significant improvements in quality and productivity. Think analysing customer feedback to identify product improvements, generating first drafts of sales proposals, or creating chatbot scripts.
- **Advanced Deployments:** At the high end of the maturity curve are applications that are deeply embedded into core business processes and decision-making. These might include using language models to surface insights from vast troves of unstructured data, participate in strategic planning discussions, or even guide R&D efforts.

Mapping use cases along this spectrum can help organisations prioritise their language model adoption efforts and gradually build the skills and capabilities needed to tackle more ambitious applications over time.

Of course, these taxonomies are not mutually exclusive — a single use case might well span multiple categories. The power comes in combining them to develop a multi-dimensional view of the opportunity landscape. A product manager, for instance, might use the Business Lifecycle Lens to identify the key stages where language models can add value, the Capability Lens to determine the specific functions they can perform, and the Maturity Lens to prioritise the rollout.

Ultimately, though, no framework can substitute for hands-on experimentation and learning. The most successful adopters of language models will be those who dive in with an open and curious mindset — who are willing to try new things, learn from failures, and continuously iterate. Even with a roadmap in hand, the journey will be full of surprises.

But equipped with the right mental models and a spirit of guided exploration, any organisation can start to harness the potential of language models to rethink how they understand their markets, serve their customers, and drive their businesses forward. The opportunities are as boundless as the human imagination itself — all that remains is to start turning that vision into reality, one prompt at a time.

These taxonomies provide a multidimensional map of the language model opportunity landscape. But to really understand how to navigate it, we need to dive deeper into the core skills these tools enable.

The Four Core Skills of Large Language Models

Building up from a foundational level, we can consider that language models have four core skills. Each magical, each somewhat independent of the others, and each with huge potential to make your work better and quicker. Let's explore them now.



Synthesising

Learning

Writing

Thinking

At the broadest level, language models have four key capability areas that enable them to revolutionise knowledge work in different ways:

Synthesising

Large language models like ChatGPT excel at digesting and distilling large volumes of information down to their essence. This powerful capability enables a wide range of practical applications for condensing information, such as:

- **Summarising long documents:** Input lengthy research reports, client briefs, product reviews, or any text-based materials, and have the language model generate a concise executive summary hitting the key takeaways. This can save hours of manual effort trying to synthesise complex information.
- **Synthesising meeting notes and discussions:** Drop in a full meeting transcript or meandering Slack discussion thread, and get back a neatly structured summary of the main topics covered, key decisions made, and important action items. No more slogging through pages of notes to find the critical points!
- **Analysing transcribed interviews:** Have a transcript of a customer interview, employee exit interview, or stakeholder discussion? A language model can summarise, analyse and even highlight the most salient quotes and insights. This makes it a breeze to extract value from qualitative feedback.

- **Reviewing and prioritising emails:** Have a language model scan through your overflowing email inbox to surface important messages you may have missed. It can identify key points, next steps, and even draft suggested replies. This helps tame the scourge of email overload.

Learning

Rather than spending hours manually combing through the web, databases, industry reports, and academic literature to find relevant information, you can now lean on the vast knowledge contained in large language models to dramatically accelerate desk research. Potential use cases include:

- **Rapidly developing audience and customer personas:** Provide some basic seed information about a target customer segment or user group and have a language model flesh out a detailed persona, complete with demographics, psychographics, needs, behaviours, and even illustrative verbatim quotes. Gain much richer audience understanding in a fraction of the typical time and effort.
- **Efficiently researching markets, competitors, and best practices:** Ask a language model to surface key facts, statistics, trends, benchmarks and competitor profiles to quickly get up to speed on a new product category, industry vertical, or geographic region. Spend less time searching for information, and more time synthesising insights.
- **Comparing regulations, requirements, and cultural nuances across regions:** Have a language model summarise the relevant legal, financial, logistical and cultural landscape considerations across different markets to inform go-to-market and global expansion plans. More easily navigate international complexity and tailor approaches for local relevance.
- **Exploring niche topics and alternate perspectives:** Push a language model to explain your problem space or research topic from unexpected angles, underrepresented viewpoints, or edge case scenarios. Pressure-test core assumptions, uncover potential blind spots, and spark novel intersectional ideas.

Writing

Writer's block and the tyranny of the blank page are a thing of the past. Large language models can take the pain out of content creation by generating high-quality first drafts to kickstart all sorts of assets and communications, such as:

- **Blogs and thought leadership:** Supply a language model with a topic, desired tone and target audience, and it can spit out a workable first draft of an engaging blog post, by-

lined article or opinion piece for you to refine. Spend your energy polishing and wordsmithing rather than agonising over how to get started.

- **Personalised emails and newsletters:** Have a language model compose tailored versions of a core message, cleverly customised for each recipient based on their role, relationship, or past interactions with your brand. Or feed it some content categories and desired length to generate a ready-to-send newsletter that feels decidedly human and not mass produced. Put authentic, engaging one-to-one communication within reach at scale.
- **Wiki pages and knowledge base content:** For any given topic or process, a language model can generate clear explanations, step-by-step how-to guides, FAQs, and troubleshooting tips. Unlock the full value of your internal experts and systems by making it effortless to capture, organise and share knowledge across teams and functions.
- **Talking points and presentation content:** Supply a topic, audience, desired length, and key messages, and have a language model draft an outline and script of compelling remarks. Go from blank slides to a solid narrative flow and speaker notes in minutes, so you can focus on visual polish and delivery. Never be at a loss for words on stage.
- **Translating between languages:** For global and multicultural teams as well as organisations serving international marketplaces, let a language model instantly translate documents, websites, product descriptions and customer communications between dozens of languages. Break down barriers to shared understanding.

Thinking

Perhaps most exciting of all, large language models can serve as a brainstorming partner and strategic sounding board to enhance creative problem-solving and decision-making for thorny business challenges. Examples include:

- **Ideating novel concepts and solutions:** Have a language model suggest a range of creative ideas for new product features, campaign themes, brand names, customer experience enhancements or business model pivots based on an understanding of your brand, audience, and competitive situation. Get the gears turning with thought-starters and 'wild card' ideas from new angles.
- **Developing positioning and messaging:** Work iteratively with a language model to crisply articulate your brand or product's unique and ownable value proposition, reasons to believe, and key benefits. Explore different ways to compellingly express the core idea for different target segments. Pressure-test how distinct and defensible the positioning is against key competitors.

- **Stress testing plans and identifying gaps:** Have a language model poke holes in your go-to-market strategy, campaign plan, financial model, or business case. Ask it to identify potential risks, flaws in logic, inconsistencies, or unsupported claims. Request constructive criticism to shore up your thinking and pre-empt likely objections.
- **Playing out future scenarios:** Have a language model forecast how emerging macro trends, disruptive technologies, and shifting consumer behaviours could impact your product category or competitive landscape. Get concrete by painting a picture of 'a day in the life' of your customer two, five or ten years out. Explore both optimistic and pessimistic scenarios to future-proof your strategies.

The use cases across each of these four skill areas are truly boundless, constrained only by our imagination and willingness to experiment. What unites them is the power of human-language model collaboration to augment and accelerate knowledge work of all kinds — from the everyday to the extraordinary. It's an exhilarating frontier that's ours to explore.

These taxonomies and skill dimensions provide a valuable map of the opportunity space for applying language models. However, while these frameworks provide a valuable starting point for identifying and prioritising high-impact language model use cases, there's no substitute for direct experience and iterative trial and error. To navigate this space successfully, we need to dive deeper into the practical strategies for effective prompting, output evaluation, and process integration. That's exactly what we'll cover in the next chapter, where we introduce our '4 Ps' framework and other essential lessons for putting language models to work.

LESSONS FOR THE PRACTICAL APPLICATION OF LANGUAGE MODELS

Now that we've explored the potential of language models, it's time to dive into the practical strategies for harnessing their power effectively in your day-to-day work. Through our extensive experience working with these tools, we've distilled the key lessons and best practices into a simple yet powerful framework we call the '4 Ps.'

The '4 Ps' for Great Work with Language Models

Welcome to our '4 Ps' framework, your ultimate cheat sheet for harnessing the power of language models like ChatGPT to elevate your work. This framework distils the essential lessons and best practices for collaborating with AI into four key pillars: Preparation, Prompting, Process, and Proficiency. Whether you're a beginner just starting to explore the potential of language models or a seasoned pro looking to optimise your workflows, the '4 Ps' will be your trusty guide on this exciting journey.



Prep.

Your goal

Bring well-formatted context
(at start of prompt)

Know the language

Use a secure AI



Prompt

Articulate your requirements

Up to 10 ingredients:
Act as, I am, Context,
Ultimate goal, Proximate goal,
Constraints, My audience,
Your task, Response style,
Response format

Lead the witness



Process

Steps to your goal

Use C.A.R.E
Check, Add, Remove, Edit

Use the model's (limited)
memory



Proficiency

Calibrate using expertise,
evidence

Use Synthesising, Learning,
Writing, and Thinking

Overcome bias

Prevent mimicry / plagiarism

To consistently get impressive results from large language models like ChatGPT, it's vital to internalise the '4 Ps' framework.

Preparation

Before you even open up a blank chat window:

- **Your goal:** Get crystal clear on your objectives. What specific output are you trying to generate, in service of what larger project or goal?
- **Context:** Gather any relevant context that could help guide the model, such as articles, reviews, meeting transcripts, brand guidelines, or past examples of the type of content you're aiming to create. Ensure this context is well formatted, so that the language model can understand what it is, what's in there and where each piece of context starts and ends!
- **Language:** Also consider the specific language you'll need to guide the language model and to give appropriate feedback.
- **Security:** Use an AI that is secure enough for your needs. If you're not entering any confidential information, then you needn't worry. For most confidential information, simply flipping a switch inside your AI product to ensure that it treats your data as confidential is good enough. For certain use cases and in certain companies, you're going to want to ask your legal and IT team which AI products have been approved for use before you start work.

Garbage in, garbage out very much applies here, so frontload the work to set yourself up for success.

Prompting

Now it's time to actually engage the model through artful prompting. We discuss this in more detail in a subsequent chapter, but here's some quick tips to get you started.

The key is to be as specific and explicit as possible about your expectations. It is as simple as that. If you can do this in a small number of words, that's great! But, for some tasks, you may need to use a lot of text and give a lot of examples to ensure you're being sufficiently clear on what you want.

Some key elements to potentially include are: playfully instructing it to act as a particular expert persona, stating the core objective as well as adjacent context, noting any constraints or things to avoid, describing your target audience and required deliverable format, and requesting a particular writing style or structure.

You should resist the urge to just dash something off and go with the first result. Treat prompting as a creative exercise in its own right, and don't be afraid to try leading forms like "Here's what a good output would have..." Experiment with a few variants and see what yields the best jumping off point.

Process

For anything beyond the simplest task, adopt the mindset that working with a language model is an iterative, back-and-forth dialogue, not a one-and-done request. Take the time upfront to break hairy, complicated problems into bite-sized intermediate steps.

When faced with a complex request, break it down into manageable steps and leverage language models to assist with each stage of the process. This iterative approach allows for greater control and refinement, leading to better results. Start by dividing the task into logical, sequential components. Then, engage a language model to help with each step individually, such as generating an outline, suggesting relevant points then drafting each section one by one. As you work through these steps, review and refine the language model's output, provide additional context, and make necessary adjustments. Once you've completed all the steps, combine the refined components offline to create your final output. You'll get a much better output than trying to achieve the task in a single prompt.

Proficiency

Delivering a final product that shines requires your unique subject matter expertise to complement the model's outputs. Always take a critical eye to claims and recommendations. Does this accord with what you know to be true based on data, experience, and intuition?

Pressure-test reasoning and ditch or fix anything that feels off. Ground abstract ideas in real-world application through vivid examples and action steps. Add in missing context that the model wouldn't have about your company, customers, or competitive landscape.

Most importantly, edit to inject your authentic brand voice and personality. Ensure the style and sentiment rings true and would resonate with your target audience. Pass the "sniff test" by putting yourself in the shoes of a recipient — does this communication sound like it came from a relatable human or an advice-spewing automaton?

Think of the model as a 'verbal sous chef' — perhaps it did all the tedious prep work of assembling raw ingredients, but it's still on you as the head chef to creatively combine them with culinary finesse and flair into something delightful. The meal is ultimately your creation.

By weaving together thoughtful preparation, precise prompting, a feedback-driven iterative process, and your own expert polish, you can reliably coax language models to help you produce truly phenomenal work. But, while the '4 Ps' provide a solid foundation, true language model mastery requires developing an even deeper understanding and robust set of skills. Let's unpack what that entails.

At each stage, be diligent in evaluating the model's suggestions before proceeding. Use the handy 'CARE' process as a starting point:



- **Check:** Assess the draft output for overall quality and completeness vs. your original request. Did it address the core question? Does the logic hold up? Is the perspective valid and unique or obvious and generic?
- **Add:** Fill in key points, examples, or sections that are missing or underdeveloped. Inject your own original ideas to round out the picture
- **Remove:** Cut fluff, redundancies, or tangents that dilute the message. Nix anything that's off-brand, off-strategy or just rings false
- **Edit:** Polish the diamonds in the rough. Rephrase and restructure to really make the content sing. Ensure a strong beginning, middle and end. Tweak the style for consistency and brand alignment

Repeat this process as needed, perhaps using the model to expand on selected excerpts, until you have a complete first draft that exceeds your expectations.

Finally, stay mindful of prompt length and model memory — you may need to occasionally take a step back and summarise the key points in a new chat to create a clean ‘slate’ so you stay on track. And always, always carefully fact check claims before publishing. Trust but very much verify.

Language Model Mastery: It's About Skills, Not Tech

It's easy to get caught up in the hype around the latest and greatest language models. Every few months, it seems, a new contender emerges, touting unprecedented capabilities and promising to revolutionise the way we work. The options can feel overwhelming.

But here's the thing: when it comes to harnessing these technologies to drive results in your work, the specific model you choose is far less important than the skills you develop in working with it. While there are certainly differences between the top models in terms of their strengths, weaknesses, and idiosyncrasies, the core capabilities and use cases are largely the same. Whichever model you're using, you're still fundamentally engaging in a process of

iterative prompting, output evaluation, and refinement to generate insights, ideas, and content.

That's why at PROMPT, our focus is not on chasing the shiniest new model, but on helping you build the enduring skills to thrive. We believe that true mastery lies not in accumulating a collection of models, or mastering any one, but in cultivating a mindset and methodology for leveraging any model effectively.

So what does that mastery look like in practice? It starts with a deep understanding of the strengths and limitations of language models as a category. Knowing what they're good at (e.g. pattern recognition, knowledge synthesis, ideation) and what they struggle with (e.g. niche factual accuracy, complex logical consistency, attention to long context) is essential for designing prompts and workflows that play to their strengths while mitigating their weaknesses.

Language model mastery is about developing a strategic sense of where and how to deploy these at a high level for maximum impact. It's about looking beyond the obvious use cases and imagining new ways to harness their capabilities to unlock efficiency, creativity, and insight. And it's about making deliberate choices about how to redeploy the time and energy they liberate — whether it's taking on more projects, diving deeper into critical challenges, or upskilling yourself and your team.

The good news is that these skills are eminently learnable — and highly transferable. Once you've built up your chops on any of the great models out there, you'll find that they translate readily to others. The specific commands or interface may differ, but the core muscles of effective prompting, discerning evaluation, and creative application remain the same.

So if you're just starting your journey with generative AI, don't get too hung up on choosing the 'perfect' model. Pick one of the top contenders — GPT-4o, Claude 3 Opus, Gemini 1.5 Pro, or another in that class — and dive in. Focus on honing your skills in prompting, evaluating, and iterating. Immerse yourself in understanding your domain and how language models can be applied to its unique challenges. And above all, stay curious, experimental, and open to the possibilities.

The era of language models is just beginning, and the technology will continue to evolve at a dizzying pace. But the skills of using them effectively — of knowing how to partner with language models to elevate your thinking and amplify your impact — those will endure. Master those, and you'll be ready to ride the wave of this transformative technology, no matter which model is cresting at the moment. The real power, after all, lies not in the technology itself but in the ingenuity and expertise of the human at the keyboard.

Prompt Engineering: An Art, Not A Science

One of the most critical skills in the language model mastery toolkit is prompt engineering — crafting effective prompts to elicit the desired outputs from the AI. But as any seasoned prompt engineer will tell you, there's no secret formula or fool proof template that guarantees perfect results every time.

As AI researcher Aaron Erickson eloquently puts it, effective prompting is “part about knowing what question to ask, part being comfortable with nondeterminism, part being ok asking audacious questions and being pleasantly surprised with the results, even if the answer is imperfect.”

Effective prompting requires a deft balance of clarity, specificity, and open-ended exploration. You want to give the model enough context to grasp your intent, while leaving room for surprising insights.

Sometimes you can achieve this with a very simple prompt. But sometimes you need more. In situations like this, a helpful framework is to consider up to ten core ‘ingredients’ in your prompts:

- **Act as:** Establish an expert persona for the model
- **I am:** Describe yourself to inform the model's perspective
- **Context:** Provide background to frame the task
- **Ultimate goal:** Clarify your overarching objective
- **Proximate goal:** Specify the immediate output
- **Constraints:** Note restrictions or things to avoid
- **Audience:** Define who the output is for
- **Task:** Articulate the core action to perform
- **Style:** Indicate the desired tone and format
- **Structure:** Suggest an outline for the response

Even with this recipe, whipping up an ideal prompt takes practice and iteration. View each interaction as a collaborative dialogue — if the output misses the mark, reflect on why and refine your prompt accordingly.

Over time, you'll hone your intuition for the prompts that work best for your unique needs and domain. While studying others' examples can inspire, true mastery emerges from your own tinkering and testing.

So embrace the art of prompt engineering as an evolving practice. Approach each session with curiosity, using prompts to explore uncharted intellectual territory. With the right mix of guidance and openness in your recipe, you'll cook up linguistic feasts that surprise and satisfy.

Seeing example prompts from others is useful for inspiration on use cases you may not have considered. Indeed we'll share many of them later in this book! But you should always rewrite prompts to fit your specific needs vs using them verbatim.

So if there's no one-size-fits-all approach to prompt engineering, how can you consistently get great results? The key is to embrace an iterative mindset.

Crafting the Perfect Prompt is an Iterative Approach

When working with language models like ChatGPT, it's easy to get caught up in the quest for the 'perfect prompt' — that elusive combination of words that will magically yield the exact output you're looking for. But the truth is, crafting effective prompts is less about nailing it on the first try, and more about engaging in a process of iterative refinement.

The key is to start with the simplest possible prompt that captures the essence of what you're trying to achieve. Don't get bogged down trying to anticipate every nuance or edge case right out of the gate. Instead, focus on articulating your core objective as clearly and concisely as you can.

Once you've generated an initial response, take the time to critically evaluate it. Ask yourself: Does this output align with what I was hoping to get? Is it on topic and relevant? Does it capture the appropriate tone and style? Is there anything missing or superfluous?

Use your answers to these questions to inform your next iteration. If the model didn't quite grasp what you were going for, try rephrasing your prompt with more specific language. If the tone feels off, experiment with different word choices or explicit style instructions. If there are gaps in the information provided, consider adding more context or examples.

As you go through this process of iterative refinement, be sure to also reflect on how you might need to clarify your own thinking. Sometimes, a less-than-perfect output is actually a sign that your own objectives or expectations were a bit fuzzy to begin with. Use the model's responses as a mirror to interrogate and sharpen your own understanding of what you're really trying to achieve.

In addition, don't be afraid to experiment with including more information about yourself and your specific needs in your prompts. While it's not always necessary, providing some context about your role, industry, or project can help the model tailor its responses to be more

relevant and useful. You might also try specifying the desired format, length, or style of the output to help steer the model in the right direction.

Ultimately, the perfect prompt is one that yields results that are good enough for your purposes — and that bar will be different for every user and every use case. The key is to approach prompt engineering as a collaborative dialogue with the model, one in which you're continuously refining and clarifying your inputs to get closer to your desired outputs.

By embracing this iterative mindset, you'll not only end up with better results, but you'll also sharpen your own skills in articulating your needs and evaluating AI-generated content. And as you gain more experience and develop a feel for what works and what doesn't, you'll find that you can get to your desired destination more quickly and with fewer detours along the way.

So the next time you sit down to craft a prompt, remember: start simple, evaluate critically, and iterate based on what you learn. The perfect prompt may not exist, but with a bit of persistence and a willingness to engage in a bit of back-and-forth, you can almost always get to an output that moves your work forward. And that, in the end, is what really matters.

The Importance of Multi-Step Processes

When working with a language model, it's easy to fall into the trap of expecting a perfect, fully formed output from a single prompt. Think of your interaction with language models not as a one-and-done request, but as a collaborative journey toward an as-yet undetermined destination, potentially with many exciting destinations visited along the way. Every prompt you provide is a signpost pointing the model in a general direction, but the exact route and endpoint will be shaped by the back-and-forth that follows.

A helpful framework is to approach your task as a four-step process, with each step building on the insights and outputs of the last. Here's a high-level example of that in the world of brand marketing to meet audience needs:

- **Defining Needs:** Start by clearly articulating your audience's needs, pain points, and desired outcomes. This lays the foundation for all the creative work to come.
- **Generating Segments:** Next, prompt ChatGPT to propose a range of audience segments that map to those distinct needs. Iterate on these segments until you have a set that feels comprehensive, differentiated, and actionable.
- **Brainstorming Ideas:** With segments in hand, now prompt a language model to suggest product, marketing, or experience ideas tailored to each group. Encourage it to think expansively and generate multiple options per segment.

- **Refining Positioning:** Finally, work with the model to home in on the most promising ideas and craft compelling positioning and messaging to bring them to life. Pressure-test the uniqueness and resonance of each concept.

At each stage, resist the urge to settle for the first output you receive. Instead, critically evaluate the AI's suggestions and provide targeted feedback to steer it closer to your objectives. Use phrases like "This is on the right track, but can you make it more..." or "I like X and Y, but Z feels off because..." to give the model clear guidance on how to refine its responses.

It's also crucial to edit and enhance the model's outputs with your own subject matter expertise and creative flair. ChatGPT can serve up a platter of intriguing raw ingredients, but it's up to you to season them to taste and artfully arrange them on the plate. Always run a fine-toothed comb through AI-generated content to correct any inconsistencies, punch up the prose, and make it unmistakably on-brand.

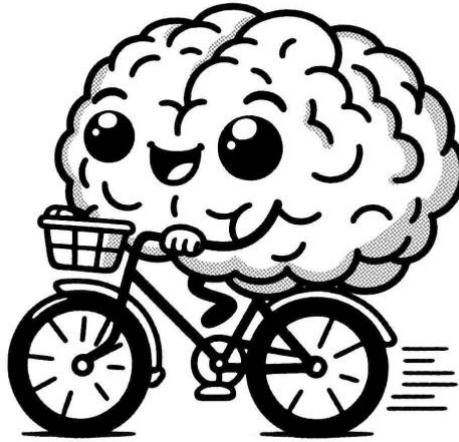
By embracing this multi-step, iterative approach, you'll be able to progressively zero in on outputs that don't just meet the bar, but vault over it with room to spare. You'll also be honing your own prompt-crafting chops and developing an intuitive feel for how to get the best out of this powerful but quirky creative partner.

More importantly, you'll be putting into practice the paramount principle of human-language model collaboration: That the role of these is to augment and accelerate human expertise, not automate it away. By engaging in a true back-and-forth dialogue with ChatGPT — one in which you're not just posing queries, but actively shaping the responses through your own knowledge, you'll maintain your essential role as the conductor of the creative symphony.

So next time you're staring down a complex creative challenge, try breaking it down into this four-step framework and enlist ChatGPT as your intellectual sparring partner. With each round of feedback and refinement, the model's outputs will get sharper and more aligned with your goals, and you'll be flexing your own prompt-engineering muscles in the process. It may take a few extra steps to reach that final 'aha!' moment — but when you do, it'll be a destination well worth the journey.

Electric Bikes for The Mind

Language models like ChatGPT aren't just nifty tools — they're portals to entirely new realms of intellectual exploration and creative expression. To borrow a metaphor from the late, great Steve Jobs, he described computers as "bicycles for the mind," empowering us to traverse vast conceptual distances and scale lofty idea-mountains with turbo-boosted efficiency and finesse. And the new revolution of language models has led OpenAI CEO Sam Altman to go one step further, describing ChatGPT as an "e-bike for the mind." We love it!



We'd also like to take this metaphor one step further and clarify that whilst language models may boost our performance, speed and happiness like an electric bike does for travel, they're certainly not self-driving cars. We cannot simply hop aboard and arrive quickly and safely at our destination. The importance of the electric bike rider (that's you!) in setting the direction, pedalling, navigating, and parking is critical.

But as with any powerful technology, using language models effectively requires more than just hopping on and putting the pedal to the metal. To truly harness their potential to elevate your thinking and supercharge your output, you must learn to ride in tandem with the technology — to steer, accelerate, and brake in all the right moments. You are the navigator charting the course; the model is your tireless co-pilot ready to propel you forward.

One of the biggest pitfalls in working with language models is what researchers call "falling asleep at the wheel" — becoming so entranced by the model's fluent and seemingly authoritative outputs that you fail to critically evaluate their substance and relevance. Just like an electric bike, a language model will keep speeding ahead based on the initial direction you provide, regardless of whether it's actually getting you closer to your intended destination.

To stay alert and engaged throughout your AI-augmented creative process, it's crucial to treat the model's outputs as promising prompts rather than polished products. When you receive a response to your input, don't just nod along and accept it as gospel truth. Put on your discerning editor's cap and scrutinise it for logical coherence, factual accuracy, and alignment with your original goals. Trust but verify.

Ask yourself: Does this actually address the core question or task I set out to tackle? Are the ideas truly novel and incisive, or just plausible-sounding fluff? Does the writing style and structure fit my audience and intent, or meander into generic tangents? Is this a substantive intellectual meal, or just empty rhetorical calories?

If the answer to any of these gut checks is "No" or "Not quite," it's time to hop back into the driver's seat and course correct. Identify the specific elements that missed the mark and feed that constructive critique back into your next prompt. Rinse and repeat this iterative refinement cycle until you arrive at a work product that makes you sit up and say "Aha!"

This is the real craft of human-language model collaboration — knowing when to let the model take the lead and when to reassert your own creative control and domain expertise. It's about developing the discernment to sift the glimmers of genius from the dross, and the dexterity to weave those raw threads into a bespoke tapestry that exquisitely suits your needs and audience.

Make no mistake, this co-creative back-and-forth requires effort and ingenuity on your part. Partnering with a language model is not a passive taxi ride where you can just sit back and zone out until you've reached your final destination. It's an active, engaged expedition that demands your full presence and participation at every leg of the journey.

But for intrepid explorers willing to put in the pedal-work, the payoffs are plentiful. By learning to harness these electric bikes for the mind with skill and discernment, you'll be able to ideate faster, write more confidently, and unearth unexpected gems of insight that might otherwise remain buried beneath the surface. You'll be able to go further and deeper in your creative quests, without getting bogged down in the drudgery of staring at a blank page.

Perhaps most thrillingly, by offloading some of the cognitive heavy lifting to your trusty language model sidekick, you'll free up precious mental bandwidth to focus on higher-order analysis, synthesis, and sense-making. You can direct your energy toward the uniquely human tasks of framing the right questions, connecting the dots, and spinning the straw of raw information into the gold of actionable wisdom.

But to alchemize these efficiency gains into meaningful impact, you must be intentional about how you choose to reinvest your hard-won cognitive surplus. Will you double down on a gnarly problem that's been stumping you for months? Finally carve out time to tackle that ambitious passion project perpetually simmering on the back burner? Volunteer your newly expanded expertise to a cause that moves you?

The beauty is the choice is yours — and therein lies the true transformational potential of language model augmentation. By learning to use language models as cognitive prosthetics rather than creative crutches, you reclaim your agency and autonomy as a knowledge worker. You become the master of your own intellectual destiny, with an endlessly versatile tool at your disposal to help you blaze new trails and reach new heights.

So hop on that electric bike for the mind and start pedalling — the open road of infinite possibility awaits. Just remember, you're the one with your hands on the handlebars. Where you steer is entirely up to you.

The '4 Ps' framework, the art of prompt engineering, the importance of an iterative approach, and the concept of language models as 'electric bikes for the mind' — these are the crucial building blocks of practical language model mastery. By internalising these lessons and honing your skills through deliberate practice, you'll be well on your way to unlocking the full potential of these powerful tools in your knowledge work.

But mastering the '4 Ps' and the art of prompt engineering is only part of the journey. To truly realise the transformative potential of these tools, we need to zoom out and consider the organisational context. In our final chapter of Part 1, we'll explore the phases of language model adoption and key considerations for driving impact at scale.

YOUR JOURNEY

In this final chapter of Part 1, we'll zoom out to consider your language model journey at both a personal and organisational level. We'll go beyond the potential and practical application of language models to help you carve a path to success.

Six Phases of Adoption

Our work since 2022 with 100s of organisations and 1,000s of people have demonstrated that there are several phases to adoption and application of language models. These phases represent the journey from initial scepticism to widespread integration of language models:

Phase 0: Scepticism and Hesitation

Characterised by doubts about the efficacy and practicality of AI. Many view it as another wave of hype, with uncertainties about its benefits. This stems from experience with overhyped technologies that failed to deliver on their promises.

Phase 1: Initial Exposure and Surprise

Begins when you get your first real exposure to what language models can do. Often marked by surprise. Witnessing language models successfully applied in your domain of expertise — especially when it delivers unexpected insights or solutions — is a game-changer.

Phase 2: Experimentation and Trial

You start to experiment, often on a small scale or in a controlled environment. You begin to test AI's capabilities and limitations, applying it to specific tasks or projects. This phase is critical for understanding how language models can be integrated into your existing workflows.

Phase 3: Realising Practical Applications

You begin to understand how language models can enhance creativity, efficiency, and effectiveness in your decision-making. You start to see that language models can aid in your work, rather than a threat or a gimmick. This phase often involves learning how to interact with language models effectively to get the best results.

Phase 4: Adoption and Integration

Integration of language models into everyday processes as a standard tool, much like how computers and the internet were eventually integrated into most aspects of work. You start

to see language models as an essential part of the process to begin to restructure your workflows and strategies around AI's capabilities.

Phase 5: Evolution and Learning

As language model products become more sophisticated, integrated, and ubiquitous, the need for continuous learning and adaptation becomes crucial. You must stay informed about the latest developments in language models and remain open to updating your skills and approaches.

The phases of language model adoption and benefits show that integrating language models into our work processes is a journey, not a one-time event. It requires a willingness to experiment, learn, adapt, and evolve over time.

In the early phases, scepticism and hesitation are natural as people grapple with a powerful new technology. Initial exposure can be both exciting and surprising, as the capabilities of language models often exceed expectations. This sparks curiosity and leads to experimentation on a small scale.

As people gain hands-on experience, they start to realise practical applications where language models can enhance their work — boosting creativity, efficiency, and decision-making. This realisation is key to moving past seeing language models as a gimmick and recognizing it as a valuable part of your workflow.

With this recognition comes wider adoption and deeper integration into daily workflows. Language models start to become a standard part of the toolkit, much like computers and the internet before it. This phase often involves restructuring processes to best leverage AI's capabilities.

As language models continue to advance, the final phase is one of ongoing evolution and learning. Staying up to date with the latest developments and continuously updating one's skills becomes essential. What once felt cutting-edge quickly became the norm.

On the benefits side, the phases progress from isolated individual usage to language models becoming an integral 'team member' that enhances everyone's capabilities. As more people experience the benefits and language models prove their worth, it shifts from an experiment to an expectation and finally to an essential augmentation of human potential.

Navigating these phases successfully requires a proactive approach. Organisations need to support their people in understanding and adopting AI, provide opportunities for experimentation and learning, and foster a culture that embraces the human-language model partnership. Individuals need to cultivate a mindset of openness and continuous learning.

The goal is not just to use AI, but to deeply integrate it in a way that fundamentally elevates what's possible — for ourselves, our teams, and our organisations. By understanding these

phases of adoption and benefits, we can chart a course towards a future where language model and human ingenuity combine to unlock new heights of productivity and potential.

As you progress along your personal language model mastery journey, it's crucial to be aware of and avoid several common misconceptions that can hinder your growth and limit the impact of these tools in your organisation.

Three Fallacies: Perfection, Cheating, and Replacement

In the rapidly evolving world of artificial intelligence, three major fallacies have emerged, clouding our understanding of how humans and language models can effectively collaborate. These misconceptions are the Perfection Fallacy, the Cheating Fallacy, and the Replacement Fallacy. By examining and debunking these fallacies, we can develop a more accurate and productive framework for human-language model collaboration.

The Perfection Fallacy

The Perfection Fallacy is the belief that language models should be flawless and infallible, capable of delivering perfect results without human intervention. This myth stems from a misunderstanding of the nature of language models and their limitations. Language models can, in reality, make mistakes, exhibit biases, and fail to grasp the full context of a situation. And that's ok.

Overall, it's a mistake to scrutinise language models to a higher standard than the other imperfect tools we readily use every day. We don't expect Google results, interns, or consultants to be perfect — we know to apply critical thinking and not blindly accept their output. The same measured approach should be taken with AI, which in fact often outperforms all of these!

Language models are designed to work alongside humans, helping to automate and streamline tasks and processes, while still allowing the human to maintain control and oversight. Much like the autopilot for an aeroplane, language models handle routine tasks, but the human can intervene and 'grab the wheel' for more complex situations or when something unexpected occurs. Like any tool, the human remains firmly in the driver's seat. Bad output from language models is no more of a threat than bad information from a Google search if the human applies the same scrutiny and critical thinking they always have.

The core point here is that using language models shouldn't require that it be flawless any more than a new intern hire, agency partner or research report has to be flawless to be useful. It's an additional tool, not a wholesale replacement for human discernment.

Recognising the imperfections of language models is crucial for effective collaboration. It allows us to approach language models as powerful assistants that require human oversight, interpretation, and correction. As all interns, agencies, research reports and Google searches do. By acknowledging the limitations of AI, we can develop strategies for mitigating potential errors and ensuring the integrity of our work.

The Cheating Fallacy

The Cheating Fallacy is the notion that using language models to assist in our work is somehow dishonest or unethical, as if we are taking credit for the AI's efforts. This misconception fails to acknowledge the long history of humans using tools and resources to enhance their capabilities. We do this every day! From calculators to research software to Google results, interns, or consultants, we rely on technology and people to help us work and improve our efficiency all the time.

Collaborating with language models is no different. It is not cheating to leverage the power of language models to analyse text, generate insights, or automate repetitive tasks. Instead, it is a strategic decision to allocate our time and energy towards higher-level tasks that require human judgement, creativity, and empathy. By embracing language models as a legitimate tool, we can focus on the aspects of our work that truly add value.

The Replacement Fallacy

In the context of knowledge work, the Replacement Fallacy is the misguided belief that language models will entirely replace human effort, making our skills and expertise irrelevant. Although language models can indeed perform specific tasks more efficiently than humans, it is essential to recognise that language models require strong human leadership to function effectively. When used skilfully, language models act as a mirror, reflecting and amplifying the expertise of the user. The quality of the AI's output is directly proportional to the human's expertise and leadership. The more knowledgeable and experienced the user, the better the language model performs, providing targeted insights that align with the user's perspective rather than generic responses. In essence, language models serve as a tool to enhance human capabilities, not replace them.

The most successful applications of language models involve a symbiotic relationship between humans and machines, where each contributes their distinctive strengths. Humans excel at setting goals, providing context, and making judgement calls, while language models excel at processing large volumes of data and identifying patterns. By working together, humans and language models can achieve results that neither could accomplish alone.

Towards Effective Human-Language Model Collaboration

Overcoming these fallacies is essential for unlocking the full potential of human-language model collaboration. It requires developing a framework for responsible language model

integration that emphasises human oversight, continuous learning, and ethical considerations.

This framework should include strategies for:

- Identifying the appropriate tasks for language model collaboration
- Establishing processes for human oversight and intervention
- Developing the skills and knowledge necessary for effective language model collaboration
- Ensuring transparency and accountability in AI-assisted work
- Fostering a culture of continuous learning and adaptation

By addressing these fallacies head-on and developing a comprehensive approach to language model collaboration, we can harness the power of language models to enhance our work, while retaining the essential human qualities that drive innovation and progress.

The AI Revolution: Empowering People to Change the World

When OpenAI launched the GPT-4 Turbo model, CEO Sam Altman made a bold proclamation that resonated deeply with our mission at PROMPT:

"We believe that AI is going to be a technological and societal revolution. It will change the world in many ways. It will empower all of you to build so much. If you give people better tools, they can change the world. AI will be about individual empowerment and agency at a scale that we've never seen before. That will elevate humanity to a scale that we've never seen before. As intelligence becomes integrated everywhere, we will all have superpowers on demand."

This vision of AI as a great equaliser and amplifier of human potential aligns perfectly with the ethos behind our work. At PROMPT, we're not just enamoured with the raw technical capabilities of large language models. We're inspired by how these tools can be harnessed to unleash creativity, accelerate innovation, and drive transformative impact across domains.

When we work with entrepreneurs, marketers, strategists, and creators to integrate AI language models into their workflows, our goal is not to replace or automate away human ingenuity, but to augment and extend it. We've seen first-hand how the ability to delegate cognitively taxing tasks like research, analysis, and first-draft writing to a language model assistant frees up immense mental bandwidth for higher-level strategic and creative thinking.

People can now operate at a level previously exclusive to well-resourced teams. A solo founder can generate high-quality market analysis in an afternoon, a task that once required an expensive consulting engagement. A time-strapped marketer can spin up dozens of customised pitches and proposals without burning the midnight oil. A resource-constrained non-profit can access on-demand research capabilities that rival a think tank.

This is the real power of language models as we see it. Not as a replacement for human intelligence, but as a force multiplier for individual agency. When anyone with a laptop and an internet connection suddenly has the equivalent of a world-class expert system at their fingertips, the barriers to entry for ambitious projects and audacious goals start to crumble.

Of course, using these new superpowers responsibly and effectively is not a trivial challenge. As Altman notes, AI is ultimately a tool, and like any tool, its impact depends on the skill and intent of the user. That's why a core part of our work at PROMPT is education and empowerment. Helping individuals and teams not just access these capabilities but develop the judgement and discernment to apply them in ways that truly move the needle.

This means learning to see past the hype and identify the highest-leverage opportunities for language model augmentation in one's specific context. It means developing the prompt engineering and results parsing skills to steer generative models towards novel and useful insights rather than coherent-sounding fluff. And it means cultivating the discipline to always keep one's human faculties firmly in the loop. To use language models as a complement to, not a substitute for, critical thinking.

But for those willing to embrace this paradigm shift and put in the work to pioneer new ways of working, the rewards are immense. We're on the cusp of a new era of knowledge work. One where the limiting factor is no longer access to information or analytical horsepower, but the quality of one's questions and the originality of one's ideas.

In this brave new world, the playing field is levelled, and the possibilities are endless. The next ground-breaking startup, world-changing non-profit, or category-killing product could come from anywhere and be dreamed up by anyone with curiosity, drive, and a language model co-pilot by their side.

While the specifics of the language model revolution are still uncertain, we share Altman's conviction that it represents a fundamentally new medium for expanding the boundaries of human creativity and problem-solving.

Our role, and our privilege, is to help shepherd this transformation. To ensure that the power of these tools is not concentrated in a few hands but distributed to all those with the vision and passion to use them for good. We believe that everyone deserves access to superpowers, and we're excited to help you unleash yours.

To make this vision a reality, organisations must focus on equipping people at all levels with foundational language model skills — the hidden key to unlocking widespread benefit.

The Power of Foundational Skills

In the rush to capitalise on the transformative potential of AI, many organisations find themselves chasing after elusive ‘killer use cases’ — those high-impact applications that promise to revolutionise processes and deliver outsized business value. It’s an understandable impulse; after all, the hype around language models is filled with tantalising stories of quantum leaps in efficiency, insight, and innovation.

However, as many leaders are discovering, the path to language model success is often more complicated than simply identifying a marquee use case and throwing resources at it. Too often, these initiatives fail to live up to their transformational promise, stymied by low adoption, integration challenges, and a lack of organisation-wide buy-in.

The root cause of these struggles is often a neglect of the most critical factor in any language model implementation: the people who will actually be using the technology on a day-to-day basis. No matter how impressive the language model or how well-designed the process, its impact will be muted if employees lack the skills and confidence to effectively leverage it in their work.

That's why, at PROMPT, we advise organisations to start their language model journey not by chasing shiny use cases, but by investing in foundational skills training for their people. By equipping employees at all levels with a baseline understanding of AI's capabilities, limitations, and applications, companies can lay the groundwork for organic, bottom-up innovation that permeates every corner of the business.

The power of this approach lies in its ability to activate the latent potential of language models across a wide range of use cases, many of which may not be immediately obvious from a top-down perspective. When employees understand how to ‘think with AI’ — how to frame problems, craft prompts, interpret outputs, and iterate on solutions — they begin to spot opportunities to apply it in the context of their specific roles and workflows.

The beauty of this is that use cases emerge organically from the employees closest to the work itself. Rather than being imposed from on high, they're rooted in a deep understanding of the day-to-day challenges and opportunities of each role. And because they're initiated by the users themselves, they tend to have higher adoption rates and smoother integrations into existing workflows.

Of course, this bottom-up approach doesn't negate the value of strategic, top-down language model initiatives. Major process overhauls and platform implementations absolutely have their place and can deliver significant value when executed well. But even these large-scale

efforts are more likely to succeed when built on a foundation of widespread language model competency.

When employees at all levels have a shared understanding of AI's potential and a common language to discuss its application, barriers to adoption begin to dissolve. Teams are better equipped to provide meaningful input into the design of new AI-powered processes, and to troubleshoot issues as they arise. A culture of experimentation and continuous improvement takes hold, as individuals feel empowered to suggest refinements based on their hands-on experience.

Contrast this with the all-too-common scenario of a centrally driven language model initiative without proper employee engagement and training. These often encounter resistance from an unprepared workforce. Lacking language model literacy, employees may view the technology with suspicion or apathy, failing to understand its relevance to their work. Adoption lags, workarounds proliferate, and the anticipated benefits fail to materialise. Not because the use case was flawed, but because the human element was overlooked.

The lesson for leaders is clear: By all means, think big when it comes to AI's potential to transform your business. But don't neglect the critical importance of foundational skills in making that vision a reality. Programs like those offered by PROMPT, which focus on demystifying language models and teaching practical techniques for its use, can be a powerful catalyst for change.

When employees at all levels are equipped to ideate, experiment, and iterate with AI, the possibilities are truly endless. Use cases that once seemed like distant aspirations become daily realities, woven into the fabric of how work gets done. And the organisation as a whole becomes more agile, more innovative, and better positioned to harness the full potential of this transformative technology.

The age of language model is here, and its impact will only continue to grow. The question for leaders is not whether to embrace it, but how to empower their people to make the most of it. By prioritising foundational skills — the 'hidden key' to unlocking AI's potential — organisations can build a workforce that doesn't just adopt AI, but truly thrives with it.

Conclusion of Part 1

Congratulations on making it through Part 1 of our exploration into the world of language models! By now, you should have a solid grasp of what these tools are, how they work, and why they hold such transformative potential for knowledge work.

We've covered a lot of ground in this section, from defining key terms and concepts to examining the multifaceted benefits of language models, introducing practical taxonomies and frameworks, exploring the four core skills, and delving into the strategies and best

practices for effective application. Through it all, we've emphasised the importance of a hands-on, iterative approach to learning and mastery.

As we conclude Part 1, take a moment to reflect on your own journey so far. What have been your key takeaways and 'aha' moments? Where do you see the most exciting potential for language models in your own work? What questions or concerns do you still have, and how might you go about addressing them?

Remember, the path to language model mastery is an ongoing one, filled with continuous experimentation, learning, and growth. The frameworks, strategies, and mindsets we've introduced in this section are designed to guide and support you on this journey, but the real magic happens when you start applying them in practice.

And that's exactly what we'll be doing in Part 2 — diving into a wealth of real-world examples and case studies that showcase the incredible variety and depth of language model applications. From generating marketing copy and analysing customer feedback to drafting legal contracts and conducting research, you'll see how the principles and techniques from Part 1 come to life in concrete, domain-specific ways.

So as you reflect on your learnings from this section, start thinking about how you might begin to apply them in your own context. What projects or tasks could you start experimenting with? What datasets or prompts could you play around with? How might you share your explorations and insights with colleagues or peers?

The exciting thing about the world of language models is that we're all pioneers in this space, figuring it out together. Every experiment, every success, every failure is an opportunity to learn and push the boundaries of what's possible. And with the foundational knowledge and practical toolkit you've gained from Part 1, you're well-equipped to start making your own contributions to this rapidly evolving field.

So let's carry this spirit of curiosity, experimentation, and continuous learning into Part 2 and beyond. The journey of language model mastery is just beginning, and we can't wait to see where it takes you

PART 2: PROMPT FOR REAL ESTATE MARKETING

In Part 2 you'll see our suggested multi-step, iterative way of working with language models brought to life through a large number of practical case studies. Throughout, the book balances an inspiring vision for the future of AI-augmented knowledge work with practical, responsible guidance that prioritises human agency, factual accuracy, and the irreplaceable role of human creativity and ethics in shaping the trajectory of these transformative tools. You'll learn how to use language models to understand your market and to create marketing strategies in response. We'll walk through processes step-by-step and focus on real-world examples to show you how to put these amazing tools to work for you.

WHAT CAN LANGUAGE MODELS HELP YOU WITH? EVERYTHING

It's hard to know where to start with getting help from a language model. What can they help with? Everything. Or at least any thinking and communicating-related task! That's our experience after having used it a *lot* for many tasks we're familiar with. And after watching many other people use it for many tasks they're familiar with.

When Google first launched its search engine, its simple interface confused some people. What should I type? How do I use this mostly-blank screen? Today, Google's search product processes billions of queries each day. It's safe to say we found a few ways to use it.

Language models can spark similar reactions – they can be hard to know where to start. What can it help with? Well, a language model can help with everything. That's our experience after having used it a *lot* for many tasks we're familiar with. And after watching many other people use it for many tasks they're familiar with.

Let's step back and think about many of the different things you need to do to develop, operate, and market a multifamily community. This is not meant to be exhaustive, but we've picked some big headline jobs to use as examples. We developed this overall framework to help us think it through.

1. Market Research and Analysis

- a. Positioning and Strategy
- b. Competitive Analysis: Sizing Up the Competition
- c. Audience Segments: Learning about Your Market and Your Renters
- d. Understanding Market Trends and Opportunities

2. Developing a Marketing Strategy

- a. Segment-Based Marketing Strategies
- b. Brand Positioning
- c. Voice of the Customer and User Stories
- d. Identifying New Services or Amenity Offerings
- e. Setting Marketing Goals and Objectives
- f. Activations and Events

3. New Project Development and Amenity Concepts

- a. Uncovering Unmet Needs
- b. Developing Potential New Amenities or Services
- c. Brand Positioning for New Projects
- d. Brainstorming Apartment Community Names and Taglines

4. Content Creation and Promotion

- a. Creating Engaging and Relevant Content
- b. Content Planning and Social Media
- c. Leveraging Multiple Marketing Channels (e.g., social media, email, SEO, PPC)
- d. Establishing a Content Calendar

5. Branding and Naming

- a. Brand Positioning
- b. Brainstorming Apartment Community Names
- c. Creating a Strong and Memorable Brand Identity

6. Marketing and Resident Relations

- a. Create Awareness for the Property or Brand
- b. Persuade and Convince Prospects Your Property is the Right Option
- c. Lead Prospects through a Seamless Transaction
- d. Nurture Residents to Establish an Experience They'll Want to Share
- e. Resident Events
- f. Review Response

7. Performance Analysis and Optimization

- a. Measuring Marketing KPIs and ROI
- b. Analysing Campaign Performance
- c. Adjusting and Optimizing Strategies Based on Insights
- d. Summary Marketing Plan

To start with, we simply asked a language model for examples of how it could help with each step.

PROMPT:

... continued ...

For each area in my list, come up with five prompts a person doing that task could use to get a language model's help doing that task. Respond in table format

RESPONSE:

Area	Prompt 1	Prompt 2	Prompt 3	Prompt 4	Prompt 5
Market Research and Analysis	Generate a report on the current real estate market trends.	Identify the top competitors in the local real estate market.	List the key factors influencing renter's decision-making.	Provide a demographic breakdown of the target renters.	Analyse the current market demand for specific property types.

Developing a Marketing Strategy	Suggest a marketing strategy for targeting young professionals.	Propose a multi-channel marketing plan for a luxury apartment.	Develop a strategy for promoting a new eco-friendly community.	Create a promotional plan to increase social media engagement.	Outline a strategy for using email marketing to retain renters.
Content Creation and Promotion	Generate engaging blog post topics for a real estate audience.	Write a social media post promoting a new property listing.	Draft an email newsletter introducing new apartment amenities.	Suggest SEO keywords for a real estate website's blog.	Create a list of potential partnerships for a co-marketing campaign.
Branding and Naming	Develop a unique value proposition for an apartment community.	Brainstorm a list of catchy names for a new condominium project.	Write a tagline for an apartment community focused on sustainability.	Suggest design elements for a real estate company's logo.	Describe the brand personality for a luxury apartment community.
New Project Development and Amenity Concepts	Propose innovative amenities for a pet-friendly apartment complex.	Recommend unique features for a family-oriented community.	Identify trends in sustainable design for new real estate projects.	Suggest ideas for community spaces in a mixed-use development.	Outline the key steps in the new project development process.
Marketing and Resident Relations	Write a social media post announcing a resident appreciation event.	Draft an email to residents addressing a maintenance issue.	Develop a survey to gather resident feedback on amenities.	Create a plan for improving online reputation management.	Suggest ways to improve resident communication and engagement.
Performance Analysis and Optimization	Analyse the effectiveness of a recent social media campaign.	Recommend improvements to a real estate website's SEO performance.	Identify underperforming marketing channels and suggest adjustments.	Evaluate the ROI of a recent email marketing campaign.	Suggest A/B testing ideas for optimizing landing page conversion.

A pretty good list to get us started and to give you ideas for where to focus. What is interesting here is how many times the language model tells us it can monitor trends. We know, we said it couldn't do that, but it can provide insights and analysis based on the data and information available to it. This means it can help to identify current trends in the real estate industry and provide recommendations based on historical data, industry reports, and consumer behaviour analysis. It can also help to predict future trends by analysing historical patterns and consumer behaviour trends. However, it's important to note that these predictions are not guaranteed, as real estate trends can be unpredictable and influenced by a wide range of factors.

We'll certainly use some of these prompts as we progress through the book. We'll also push language models much harder as we do so. But you should try a similar prompt to get a language model to give you ideas for how it can help whenever you're stuck. We're confident

that, no matter which area you need help with, it will be able to. If you can't work out how just get in touch, and we'll try to help!

For now, let's dig into some areas we think are super important.

SIZING UP THE COMPETITION

Whether you are building a new apartment community or are marketing an established community, understanding the competitive landscape helps you position your community. You can use the information to directly compete with other communities in your submarket or identify opportunities to create a new unique proposition. We recommend that you always start here – doing this work with a language model upfront will provide it with important context that it will need to inform everything else you do with a language model later. If you don't know the submarket well, a good first step you can take is to ask a language model.

PROMPT:

I really like living at The Collective in the Capitol Riverfront neighbourhood of Washington, D.C. Please list 10 apartment communities in Washington, DC that appeal to renters and give reasons why they are similar.

RESPONSE:

The Wharf: Located in Southwest D.C., The Wharf offers luxury waterfront apartments with beautiful views, high-end amenities, and a vibrant community atmosphere.

City Market at O: Situated in the heart of Shaw neighbourhood, City Market at O offers stylish apartment homes with modern finishes, ample amenities, and convenient access to dining, shopping, and entertainment.

The Aspen: Located in the Columbia Heights neighbourhood, The Aspen offers upscale living with spacious apartments, luxurious amenities, and a rooftop lounge with stunning views of the city.

Senate Square: Situated in the vibrant NoMa neighbourhood, Senate Square offers elegant apartments with top-notch amenities, including a rooftop pool, fitness centre, and resident lounge.

The Woodward Building: Located in the bustling downtown area, The Woodward Building offers luxury apartments with sophisticated finishes, impressive amenities, and proximity to some of the city's best dining and entertainment options.

The Shay: Situated in the popular U Street Corridor, The Shay offers modern apartment homes with high-end finishes, cutting-edge amenities, and a dynamic, walkable neighbourhood.

The Edison: Located in the historic Thomas Circle neighbourhood, The Edison offers luxury apartments with stylish interiors, high-end amenities, and convenient access to the city's top destinations.

The Lexicon: Situated in the heart of the thriving H Street Corridor, The Lexicon offers spacious apartments with modern finishes, impressive amenities, and proximity to some of the city's best dining, shopping, and entertainment.

The Apollo: Located in the trendy H Street Corridor, The Apollo offers luxury apartments with sleek, modern designs, world-class amenities, and a lively, community-oriented atmosphere.

The Batley: Situated in the heart of the hip Shaw neighbourhood, The Batley offers stylish apartments with top-notch amenities, including a rooftop lounge, fitness centre, and pet spa, as well as easy access to the city's best attractions.

One of my favourite things that this prompt highlights is that your competition is not just the three buildings geographically closest to you that have similar amenities. Your potential renter is looking for something to fulfil their needs, and they rarely are as tied to a specific neighbourhood or physical address as we are.

As always, validate the information and add other properties to your list based on feedback from your site team, but this list was really accurate for me.

Once you have a list of comparable properties, the fun can begin. Let's see where your property stacks up in the market.

PROMPT:

The following are reviews for The Collective Apartments in Washington, DC. Please List the main topics for the reviews from the Collective, for each topic describe whether the feedback is positive or negative and give examples for each

<Paste reviews from Google, Apartment Ratings or TrustPilot>

RESPONSE:

Main topics and feedback for reviews of The Collective Apartments, Washington, DC:

Amenities and Activities: Positive feedback. Examples - "The amenities and activities are amazing," "The building/amenities speak for themselves," "You will not find the amenities the collective has to offer anywhere else," "The amenities are unmatched."

Staff (Leasing, Maintenance): Positive feedback. Examples - "All the staff (including maintenance) are very professional, helpful, and friendly," "the staff is incredibly helpful," "the staff is awesome," "Ulysses is absolutely wonderful," "Danny was fantastic," "Djenabou excellent service, dedication, enthusiasm, and professionalism."

Experience of Living: Positive feedback. Examples - "My experience has been great," "I absolutely love living here," "The experience we have had since moving into the Collective has been top notch."

Maintenance: Positive feedback. Examples - "Ulises has been great when helping out with maintenance issues in our apartment," "Fixed both our shower and sink in a timely manner and communicated what was done clearly," "Ulysses is ALWAYS accurately handling with care all my last minute and do over of prior projects that have failed to no fault of my own."

Price/Financial: Mixed feedback. Example - "I did not end up choosing the collective for financial reasons."

Leasing process: Positive feedback. Example - "She really went the extra mile in helping me transition into The Collective."

Overall, the feedback for The Collective Apartments is overwhelmingly positive, with residents praising the amenities, staff, experience of living, and maintenance. The only negative feedback was related to the price/financial aspect, and even then, the person still recommended the apartments.

I repeated this prompt for two of my area competitors in the same conversation. Allowing a language model the opportunity to get familiar with the market before diving into a competitive analysis.

PROMPT:

What do audiences say about Garrett Apartments, <Subject Property 1> and <Subject Property 2> in Washington, D.C? What makes them different from other apartments? What makes them different from each other?

RESPONSE:

As an AI language model, I do not have access to the latest information about people's opinions on the apartments mentioned. However, based on the online reviews available, I can provide general information on what people think about these apartments.

Garrett Apartments in Washington, D.C. has received generally positive reviews from tenants, with many praising the modern and upscale amenities, spacious layouts, and convenient location. The building is situated in the trendy U Street Corridor neighbourhood, which is home to many shops, restaurants, and bars. Garrett Apartments is also close to several public transportation options, making it easy to get around the city.

<Subject Property 1> in the NoMa neighbourhood of Washington, D.C. has received positive reviews for its luxury features, including a rooftop pool, fitness centre, and pet-friendly amenities. Tenants also appreciate the modern and stylish designs of the apartments, as well as the convenient location near Union Market and the NoMa-Gallaudet Metro station.

<Subject Property 2> in the Capitol Riverfront neighbourhood has received mixed reviews from tenants, with some praising the modern and stylish apartments, while

others criticize the noise from nearby construction and the lack of amenities. The building is situated near Nationals Park and the Navy Yard Metro station, making it a popular choice for sports fans and commuters.

Overall, these apartments share some similarities, such as modern amenities and convenient locations in popular D.C. neighbourhoods. However, they also differ in terms of specific features, such as the rooftop pool at <Subject Property 1> or the noise concerns at <Subject Property 2>. Ultimately, the choice of apartment will depend on individual preferences and priorities.

The answers allowed for me to validate that the language model was looking at the right buildings in the right state and started to give me an understanding of our building amongst the competition. It did, however, identify the buildings' neighbourhoods incorrectly. This is an easy correction to make before moving on, but just one example of a need to validate the information. Additionally, as the language model calls out at the start of the response, it does not have access to the latest information (at the time of writing it is trained on data up to late 2021). It is worth bearing this in mind when evaluating the response. For example, 'noise from nearby construction' may no longer be an issue.

PROMPT:

Elaborate on the differences. What kind of person would prefer Garrett or <Subject Property 2>? What type of person would prefer <Subject Property 1> over Garrett?

RESPONSE:

The three apartments mentioned - Garrett, <Subject Property 2>, and <Subject Property 1> - have some similarities, but they also differ in several aspects that may appeal to different types of renters.

Garrett Apartments in the U Street Corridor neighbourhood is an excellent choice for those who want to live in a trendy area with a vibrant nightlife scene. The neighbourhood is home to many bars, restaurants, and shops, making it ideal for young professionals or couples who enjoy a lively atmosphere. Garrett Apartments are also near several public transportation options, making it easy to get around the city. The apartments offer spacious layouts with modern and upscale amenities, which would attract renters looking for high-quality living spaces in a trendy location.

<Subject Property 2> are situated in the Capitol Riverfront neighbourhood, which is home to Nationals Park and a growing number of restaurants and shops. While the area is still under development and there may be noise from nearby construction, the neighbourhood has plenty of outdoor spaces and amenities. <Subject Property 2> offer modern and stylish apartments, which would attract renters looking for a trendy location, but with slightly more affordable rent.

<Subject Property 1> in the NoMa neighbourhood is located near Union Market and the NoMa-Gallaudet Metro station. The neighbourhood is known for its historic industrial

buildings that have been transformed into residential spaces, restaurants, and shops. The building offers luxury features like a rooftop pool, fitness centre, and pet-friendly amenities, making it an ideal choice for those looking for a high-end living experience.

Overall, a person who values a vibrant nightlife scene and easy access to public transportation may prefer Garrett Apartments. Someone looking for an affordable but still trendy location may prefer <Subject Property 2>. And those looking for high-end amenities and luxury living may prefer <Subject Property 1>. Ultimately, the choice between these apartments will depend on individual preferences and priorities.

We'll get more into target markets and audience segments later in the book, but this question gives you a sneak peek into who your renters are based on the reviews received.

PROMPT:

How would a typical day in the life at The Garrett differ than a day in the life at Subject Property 1?

RESPONSE:

A typical day in the life at Garrett Apartments and <Subject Property 1> would differ in various aspects, including the neighbourhood's atmosphere, location, and amenities.

At Garrett Apartments, a typical day would likely involve enjoying the vibrant Navy Yard neighbourhood, which is known for its sports scene and growing dining and entertainment options. Residents can take a morning jog or walk to nearby Yards Park, take a tour of the Nationals Stadium, or check out the new dining and retail options at The Wharf. In the evening, residents can grab dinner and drinks at local bars and restaurants like Bluejacket or Osteria Morini. Garrett Apartments offer modern and upscale amenities, including a fitness centre, rooftop lounge, and pet spa, making it an excellent place for young professionals or couples who enjoy a lively atmosphere.

On the other hand, a typical day at <Subject Property 1> in the NoMa neighbourhood would likely involve a mix of relaxation and urban exploration. Residents can take advantage of the building's luxury amenities, such as the rooftop pool, fitness centre, and resident lounge, in the morning or afternoon. In the evening, residents can explore the nearby Union Market, which features a range of artisanal food vendors, or catch a show at the nearby Union Stage. The neighbourhood is known for its historic industrial buildings, which have been transformed into residential spaces, making it an ideal location for young professionals looking for an upscale living experience.

In summary, a typical day in the life at Garrett Apartments would involve enjoying the vibrant Navy Yard neighbourhood and its growing dining and entertainment options.

In contrast, a typical day at <Subject Property 1> would involve taking advantage of the building's luxury amenities and exploring the nearby NoMa and Union Market neighbourhoods. The choice between these apartments would depend on individual preferences and priorities.

All of these questions are really about priming the language model for the work ahead, but you can glean some insights into how residents are using your buildings in ways you may not have considered. This question can also highlight amenities, services, or apartment features that we may overlook, but are important to the resident experience.

PROMPT:

Complete a table with three rows, one for each of the three apartments listed above. Add multiple columns:

- "Name" - Name, location, and neighbourhood
- "Features" - List the apartment building's five unique features
- "Audiences" - A name, emoji, and description of the typical audience member (defined by their underlying apartment-related needs)
- "Positives" - Themes in positive reviews of the apartment building
- "Negatives" - Themes in negative reviews of the apartment building

RESPONSE:

Name	Features	Audiences	Positives	Negatives
Garrett Apartments	Located in Navy Yard, modern and upscale amenities including fitness centre, pet spa, and rooftop lounge	🏢 Young Professionals - Ideal for those looking for high-quality living spaces in a trendy location with a vibrant nightlife scene	Trendy location, modern amenities, spacious layouts	Noise from nearby construction, high rent prices, lack of parking
Subject Property 1	Located in Capitol Riverfront, modern and stylish apartments, outdoor spaces and amenities, pet-friendly	🏡 Renters on a Budget - Ideal for those looking for a trendy location, but with slightly more affordable rent	Stylish apartments, affordable rent prices, growing neighbourhood	Construction noise, lack of parking, limited amenities
Subject Property 2	Located in NoMa, luxury features like rooftop pool, fitness centre, and pet-friendly amenities	🏡 Young Professionals Seeking a High-End Living Experience - Ideal for those looking for high-end amenities and luxury living	High-end amenities, luxury living experience, pet-friendly, close to public transportation	Noise from nearby construction, high rent prices, poor management, and slow maintenance

Note: The emoji descriptions are not meant to be all-encompassing and are just a general representation of the type of renter that might be interested in each building.

Pretty fascinating, right? In a moment's glance, this table gives you a clear picture of where you are outshining the market, potential competitive advantages, and easily digestible material for your site and executive teams.

UNDERSTANDING YOUR AUDIENCE

Or "Why every apartment building needs an audience strategy"

It's easy to get caught up in the creative process and focus on producing a beautiful logo or branding package. However, if you want to succeed in the multifamily industry, you cannot afford to neglect the business side of things. At the heart of that is having a clear audience strategy.

An audience strategy is a plan for identifying and targeting a specific audience and then tailoring your marketing efforts to meet their needs and preferences. This can involve identifying the characteristics and needs of your target audience, such as their age, interests, and motivations, and then creating marketing campaigns and initiatives that speak to those needs and preferences.

Please understand that we are not advocating for anything that excludes anyone who falls into classes protected by Fair Housing laws. No one should be excluded from the opportunity to secure housing. It's on you to understand and abide by the federal and local fair housing guidelines that apply.

Instead, our approach is to build a strategy that clearly defines who your community is ideal for, using audience segments that align more with how people live their lives day to day.

Having an audience strategy is essential because it helps you reach the right people, stand out from the competition, create more effective marketing, and build a deeper connection with your audience. For example, if you're building student housing targeting college students, you might create a social media campaign featuring edgy, visually-striking graphics and offering exclusive access to resident events or marketing activations. On the other hand, if you're marketing a class B garden community targeting a renter by necessity, you might create a "comparison calculator" on your website to demonstrate how your community delivers the best value.

To create an effective audience strategy, it's important to segment your audience into different groups based on their needs and preferences. For example, you might have one segment that are heavy users of all amenities and another segment of homebodies who are less interested in your amenities but still desire the high-end finishes that come with a class-A building. By understanding the needs and preferences of each segment, you can create marketing campaigns that are tailored to their specific needs and that are more likely to convert them into loyal residents.

In conclusion, having an audience strategy is crucial. By identifying and targeting specific audience segments and tailoring your marketing efforts to meet their needs, you can give

your content the best chance of cutting through in a crowded market and connecting with potential renters.

Understanding Your Audience

There are many ways you can do this. Let's ask a language model for some advice to get started.

PROMPT:

How can a marketing executive in charge of marketing a new apartment building understand who their potential audience is in a way that is useful to them?

RESPONSE:

To understand the potential audience for a new apartment building, the marketing executive should consider the following steps:

Define the apartment building's unique selling points (USPs): Understanding what sets the building apart from its competition will help the marketing executive identify who the target audience is likely to be. For example, if the building is focused on sustainability and eco-friendly living, it may attract young, environmentally conscious renters.

Conduct market research: Researching the local area and the competition can help identify what renters are looking for in their apartments. Surveys or focus groups can help to identify the needs, preferences, and pain points of potential renters.

Create buyer personas: Once the marketing executive has identified the unique selling points and potential renters' needs and preferences, they can create buyer personas that represent the target audience. These personas should be based on data and insights gathered from the market research.

Use data analytics: Utilize data analytics to understand how the target audience interacts with marketing efforts. This can help to identify which marketing channels and messaging resonate best with the target audience.

Refine marketing strategy: Based on the insights gathered from market research and data analytics, refine the marketing strategy to focus on the most effective channels and messaging to reach the target audience.

By following these steps, the marketing executive can better understand who the potential audience is and create a marketing strategy that is tailored to their needs and preferences.

Interestingly, it didn't suggest the one way we'll do it in PROMPT for Real Estate Marketing – using ChatGPT for this task! Let's see how it does.

Clearly Defining Your Audience(s)

First, decide who you want to engage. A good way is to come up with a set of audience segments. Think of them as a menu that you can choose from.

Here is a list of generic apartment renter segments you could start with:

PROMPT:

Come up with ten audience segments for apartment renters. Each should be defined by a different underlying need that drives their apartment dwelling. Some should be renters by choice and some should be renters by income. Give each an emoji, a catchy name and a description. We'll call these our "Audience Segments"

RESPONSE:

 **Eco-Conscious Renters:** These are renters who prioritize sustainable living and environmental conservation. They look for apartments that offer energy-efficient appliances, green spaces, and amenities such as recycling facilities.

 **Young Professionals:** These renters are typically fresh out of college or early in their careers. They prioritize proximity to work, social life, and convenience. They look for apartments that are close to public transportation, grocery stores, restaurants, and entertainment options.

 **Urbanites:** These renters love the hustle and bustle of city life. They want to live in the heart of the city, close to all the action. They prefer apartments that offer stunning city views, are walking distance from shops, bars, and restaurants, and have access to public transportation.

 **Fitness Enthusiasts:** These renters prioritize their health and wellness. They want apartments with fitness centres, swimming pools, and access to outdoor recreation. They prefer apartments that offer easy access to bike and running trails, yoga classes, and gyms.

 **College Students:** These renters are typically looking for affordable and convenient housing options close to campus. They prioritize location, price, and the ability to live with roommates. They look for apartments that offer individual leases, furnished units, and are within walking distance to campus.

 **Social Butterflies:** These renters prioritize having a vibrant social life. They want apartments that offer communal spaces, such as outdoor courtyards, game rooms, and rooftop lounges. They look for apartments that host social events, have communal kitchens, and have easy access to bars and restaurants.

 **Homebodies:** These renters prioritize having a comfortable and cozy living space. They prefer apartments that have a homey feel, such as fireplaces, cozy nooks, and spacious patios or balconies. They prioritize having a quiet and relaxing environment.

 **Budget-Conscious Renters:** These renters prioritize affordability over other amenities. They want apartments that offer competitive pricing, special promotions, and discounts. They are typically looking for smaller units, and they may prioritize location over luxury amenities.

 **Community-Minded Renters:** These renters prioritize being part of a larger community. They want apartments that offer communal events and spaces, such as resident clubs, movie nights, and potlucks. They prioritize living in a building with a strong sense of community and connection.

 **Pet-Loving Renters:** These renters prioritize their furry friends. They want apartments that are pet-friendly, have dog parks, and offer pet-washing stations. They prioritize living in a community where pets are welcomed and celebrated.

Each of these audience segments has a different underlying need that drives their apartment dwelling, and understanding these needs can help marketers tailor their messaging and outreach efforts accordingly.

For best results, you should tweak the prompt to specify your location and type of apartment community so you get segments that are even more targeted. Keep playing until you come up with a set you love.

For example, if you were interested in Adult Community renters, you might try the following tweaks to the prompt (underlined):

PROMPT:

Come up with ten audience segments for 55+ Adult Apartment Rental Communities. Each should be defined by a different underlying need that drives their apartment dwelling. Some should be renters by choice and some should be renters by income. Give each an emoji, a catchy name and a description. We'll call these our "Audience Segments"

RESPONSE:

Sure, here are ten audience segments for 55+ adult apartment rental communities, along with an emoji, catchy name, and brief description:

 **The Retiree:** This audience segment is driven by a desire to live a relaxed, carefree lifestyle in their golden years. They have retired from their jobs and are looking for a low-maintenance living experience that allows them to enjoy their free time.

⌚ **The Active Senior:** This audience segment is still working, but they are approaching retirement age. They are driven by a desire to maintain an active, healthy lifestyle and prioritize amenities such as fitness centres and outdoor spaces for physical activities.

💰 **The Budget Conscious:** This audience segment is driven by a limited income and a need for affordable housing options. They are looking for apartments that are priced within their budget, but still offer high-quality amenities and a comfortable living experience.

🚗 **The Frequent Traveler:** This audience segment is driven by a love of travel and adventure. They want a living situation that is low-maintenance and allows them to lock up and leave for extended periods of time.

☀️ **The Sun Seeker:** This audience segment is driven by a love of warm weather and sunshine. They are looking for apartments in areas with a warm, sunny climate where they can enjoy outdoor activities year-round.

🐾 **The Pet Lover:** This audience segment is driven by a love of pets and the need for pet-friendly living options. They are looking for apartments that allow pets and offer amenities such as dog parks and pet washing stations.

💻 **The Lifelong Learner:** This audience segment is driven by a love of learning and intellectual stimulation. They are looking for apartments that offer opportunities for continued education and socialization with like-minded individuals.

🎨 **The Creative:** This audience segment is driven by a need for creative expression and the arts. They are looking for apartments in areas with a vibrant arts community and opportunities for creative pursuits.

👵 **The Caregiver:** This audience segment is driven by a need to care for aging family members. They are looking for apartments that offer accessible living options and support services for older adults.

🏡 **The Downsizer:** This audience segment is driven by a desire to simplify their lives and reduce their living space. They are looking for apartments that offer downsized living options and storage solutions to help them declutter and simplify their possessions.

After tweaking the prompts and coming up with a set of audience segments that feel useful to you, the next step is to pick one or two you want to target. That's the topic of the next chapter.

Deep-Diving into Your Target Audience

You can ask a language model to bring the segments to life in any way that's useful for you. Here is one way:

UNDERSTANDING YOUR AUDIENCE

PROMPT:

... continued ...

Please answer the following interview question for each segment.

Question: Describe an apartment dwelling moment from the last week that best describes your relationship with your apartment community

RESPONSE:

 **Eco-Conscious Renters:** "I attended a community event at our apartment complex's garden where we learned about composting and planting our own herbs. It was great to connect with like-minded neighbours and learn more about sustainable living."

 **Young Professionals:** "I ran into a neighbour in the lobby who also works in my industry. We exchanged contact information and plan to grab coffee next week to talk more about our jobs. It's great to have a built-in professional network in the building."

 **Urbanites:** "I had friends over for drinks on my balcony overlooking the city skyline. It was great to show off my apartment and share the excitement of living in the heart of the city with them."

 **Fitness Enthusiasts:** "I met a neighbour at the apartment gym and we ended up having a great workout together. We exchanged workout tips and plan to meet up again next week for a run."

 **College Students:** "My roommates and I had a movie night in our apartment's living room. It was great to have a cozy night in with friends and not worry about disturbing other residents."

 **Social Butterflies:** "I attended a pool party hosted by our apartment complex, and it was a blast. It was a great opportunity to meet new people and have fun in the sun."

 **Homebodies:** "I spent a quiet evening at home, curled up with a book in my apartment's reading nook. It's so great to have a peaceful retreat from the hustle and bustle of the city."

 **Budget-Conscious Renters:** "I took advantage of a special promotion offered by our apartment complex and received a discount on my rent. It's great to know that my complex values my business and wants to make living here more affordable for me."

 **Community-Minded Renters:** "I attended a resident club meeting where we discussed plans for a community service project. It's great to be part of a community that values giving back and making a difference."

 **Pet-Loving Renters:** "I took my dog to the on-site dog park and met a neighbour who also has a dog. It's great to have a pet-friendly community where my furry friend is welcomed and can make friends too."

While that's a good simple example, here is another more sophisticated way to bring the segments to life:

PROMPT:

...continued...

For these 10 segments, I'd like to understand them more. Imagine how each of these segments thinks, feels, and behaves. Then answer these questions for Segment 6. Then pause and await instructions before answering questions for segment 2.

Qualitative Questions:

- What does their apartment mean to them?
- What types of apartment features/amenities do they typically enjoy?
- What types of apartment marketing would engage them?
- What platforms or technologies did they use to find their apartment?

Quantitative Questions:

For each question please answer with a 1-10 (1: not at all, 10: LOADS)

- How much time do you spend in the apartment amenities?
- How much time do you spend in your apartment?
- How much do you love moving?

RESPONSE:

Sure, here are the responses for Segment 6:

What does their apartment mean to them?

Their apartment is a social hub where they can connect with neighbours and have fun events.

It's a place to relax and unwind after a busy day at work or school.

It's a representation of their lifestyle and personality.

What types of apartment features/amenities do they typically enjoy?

They enjoy social amenities such as a pool, outdoor grill, and rooftop lounge.

They appreciate apartment events such as pool parties, game nights, and happy hours.

They prefer apartments with a modern and trendy design aesthetic.

What types of apartment marketing would engage them?

Social media marketing that showcases fun events and lifestyle amenities.

Marketing that highlights the building's proximity to local nightlife and entertainment.

Photography that highlights the building's modern and trendy design.

What platforms or technologies did they use to find their apartment?

They are likely to use social media platforms such as Instagram and Facebook to research apartment options.

They may use apartment search websites such as Apartments.com or Zillow to find available apartments.

They are likely to use mobile apps such as Yelp or Google Maps to research nearby restaurants and entertainment options.

Quantitative Questions:

How much time do you spend in the apartment amenities? 7

How much time do you spend in your apartment? 5

How much do you love moving? 3

[To save space, we won't repeat this for the other segments here. But you get the idea!]

Up until this point, we've shown you how to think about audiences and deep-dive into the ones you're most excited about targeting. Now we need to work out what to do differently to engage them.

The Importance of Adapting Marketing to Target Audiences

Adapting your marketing to your target audience is crucial. Different audiences have different preferences, tastes, and behaviours, and as such, require different approaches when it comes to marketing. As a simple example, a socially engaged renter may respond well to TikTok apartment reviews, social media campaigns, targeted advertising, and the ability to virtually tour potential apartments. Conversely, a less tech-savvy audience may be more inclined to wait until the apartment is available to view in person. With audience segments, the difference is even clearer, as shown in the example below:

PROMPT:

... continued ...

For each Audience Segment, please choose the top marketing idea that would be most likely to engage that segment.

Please answer in the following format:

Number. Emoji Segment Name: Marketing Idea Name: Reason why it would work for this segment

RESPONSE:

 **Eco-Conscious Renters: Green Living:** Highlighting the building's sustainability initiatives and eco-friendly features will appeal to renters who value living a green lifestyle.

 **Young Professionals: Networking Events:** Hosting networking events for residents will attract young professionals who are interested in building their professional network and making new connections.

 **Urbanites: City Living:** Emphasizing the building's proximity to local attractions and nightlife will attract renters who want to be in the heart of the city action.

 **Fitness Enthusiasts: Fitness Amenities:** Highlighting the building's fitness amenities and classes will attract renters who prioritize a healthy and active lifestyle.

 **College Students: Study Spaces:** Emphasizing the building's study spaces and proximity to campus will appeal to students who prioritize their academic success.

 **Social Butterflies: Community Events:** Hosting community events such as pool parties, game nights, and happy hours will attract renters who want to connect with neighbours and have a social living experience.

 **Homebodies: Cozy Living:** Emphasizing the building's cozy and peaceful living spaces will attract renters who prioritize relaxation and downtime at home.

 **Budget-Conscious Renters: Special Promotions:** Offering special promotions such as discounts or waived fees will appeal to renters who want to save money and get the best value for their rent.

 **Community-Minded Renters: Volunteer Opportunities:** Emphasizing the building's community service initiatives and providing volunteer opportunities will attract renters who want to make a positive impact in their community.

 **Pet-Loving Renters: Pet Amenities:** Highlighting the building's pet-friendly amenities such as a dog park, grooming station, and pet events will attract renters who prioritize their furry friends in their living experience.

There's never just one way to do something. Let's try another way to see a different approach and different results:

PROMPT:

... continued ...

Pretend you are a typical person in each Segment. Which of the Social Media marketing ideas would engage you the most and why? How could each be done in a way that is most engaging to you?

RESPONSE:

Sure, here are the social media marketing ideas that would most engage me as a typical person in each segment, along with how they could be done in a way that is most engaging to me:

 **Eco-Conscious Renters: Sustainability Features:** I would be most engaged by social media posts that highlight the building's eco-friendly features, such as solar panels, energy-efficient appliances, and water-saving fixtures. Seeing the building's commitment to sustainability would make me feel good about my choice to live there.

 **Young Professionals: Networking Events:** I would be most engaged by social media posts promoting networking events for residents, such as happy hours or industry-specific mixers. Seeing opportunities to connect with other young professionals would make me feel like I am part of a community and could lead to valuable connections.

 **Urbanites: City Living:** I would be most engaged by social media posts that showcase the building's proximity to local attractions, restaurants, and nightlife. Seeing how close I am to all the action would make me feel like I am living in the heart of the city.

 **Fitness Enthusiasts: Fitness Amenities:** I would be most engaged by social media posts showcasing the building's fitness amenities, such as the gym, yoga studio, or group fitness classes. Seeing that the building prioritizes fitness would make me feel motivated to work out more often.

 **College Students: Study Spaces:** I would be most engaged by social media posts highlighting the building's study spaces, such as a quiet library or private study rooms. Seeing that there are spaces dedicated to academic success would make me feel like I have the resources to excel in my studies.

 **Social Butterflies: Community Events:** I would be most engaged by social media posts promoting community events such as pool parties, game nights, or holiday gatherings. Seeing that there are opportunities to socialize and connect with neighbours would make me feel like I am part of a fun and vibrant community.

 **Homebodies: Cozy Living:** I would be most engaged by social media posts showcasing the building's cozy and peaceful living spaces, such as a relaxing courtyard or comfortable common area. Seeing that there are spaces dedicated to relaxation and downtime would make me feel like I can truly unwind at home.

 **Budget-Conscious Renters: Special Promotions:** I would be most engaged by social media posts promoting special promotions such as discounts or waived fees. Seeing that there are ways to save money on rent would make me feel like I am getting the best value for my money.

   **Community-Minded Renters: Volunteer Opportunities:** I would be most engaged by social media posts promoting volunteer opportunities and community service initiatives. Seeing that the building is committed to making a positive impact would make me feel like I am part of a community that cares about others.

 **Pet-Loving Renters: Pet Amenities:** I would be most engaged by social media posts showcasing the building's pet-friendly amenities such as a dog park, grooming station, or pet events. Seeing that the building prioritizes my furry friend's needs would make me feel like I am part of a community that values pets.

Each of these marketing ideas would likely appeal to more than just one segment, but you would need to tweak them. Sometimes these tweaks are substantial, as the following table demonstrates. Let's see how you could tailor three ideas to two of segments:

PROMPT:

... continued ...

For each Marketing Idea, come up with a way to first tailor it perfectly to the needs of the Fitness Enthusiasts and then perfectly to the needs of the Homebodies. Answer in a table following this format:

Emoji Marketing Idea:

- Fitness Enthusiasts: How you would tailor the idea and why it would meet their needs
- Homebodies: How you would tailor the idea and why it would meet their needs

Reply in a table:

Column 1: Emoji Marketing Idea

Column 2: How to design this for the Fitness Enthusiasts

Column 3: How to design this for the Homebodies

RESPONSE:

Here is a table with the requested information:

Marketing Idea	How to design this for the Fitness Enthusiasts	How to design this for the Homebodies
 Social Media Influencers	Partner with fitness influencers who live in the area and showcase the building's fitness amenities, such as the gym, pool, and yoga studio. Highlight how the building can support their fitness goals and offer special promotions for new residents who mention the influencer's name.	Partner with home decor influencers who can showcase the building's spacious apartments and cozy amenities, such as the fireplace and the balcony. Highlight how the building can provide a comfortable and inviting space to spend time at home and offer special promotions for new residents who mention the influencer's name.
 Resident Events	Organize fitness events, such as group runs, yoga classes, or spin classes in the building's fitness centre or nearby park. Offer healthy snacks and refreshments after the event and provide information about local fitness studios and trainers.	Organize virtual events, such as a book club, game night, or cooking class, that residents can participate in from the comfort of their apartment. Offer themed snacks and drinks delivered to their door and provide opportunities for residents to connect and socialize virtually.
 Health and Wellness Programs	Offer personal training sessions, nutrition consultations, or wellness workshops led by certified professionals. Customize the programs based on residents' fitness goals and provide incentives for achieving milestones, such as a free month of rent or a gift card to a local fitness store.	Offer virtual meditation sessions, wellness coaching, or mental health workshops led by licensed therapists or counsellors. Customize the programs based on residents' interests and provide incentives for participating, such as a discount on rent or a free cleaning service.

Once you have settled on a marketing idea that feels right you should brainstorm ways to make it as engaging as possible for your target audience. Here is an example:

PROMPT:

... continued ...

Come up with 10 different ways to make the Social Media Marketing perfect for the needs of the Pet-Loving Renters. Pick an emoji for each idea

RESPONSE:

Here are ten different ways to make social media marketing perfect for the needs of pet-loving renters, along with an emoji for each idea:

 **Pet Photo Contests:** Host a pet photo contest on social media with the building's pet-friendly amenities as the backdrop, and offer a prize for the cutest pet photo. This would appeal to pet-loving renters who enjoy showing off their furry friends.

 **Pet-Friendly Trails:** Create video content showcasing the best pet-friendly trails and parks in the area, highlighting the convenience of the building's location for pet owners.

 **Pet-Friendly Amenities Tour:** Create a video tour of the building's pet-friendly amenities, including a dog wash station, a pet park, and a pet spa. Showcasing these

features would appeal to pet owners looking for a building that caters to their pets' needs.

👉 **Pet-Friendly Food Delivery:** Partner with local pet food stores and delivery services to offer exclusive discounts to pet-loving residents, and showcase this partnership on social media to entice potential renters.

👉 **Pet Meetups:** Organize monthly pet meetups in the building's pet park, where residents can bring their pets and socialize with other pet-loving neighbours. Promote these events on social media to attract new pet-loving renters.

👉 **Pet-Friendly Design:** Showcase pet-friendly design ideas and products on social media, such as non-slip floors, durable furniture, and easy-to-clean surfaces. This would appeal to pet owners who prioritize the safety and comfort of their pets.

👉 **Pet Health and Wellness Tips:** Share health and wellness tips for pets on social media, such as nutrition advice, exercise routines, and grooming tips. This would appeal to pet owners who prioritize their pets' health and well-being.

👉 **Pet-Friendly Designated Areas:** Highlight designated pet-friendly areas in the building, such as pet relief areas and dog walking routes, and promote them on social media to attract pet-loving renters.

👉 **Pet-Sitting Services:** Partner with local pet-sitting services and promote these services on social media to provide peace of mind to pet owners who may need to travel or work long hours.

👉 **Pet-Friendly Discounts:** Offer exclusive discounts to pet-friendly stores and services in the area and promote them on social media to attract pet-loving renters. This would also help build a sense of community among pet owners in the building.

Let's contrast the above with how you'd tweak the marketing idea to make it as relevant as possible if you were targeting a very different audience:

PROMPT:

... continued ...

Come up with 10 different ways to make the Social Media Marketing perfect for the needs of the Budget-Conscious Renters segment. Pick an emoji for each idea

RESPONSE:

👉 **Budget-Conscious Renters Social Media Idea 1:** Create short videos showcasing the affordability of the apartments, emphasizing value for money and highlighting cost-saving features.

 **Budget-Conscious Renters Social Media Idea 2:** Share infographics comparing the cost of living in your apartments to other rental options in the area, highlighting how much money renters can save by choosing your apartments.

 **Budget-Conscious Renters Social Media Idea 3:** Promote referral programs that reward current renters for referring new tenants to the apartment complex, thereby lowering their own rent or receiving a bonus.

 **Budget-Conscious Renters Social Media Idea 4:** Highlight rent specials, promotions, or discounts on social media channels to incentivize renters to choose your apartments over other options in the area.

 **Budget-Conscious Renters Social Media Idea 5:** Showcase apartments with efficient layouts and designs that maximize the use of space, allowing renters to save money on furniture and décor.

 **Budget-Conscious Renters Social Media Idea 6:** Highlight the location of the apartment complex in relation to public transportation options or bike paths, emphasizing the cost-saving benefits of not owning a car.

 **Budget-Conscious Renters Social Media Idea 7:** Highlight eco-friendly features of the apartment complex such as energy-efficient appliances or low-flow showerheads, emphasizing the cost savings associated with reduced energy and water bills.

 **Budget-Conscious Renters Social Media Idea 8:** Offer tips on social media for saving money on moving expenses such as packing supplies or moving trucks.

 **Budget-Conscious Renters Social Media Idea 9:** Share money-saving tips and tricks for living frugally on social media, such as ways to save money on groceries or utilities.

 **Budget-Conscious Renters Social Media Idea 10:** Share reviews or testimonials from satisfied renters who saved money by choosing your apartments over other options in the area.

Audience Segmentation: Behavioural and Psychographic

We are going to spend a lot of upfront time exploring audience segments and unmet needs. Understanding both in a concrete way is critical before proceeding with your marketing plan.

Marketing avatars or segments can be incredibly helpful in personifying your ideal customer, but it is imperative that you avoid violating fair housing laws and implicit bias as you create your market.

The more you can imagine your target customer, the easier it becomes to speak to that customer or imagine that customer's voice. But often, in the vein of 'being busy', we drop

back to the typical quantitative demographics of income and location. There are countless ways to segment your audience from demographic, to behavioural, to psychographic. Let ChatGPT in on the fun to start brainstorming the best segments:

PROMPT:

Can you give me a list of demographic characteristics for high-rise luxury apartment renters in Washington, D.C.?

RESPONSE:

Certainly, here are some demographic characteristics that are commonly associated with luxury apartment renters:

Age: Luxury apartment renters are often in their mid-20s to mid-40s age range, although there are exceptions.

Income: Luxury apartment renters tend to have higher incomes and can afford to pay premium prices for high-end amenities and finishes.

Education: Many luxury apartment renters have higher levels of education, such as college degrees or graduate degrees.

Professional status: Luxury apartment renters often hold professional positions such as executives, entrepreneurs, or senior-level management positions.

Lifestyle: Luxury apartment renters may have a busy, active lifestyle, often seeking convenience and amenities that fit their needs, such as fitness centres, pools, and concierge services.

Family status: While some luxury apartment renters are single, many also have families or are couples without children.

Geographic location: Luxury apartment renters tend to live in urban areas or near city centres, where high-end amenities, dining, and entertainment are easily accessible.

It is important to note that these demographic characteristics are not absolute, and the luxury apartment renter demographic can vary widely depending on the location, property type, and market demand. Understanding the characteristics of your target audience can help you tailor your marketing efforts to attract the right tenants to your luxury apartment building.

Obviously, we immediately know there are more than a few characteristics on this list we are not going to use. Let's look at psychographic characteristics instead:

PROMPT:

Can you give me a list of psychographic characteristics for high-rise luxury apartment renters in Washington, D.C.?

RESPONSE:

Sure, here are some psychographic characteristics that may be associated with high-rise luxury apartment renters in Washington, D.C.:

Desire for luxury and exclusivity: High-rise luxury apartment renters in Washington, D.C. are often attracted to premium amenities, high-end finishes, and unique features that make the property stand out from other apartment buildings.

Appreciation for convenience: High-rise luxury apartment renters in Washington, D.C. value convenience and appreciate amenities such as a 24-hour concierge, package delivery, and valet parking.

Active lifestyle: High-rise luxury apartment renters in Washington, D.C. may lead busy and active lifestyles, with a preference for amenities such as fitness centres, swimming pools, and rooftop lounges that cater to their desire for an active and healthy lifestyle.

Tech-savvy: High-rise luxury apartment renters in Washington, D.C. may value technology and seek out amenities such as smart home features, high-speed internet, and a fully equipped business centre.

Desire for community: High-rise luxury apartment renters in Washington, D.C. may seek a sense of community within the building and appreciate amenities such as resident events, shared spaces, and a welcoming atmosphere that fosters social interactions.

Appreciation for culture: High-rise luxury apartment renters in Washington, D.C. may be drawn to the city's cultural attractions and seek out amenities that support their interests, such as on-site galleries or performance spaces.

Interest in sustainability: High-rise luxury apartment renters in Washington, D.C. may value sustainability and seek out amenities such as energy-efficient appliances, green roofs, and other environmentally conscious features.

It's important to note that these psychographic characteristics are not absolute, and individual tenants may have varying preferences and priorities. However, understanding your target audience's psychographic characteristics can help you tailor your marketing and property features to attract the right tenants to your high-rise luxury apartment building.

Now let's take a look at behavioural characteristics:

PROMPT:

Can you give me a list of behavioural characteristics for high-rise luxury apartment renters in Washington, D.C.?

RESPONSE:

Sure, here are some behavioural characteristics that may be associated with high-rise luxury apartment renters in Washington, D.C.:

Willingness to pay a premium: High-rise luxury apartment renters in Washington, D.C. are often willing to pay a premium for exclusive amenities, high-end finishes, and unique features that differentiate the property from other apartment buildings.

Research-oriented: High-rise luxury apartment renters in Washington, D.C. tend to conduct thorough research before making a leasing decision, often comparing multiple properties to ensure they are getting the best value for their money.

Long-term tenants: High-rise luxury apartment renters in Washington, D.C. may be more likely to stay in one place for an extended period of time, with some choosing to renew their lease for several years at a time.

Appreciation for convenience: High-rise luxury apartment renters in Washington, D.C. value convenience and may be more likely to take advantage of amenities such as a 24-hour concierge, package delivery, and valet parking.

Active and social: High-rise luxury apartment renters in Washington, D.C. may lead busy and active lifestyles, often taking advantage of amenities such as fitness centres, swimming pools, and rooftop lounges that cater to their desire for an active and healthy lifestyle. They may also appreciate amenities that foster a sense of community and social interaction within the building.

Early adopters: High-rise luxury apartment renters in Washington, D.C. may be more likely to embrace new technology and seek out amenities such as smart home features, high-speed internet, and a fully equipped business centre.

Environmentally conscious: High-rise luxury apartment renters in Washington, D.C. may value sustainability and seek out amenities that reflect this priority, such as energy-efficient appliances, green roofs, and other environmentally conscious features.

It's important to note that these behavioural characteristics are not absolute, and individual tenants may have varying behaviours and preferences. However, understanding your target audience's behavioural characteristics can help you tailor your marketing efforts and property features to attract the right tenants to your high-rise luxury apartment building.

This is starting to get more into some characteristics that may be of interest. Who doesn't want to attract long-term residents but honestly, I don't know that many marketing professionals are thinking about how to attract this type of renter from the outset!

Let's turn these characteristics into fully-fledged audience segments.

PROMPT:

Based on the psychographic and behavioural characteristics you have identified please come up with ten audience segments for luxury apartment renters in Washington, D.C. Each should be defined by a difference in these underlying characteristics that drives their apartment dwelling. Give each an emoji, a catchy name and a description. We'll call these our "Audience Segments"

RESPONSE:

Name:  The Global Jetsetters

Description: This audience segment consists of well-travelled individuals who frequently move between cities or countries for work or leisure. They value flexible lease terms, high-quality furnishings, and premium services that cater to their on-the-go lifestyle.

Name:  The Career Climbers

Description: This group is made up of ambitious professionals who prioritize their careers above all else. They seek apartments that are close to their workplaces or major business districts, and they value time-saving amenities like concierge services and on-site fitness centres.

Name:  The Eco-Conscious

Description: Environmentally aware renters prioritize sustainable building practices and energy-efficient features in their apartments. They are attracted to buildings with green certifications, eco-friendly amenities, and easy access to public transportation or bike-friendly streets.

Name:  The Wellness Warriors

Description: Health-conscious individuals who seek a balanced lifestyle are drawn to apartments with high-quality fitness centres, wellness programs, and health-focused communal spaces. They may also prioritize proximity to parks or outdoor recreational areas.

Name:  The Urban Creatives

Description: This segment includes artists, designers, and creative professionals who value unique and aesthetically pleasing living spaces. They appreciate apartments with high-quality finishes, interesting architecture, and access to local cultural events or venues.

Name: 🐶 The Pet Lovers

Description: Renters with pets prioritize pet-friendly policies, amenities like dog parks or pet grooming stations, and proximity to outdoor spaces where their furry friends can roam. They may be willing to pay a premium for a building that caters to their pets' needs.

Name: 💬 The Social Butterflies

Description: Socially active individuals who enjoy entertaining or attending events are drawn to luxury apartments with rooftop lounges, communal spaces, and curated building events. They appreciate a vibrant social scene within the apartment community and nearby neighbourhood.

Name: 📚 The Academic Achievers

Description: This group includes graduate students, researchers, or professors who value proximity to universities and research institutions. They may prioritize quiet living environments, access to libraries or study spaces, and a sense of intellectual community.

Name: 💎 The Status Seekers

Description: Status-conscious individuals are attracted to prestigious addresses, brand-name buildings, and exclusive amenities that signal their success. They may be more responsive to marketing efforts that emphasize luxury and exclusivity.

Name: 🛠 The Tech Enthusiasts

Description: Tech-savvy renters value cutting-edge technology and smart home features in their living spaces. They are early adopters of new gadgets and services and may prioritize apartments with advanced security systems, high-speed internet, and integrated smart devices.

These audience segments are based on generalizations and may overlap. Keep in mind that individual preferences can vary, and it's essential to conduct market research to understand the specific needs and desires of your target audience.

We can now dig in and compare two segments, to help us bring them to life.

PROMPT:

Let's now compare two of these segments, The Career Climbers and The Social Butterflies. Please produce a table with three columns: Characteristic, The Career Climbers and The Social Butterflies. In the table list the 10 psychographic and 10 behavioural characteristics (separating psychographic and behavioural characteristics with a blank row) and give each segment a score out of 10 for the relevance of that characteristic to them where 1 = Not at all relevant and 10=Extremely relevant. Within the psychographic characteristics and within the behavioural characteristics, sort the

rows in descending order based on The Career Climbers column with the most relevant characteristic at the top.

RESPONSE:

Here's a table comparing The Career Climbers and The Social Butterflies based on the psychographic and behavioural characteristics, with scores ranging from 1 (Not at all relevant) to 10 (Extremely relevant).

Characteristic	The Career Climbers	The Social Butterflies
Psychographic Characteristics		
Convenience-focused	10	8
Status-conscious	9	7
Urban-centric	8	8
Aesthetics-driven	7	6
Health-conscious	6	5
Tech-savvy	6	4
Environmentally aware	4	3
Experience-oriented	3	10
Time-sensitive	9	5
Socially active	5	10
Behavioral Characteristics		
Online research	8	8
Seeking recommendations	7	8
Prioritizing convenience	10	8
Willing to pay a premium	9	7
Brand loyalty	7	6
Utilizing building amenities	8	9
Engaging with community events	4	10
Seeking flexible lease terms	9	6
Responsive to marketing efforts	8	7
Regularly upgrading	7	5

Please note that these scores are subjective and based on generalizations. Individual preferences may vary, and it's essential to conduct market research to better understand the specific needs and desires of each target audience segment.

Audience Segmentation: Category-Related Needs

Let's now explore a different way of segmenting audiences. This time we'll start with a very simple request to segment our audience and won't give ChatGPT much guidance. Let's see what it comes up with.

PROMPT:

Create a segmentation of high-rise luxury apartment renters in Washington, D.C.

RESPONSE:

Sure, here is an example of how you could segment high-rise luxury apartment renters in Washington, D.C.:

Young professionals: This segment consists of young professionals in their 20s and 30s who are often new to the city or looking for an upgrade in their living situation. They may be drawn to properties that offer proximity to downtown offices, nightlife, and cultural attractions. They value convenience, active lifestyles, and social interactions.

Empty nesters: This segment consists of older adults in their 50s and 60s who may be downsizing from a larger home or transitioning from the suburbs to the city. They may be drawn to properties that offer premium amenities, high-end finishes, and unique features that cater to their desire for luxury and exclusivity. They value convenience, community, and sustainability.

Foreign diplomats: This segment consists of foreign diplomats who are often seeking a temporary home in the city. They may be drawn to properties that offer proximity to embassies, high levels of security, and a welcoming atmosphere that caters to their unique needs. They value convenience, exclusivity, and community.

Tech professionals: This segment consists of tech professionals who are drawn to properties that offer the latest in technology and connectivity. They value smart home features, high-speed internet, and a fully equipped business centre. They may also appreciate amenities that foster a sense of community and social interaction within the building.

Luxury seekers: This segment consists of individuals who are primarily drawn to properties that offer premium amenities, high-end finishes, and unique features that differentiate the property from other apartment buildings. They value exclusivity, luxury, and convenience.

It's important to note that these segments are not absolute, and individual tenants may fall into multiple segments or have varying preferences and priorities. However, understanding your target audience's segmentation can help you tailor your marketing and property features to attract the right tenants to your high-rise luxury apartment building.

We know we want to move away from traits that have anything to do with our Federal or local Fair Housing guidelines. Shifting focus to category-related needs allows us to focus on a problem/need that we are solving for our customers instead of personal traits. This refocus is helpful not just for compliance's sake—it's also an overall better marketing

practice. Our entire job is based on solving housing needs. What we know is that an apartment is about so much more than just a roof overhead.

PROMPT:

Create a segmentation of high-rise luxury apartment renters in Washington, D.C. unique and differentiated category-related needs. Explain each through their motivations to rent a luxury apartment and a unique luxury apartment living moment that defines their week

RESPONSE:

Sure, here is an example of how you could segment high-rise luxury apartment renters in Washington, D.C. based on unique and differentiated category-related needs:

Health and wellness seekers: This segment consists of individuals who prioritize their physical and mental health, and are drawn to properties that offer amenities to support their active and healthy lifestyle. They value amenities such as fitness centres, swimming pools, and yoga studios, and may be interested in wellness events and classes. Motivations to rent a luxury apartment may include the desire for a healthy and balanced lifestyle, and to be part of a community of like-minded individuals. A unique luxury apartment living moment for this segment might be participating in a sunrise yoga class on the building's rooftop terrace.

Art and culture enthusiasts: This segment consists of individuals who value cultural experiences and are drawn to properties that offer proximity to museums, galleries, and other cultural attractions. They value amenities such as a curated art collection, cultural events, and private access to cultural institutions. Motivations to rent a luxury apartment may include the desire for a rich and culturally immersive lifestyle, and to be part of a community of art and culture enthusiasts. A unique luxury apartment living moment for this segment might be attending a private art exhibit opening in the building's lobby.

Eco-conscious consumers: This segment consists of individuals who value sustainability and are drawn to properties that offer environmentally conscious features and amenities. They value amenities such as energy-efficient appliances, green roofs, and on-site composting. Motivations to rent a luxury apartment may include the desire to live in an environmentally responsible and sustainable way, and to be part of a community that shares these values. A unique luxury apartment living moment for this segment might be hosting a zero-waste dinner party in the building's green roof garden.

Tech and innovation enthusiasts: This segment consists of individuals who value the latest in technology and are drawn to properties that offer smart home features, high-speed internet, and a fully equipped business centre. They value amenities that foster connectivity and productivity, and may be interested in innovation-focused events and networking opportunities. Motivations to rent a luxury apartment may include the desire to live and work in a cutting-edge environment, and to be part of a community of tech and innovation enthusiasts. A unique luxury apartment living moment for this segment

might be participating in a virtual reality tour of the building's state-of-the-art fitness centre.

It's important to note that these segments are not absolute, and individual tenants may fall into multiple segments or have varying preferences and priorities. However, understanding your target audience's unique and differentiated category-related needs can help you tailor your marketing and property features to attract the right tenants to your high-rise luxury apartment building.

Hopefully, your wheels are turning with lots of new ideas. The first time I saw the results of a prompt like this, I started thinking about all the different ways I wanted to rewrite my website copy ... and don't zero-waste dinners and lobby art exhibits sound amazing!?!

Let's now dig in to try to find more segments.

PROMPT:

List as many different and useful audience segments of high-rise luxury apartment renters in Washington, D.C. Give each a unique and clever name

RESPONSE:

Sure! Here are some additional audience segments for high-rise luxury apartment renters in Washington, D.C., along with a unique and clever name for each segment:

Power Brokers: These individuals are highly motivated and success-driven, valuing amenities such as business centres, conference rooms, and luxury car services. Their motivation to rent a luxury apartment is to be in close proximity to the city's power centres and to be part of a community of similarly ambitious individuals. A unique luxury apartment living moment for this segment might be hosting a high-powered client meeting in a private conference room on the building's top floor.

Foodies & Wine Enthusiasts: This segment values amenities such as chef-grade kitchens, wine cellars, and gourmet restaurants in close proximity. Their motivation to rent a luxury apartment is to indulge in the city's vibrant food and wine scene and to host dinner parties for friends and family. A unique luxury apartment living moment for this segment might be attending an exclusive wine-tasting event hosted in the building's private wine cellar.

Pet Parents: This segment consists of individuals who consider their pets to be an integral part of their lives and are drawn to properties that offer pet-friendly amenities, such as dog parks, pet spas, and pet-walking services. Their motivation to rent a luxury apartment is to provide a comfortable and convenient living environment for themselves and their furry family members. A unique luxury apartment living moment for this segment might be enjoying a weekend brunch with fellow pet owners and their dogs in the building's pet-friendly courtyard.

Global Nomads: These individuals are drawn to properties that offer international and culturally diverse amenities, such as language classes, cultural festivals, and multi-lingual staff. Their motivation to rent a luxury apartment is to have a sense of global community and to meet individuals from diverse cultural backgrounds. A unique luxury apartment living moment for this segment might be attending a cultural dance performance in the building's multi-purpose event space.

Social Butterflies: This segment values amenities such as lounges, bars, and social event spaces to host their friends and family. Their motivation to rent a luxury apartment is to be part of a social community and to host events that bring people together. A unique luxury apartment living moment for this segment might be hosting a rooftop cocktail party on the building's stunning outdoor terrace.

It's important to note that these segments are not exhaustive, and there are many other ways to segment the high-rise luxury apartment renters in Washington, D.C. The goal is to identify unique and specific audience segments with distinct needs and motivations that can help tailor the property's features and marketing messages to attract the right tenants.

I was hoping to get more out of this prompt, so I ran it several times. You can start a new conversation, change up the wording and get more or less specific with your modifiers. Or, just prompt to dig deeper.

Here we'll try another approach that's useful to have under your belt. We'll prompt the language model to step back and consider renters' underlying needs first. Then, with that knowledge in the chat, we'll ask it to create a segmentation again. This should lead to a much richer result!

PROMPT:

Give ten reasons why someone would want to rent at a luxury high-rise apartment building in the Capitol Riverfront neighbourhood in Washington, D.C.

RESPONSE:

Sure, here are ten reasons why someone might want to rent at a luxury high-rise apartment building in the Capitol Riverfront neighbourhood in Washington, D.C.:

Location: The Capitol Riverfront neighbourhood is one of the most desirable areas in D.C., with easy access to major attractions, shopping, dining, and entertainment options.

Luxury amenities: High-rise luxury apartments often offer high-end amenities such as rooftop terraces, fitness centres, swimming pools, and 24-hour concierge services.

Stunning views: High-rise apartments offer breathtaking views of the city skyline, the Potomac River, and other iconic landmarks.

Security: Many high-rise luxury apartment buildings have advanced security features, such as controlled access to the building, 24-hour security, and surveillance cameras.

Maintenance-free living: Luxury high-rise apartments offer maintenance-free living, which means tenants don't have to worry about lawn care, snow removal, or other tedious tasks.

Modern interiors: Luxury high-rise apartments feature modern and stylish interiors, with high-end finishes and appliances, as well as custom-designed cabinetry and smart home technology.

On-site services: High-rise apartments often offer on-site services such as dry cleaning, package delivery, and valet parking.

Community events: Many luxury high-rise apartment buildings organize community events and activities, such as wine tastings, cooking classes, and rooftop parties, which offer opportunities to meet and socialize with other tenants.

Environmental sustainability: Many high-rise luxury apartment buildings are designed with sustainability in mind, incorporating energy-efficient features, green roofs, and other eco-friendly initiatives.

Investment potential: Luxury high-rise apartments in prime locations such as the Capitol Riverfront neighbourhood are often seen as sound real estate investments that can appreciate in value over time.

Obviously, some of the answers you get just aren't going to fly, for instance, "investment potential" or information we can't directly use in our marketing, such as "safety." But remember, just because we can't guarantee safety *doesn't make it less of a renter motivation*.

Regardless, there are some great angles on this list that may not always be top of mind for us as marketers. We can sometimes take the neighbourhood or a building amenity for granted. This is a great reminder for us that a stunning view or the concept of never having to fix one's own toilet can very much be a lease-deciding factor.

Once we've uncovered some of the motivations to call our community home, the next step is to dig into what the perception of living in one of our apartments may be:

PROMPT:

...continued...

For each reason: Create a category-related needs audience segmentation for renters of a luxury high-rise apartment in the Capitol Riverfront neighbourhood. Please describe ten segments. Give each segment a catchy title. For each, describe a unique luxury renter moment that defines their week.

RESPONSE:

Sure, here are ten audience segments for renters of a luxury high-rise apartment in the Capitol Riverfront neighbourhood, along with a catchy title and a unique luxury renter moment that defines their week, based on the ten reasons to rent mentioned previously:

"Location Enthusiasts": These renters prioritize location above all else, and they are drawn to luxury apartments in the Capitol Riverfront neighbourhood because of its proximity to the best restaurants, nightlife, and entertainment in D.C. Their unique luxury renter moment might be exploring a new restaurant or bar in the neighbourhood every week.

"Amenities Aficionados": These renters are obsessed with luxury amenities and are willing to pay top dollar for access to features like rooftop terraces, fitness centres, and swimming pools. Their unique luxury renter moment might be lounging by the rooftop pool or working out with a personal trainer in the building's state-of-the-art gym.

"View Seekers": These renters are mesmerized by breathtaking views of the city skyline, the Potomac River, and other iconic landmarks. Their unique luxury renter moment might be taking in the stunning sunset views from their apartment's balcony or rooftop terrace.

"Safety and Security Conscious": These renters value their personal safety and the security of their belongings, and they appreciate advanced security features such as controlled access, 24-hour surveillance, and on-site security personnel. Their unique luxury renter moment might be feeling secure and protected in their high-rise apartment, even when they are away on business or vacation.

"Maintenance-Free Enthusiasts": These renters value their time and don't want to spend it on mundane tasks like lawn care or snow removal. They appreciate the convenience of maintenance-free living in a luxury high-rise apartment, where all upkeep and repairs are taken care of by the building's staff. Their unique luxury renter moment might be spending their weekends relaxing, exploring the city, or pursuing their hobbies, without worrying about household chores.

"Design and Decor Devotees": These renters appreciate stylish and modern interiors, with high-end finishes, custom-designed cabinetry, and smart home technology. Their unique luxury renter moment might be admiring the elegant design of their apartment, or entertaining guests in their beautifully appointed living space.

"Service-Seeking Socializers": These renters value on-site services and community events that help them connect with their neighbours and make new friends. They appreciate perks like dry cleaning, package delivery, and valet parking, and they love attending events like wine tastings, cooking classes, and rooftop parties. Their unique luxury renter moment might be mingling with fellow tenants at a community event or getting to know their building's staff.

"Eco-Conscious Renters": These renters are committed to living in a sustainable and environmentally friendly way, and they appreciate luxury high-rise apartments that incorporate green features like energy-efficient appliances and green roofs. Their unique luxury renter moment might be enjoying the fresh air and beautiful views from their apartment's green roof, or participating in community events that promote sustainability and eco-friendliness.

"Investment-Minded Tenants": These renters see their luxury high-rise apartment as a sound real estate investment that can appreciate in value over time. They appreciate the potential for a good return on their investment, and they are often savvy and successful professionals with a keen eye for smart financial decisions. Their unique luxury renter moment might be discussing investment strategies with their financial advisor or attending a real estate seminar to learn more about the market.

"Luxury Living Enthusiasts": These renters are simply in love with the idea of living in a high-end luxury apartment, with all the perks and privileges that come with it. They appreciate the comfort, convenience, and prestige of luxury living, and they are willing to pay top dollar for the experience. Their unique luxury renter moment might be indulging in spa treatments at the building's on-site spa, sipping champagne on their balcony while taking in the views, or simply revelling in the feeling of living in a luxurious and exclusive building.

The thing to note here is that some of the renter moments are happening in your community, and some are happening *outside* of your community in the neighbourhood. For instance, the location enthusiast is excited about trying new restaurants every week. Sounds like some easy content for your website or, even better, some user-generated content for social and obvious marketing collaborations!

So, now that we know what your renter base may want, what can you offer them? And what is your competition doing for them?

PROMPT:

Now I'd like you to give each segment an emoji. Give specific examples of apartment buildings in D.C. for each segment and give innovative ideas for specific initiatives they could do to better meet the needs of that segment

RESPONSE:

Sure, I'd be happy to provide that additional information!

 **"The Royals"** - This segment is made up of individuals who prioritize luxury, prestige, and exclusivity above all else. They are willing to pay top dollar for the most opulent amenities and services, and seek out properties that provide the ultimate in luxurious living. An example of an apartment building that might appeal to this segment is The Lauren in Bethesda, which offers top-of-the-line finishes and amenities, as well as personalized concierge service. An innovative initiative that could be implemented for

this segment is a private chef service, providing residents with a five-star dining experience without ever having to leave their apartment.

 **"The Zen Seekers"** - This segment is made up of individuals who prioritize wellness and relaxation. They seek out properties that provide access to top-of-the-line fitness facilities, tranquil outdoor spaces, and spa services. An example of an apartment building that might appeal to this segment is Viva in the NoMa neighbourhood, which offers an outdoor yoga deck, an indoor lap pool, and an on-site spa. An innovative initiative that could be implemented for this segment is a meditation and mindfulness program, providing residents with access to classes, workshops, and resources to help them maintain a healthy work-life balance.

 **"The Pet Lovers"** - This segment is made up of individuals who prioritize their furry friends above all else. They seek out properties that provide ample space for their pets to play and relax, as well as amenities that cater to their needs. An example of an apartment building that might appeal to this segment is The Woodley in Woodley Park, which offers a rooftop dog park, a pet spa, and a pet-friendly concierge. An innovative initiative that could be implemented for this segment is a dog-walking service, providing residents with a convenient and reliable way to ensure their pets are getting the exercise and attention they need.

 **"The Academics"** - This segment is made up of individuals who prioritize their work and intellectual pursuits above all else. They seek out properties that provide ample space for home offices, as well as access to top-notch business amenities and services. An example of an apartment building that might appeal to this segment is The Hepburn in Dupont Circle, which offers a business centre, a private conference room, and a resident lounge with co-working spaces. An innovative initiative that could be implemented for this segment is a partnership with a local bookstore or academic institution, providing residents with access to curated reading lists, author events, and other intellectual programming.

 **"The Wine Enthusiasts"** - This segment is made up of individuals who prioritize fine wine and culinary experiences above all else. They seek out properties that provide ample space for entertaining, as well as access to high-end kitchen amenities and dining options. An example of an apartment building that might appeal to this segment is The Shelby in Petworth, which offers a rooftop wine bar, a gourmet kitchen with Viking appliances, and an on-site sommelier. An innovative initiative that could be implemented for this segment is a wine delivery service, providing residents with access to a curated selection of high-end wines from around the world.

 **"The Fitness Fanatics"** - This segment is made up of individuals who prioritize fitness and outdoor activities above all else. They seek out properties that provide access to top-of-the-line fitness facilities, as well as proximity to parks, trails, and other outdoor recreation areas. An example of an apartment building that might appeal to this segment is WestEnd25 in the West End neighbourhood, which offers a rooftop pool and fitness

centre, as well as easy access to the Capital Crescent Trail. An innovative initiative that could be implemented for this segment is continue

Sure, here are the remaining five segments:

 **The Scholar:** This segment includes young professionals who have recently graduated from college and are pursuing advanced degrees or starting their career. They are highly focused on their career and personal growth, but also enjoy socializing and exploring the city. A unique luxury renter moment for them might be hosting a book club or intellectual salon in their apartment. An example apartment building in D.C. for this segment could be The Lexicon, located in the NoMa neighbourhood.

 **The Health Enthusiast:** This segment includes individuals who prioritize their physical and mental health. They are interested in health and wellness amenities, such as fitness centres, yoga studios, and meditation spaces. A unique luxury renter moment for them might be attending a fitness class or enjoying a massage in the building's spa. An example apartment building in D.C. for this segment could be the Westlight, located in the West End neighbourhood.

 **The Urbanite:** This segment includes individuals who love the hustle and bustle of city life. They enjoy being in the centre of the action and being close to cultural attractions, nightlife, and dining options. A unique luxury renter moment for them might be attending an art exhibit opening or trying a new restaurant with friends. An example apartment building in D.C. for this segment could be The Apollo, located in the H Street Corridor.

 **The Culture Seeker:** This segment includes individuals who are interested in the arts and cultural experiences. They enjoy attending performances, exhibits, and events that showcase diverse perspectives and voices. A unique luxury renter moment for them might be hosting a salon-style dinner party with an artist or musician in their apartment. An example apartment building in D.C. for this segment could be The Harlow, located in the Mount Vernon Triangle neighbourhood.

 **The Aquatic Adventurer:** This segment includes individuals who enjoy water activities such as swimming, boating, and kayaking. They are interested in amenities that provide access to water activities, such as rooftop pools or waterfront access. A unique luxury renter moment for them might be hosting a rooftop pool party with friends or taking a kayak out on the river. An example apartment building in D.C. for this segment could be The Channel, located in the Southwest Waterfront neighbourhood.

In terms of initiatives to better meet the needs of these segments, apartment buildings could offer tailored amenities and services that cater to each segment. For example, for The Foodie, buildings could host cooking classes or partner with local chefs to offer exclusive dining experiences. For The Health Enthusiast, buildings could offer on-site fitness classes or provide healthy meal delivery services. For The Urbanite, buildings could offer exclusive access to cultural events and offer concierge services that help residents navigate the city's cultural scene. Overall, the key is to create a sense of

community and offer unique experiences that cater to the specific interests and needs of each segment.

Summary of Understanding Your Audience

In this chapter, we introduced the concept of an audience strategy and why picking an audience and targeting your marketing to that audience is so important.

Benefits include:

- **It helps you reach the right people:** By targeting a specific audience, you can focus your marketing efforts on the people who are most likely to be interested in your apartment community. This can help you get more bang for your buck and avoid wasting resources on people who are not likely to be interested in your apartment community.
- **It helps you stand out:** By targeting a specific audience, you can differentiate yourself from other apartment communities and create a unique and memorable brand. This can help you attract and retain loyal residents and build a strong renter base.
- **It helps you create more effective marketing:** By tailoring your marketing to the needs of your target audience, you can create more effective marketing campaigns that resonate with your audience and drive action. This can help you increase leads, tours, leases, and achieve your marketing goals.
- **It helps you build a deeper connection with your audience:** By targeting a specific audience and tailoring your marketing to their needs, you can create a deeper connection with your audience and foster a sense of community and belonging. This can help you create a loyal and passionate resident that supports your resident retention and customer lifetime value.

Now let's see how ChatGPT can help us with creative development.

THE VOICE OF YOUR CUSTOMER

Voice of the Customer Discovery

We sometimes struggle to communicate and connect with our customers. Beautiful renderings and photography, stunning amenities, and slick 3D virtual tours populate our websites, brochures and advertising ... but then the copy disappoints. It is often at either one of two ends of the spectrum – a bland list of the amenities that the prospect can plainly see from the images, or it's too 'cutesy' with marketing speak that looks great to your branding team but means absolutely nothing at all to the customer.

How do you strike the balance of meaningful content? By mining the voice of the customer. This process used to require a huge capital and time investment, but it can now be accomplished in minutes with ChatGPT. Finding trends and unearthing these nuggets of customer voice would previously take hours. Let's walk through this ten-minute exercise to see what we can accomplish. You'll notice that right from the start we define what we are asking for. This eliminates some guessing on ChatGPT's part.

PROMPT:

Write a detailed User Story for a renter at an apartment community in <City, State> from the perspective of a first-time renter. Focus on how they work out which apartment community will meet their needs. Highlight all the areas of confusion.

RESPONSE:

Here is a User Stories about looking for a new apartment in <City, State>

As a renter at a luxury apartment community in <City, State>., I want to experience the ultimate level of luxury and convenience so that I can enjoy my living space to the fullest.

As I start my search for an apartment, I want to be able to easily browse and compare different luxury apartment options online. I want to be able to see detailed floor plans, high-quality photos, and virtual tours of the apartments to get a good sense of the space and amenities.

Once I have narrowed down my choices, I want to be able to schedule a tour of the apartment community easily and quickly, without any hassle or delay. I want to be greeted by friendly and knowledgeable staff members who can answer all my questions about the property and the local area.

During my tour, I want to be able to see all the luxury features and amenities the community has to offer, such as a state-of-the-art fitness centre, rooftop pool and lounge, and high-end appliances and finishes in each unit.

Once I have decided on an apartment, I want to be able to easily and securely complete the application and leasing process online, without any need for paper forms or in-person meetings.

As a renter at a luxury apartment community, I also want to have access to 24/7 concierge services, so that I can get assistance with anything I need at any time of day or night.

Finally, I want to feel safe and secure in my new apartment, with features such as secure access control, surveillance cameras, and on-site security personnel.

Overall, as a renter at a luxury apartment community in Washington, D.C., I want a seamless and stress-free rental experience that allows me to enjoy the best of what the city has to offer.

Let's explore user stories from different perspectives.

PROMPT:

Write a detailed User Story for a renter at an apartment community in <City, State> from the perspective of a newly divorced person who hasn't rented in a long time. Focus on how they work out which apartment community will meet their needs. Highlight all the areas of confusion.

RESPONSE:

As a newly divorced person who hasn't rented in a long time, I'm feeling overwhelmed as I start my search for a luxury apartment community in Washington, D.C. I want to find an apartment that meets my needs and budget, but I'm not sure where to start or what to look for.

First, I want to be able to easily browse and compare different luxury apartment options online. I want to see detailed floor plans, high-quality photos, and virtual tours of the apartments so that I can get a good sense of the space and amenities. However, I'm not sure which apartment search sites are trustworthy or which communities are reputable.

Once I've narrowed down my options, I want to be able to schedule a tour of the apartment community easily and quickly, without any hassle or delay. However, I'm not sure what questions to ask during the tour or what to look for in terms of safety, security, and amenities. I'm also not sure how to compare different apartments and communities to find the best fit for my needs.

During my tour, I want to see all the luxury features and amenities the community has to offer, such as a state-of-the-art fitness centre, rooftop pool and lounge, and high-end appliances and finishes in each unit. I want to make sure that the apartment community can meet all of my needs and that I'll feel comfortable living there.

Once I've decided on an apartment, I want to be able to easily and securely complete the application and leasing process online, without any need for paper forms or in-person meetings. However, I'm not sure what the application and leasing process entails or what documents I need to provide.

As a newly divorced person, I also want to make sure that I can afford the rent and that I'm not overlooking any hidden fees or costs. I want to understand the lease terms and how they might affect me in the short and long term. I also want to know what kind of lease options are available, such as short-term leases or month-to-month leases.

Overall, as a newly divorced person who hasn't rented in a long time, I want a rental experience that is transparent, clear, and stress-free. I want to find a luxury apartment community that meets my needs and that I can afford, without any confusion or surprises.

Great, those are two detailed user stories that outline the needs and wants of different potential renters.

For User Story #1, some key features that are noted here is the desire *not* to meet in person until they are ready to interact (once they have completed all research). But, once they are ready to make the appointment, they want the scheduling process to be as easy and hassle-free as possible.

For User Story #2, the renter is looking for a transparent and stress-free rental experience. This includes access to reliable apartment search sites and reputable communities, an easy and efficient tour process, clear lease terms and options, and affordable rent with no hidden fees.

Where a property website could really shine is by providing upfront information about the application process, including all steps and documents needed. By providing clear and transparent information and a smooth application and leasing process, apartment communities can improve their chances of attracting and retaining high-quality renters.

MARKETING STRATEGIES

Segment-Based Marketing Strategies

Let's go beyond audiences to start exploring the kinds of marketing strategies that each segment would prefer:

PROMPT:

... continued ...

For each of the segments above, please list five innovative ways to market to them. Please give ideas that uniquely speak to their motivations for renting at a luxury building in DC.

RESPONSE:

Sure, here are five innovative ways to market to each of the segments:

 **The Scholar:**

Host networking events for young professionals pursuing advanced degrees or starting their career.

Partner with local libraries or bookstores to offer exclusive access to lectures or book clubs.

Host writing or poetry workshops led by local authors.

Offer discounts or incentives for attending career development workshops or continuing education courses.

Create a scholarship program for residents pursuing advanced degrees.

 **The Health Enthusiast:**

Partner with local fitness studios or health food stores to offer exclusive discounts or services.

Host health and wellness seminars led by local experts.

Provide residents with access to personal trainers or nutritionists.

Offer outdoor yoga classes in nearby parks or green spaces.

Create an on-site herb garden for residents to use in their cooking.

 **The Urbanite:**

- Partner with local theaters or performance venues to offer exclusive access or discounts.
- Host wine tastings or mixology classes led by local bartenders.
- Offer walking tours of nearby neighbourhoods or hidden gems in the city.
- Host rooftop happy hours or barbecues with local DJs or musicians.
- Provide residents with access to a private concierge service that helps them navigate the city's nightlife scene.

 **The Culture Seeker:**

- Host exclusive art exhibits or artist talks in the building's gallery space.
- Partner with local museums or cultural institutions to offer exclusive access or discounts.
- Offer on-site studio spaces for artists or writers.
- Host salon-style dinner parties with local artists or musicians.
- Create a residency program for emerging artists.

 **The Aquatic Adventurer:**

- Offer exclusive access to kayaks or other water sports equipment.
- Host rooftop pool parties or barbecues with a view of the Potomac River.
- Create a resident boat club with access to nearby marinas.
- Offer exclusive discounts or access to local sailing or boating schools.
- Host sunset cruises or paddleboard yoga classes on the river.

Overall, the key is to create unique and tailored experiences that speak to the motivations of each segment. By offering exclusive access to local events, partnering with nearby businesses and experts, and providing specialized amenities and services, luxury apartment buildings can create a sense of community and foster a unique living experience for their residents.

Now let's explore the kinds of marketing innovations that would engage each segment:

PROMPT:

... continued ...

For each of the segments listed below, please list five innovative ways to market to them. Please give ideas that uniquely speak to their motivations for renting at a luxury building in DC.

The Royals

The Zen Seekers

The Pet Lovers

The Academics

The Wine Enthusiasts

The Fitness Fanatics

RESPONSE:

 **"The Royals"** - This segment is made up of individuals who prioritize luxury, prestige, and exclusivity above all else. They are willing to pay top dollar for the most opulent amenities and services, and seek out properties that provide the ultimate in luxurious living. An example of an apartment building that might appeal to this segment is The Lauren in Bethesda, which offers top-of-the-line finishes and amenities, as well as personalized concierge service. An innovative initiative that could be implemented for this segment is a private chef service, providing residents with a five-star dining experience without ever having to leave their apartment.

 **"The Zen Seekers"** - This segment is made up of individuals who prioritize wellness and relaxation. They seek out properties that provide access to top-of-the-line fitness facilities, tranquil outdoor spaces, and spa services. An example of an apartment building that might appeal to this segment is Viva in the NoMa neighbourhood, which offers an outdoor yoga deck, an indoor lap pool, and an on-site spa. An innovative initiative that could be implemented for this segment is a meditation and mindfulness program, providing residents with access to classes, workshops, and resources to help them maintain a healthy work-life balance.

 **"The Pet Lovers"** - This segment is made up of individuals who prioritize their furry friends above all else. They seek out properties that provide ample space for their pets to play and relax, as well as amenities that cater to their needs. An example of an apartment building that might appeal to this segment is The Woodley in Woodley Park, which offers a rooftop dog park, a pet spa, and a pet-friendly concierge. An innovative initiative that could be implemented for this segment is a dog-walking service, providing residents with a convenient and reliable way to ensure their pets are getting the exercise and attention they need.

 **"The Academics"** - This segment is made up of individuals who prioritize their work and intellectual pursuits above all else. They seek out properties that provide ample space for home offices, as well as access to top-notch business amenities and services. An example of an apartment building that might appeal to this segment is The Hepburn in Dupont Circle, which offers a business centre, a private conference room, and a resident lounge with co-working spaces. An innovative initiative that could be implemented for this segment is a partnership with a local bookstore or academic

institution, providing residents with access to curated reading lists, author events, and other intellectual programming.

 **"The Wine Enthusiasts"** - This segment is made up of individuals who prioritize fine wine and culinary experiences above all else. They seek out properties that provide ample space for entertaining, as well as access to high-end kitchen amenities and dining options. An example of an apartment building that might appeal to this segment is The Shelby in Petworth, which offers a rooftop wine bar, a gourmet kitchen with Viking appliances, and an on-site sommelier. An innovative initiative that could be implemented for this segment is a wine delivery service, providing residents with access to a curated selection of high-end wines from around the world.

 **"The Fitness Fanatics"** - This segment is made up of individuals who prioritize fitness and outdoor activities above all else. They seek out properties that provide access to top-of-the-line fitness facilities, as well as proximity to parks, trails, and other outdoor recreation areas. An example of an apartment building that might appeal to this segment is WestEnd25 in the West End neighbourhood, which offers a rooftop pool and fitness centre, as well as easy access to the Capital Crescent Trail.

Innovative ways to market to each of the segments are:

 **"The Royals":**

Host exclusive events for residents, such as private dinners with notable chefs or fashion shows with local designers.

Partner with luxury brands to provide residents with exclusive discounts and perks.

Offer personalized art and interior design services to help residents create the ultimate opulent living space.

Create a referral program that rewards residents for recommending the building to their friends and colleagues.

Utilize social media influencers to showcase the building's luxury amenities and services.

 **"The Zen Seekers":**

Host regular wellness events for residents, such as yoga classes, meditation sessions, and cooking workshops.

Provide residents with access to nutritionists, personal trainers, and other wellness professionals.

Offer a variety of outdoor spaces for residents to relax and unwind, including gardens, pools, and rooftop terraces.

Create a rewards program that incentivizes residents to participate in wellness activities and events.

Utilize social media platforms to share wellness tips and inspiration with residents.

 **"The Pet Lovers":**

Host pet-centric events, such as dog-friendly happy hours or pet costume contests.

Offer grooming and training services to help residents take care of their furry friends.

Partner with local pet stores and veterinarians to provide residents with exclusive discounts and services.

Create a resident pet directory to help connect pet owners within the building.

Utilize social media platforms to showcase the building's pet-friendly amenities and services.

 **"The Academics":**

Host academic events and workshops, such as book clubs or guest speaker series.

Offer a variety of private and shared workspaces, including quiet rooms and co-working areas.

Partner with local academic institutions to provide residents with exclusive access to lectures, research materials, and other resources.

Create a library or study room within the building for residents to use.

Utilize social media platforms to share academic content and resources with residents.

 **"The Wine Enthusiasts":**

Host wine tastings and pairing events for residents.

Provide a wine storage service to help residents preserve and display their collections.

Offer cooking classes and other culinary events to help residents learn to pair wines with different dishes.

Partner with local wineries and wine shops to provide residents with exclusive access to tastings and discounts.

Utilize social media platforms to showcase the building's wine bar and other culinary amenities.

 **"The Fitness Fanatics":**

Host group fitness classes and events, such as outdoor boot camps or spin classes.

Provide access to personal trainers and nutritionists to help residents achieve their fitness goals.

Partner with local sports stores and outdoor recreation companies to provide residents with exclusive discounts and services.

Offer a variety of indoor and outdoor workout spaces, including yoga studios and rooftop gyms.

Utilize social media platforms to share workout tips and inspiration with residents.

So, we've learned loads about our target audiences and the events that might attract them. Let's see what ChatGPT thinks we should do with all this knowledge.

PROMPT:

...continued ...

Write a Marketing Strategy for The Zen Seekers segment

RESPONSE:

...Write a Marketing Strategy for The Zen Seekers segment

Marketing Strategy for The Zen Seekers segment:

Use Social Media: Use social media platforms such as Instagram and Facebook to showcase the building's tranquil outdoor spaces, spa services, and yoga deck. Create engaging social media content highlighting the luxurious and relaxing lifestyle that The Zen Seekers can enjoy at the building.

Host Wellness Events: Partner with local wellness experts and influencers to host wellness events on-site for residents. This can include yoga classes, meditation sessions, and nutrition workshops, among others. These events will not only provide value to the residents but also serve as an opportunity to showcase the building's amenities.

Email Marketing: Create a targeted email campaign to promote the building's wellness amenities and services to The Zen Seekers. Provide value-added content such as wellness tips, healthy recipes, and mindfulness exercises to engage with the segment and keep them informed of upcoming wellness events and activities.

Influencer Marketing: Partner with wellness influencers and bloggers who align with the segment's interests to showcase the building's wellness amenities and services. This will provide social proof and credibility, as well as provide an opportunity to reach a wider audience.

Offer a Wellness Package: Create a wellness package exclusively for The Zen Seekers that includes access to the building's amenities, spa services, and a customized wellness program. This package can be promoted through various channels such as social media, email marketing, and influencer marketing to generate interest and boost sign-ups.

Overall, the marketing strategy for The Zen Seekers segment should focus on promoting the building's wellness amenities and services through various channels and creating a strong community that prioritizes health and wellness. The focus should be on providing value and creating a luxurious and relaxing living experience that aligns with the segment's motivations for renting a luxury apartment in Washington, D.C.

Is this an all-encompassing marketing strategy? No. Is it a great head start for a monthly plan for your on-site team? Absolutely. Take on one target market audience each month, and in theory, you can draft your site marketing plan for the year in under twenty minutes. (I think you can see where this is going.) From there, you can ask ChatGPT to generate the social media calendar or the outreach email to the social influencers inviting them to your event.

Integrating Segments into Your Social Plan

PROMPT:

... continued ...

Draft a three-month content calendar to support the marketing strategy above with at least one social post and blog post title per week

RESPONSE:

Sure! Here's a sample three-month content calendar to support the marketing strategy for The Zen Seekers segment:

Month 1:

Week 1:

Social post: "Namaste from Viva! Start your day off with a sunrise yoga class on our rooftop deck  #WellnessWednesday #VivaLiving"

Blog post: "The Benefits of Outdoor Yoga for Mind and Body"

Week 2:

Social post: "Who says you can't have a spa day at home? Treat yourself to a relaxing bath in your luxury apartment  #SelfCareSunday #VivaLiving"

Blog post: "Creating a Spa-like Bathroom Retreat in Your Apartment"

Week 3:

Social post: "Unwind after a long day with a guided meditation session in our Zen garden  #MindfulMonday #VivaLiving"

Blog post: "The Power of Meditation: Tips for Getting Started"

Week 4:

Social post: "Get your sweat on at our state-of-the-art fitness centre   #FitnessFriday #VivaLiving"

Blog post: "The Top Fitness Trends for 2022"

Month 2:

Week 1:

Social post: "Did you know that green spaces can reduce stress and anxiety? Take a stroll through Canal Park, just a few blocks from Viva   #WellnessWednesday #VivaLiving"

Blog post: "The Connection Between Nature and Mental Health"

Week 2:

Social post: "Experience ultimate relaxation with an on-site massage at Viva's spa   #SelfCareSunday #VivaLiving"

Blog post: "The Benefits of Regular Massage for Mind and Body"

Week 3:

Social post: "Find your inner peace in our resident lounge, complete with a tranquil indoor water feature   #MindfulMonday #VivaLiving"

Blog post: "Creating a Mindful Space in Your Home"

Week 4:

Social post: "Start your day off with a refreshing smoothie from our Juice Bar, now open at Viva   #FitnessFriday #VivaLiving"

Blog post: "The Benefits of Drinking Green Smoothies"

Month 3:

Week 1:

Social post: "Join us for a scenic walk along the Anacostia Riverwalk Trail, just steps from Viva   #WellnessWednesday #VivaLiving"

Blog post: "The Best Outdoor Walks in Capitol Riverfront"

Week 2:

Social post: "Get your zen on with a private yoga session in our yoga studio   #SelfCareSunday #VivaLiving"

Blog post: "The Advantages of Private Yoga Instruction"

Week 3:

Social post: "Take a break from your workday with a mid-day guided meditation session 🧘 #MindfulMonday #VivaLiving"

Blog post: "The Benefits of Mindfulness for Workplace Productivity"

Week 4:

Social post: "Ready to reach your fitness goals? Our personal trainers can help 🏋️‍♂️ #FitnessFriday #VivaLiving"

Blog post: "The Benefits of Working

We all know that we are supposed to be executing effective content on social media, but without the budget or bandwidth, it's easy to resort to the generic and mundane. By leveraging ChatGPT and your audience segments, you can create highly personalized and engaging content in a fraction of the time.

MARKETING PLANS AND TACTICS

Once you know who you're trying to reach, you want to develop consistent marketing assets that meet those renters' needs at each step of their customer journey.

In a marketer's ideal world, their marketing would always deliver the right message, to the right person, at the right time, on the right channel, getting them to take the right action. ChatGPT can't help with all of those things, but it certainly can help provide the extra bandwidth we need to create more personalized messaging than ever before.

Be the Best Answer

First, it's important to recognize that, while no two prospective renter journeys are the same, there are clear patterns in how people tend to shop for an apartment. 90% of apartment hunters start at their preferred search engine, and Google is the overwhelming top choice for a majority of shoppers. So it's critical that your marketing plan includes a focus on search – how you will be discovered in initial searches, how you will build trust and answer the shopper's questions, and how you will guide that prospect to ultimately choose your community.

At every step of the journey, shoppers will reference back to search engines, seeking answers to their next question. ChatGPT can help us to identify and anticipate those questions (in the voice of the customer), and it can also assist in creating the content that helps us be the best answer to those questions in the search results. Specifically, we can use ChatGPT to identify potential search keywords, draft compelling headlines for search ads, and write the content that helps our websites appear more often and rank higher in search results. (And as consumer behaviour shifts, having the 'right' content on your site will help to surface your brand for prospects searching through AI chatbots, too.)

Before we know how to be the answer, before we know what content to add to our site, we need to first understand what customers are searching for and how they craft those keyword queries. That's what we'll use ChatGPT to look at next.

Identify Potential Keywords

15% of the searches that Google sees each day are completely new – they've never been searched before. That phenomenon applies when prospects are searching for apartments, too. Shoppers search in many different ways and use many different phrases – it's not

uncommon to see hundreds or even thousands of various search phrases used that ultimately drive traffic to your website.

However, we often see apartment marketers and their PPC agency partners work from a very limited set of keywords that they target in their SEO marketing and paid search campaigns.

To expand that keyword set and reach a broader audience, we asked ChatGPT for some useful ChatGPT prompts to help an apartment marketer generate keywords for SEO marketing and paid search campaigns:

Brainstorming broad keywords related to your apartment complex or multifamily brand:

I need to define keywords to use for Google Ads optimization. I am looking to principally target <INSERT SEGMENT NAMES>

- What are some broad keywords related to multifamily living?
- What are some common search terms people use when looking for apartments?
- What are some keywords that describe the amenities or features of your apartment community?

Generating long-tail keywords for specific types of apartment searches:

I need to define keywords to use for Google Ads optimization. I am looking to principally target <INSERT SEGMENT NAMES>

- What are some long-tail keywords for apartment searches based on location?
- What are some long-tail keywords for apartment searches based on amenities?
- What are some long-tail keywords for apartment searches based on price range?

Conducting competitive analysis to identify potential keywords:

- What are some keywords that your competitors may be targeting in their SEO and paid search campaigns?
- What are some related keywords that your competitors may not be targeting yet?
- What are some unique keywords that can help differentiate your apartment complex from the competition?

Not a bad starting point, especially if you've already done the prep work to prime ChatGPT with the details about your property, the neighbourhood, and your local competitors. If you want to provide some additional priming to improve your results, consider feeding ChatGPT all of the copy from your property's website homepage and amenities page, then do the same with your competitors' website copy.

We've found ChatGPT to be incredibly useful for brainstorming new keyword ideas and variations that we hadn't previously considered. Use it in conjunction with keyword traffic estimator tools like those from Google, Ahrefs, Semrush, or Wordstream to find the keywords that present the greatest potential opportunity to reach new customers.

By utilizing ChatGPT to generate a list of potential keywords, you can ensure that your SEO and paid search campaigns are targeting prospective renters at each step of their search and driving relevant traffic to your website. Remember, this isn't "set it and forget it" – it's important to regularly review and refine your keyword strategy to stay ahead of the competition and maintain a strong online presence.

Now that we understand a broad set of search queries that our audience might use to inform their shopping, we can use ChatGPT to help us develop the content that will show those prospects that your community is the best answer for their needs.

Google Ads Copy

Most apartment searches today start ... you guessed it, in a search engine. (Will apartment searches soon start in ChatGPT and other AI chat tools? You better believe it; we'll get to this later.) So if we know that search is where customers start their journey, we know we need to focus on delivering answers that get their attention.

Creating website content that ranks organically is a worthwhile investment, but it can take time to build that authority in the search results. The faster way to attract targeted traffic through search is with paid search ads (sometimes called PPC – Pay Per Click campaigns). But while paid search allows us to target a broader set of keyword queries, the inherent limitations of search ads can often result in ads that feel repetitive, 'canned', and simply not that exciting.

There are several ways we can approach this in ChatGPT, and each approach is useful to expand and improve your paid search campaign in different ways. Here's a set of prompts you can try, along with the reasons why each prompt is useful to improve your ads. Each prompt will generate a list of ad headlines, with each batch focusing on different angles to promote the community – highlighting the unique amenities and features, calling out the benefits the renter will enjoy, underscoring how the property solves known renter pain points, spotlighting the community's unique selling proposition, and aligning directly with the

keyword phrases we know apartment hunters are using. You'll see we also specifically ask ChatGPT to consider Google Ads limitations (character count, etc.) and Fair Housing guidelines.

PROMPT	Why It's Useful
<p>Based on the unique amenities and features at [Community Name], generate a list of persuasive Google Ads headlines to use in a paid search advertising campaign. The headlines should meet the character count limit for Google Ads, and all copy should respect current Fair Housing guidelines.</p>	<p>This prompt is useful because it encourages you to focus on what sets your apartment complex apart from others in the area. By highlighting your unique features, you can attract renters who are specifically looking for those amenities.</p>
<p>Generate a list of persuasive Google Ads headlines to use in a paid search advertising campaign for [Community Name], with each headline focused on the benefits a renter will enjoy living there. Consider the unique amenities and features at the property, as well as the feedback shared in the customer reviews. The headlines should meet the character count limit for Google Ads, and all copy should respect current Fair Housing guidelines.</p>	<p>This prompt is useful because it encourages you to focus on the benefits of living in your apartment complex. By highlighting the specific benefits that renters can enjoy, such as convenience, luxury, or affordability, you can make your ad more compelling and persuasive.</p>
<p>Generate a list of persuasive Google Ads headlines to use in a paid search advertising campaign for [Community Name], with each headline focused on how this apartment community can solve the specific pain points that renters in the area face. Consider the unique amenities and features at the property, as well as the feedback shared in the customer reviews of both [Community Name] and its local competition. The headlines should meet the character count limit for Google Ads, and all copy should respect current Fair Housing guidelines.</p>	<p>This prompt is useful because it encourages you to think about the challenges that renters in your area may be facing, such as high rent prices or limited availability. By addressing these pain points in your ad copy, you can position your apartment community as the solution and attract renters who are actively seeking relief.</p>
<p>Generate a list of persuasive Google Ads headlines to use in a paid search advertising campaign for [Community Name], with each headline focused on the unique value proposition this apartment community can offer to renters in the area. Consider the unique amenities and features at the property, as well as the feedback shared in the customer reviews of both [Community Name] and its local competition. The headlines should meet the character count limit for Google Ads, and all copy should respect current Fair Housing guidelines.</p>	<p>This prompt is useful because it encourages you to think about what makes your apartment complex stand out from the competition. By focusing on your unique value proposition, you can create ad copy that is more persuasive and memorable.</p>
<p>Generate a list of persuasive Google Ads headlines to use in a paid search advertising campaign for [Community Name], with each headline focused on a common keyword that shoppers in this area are likely to search while shopping for a new apartment. Also consider the feedback shared in the customer reviews of both [Community Name] and its local competition. The headlines should meet the character count limit for Google Ads, and all copy should respect current Fair Housing guidelines.</p>	<p>This prompt is useful because it encourages you to think about the specific keywords and search terms that your target audience is using. By incorporating these keywords into your ad copy, you can increase the relevance of your ads and improve their performance.</p>

There are certainly more ways in which you can approach this. The goal is to create headlines and ad copy that are more compelling, persuasive, and relevant to your target audience, ultimately driving more qualified traffic to your website and your leasing office.

Let's see some of these in action. We'll begin by giving ChatGPT a summary of a fictional property and its key features:

PROMPT:

I need to produce Google Ads Copy for a property called "The Ascent at Meridian Hill". I have provided a description of the property below. Based on the unique amenities and features at The Ascent at Meridian Hill, generate a list of persuasive Google Ads headlines to use in a paid search advertising campaign. The headlines should meet the character count limit for Google Ads, and all copy should respect current Fair Housing guidelines.

Nestled in the heart of Washington D.C., this luxury multi-family apartment building offers an unparalleled living experience for the modern urbanite. With a sophisticated blend of contemporary design and timeless elegance, residents enjoy upscale finishes, top-of-the-line amenities, and a vibrant community atmosphere.

The building boasts a stunning rooftop lounge, perfect for entertaining guests or enjoying panoramic views of the city skyline. Residents can take advantage of the state-of-the-art fitness centre, complete with a yoga studio and personal training sessions. Additional amenities include a resort-style swimming pool, business centre, pet spa, and 24-hour concierge service to cater to every need.

Located in an upscale neighbourhood, this apartment community is surrounded by fine dining, high-end shopping, and a rich cultural scene. Iconic landmarks, such as the National Mall, Smithsonian museums, and historic Georgetown, are just a short distance away. The nearby Metro station and easy access to major highways make commuting a breeze.

Living in this luxury apartment building not only provides a prestigious address but also the convenience and comforts of modern urban living. Experience the perfect blend of sophistication, style, and convenience in one of Washington D.C.'s most sought-after neighbourhoods. Choose this luxury multi-family apartment building as your next home and relish in the unrivalled lifestyle it offers.

RESPONSE:

Luxury Living at The Ascent - Discover D.C.'s Finest Apartments

Rooftop Lounge & Views - Elevate Your Lifestyle at The Ascent

State-of-the-Art Fitness Centre - Shape Up at Meridian Hill

Resort-Style Pool - Dive Into Luxury at The Ascent

Pet-Friendly Perfection - Pamper Your Pooch at Our Pet Spa

24-Hour Concierge - Experience Unmatched Service at The Ascent

Prime Location - Upscale Dining & Shopping Steps Away

Easy Commute - Metro Access for Effortless D.C. Living

Iconic Landmarks Nearby - Immerse Yourself in D.C. Culture

The Ascent - Where Sophistication & Convenience Meet

Find Your Dream Home - Prestigious Living at Meridian Hill

Live the High Life - The Ascent at Meridian Hill Awaits

Redefine Urban Living - Unrivalled Lifestyle at The Ascent

We could, of course, refine this prompt further if we were targeting specific segments in our marketing. Let's try The Urbanites segment and see how ChatGPT adjusts the focus of the headlines:

PROMPT:

Generate a list of persuasive Google Ads headlines to use in a paid search advertising campaign for The Ascent at Meridian Hill targeting the Urbanites segment. Each headline should focus on the benefits a renter will enjoy living there. Consider the unique amenities and features at the property, as well as the feedback shared in the customer reviews above. The headlines should meet the character count limit for Google Ads, and all copy should respect current Fair Housing guidelines.

RESPONSE:

Live in the Heart of D.C. - The Ascent at Meridian Hill

Discover Luxury Living in the City - The Ascent Awaits You

Unbeatable Location - The Ascent at Meridian Hill

The Perfect Place to Live in Style - The Ascent at Meridian Hill

The Ultimate Urban Living Experience - The Ascent at Meridian Hill

The Ascent at Meridian Hill - Luxury Living in the City

The Best Apartments in D.C. - The Ascent at Meridian Hill

Live in the Centre of it All - The Ascent at Meridian Hill

Elevate Your Lifestyle - Luxury Living at The Ascent

Walk to Your Favourite Shops & Restaurants - Live at The Ascent

Experience the City Like Never Before - The Ascent at Meridian Hill

Unmatched Amenities in the Heart of D.C. - The Ascent

Your Dream Home in the Heart of the City - The Ascent at Meridian Hill

At this point, we've asked ChatGPT for a comparable apartment building in Washington D.C. and copied reviews for that building into ChatGPT (with the name changed to 'The Ascent at Meridian Hill') to feed the next prompt.

PROMPT:

Generate a list of persuasive Google Ads headlines to use in a paid search advertising campaign for The Ascent, with each headline focused on the benefits a renter will enjoy living there. Consider the unique amenities and features at the property, as well as the feedback shared in the customer reviews above. The headlines should meet the character count limit for Google Ads, and all copy should respect current Fair Housing guidelines.

RESPONSE:

Elevate Your Lifestyle - Luxury Living at The Ascent

Unmatched Amenities - Experience The Ascent at Meridian Hill

Rooftop Views & Top-Notch Service - Welcome to The Ascent

Redefine Urban Living - Unrivalled Lifestyle at The Ascent

The Ascent - Where Sophistication & Convenience Meet

The Best Apartments in D.C. - The Ascent at Meridian Hill

Luxurious Living - Discover The Ascent at Meridian Hill

Impeccable Design & Endless Amenities - The Ascent Awaits

Unbeatable Location & Amenities - Live at The Ascent

Find Your Dream Home - Prestigious Living at The Ascent

Luxury Living in the Heart of D.C. - The Ascent at Meridian Hill

Live the High Life - The Ascent at Meridian Hill Awaits You

The Ascent at Meridian Hill - Exceptional Living Experience

Let's dig deeper.

PROMPT:

Generate a list of persuasive Google Ads headlines to use in a paid search advertising campaign for The Ascent at Meridian Hill, with each headline focused on how this apartment community can solve the specific pain points that renters in the area face. Consider the unique amenities and features at the property, as well as the feedback shared in the customer reviews of both [Community Name] and its local competition. The headlines should meet the character count limit for Google Ads, and all copy should respect current Fair Housing guidelines

RESPONSE:

Hassle-Free Commuting - Live at The Ascent at Meridian Hill

Relax & Unwind - Luxury Living at The Ascent at Meridian Hill

Say Goodbye to the Mundane - Live in Style at The Ascent

Experience a Vibrant Community - The Ascent at Meridian Hill

No Need to Compromise - Find Everything You Need at The Ascent

Luxury Living Without Compromise - The Ascent at Meridian Hill

Escape the Ordinary - Discover The Ascent at Meridian Hill

The Perfect Blend of Style and Convenience - The Ascent at Meridian Hill

Upscale Living Made Easy - The Ascent at Meridian Hill

Upgrade Your Lifestyle - The Ascent at Meridian Hill Has It All

The Best of Everything - Live at The Ascent at Meridian Hill

Luxury Living with Unmatched Service - The Ascent at Meridian Hill

Elevate Your Living Experience - The Ascent at Meridian Hill Awaits You.

The headlines here certainly differ from those returned in the previous prompt, focusing more on reducing hassle and compromise. You also see the mentions of the quality of service, which was a frequent theme in the customer reviews. As with everything ChatGPT creates, you'll always want to review the output for accuracy. If you don't like the headlines you get the first time around, adjust your prompt a bit and ask ChatGPT to provide new suggestions.

With these prompts, you can start to see how ChatGPT helps us to take the previously identified audience segments and overarching marketing strategy and break them down to create specific, targeted content assets for individual channels like paid search. Let's continue to see how we can apply this to other common marketing channels.

Search Engine Optimization

As we've already identified, renters typically use search engines frequently for research throughout the shopping process. While paid search is a quick way to get your brand in front of those prospective customers, it can get expensive ... fast. Which is just one of many reasons to optimize your website (and the rest of your online presence) to rank organically for those common searches that customers will use.

At its core, search engine optimization (SEO) is about being the best answer to the customer's question. And SEO encompasses all the work you put in to give the search engine confidence that you are indeed the best answer.

Google judges the credibility of every page on your site by a number of factors. In their Search Quality Guidelines, they specifically describe four key elements they use to evaluate the quality of search results – Experience (overall user experience on the site, especially on a mobile device), Expertise, Authoritativeness, and Trustworthiness (E-E-A-T). Google wants to see that you're an expert on the topic related to the search, that you're clearly an authority on the subject, and that other real people trust you. In our experience, we've seen that improving these elements will also lead to more, better-qualified renter leads through your website.

So how can ChatGPT help us with SEO?

For one, it's already helped us to identify the language that our customers are using in their reviews and the keywords that prospects are using in their searches. So now we know what questions we need to answer. Our next step is to create the content that directly and thoroughly satisfies those inquiries. This can include:

- Website and landing page copy
- Website FAQs (with the properly-formatted FAQ Schema tags)
- Technical SEO elements – Meta titles and descriptions, image alt tags
- Property descriptions for your local listings
- YouTube video descriptions and scripts for your team
- A full calendar of regular Google Posts

We typically see that most SEO effort in multifamily marketing is focused on adjusting keywords on existing content. While this can be useful, most apartment websites are focused on a particular brand (either the operator's parent brand or an individual community brand), and the website content tends to rank best for "brand-related" searches.

While it's critical to execute on the basics of brand-related SEO, our experience shows that the biggest SEO opportunity for multifamily marketers is to create content that goes beyond these brand-related searches and addresses the much larger number of "unbranded" queries

that shoppers are using as they search. Think “two bedroom apartments in Capitol Riverfront” or “DC apartments near US Capitol,” instead of brand-related searches like “The Collective Apartments.”

Those types of “intent to buy” keywords are obvious places where you want to have a presence for shoppers that are “in market” for a new home. But a smart SEO strategy also presents a broader opportunity to attract new customers by creating content that appeals directly to those audience segments we’ve previously identified. Your goal here is to raise awareness for your community with those audiences before they start looking for their next place – you can start to create positive brand associations in an industry where that’s largely uncommon.

As you publish more quality unbranded content, you increase your opportunities for Google to reward you for those E-A-T elements – Expertise, Authoritativeness, and Trustworthiness. Consider this: If your website has in-depth articles covering many different aspects of living in the neighbourhood, you’ll be much more likely to be seen as a trusted authority compared to a website that only focuses on one apartment community within that neighbourhood.

This is where ChatGPT comes in. Now we can easily ideate and create web pages, articles, and blog posts that cover those broader (but still hyper-relevant) local topics.

We’ll start by referencing back to the keywords we previously identified. The first thing we want to do is organize them and generate ideas for new web pages.

PROMPT:

Cluster the following keywords based on their semantic relevance. Add a core topic for each group of keywords. [Copy/paste your list of target keywords you previously identified.]

This gives us some good ideas for overarching content themes and related keywords that we’ll want to incorporate into our site.

But let’s be honest, search keyword phrases don’t make for the most compelling web page titles. Let’s rephrase those keywords into full questions that expand on our keyword phrases.

PROMPT:

Suggest a list of popular questions related to [copy/paste one of your top target keywords].

If you prefer, you can use ChatGPT to transform those keywords into catchy article titles, instead.

PROMPT:

Suggest compelling blog/article titles related to the following list of SEO keywords. For each keyword, provide three examples of alternative titles that will increase click-through rates. [Copy/paste your list of target keywords you previously identified.]

ChatGPT is often going to suggest titles that might feel too broad for you to put on an apartment website, like “The 10 Best Apartment Communities to Consider in Capitol Riverfront.” Keep in mind, these are exactly the types of content that consumers want to see in their research, but we understand that you might not want to put content about your competitors on your website. Narrow down the suggested topics and select the ones you’re comfortable with. You can always come back and add broader content later.

Once you have some topics narrowed down that align with your target keywords, it’s time to start expanding on those topics. For our example, we’re going to create a new page that expertly answers one of our keyword-focused questions.

PROMPT:

Outline the main points of a webpage that comprehensively answers the question [copy/paste one of the keyword-targeted questions you just identified]. The page should spotlight the most relevant amenities at [insert your property name], it should highlight the property’s unique selling points and it should clearly lead the reader to the conclusion that [insert your property name] is the best option for them as the answer to the original question.

PROMPT:

Write 5-7 subheadings for the article.

Now you have your framework for your keyword-focused article. If you need to make adjustments, tell ChatGPT what you’d like to adjust. Once everything looks good, it’s time to write our article.

PROMPT:

Using the outline and subheadings provided, write a compelling article that includes the following SEO keywords – [Keyword 1, keyword 2, etc.; Use 2-3 of the keywords in the same cluster from our earlier clustering prompt.] The introduction paragraph should start with a question and focus on the most relevant benefit of living in your community. The article should use subheaders and bulleted lists to make the article easy to read. The conclusion should persuade [insert audience segment] to choose [your community name] and include a CTA to schedule a tour.

Alright, we’re almost done. Once you get that article to where you like it, we need to take care of the rest of the SEO elements.

PROMPT:

Suggest a meta title and a meta description for the content above. Make it user-friendly, include the keyword [insert your focus keyword phrase], and include a call to action in the description.

There you have it: A fully-optimized new page for your website that answers a common shopper's question and helps your site rank in a completely new way. While other sites only tweak keywords and offer thin content on a limited number of apartment website pages, your site will have an expertly written, authoritative piece – which one do you think Google will rank as the best answer for the searcher? E-A-T; you'll have it where others don't.

Build out as many of these pages as you need to fill in the content gaps that will round out your site to make it as relevant as possible for your audience segments.

SEO: Beyond In-Market Shoppers

Continuing with the concept of establishing your brand as a trusted authority, we now have all the pieces in place to go beyond those “buying intent” keywords and reach a much broader audience as a trusted local resource. *Local* is the key word here – you want content that is relevant to your future customer, not just a canned blog post they can find anywhere.

Through our priming, ChatGPT already knows your community's amenities, it has your website's homepage copy (and it maybe already rewrote it), and it has also helped us identify some audience segments we want to target. That's more than enough for us to generate a full editorial calendar of blog posts that appeal to each of those target segments. Although ChatGPT's memory is far from perfect and, despite best efforts at 'priming' it, it can forget earlier parts of the conversation. As such, it is good to bring forward any really important information from earlier in the conversation into your prompt. You'll see we do that in a moment by bringing the segments into the prompt, so we don't have to rely on ChatGPT remembering them!

Let's go through the prompts to brainstorm blog post ideas and generate our first post.

PROMPT:

Here are potential audience segments that might be interested in renting at [your community name], along with the amenities/benefits that appeal to each segment:

- Pet owners: As a pet-friendly community, [your community name] would be an attractive option for those who own pets and want to live in a building that welcomes their furry friends.
- Eco-conscious individuals: The building's LEED Silver® certification and eco-friendly features such as on-site recycling and composting and electric car

charging stations would be appealing to those who prioritize sustainability in their lifestyle.

- Active individuals: The fully-equipped fitness centre with Precor equipment and free weights, as well as the on-site Zipcar and bike share options, would be a draw for those who value an active lifestyle and convenience.
- Social individuals: The Tech Lounge with iMacs, clubroom with panoramic views of [insert neighbourhood], and organized community events would be of interest to those who enjoy socializing and making connections with their neighbours.
- Professionals: The 24-hour on-site concierge service, underground reserved parking, and location only one block from the Metro would be attractive to those who work in [insert city name] and want a convenient and comfortable living situation.
- Art and culture enthusiasts: The eclectic [insert neighbourhood name] with its independent stores and stunning street art would appeal to those who enjoy exploring and experiencing different cultures and artistic expressions.

What are some blog post ideas that would be interesting to both the social individuals and professionals?

Ask this in a few different ways to compile blog ideas for all of your target audience segments. You should end up with a good list of suggested blog post titles. Now let's choose one and draft our post. In this case, we chose the following blog post suggestion: "Balancing Work and Social Life: Strategies for Finding Harmony."

PROMPT:

Draft a blog post titled: Balancing Work and Social Life: Strategies for Finding Harmony. In the advice, please interweave one or two amenities or features at [your community name] that help. Please make it at least 500 words, using an informative and upbeat tone.

You'll likely need to check ChatGPT's work here. Finesse it as necessary, or ask it to rewrite sections that don't make sense. Once you have a draft you like, ask ChatGPT to finish the SEO details for the page.

PROMPT:

Suggest a meta title and a meta description for this blog post. Make it user-friendly and locally relevant to [your property's neighbourhood/city].

Repeat this process as many times as you like to generate more locally-relevant blog posts for your property website. (In our experience, this content approach works remarkably well at a regional level on corporate portfolio websites, too.)

And once you've published your posts, don't forget to cross-promote your unique content on other channels. Your blog content is the perfect material to share across all of your social media channels. (And of course, we can use ChatGPT to help us create that content, too.)

Using this audience-focused approach, you not only become the best answer for in-market apartment shoppers, you also set yourself apart in the eyes of future renters who have pleasantly discovered your content and everything you have to offer for them. .

Summary Marketing Plans

Once you have done all of this research, you need a way to summarize your findings. I fed ChatGPT prompts for both a marketing summary and a creative brief. Depending on what information you are looking to share and with whom, you can adjust the prompts and what details they convey:

PROMPT:

A summary marketing plan for an apartment community should include the following key elements:

Market research: Conduct market research to identify your target audience, understand their needs and preferences, and assess the demand for your apartment community in the area.

Branding: Develop a strong and consistent brand identity for your apartment community, including a compelling logo, tagline, and messaging that resonate with your target audience.

Website: Create a user-friendly website that showcases your apartment community's amenities, features, and benefits, and provides an easy way for potential renters to schedule tours and apply for leases.

Online presence: Establish a strong online presence through social media, search engine optimization (SEO), pay-per-click (PPC) advertising, and other digital marketing tactics to reach potential renters where they are searching.

Print materials: Develop high-quality, professional print materials such as brochures, flyers, and mailers that highlight your apartment community's unique features and amenities.

Event marketing: Host events, such as open houses, resident appreciation events, and seasonal promotions, to attract potential renters and create a sense of community among current residents.

Partnership marketing: Establish partnerships with local businesses and organizations to promote your apartment community and offer incentives to their employees or members.

Reputation management: Monitor online reviews and respond to feedback promptly to maintain a positive reputation and address any issues or concerns that may arise.

Based on the audience segments, market data and brand positioning in this conversation, draft a summary marketing plan.

For each section, please fill in specific suggestions.

RESPONSE:

Sure, here's a summary marketing plan for <Community Name> in the <Neighbourhood, City, State> based on the information discussed earlier:

Market Research:

Conduct research to identify and understand our target audience, including the Zen seekers, Royals, Urbanites, Art Enthusiasts, and Modern Nostalgists.

Analyse market data to assess demand and competition in the <Neighbourhood>

Branding:

Develop a strong and consistent brand identity that reflects <Community Name>'s luxury amenities and prime location in <Neighbourhood>.

Create a compelling tagline, such as "Live the Life You Deserve" or "Experience Luxury Living in the Heart of the City."

Use messaging that highlights <Community Name>'s unique features, such as high-end finishes, stunning views, and on-site amenities.

Website:

Create a user-friendly website that showcases <Community Name>'s luxury apartments, amenities, and services.

Offer virtual tours and easy online leasing options to make the rental process seamless.

Optimize the website for search engines to increase visibility and drive traffic.

Online Presence:

Establish a strong online presence through social media platforms like Facebook and Instagram, using targeted ads and promoted posts to reach potential renters.

Use SEO strategies to optimize The Sloane's website and improve search engine rankings.

Utilize online reputation management tools to monitor online reviews and respond to feedback promptly.

Print Materials:

Develop high-quality print materials, such as brochures, flyers, and mailers, to showcase <Community Name>'s luxury amenities and location in <Neighbourhood>.

Distribute print materials at local events and through partnerships with local businesses and organizations.

Event Marketing:

Host a variety of events to appeal to <Community Name>'s audience segments, such as yoga classes and meditation sessions for Zen seekers, cocktail parties and galas for Royals, art exhibits and gallery nights for Art Enthusiasts, and fitness classes and wellness workshops for Urbanites and Modern Nostalgists.

Host seasonal events, such as rooftop BBQs and holiday parties, to create a sense of community among current residents and attract potential renters.

Partnership Marketing:

Partner with local businesses and organizations, such as nearby restaurants and retailers, to offer exclusive discounts and promotions to <Community Name>'s residents.

Establish partnerships with nearby employers to offer incentives to their employees who choose to live at The Sloane.

Reputation Management:

Monitor online reviews and respond to feedback promptly to maintain a positive reputation and address any issues or concerns that may arise.

Encourage satisfied residents to leave positive reviews on social media platforms and apartment rental websites.

Now let's generate a creative brief.

PROMPT:

Write a creative brief describing how we will market the new xxx unit luxury building in the <neighbourhood> of <city, State> Describe in detail how the fitness centre,

swimming pool, resident lounge, and rooftop clubroom and rooftop garden will feed the category related needs of the segments identified above. Include the building offerings you have brainstormed above to help paint the picture of life at this new building set to open in 20xx.

RESPONSE:

Creative Brief: Luxury Building in <neighbourhood> of <City, State>

Overview:

We are marketing a new xxx unit luxury building located in the <neighbourhood> of <City, State> The building is set to open in 20xx and is designed to meet the needs of several key market segments, including Royals, Eco-Warriors, Health Enthusiasts, and Zen Seekers. The building's unique features, including a fitness centre, swimming pool, resident lounge, and rooftop clubroom and rooftop garden, will be leveraged to attract and engage these segments.

Target Market:

Our target market for this luxury building includes affluent professionals and families who are seeking a high-end living experience in the heart of <neighbourhood> of <City, State> We will also focus on the four market segments identified above and tailor our messaging and marketing efforts to each group.

Key Selling Points:

State-of-the-art fitness centre with personal trainers and a variety of workout classes for health enthusiasts

An eco-friendly building design with features such as green roofs and sustainable materials for eco-warriors

Luxurious amenities and spacious living areas for Royals

A tranquil Zen garden and meditation rooms for Zen Seekers

Objectives:

Create awareness and buzz around the opening of the new luxury building in <neighbourhood> of <City, State>

Generate interest and leads from our target market and the four market segments identified above

Drive traffic to the building's website and social media channels

Encourage prospects to schedule a tour of the property

Key Messaging:

Live in luxury in the heart of the <neighbourhood> of <City, State>

Enjoy a high-end living experience with state-of-the-art amenities and luxurious living areas

Tailored to meet the unique needs of the Royals, Eco-Warriors, Health Enthusiasts, and Zen Seekers

Experience a sense of community and belonging in a vibrant neighbourhood

Marketing Strategy:

We will launch a multi-channel marketing campaign that targets our key market segments through a mix of digital and traditional media. Our marketing tactics will include:

Social Media: We will create targeted social media ads for each market segment, showcasing the unique features of the building that appeal to them. We will also create social media posts that highlight the luxurious amenities, spacious living areas, and community events that residents can expect.

Email Marketing: We will create email campaigns for each market segment, featuring personalized messaging and imagery that speaks to their unique needs and interests.

Public Relations: We will work with local media outlets to generate buzz and awareness around the opening of the new building. We will also leverage influencer partnerships to showcase the lifestyle and amenities of the building.

Events: We will host events at the property to showcase the amenities and community atmosphere of the building. We will also host events that appeal to each market segment, such as fitness classes for health enthusiasts, eco-friendly workshops for eco-warriors, and high-end cocktail parties for Royals.

Unique Building Offerings:

For Royals: Spacious living areas with high-end finishes, as well as concierge services, private elevators, and a luxurious spa and salon.

For Eco-Warriors: Green roofs, sustainable materials, a composting program, electric car charging stations, and a community garden.

For Health Enthusiasts: Personal training services, a state-of-the-art fitness centre, and a variety of workout classes, as well as a healthy food and juice bar.

For Zen Seekers: A tranquil Zen garden, meditation rooms, and a yoga studio, as well as quiet reading rooms and a rooftop greenhouse/observatory.

Social Media Strategy:

Develop a comprehensive social media strategy to increase the awareness of the new luxury building in the <neighbourhood> of <City, State>. The social media campaign will focus on promoting the building's unique amenities and features that cater to the Royals, Eco-Warriors, Health Enthusiasts, Zen Seekers, and Young Professionals segments.

Create visually appealing and engaging social media posts highlighting the luxurious and sustainable living experience that the building offers. Share professional photographs, 360-degree virtual tours, and videos showcasing the fitness centre, swimming pool, indoor bowling alley, resident lounge, rooftop clubroom, and rooftop greenhouse/observatory.

Utilize targeted social media advertising to reach potential residents within each segment. The social media ads should highlight the unique features of the building that cater to the specific needs and wants of each segment.

Encourage residents to share their experiences and tag the building's social media accounts, showcasing the luxurious and sustainable living experience that the building offers.

Email Marketing Strategy:

Develop an email marketing campaign to target potential residents within each segment. The email campaign will focus on promoting the building's unique amenities and features, including those brainstormed for each segment.

Create visually appealing and personalized email newsletters that speak directly to each segment's needs and wants. For example, the Royals segment could receive an email highlighting the private lounge, concierge services, and butler service. The Eco-Warriors segment could receive an email highlighting the building's sustainable features, such as the green roof and community garden.

Provide potential residents with information on the building's leasing process, move-in dates, and rent pricing.

Encourage potential residents to schedule a virtual tour or in-person visit to the building to experience the luxurious and sustainable living experience first-hand.

Partnerships:

Develop strategic partnerships with local businesses and organizations to promote the building's unique offerings and cater to each segment's needs.

Partner with local organic markets to provide the Eco-Warriors segment with exclusive access to fresh and organic produce.

Partner with local fitness studios to provide the Health Enthusiasts segment with exclusive access to fitness classes and training sessions.

Partner with local art galleries to provide the Zen Seekers segment with access to exclusive art exhibitions and events.

Partner with local technology firms to provide the Young Professionals segment with exclusive access to the latest gadgets and tech innovations.

In-Person Events:

Host exclusive in-person events for each segment to provide potential residents with an opportunity to experience the luxurious and sustainable living experience first-hand.

Host a Royals-themed cocktail party in the private lounge for potential Royals segment residents.

Host a rooftop greenhouse party for potential Eco-Warriors segment residents, showcasing the building's sustainable features and community garden.

Host a fitness boot camp in the fitness centre for potential Health Enthusiasts segment residents.

Host a Zen-themed art exhibition in the resident lounge for potential Zen Seekers segment residents.

Host a tech expo in the rooftop clubroom for potential Young Professionals segment residents.

In conclusion, our marketing strategy for the new xxx unit luxury building in the <neighbourhood> of <City, State> will focus on promoting the building's unique amenities and features that cater to the Royals, Eco-Warriors, Health Enthusiasts, Zen Seekers, and Young Professionals segments. By utilizing social media, email marketing, partnerships, and in-person events, we aim to increase the awareness of the building and attract potential residents from each segment.

CONTENT PLANNING AND SOCIAL MEDIA

The problem with social media is ...

Love it or hate it, social media is a part of your brand. You can leverage it to reach many different segments of your audience, and it can serve multiple purposes. From reputation building to brand awareness to customer messaging to product marketing, knowing which platform is best for each of these uses is the key.

You can hire a firm to do your social media for you with varying degrees of success. It is better to have the site team who has 'boots on the ground' contribute to the content, but without guardrails or direction, this method leaves so much to be desired. Because let's face it: your site teams are not marketing professionals, and it's unfair to drop this task in their laps and hope all goes well. It's also not likely that the corporate marketing team has enough bandwidth to crank out quality social media content for each of the properties. Here's where the work about your audience segments, your neighbourhood market, and your brand positioning all comes together.

The prompt below allows for you to speak to your segments about your product:

PROMPT:

Draft six months of social media posts introducing the building and its features and benefits to our target segments

1/5th of the posts targeting The Royals

1/5th of the posts targeting Eco Warriors

1/5th of the posts targeting Health Enthusiasts

1/5th of the posts targeting Zen seekers

1/5th of the posts targeting Young Professionals

Remember to use emojis and hashtags

RESPONSE:

Eco Warriors

Our new apartment building features eco-friendly designs and sustainable living options
👉👉 #sustainability #ecofriendly #newapartment #capitolriverfront

Want to reduce your carbon footprint? Our bike storage and repair station makes commuting by bike easy and convenient 🚲 🚲 #bikelife #commutebybike
#sustainableliving #newapartment #capitolriverfront

Our community garden is perfect for growing your own organic produce 🌽 🥗 🌿
#communitygarden #organicproduce #sustainableliving #newapartment
#capitolriverfront

Zen seekers

Discover a peaceful oasis in the heart of the city with our Zen-inspired living spaces 🌿 🌿
#zenliving #peacefuloasis #newapartment #capitolriverfront

Our meditation room is the perfect place to find your inner peace and tranquility 🕉
#meditationroom #innerpeace #newapartment #capitolriverfront

Our rooftop yoga classes are the perfect way to start your day off right 🕉 🌞
#rooftopyoga #sunriseyoga #newapartment #capitolriverfront

There are endless variations of this prompt that allow for you to customize the hashtags in addition to the subject you want the copy to cover. For instance, instead of asking for the posts to target different segments, you can change the prompt to target 1/5th of the posts featuring building features, 1/5th featuring neighbourhood happenings (this will require you to upload your neighbourhood BID or newsletter), 1/5th featuring positive reviews, etc.

Let's take a look at how much more relevant the posts become when I drop in the neighbourhood calendar (a down and dirty copy+paste from the neighbourhood website):

PROMPT:

Here is a list of upcoming events in the neighbourhood:

Tuesday, Apr 18, 2023

CAPITOL RIVERFRONT SPRING FITNESS SERIES

7:30am at Yards Park - Diamond Teague Riverwalk Bridge Connection

PACERS SOCIAL RUNS

6:30pm at Pacers Running

Wednesday, Apr 19, 2023

DACHA BEER CLUB

5pm - 8pm at Dacha

Thursday, Apr 20, 2023

CAPITOL RIVERFRONT SPRING FITNESS SERIES

7am at Yards Park - Diamond Teague Riverwalk Bridge Connection

Saturday, Apr 22, 2023

EARTH DAY YOGA

8am - 12pm at The Yards Marina

Sunday, Apr 23, 2023

CAPITOL RIVERFRONT SPRING FITNESS SERIES

8:30am at Yards Park - Diamond Teague Riverwalk Bridge Connection

Tuesday, Apr 25, 2023

RESPONSE:

Here are some social media post ideas related to the upcoming events in the neighbourhood for each of the target segments:

The Royals:

"Join us for the Capitol Riverfront Spring Fitness Series and feel like royalty while working out like a champ   #CapitolRiverfront #FitnessRoyalty"

"Take a break from your royal duties and come join us for some social runs with Pacers Running   #PacersRunning #FitnessRoyalty"

"Sip on some fancy brews and enjoy the luxurious atmosphere at Dacha's Beer Club   #Dacha #BeerRoyalty"

Eco Warriors:

"Let's celebrate Earth Day by taking part in some yoga by the river   #EarthDay #YogaForThePlanet"

"Join us for a headache and TMJ masterclass with Rose PT and learn how to alleviate pain naturally   #RosePT #NaturalHealing"

"Join us for a golf swing masterclass with Rose PT and learn how to perfect your swing while keeping the planet in mind   #GolfMasterclass #SustainableSwing"

Health Enthusiasts:

"Join us for the Capitol Riverfront Spring Fitness Series and start your day with a healthy dose of exercise   #CapitolRiverfront #FitnessGoals"

"Join us for a hooping fitness class at Yards Park and get your heart pumping while having fun   #HoopingFitness #FitnessFun"

"Join us for a pelvic floor and pelvic health masterclass with Rose PT and learn how to take care of your body from the inside out  #PelvicHealth #RosePT"

Zen Seekers:

"Find your inner peace by joining us for the Capitol Riverfront Spring Fitness Series at Yards Park  #CapitolRiverfront #ZenVibes"

"Take a break from the hustle and bustle and join us for some jazz in Canal Park  #JazzInThePark #ChillVibes"

"Join us for a headache and TMJ masterclass with Rose PT and learn how to relax and de-stress naturally  #NaturalRelaxation #RosePT"

Young Professionals:

"Join us for the Capitol Riverfront Spring Fitness Series before work and start your day off on the right foot  #CapitolRiverfront #FitnessBeforeWork"

"Join us for some social runs with Pacers Running and meet other young professionals in the area  #PacersRunning #SocialRun"

"Take a break from work and join us for some jazz in Canal Park after hours  #JazzInThePark #AfterWorkFun"

EVENTS AND ACTIVATIONS

Curated Events and Activations by Segment

Once you know who you want to attract and what about your building they will love, you need to get them to your building. Capturing and retaining a prospective renter's attention in highly competitive markets is the holy grail. Activations and events are a proven way to bring your audience to you, but they are not without considerable expense or time investments. ChatGPT is a great partner in brainstorming activations to attract your target market.

Note the use of the phrase "Imagine you are." This phrasing comes in handy when you want ChatGPT to give a different perspective. Depending on what you prompt it to imagine, your results will vary wildly ... which is exactly what we want during brainstorming!

PROMPT:

Imagine you are the world's most sought-after event planner that has won awards for your creativity and unique event and activation ideas and then complete a table with five rows, one for each of the five audience segments listed: The Zen seekers, The Royals, The Urbanite, The Art Enthusiast, and The Modern Nostalgist. Add multiple columns:

- "Name" - A name, and description of the typical audience member (defined by their underlying apartment-related needs)
- "Category-Related Needs" - List the audience segment's five unique category-related needs
- "Event" - The most unique and creative party/community social event an apartment community could host to attract this audience segment give some detail

RESPONSE:

Audience Segment	Category-Related Needs	Event
The Zen Seekers	Prioritize wellness, tranquility, and relaxation	Silent Disco Yoga Party: This event will be a unique experience that combines the meditative practice of yoga with the fun and energy of a silent disco. Participants will wear wireless headphones and follow a yoga instructor's guidance, creating a sense of community while still being able to tune out distractions and focus on their practice. The event could be held outdoors, and ambient lighting and aromatherapy could be used to create a relaxing atmosphere.

EVENTS AND ACTIVATIONS

The Royals	Seeking luxury, exclusivity, and top-of-the-line amenities	Private Chef's Table Experience: This event will provide an exclusive dining experience for residents, with a private chef preparing a gourmet meal and serving it in a luxurious setting. The menu could be customized to the preferences of each resident, and the chef could provide a live demonstration of some of the dishes. The event could be held in a private dining room or on a rooftop terrace with breathtaking views of the city.
The Urbanite	Craving convenience, walkability, and access to entertainment	Progressive Dinner Crawl: This event will take participants on a culinary tour of the neighbourhood, with stops at some of the best restaurants, bars, and cafes. The event will be led by a local foodie or tour guide who will provide interesting facts about each location and the surrounding area. Participants will be able to walk or bike between each location, making it a fun and active way to explore the community.
The Art Enthusiast	Drawn to creativity, inspiration, and cultural experiences	Art Walk and Talk: This event will showcase the work of local artists, with a guided tour of galleries, studios, and public art installations. Participants will have the opportunity to meet the artists, learn about their creative process, and ask questions about their work. The event could be held in the evening, with live music and refreshments provided.
The Modern Nostalgist	Wanting a blend of vintage charm and modern convenience	Retro Game Night: This event will feature a collection of classic arcade games, board games, and vintage consoles for residents to play and enjoy. The event could be held in a retro-inspired lounge or on a rooftop terrace with a vintage theme. Refreshments and snacks could be provided, along with a live DJ playing music from different eras.

I hope this helps! Let me know if you have any other questions.

RESIDENT RELATIONS

Resident Events

If one more person suggests a luau...

Residents connecting with their neighbours is an important part of anchoring them to your community and ultimately increasing your resident retention and customer lifetime value. And yet, we see so many communities that have \$500 in the budget every other month for an event only to end up repeating the pool luau each year. Understanding that the budget may not be in your control, we can look to ChatGPT to brainstorm some unique ideas to inject some life into the events that encourage interaction among neighbours.

Remember, giving ChatGPT your limitations upfront allows it to give you the best output. So, be sure to mention if you don't have any indoor common area space, can't use barbecue grills, or any other possible limitations you might have..

PROMPT:

We conducted a thorough analysis of our target audience segments, namely The Zen seekers, The Royals, The Urbanite, The Art Enthusiast, and The Modern Nostalgist. Craft at least 10 unique and highly engaging events that cater to the specific interests and preferences of each audience segment.

In addition, Develop 10 additional events that appeal to all of the audience segments. Through this process, we can ensure that our events program serves as a key differentiator, and will help us to establish ourselves as the most desirable residence in the <Neighbourhood Name> area.

RESPONSE:

Great! Here are some ideas for 10 unique and engaging events for each audience segment:

The Zen Seekers:

Mindfulness Meditation Workshop

Yoga in the Park

Guided Nature Walk

Sound Bath and Energy Healing Session

Aromatherapy and Essential Oils Workshop

Indoor Zen Garden Workshop

Crystal Healing and Chakra Balancing Session

Mindful Eating Workshop

Nature Retreat Weekend

Tai Chi Class

The Royals:

Champagne and Oyster Tasting

Exclusive Rooftop Cocktail Party

Private Art Exhibition and Reception

Personalized Chef's Table Dinner

Luxury Car Show and Test Drive

Personal Shopping Experience with a Stylist

Wine Tasting and Food Pairing Dinner

Exclusive Sunset Cruise on the Potomac River

Private Concert with a Renowned Musician

Luxury Spa Day

The Urbanites:

Food Truck Festival

Craft Beer Tasting and Tour

Live Music Concert in the Courtyard

Pop-Up Art Show and Sale

Rooftop Movie Night

Comedy Night with Local Comedians

Interactive Cooking Class

Community Volunteer Day

Cocktail Mixology Workshop

Fitness Challenge and Obstacle Course

The Art Enthusiasts:

- Art Walk and Gallery Crawl
- Interactive Public Art Installation
- Artisanal Craft Workshop
- Figure Drawing Workshop with a Live Model
- Artist Talk and Q&A Session
- Outdoor Paint and Sip Event
- Artisanal Food and Wine Tasting Event
- Creative Writing Workshop
- DIY Art Projects Workshop
- Art Film Screening and Discussion

The Modern Nostalgists:

- Vintage Car Show and Cruise
- Retro Dance Party
- 90's Trivia Night
- Classic Movie Marathon
- Retro Video Game Tournament
- Vintage Vinyl Record Swap
- Retro Fashion Show and Pop-Up Shop
- Classic Car Test Drive and Ride-Along
- Antique Furniture Restoration Workshop
- Old-Fashioned Cocktail Workshop

For the 10 additional events that appeal to all of the audience segments, some ideas could include:

- Potluck Dinner and Game Night
- Summer Pool Party and BBQ
- Community Clean-Up Day and Happy Hour
- Halloween Costume Party and Haunted House

Winter Holiday Market and Festival

Earth Day Celebration and Eco-Friendly Workshop

Sports Tournament and Tailgate Party

Charity Fundraiser and Silent Auction

Summer Concert in the Courtyard

National Night Out Block Party and BBQ

By offering a diverse range of events that cater to the specific interests and preferences of each audience segment while also including events that appeal to everyone, you can create a vibrant and engaging community that sets your apartment building apart from the competition and helps to establish it as the most desirable residence in <Neighbourhood Name>. Good luck!

There are so many original ideas in here!! I love the idea of a classic car show as well as the old-fashioned cocktail workshop...and a sound bath session? I have never heard of an apartment community offering one of those! Note the last ten ideas crafted to “appeal to all audiences” is full of the usual generic events that we always see. I think that proves a really strong point about why we need to incorporate segmentation into our strategy to prevent everything from defaulting to the humdrum, same old-same-old. When you try to market to everyone, you reach no one.

Review Responses

Reputation management and review response can be incredibly challenging for site teams. When a resident or prospect is stating that you or one of your co-workers did something wrong, it's really hard not to take that personally! This is even more so if you are actually named in the review or it's a flat-out lie. However, we know we have to be professional and objective. This is where ChatGPT can shine: it doesn't have to battle through emotions to give an objective response.

But just for fun, if you are having a crummy day because you were called out in a negative manner, go ahead and have ChatGPT draft up a response as if it was Ice-T, George Costanza's father, or SpongeBob

PROMPT:

We have received negative feedback regarding our property, which requires a sensitive response to ensure privacy is maintained for all parties involved. Our aim is to show

empathy towards the reviewer and demonstrate our willingness to resolve any issues in a timely and professional manner.

We kindly request the reviewer to get in touch with our Area Vice President to further discuss their concerns. Our property management team is committed to creating a safe and comfortable living environment for all residents, and we take all feedback seriously. <Copy/paste full text of the negative review>

NAMES AND BRANDS

Brand Positioning

Once you've established your market, it's a good idea to validate that you and ChatGPT are on the same page about your building and company's brand positioning. We love this framework from PROMPT for Brands and believe it to be necessary before moving ahead with your marketing strategizing:

PROMPT:

We like the following framework for brand positioning:

How do we describe ourselves? What we do and why we do it

How do we describe our audience? Who they are and what is their relationship to our category?

Why will audiences care? A truth about our audience: Who they are and the need we can meet

Why will our category care? A truth about our category: The need we meet

Why is it right for our brand? A truth about our brand and business: What's unique which drives what we do?

Implications for what we do

What should our brand: Stop? Start? Continue?

Our experience: Product, features, services,...

Our Partners: Brands, developers, Influencers...

Our Marketing: Content, Comms, CRM, Promotions...

Implications for how we feel

What should our values be? Our codes of conduct. How we are now vs. where we want to be?

Can you take the marketing framework above and apply it to a brand new luxury apartment building that <Company Name> is building and will manage. The building is named the <Building Name> and is located on <Street> in <neighbourhood> of <city>.

RESPONSE:

Sure, here's an example of how the marketing framework could be applied to the <Building Name> luxury apartment building in <city>:

How do we describe ourselves?

At the <Building Name>, we offer a luxurious and sophisticated living experience in the heart of downtown <city>. We are passionate about providing our residents with exceptional amenities, unparalleled service, and a truly one-of-a-kind lifestyle.

How do we describe our audience?

Our audience consists of discerning individuals who value the finer things in life and seek an elevated living experience. They are typically young professionals, executives, and entrepreneurs who are looking for a luxurious and convenient living option in the bustling city of <city>.

Why will audiences care?

Our audience cares because they want a living experience that aligns with their sophisticated tastes and elevated standards. They desire a location that is convenient, a space that is stylish, and amenities that are unparalleled. We provide all of this and more at the <Building Name>.

Why will our category care?

Our category of luxury apartments will care because we are filling a gap in the market for sophisticated, high-end living in downtown <city>. We are offering a lifestyle that is unrivaled by our competitors, with amenities that are unmatched and a location that is unbeatable.

Why is it right for our brand?

It's right for our brand because we are passionate about providing our residents with an exceptional living experience. Our unique blend of sophisticated style, exceptional amenities, and unparalleled service is what sets us apart from other luxury apartment buildings in <city>.

Implications for what we do

What should our brand: Stop? Start? Continue?

Stop: Offering basic amenities that are not up to par with our luxury brand.

Start: Providing more unique and elevated amenities that align with our brand positioning.

Continue: Providing exceptional service and a truly one-of-a-kind living experience for our residents.

Our experience:

Our experience at the <Building Name> includes luxurious apartments with high-end finishes and appliances, state-of-the-art fitness facilities, a rooftop pool with breathtaking views of downtown <city>, and a 24-hour concierge service to meet all of our residents' needs.

Our Partners:

We partner with other luxury brands and developers to offer our residents exclusive access to events and experiences. We also work with influencers to showcase the luxurious lifestyle that the <Building Name> offers.

Our Marketing:

Our marketing focuses on showcasing the elevated lifestyle that our residents can experience at the <Building Name>. We use high-quality imagery and messaging that aligns with our brand positioning to attract our target audience.

Implications for how we feel**What should our values be?**

Our values should include a commitment to exceptional service, attention to detail, and creating a community where our residents feel valued and appreciated.

Our codes of conduct:

Our codes of conduct should include treating all residents with respect and dignity, maintaining a safe and secure living environment, and upholding the highest standards of professionalism.

How we are now vs. where we want to be?

We are currently a luxury apartment building in downtown <city>, but we want to be the premier destination for discerning individuals seeking an elevated living experience in the city. We want to be known as the gold standard for luxury living in <city>, and we will work tirelessly to achieve that goal.

While there's some drilling down that needs to be done, it's not bad for a first pass. This positioning will give ChatGPT some context as we move into the naming round of this branding exercise.

Building Names

Naming a new development tends to be tougher than a two-dollar steak. It's a complex process that requires a deep understanding of the target audience, market trends, and branding principles. As humans, we often struggle to generate creative and original ideas without falling into clichés or repeating what's already out there. Additionally, our own biases

and preconceptions can limit our ability to explore outside-the-box options. Not to mention, if you are brainstorming in a group, someone's feelings inevitably get hurt.

This is where ChatGPT comes in handy.

As an AI language model, ChatGPT has the ability to generate vast amounts of text based on a given prompt. By inputting keywords or phrases related to the property, location, and target audience, you can prompt ChatGPT to generate a list of potential names that reflect your branding goals and resonate with your audience. Additionally, ChatGPT can help you think outside the box by generating unexpected or unconventional options that you may not have otherwise considered.

Of course, ChatGPT is not a replacement for human creativity and intuition. But, it can be a valuable tool to augment and inspire the brainstorming process while providing a fresh perspective that can spark new ideas. Plus, it can save you a lot of time and headaches by generating a large number of potential names quickly, allowing you to focus on the ones that truly stand out. As an added bonus—if you don't like the output, ChatGPT doesn't have any feelings or ego you need to worry about hurting.

PROMPT:

We are building a luxury apartment community in the <Neighbourhood, City, State>. The building's competitors include apartment communities named <Paste competitor's names here>

This new apartment community is a pet-friendly building with xxx units. It has a fresh, vibrant interior design.

We need to name the building. The name should be unique, inviting and convey that the building is fun and luxurious. Draft as many single word androgynous names as you can come up with for this building.

Building Taglines

Right after naming a building, you are usually working out the tagline(s). The nuances of creativity at first seem like they might be too much of a hurdle for ChatGPT, or a user that doesn't consider themselves creative enough to guide ChatGPT.

One option is to feed ChatGPT different taglines that you like. This starts to give the language processor an idea of language patterns that are pleasing to you and, therefore, a jumping-off point for a brainstorming session. The beauty of this brainstorming is the volume of ideas you can produce in a short amount of time. From this volume, you can weed out what you like and feed that back to ChatGPT. This refinement process will allow for results that get you

closer to what you are looking for. At the end of the day, you may still need to bring in a creative department or hire out for branding, but ultimately this upfront homework will cut the research and development hours of the project and get you a final product that you love.

Naming Building Amenities

This is completely hit or miss for me—much like when dealing with humans. But, as we've repeated so many times throughout this book if you give ChatGPT some context, it can kickstart the brainstorming process:

PROMPT:

Our luxury apartment building, The Flamingo, is named after the beautifully awkward pink bird. The building design and amenities are inspired by the glamor of the bird as well as the innovation of its design. We want to name our amenities in a nod to this glamor, innovation and design without using exact bird references. With this in mind, can you give me 20 unique names for the rooftop clubhouse?

RESPONSE:

Certainly! Here are 20 potential names for the rooftop clubhouse at The Flamingo:

The Pink Palace

The Flock Lounge

The Nest

The Perch

The Plumage Club

The Avian Aviary

The Winged Retreat

The Sky Roost

The Feathered Den

The Flamingo Heights

The Pink Skyline

The Oasis Club

The Flamingo Terrace

The Sky Garden

The Bird's Eye View

The Flamingo Hideaway

The Pink Horizon

The Feathered Escape

The Skyline Oasis

The Flamingo Lounge

These names aim to capture the grace, elegance, and beauty of the flamingo, while still providing unique and catchy options that fit with the luxury and innovation of the building.

As you can see, ChatGPT didn't exactly follow my prompt and couldn't resist giving me some names with avian references, but it's not a bad first pass.

NEW DEVELOPMENTS

Identifying New Amenities

The apartment amenity war is far from over. From indoor basketball and pickleball courts to golf simulators and mini-golf courses, each developer is always looking for a newer and better amenity for their building.

Whether you have the privilege of designing a new building or not, knowing what your renter would like to see is obviously quite useful. The user stories, review analysis, and audience segment practices all give you clear information and answers to the amenity question. But, you can make it crystal clear with the next prompt.

If you are lucky enough to get the opportunity to sit at the table with the developer or architect, it behoves you to come to the table with not only great ideas but ideas that are grounded in attracting your audience while fulfilling their unmet needs. As you can see, getting to these answers builds on the knowledge you collated earlier regarding the submarket in question and the opportunities gaps identified. Let's build on that information and see what ChatGPT can come up with in terms of new offerings:

PROMPT:

What are renters looking for in a new luxury building?

RESPONSE:

Renters who are looking for a new luxury building are typically seeking a high-end living experience that provides a range of amenities and features to make their lives easier and more comfortable. Some of the things that renters in this category might be looking for include:

Location: Luxury renters may be looking for a building in a desirable location that is close to work, dining, shopping, and entertainment options.

Top-of-the-line finishes: High-end finishes, such as custom cabinetry, premium appliances, and high-quality flooring, can be a major selling point for luxury renters.

Amenities: Luxury renters are often looking for a wide range of amenities, such as a fitness centre, pool, spa, rooftop deck, or outdoor space.

Concierge services: Access to a concierge service that can help with everything from making reservations to coordinating dry cleaning and package delivery can be a major perk for luxury renters.

Technology: High-tech features such as smart home systems, keyless entry, and high-speed internet can be attractive to luxury renters.

Security: Luxury renters may be looking for a building with advanced security features, such as keyless entry and security cameras.

Sustainability: Many luxury renters are environmentally conscious and may be looking for a building with sustainable features, such as energy-efficient appliances and green roofs.

Space: Luxury renters may be looking for apartments with ample square footage and generous closet space, as well as other storage options.

Views: Panoramic city views can be a major draw for luxury renters, as can access to outdoor space.

Parking: For renters who own a car, parking can be a major factor in their decision to choose a particular building. They may be looking for options like a dedicated parking space or a nearby garage.

Now let's come up with some names based on those needs.

PROMPT:

... Continuing from the marketing segments earlier ...

Come up with new apartment building offerings for the Royals segment that speak to their unique needs

RESPONSE:

The Royals segment values luxury, exclusivity, and prestige above all else, so to attract this audience, new apartment building offerings should reflect these qualities. Here are some ideas that could appeal to the Royals:

Private rooftop club: Develop a members-only rooftop club that is reserved exclusively for residents of the building. This space could offer the most exclusive amenities, including a private pool, hot tub, bar, and lounge area. Residents would be able to reserve this space for private parties and events.

Personalized interior design service: Offer a complimentary interior design service for residents that goes beyond what is currently offered in other luxury buildings. This could include custom finishes, unique furniture pieces, and personalized design touches that reflect the resident's style and preferences.

In-home spa services: Offer a menu of in-home spa services that are exclusive to residents, including massages, facials, and other treatments. These services could be performed in the resident's apartment, providing the ultimate in convenience and luxury.

Complimentary luxury car service: Provide residents with a complimentary luxury car service that is available on-demand. This service could include transportation to and from the building, as well as transportation to local events and attractions.

Personalized concierge service: Offer a personalized concierge service that goes above and beyond what is currently offered in other luxury buildings. This could include custom travel itineraries, restaurant reservations, and access to exclusive events and experiences.

By offering these exclusive amenities and services, a new luxury apartment building can cater to the unique needs and desires of the Royals segment, setting itself apart from other luxury buildings and attracting the most discerning renters.

Of course, you should repeat this exercise with all of your audience segments. When I asked about ideas for the Health Enthusiast, suggestions ranged from air filtration systems and cold plunge pools to infrared saunas and vitamin IV therapy.

If you ask the question and don't get any earth-shattering answers, feel free to probe ChatGPT a bit further and see if you get more creative answers.

PROMPT:

Do you have any more innovative ideas that would speak to the eco-warrior segment?

RESPONSE:

Sure, here are some additional ideas for unique offerings or features that could appeal to eco-warrior renters in a luxury apartment building:

Composting service: Provide residents with a convenient way to compost food waste, reducing the amount of waste sent to landfills and promoting sustainable living.

Green cleaning service: Offer a cleaning service that uses environmentally friendly products to clean and maintain apartments and common areas.

Electric vehicle charging stations: Install charging stations for electric cars in the building's parking garage or on-site parking area, encouraging residents to choose eco-friendly transportation options.

Solar panels: Install solar panels on the building's rooftop to generate renewable energy and reduce the building's carbon footprint.

Green roofs: Create rooftop gardens or green roofs that support local flora and fauna and help reduce the urban heat island effect.

Smart thermostats: Install smart thermostats in each apartment that learn residents' behaviour and adjust the temperature accordingly to save energy and reduce energy bills.

Water conservation features: Install low-flow showerheads and faucets, as well as high-efficiency toilets, to reduce water consumption and promote sustainable living.

Community garden: Provide residents with an on-site community garden, where they can grow their own herbs and vegetables, promoting sustainable and healthy living.

Recycling program: Create a comprehensive recycling program for residents, making it easy for them to recycle and reducing the amount of waste sent to landfills.

Carbon offsets: Offer residents the option to purchase carbon offsets, which fund renewable energy and other sustainability initiatives, to help offset their own carbon footprint.

I like the Carbon offset suggestion, I don't think I've seen that in many communities. While recycling is pretty much everywhere, highlighting if your community is near or offers sustainable transportation (like community bikes) is always going to be attractive to this segment.

Remember, ChatGPT is not the end all, be all. We know not every idea is going to be a winner, but there are bound to be some suggestions for your beautiful brain to iterate and begin to build upon.

Brainstorming New Service Offerings

The majority of us don't have the luxury of developing a building from scratch and we are 'stuck' marketing a community we acquired, or one we are contracted to manage. This doesn't mean there aren't opportunities to cater your offerings to your customer. With a small tweak to the amenity prompt, you can identify services that can be added to your programming and increase your competitive advantage:

PROMPT:

Imagine you are part of the Royals Renter Segment. You are looking for a new luxury apartment. Assuming all the buildings you are considering have the same physical features and amenities (same gyms, same parking, located on the same street, etc).

Think about what apartment building management team could offer you in the way of services that would make you choose that building over all of the other ones.

Brainstorm as many offerings as you can come up with.

RESPONSE:

As a member of the Royals Renter Segment, I would be looking for luxury amenities and services that cater to my high-end lifestyle. Some offerings that would make me choose a luxury apartment building over others are:

Personal concierge services for restaurant reservations, travel arrangements, and event planning

Complimentary luxury car service for residents

Private fitness classes or personal training sessions with top-tier trainers

Access to a private yacht or boat for residents to use on weekends or for special events

Private chef services for dinner parties or special occasions

24/7 room service and housekeeping

Luxury spa services, such as massage or facial treatments

VIP access to exclusive events and parties in the city

Complimentary high-end coffee or champagne bar in the lobby

Complimentary designer wardrobe rentals for special events or occasions.

Can I tell you how much I love the idea of complimentary champagne and car service? Throughout this book I have used examples of luxury buildings, but these prompts, tweaked with the modifiers for whatever your apartment building and audience segments are, still work!

PROMPT:

Imagine you are a renter making the average median income in your city and you are part of the Budget Conscious Renter Segment. You are looking for a new apartment. Assuming all the buildings you are considering have the same physical features and amenities (same gyms, same parking, located on the same street, etc).

Think about what apartment building management team could offer you in the way of services that would make you choose that building over all of the other ones.

Brainstorm at least 20 offerings.

RESPONSE:

Free monthly workshops on financial planning, budgeting, and saving for a down payment on a house.

A resident swap program where residents can temporarily exchange apartments to save on rent.

A loyalty program that rewards tenants with rent credits for renewing their lease.

Free meal kits or grocery delivery services to help residents save on food costs.

A tool-lending library where residents can borrow household tools and appliances for free.

A resident-led bartering system for goods and services within the community.

A partnership with local thrift stores to offer discounts to residents for donated items.

A community garden where residents can grow their own produce and save on grocery costs.

A free tax preparation service to help residents maximize their tax returns.

While tax prep may be out of the question, a tool lending library is brilliant both on the cost saving front and as a solution to the lack of storage complaint that often accompanies apartment living. The point being, if you define your audience, ChatGPT can certainly help to uncover some services for you to offer.

ARE LANGUAGE MODELS DISRUPTING APARTMENT HUNTING?

We've spent a lot of time working out how we can use ChatGPT to speak to our audience. Now we need to think about how our audience could leverage ChatGPT to research their next home. Imagine the prompts below taking place. Maybe test it by naming a few of your communities. Are you surprised by the comps listed? Is there anything that you are surprised your apartment community didn't get credit for? Time to work on website content!

PROMPT:

I like the following two apartment communities. What are some common themes?
<Property 1> <Property 2>

RESPONSE:

<Property 1> and <Property 2> are both apartment communities located in Washington DC that offer residents modern amenities and a convenient urban lifestyle.

One common theme between the two communities is their focus on providing residents with a luxury living experience. Both communities offer high-end finishes and appliances, such as stainless steel appliances, quartz countertops, and hardwood floors, as well as upscale community amenities like fitness centres, rooftop lounges, and concierge services.

Another shared theme is their commitment to sustainability and environmentally-friendly living. <Property 2>, for example, is LEED-certified, meaning it has been designed and built to meet high standards for energy efficiency and sustainability. <Property 1> on the other hand, features energy-efficient appliances and sustainable building materials.

Both communities are also located in vibrant neighbourhoods with easy access to transportation and a variety of dining, shopping, and entertainment options. <Property 1> is located in the Navy Yard neighbourhood, which is known for its waterfront parks, sports venues, and restaurants. <Property 1> is located in the NoMa neighbourhood, which is home to several parks, museums, and cultural attractions, as well as the NoMa-Gallaudet U Metro station for easy access to the rest of the city.

Overall, both <Property 1> and <Property 2> offer residents a luxurious and sustainable living experience in some of DC's most exciting neighbourhoods.

Continuing on, let's see if ChatGPT can make some suggestions.

PROMPT:

What are some other apartment communities in DC that have these themes that you think I'd like? List them and give reasons for your answers.

RESPONSE:

Sure, here are three other apartment communities in Washington DC that share similar themes with <Property 1> and <Property 2>:

<uggestion 1>: <uggestion 1> is a luxury apartment building located in the Woodley Park neighbourhood of DC. The apartments feature high-end finishes and appliances, such as Bosch appliances and marble countertops, and the building offers amenities like a rooftop lounge, fitness centre, and 24-hour concierge. <uggestion 1> is also located near several transportation options, including the Woodley Park Metro station and several bus lines, making it easy to explore the city.

<uggestion 2>: <uggestion 2> is a LEED-certified apartment building located in the Van Ness neighbourhood of DC. The apartments feature energy-efficient appliances, hardwood floors, and floor-to-ceiling windows, and the building offers amenities like a rooftop deck with grills, a fitness centre, and a pet spa. The Kelvin is also located near several transportation options, including the Van Ness Metro station and several bus lines, and is within walking distance of several parks and green spaces.

<uggestion 3>: <uggestion 3> is a luxury apartment complex located in the West End neighbourhood of DC. The apartments feature high-end finishes and appliances, such as granite countertops and stainless steel appliances, and the building offers amenities like a rooftop pool, fitness centre, and concierge service. <uggestion 3> is also located near several transportation options, including the Foggy Bottom Metro station and several bus lines, and is within walking distance of several cultural attractions, including the Kennedy Centre and the Smithsonian museums.

These three apartment communities share similar themes with <Property 1> and <Property 2>, offering residents luxurious and sustainable living options in some of DC's most vibrant

As you can see, just as it is true in many other facets of our daily lives, ChatGPT has the potential to disrupt the traditional apartment hunting process. Shoppers can avoid overwhelm by leveraging the power ChatGPT during the research process and identify valuable insights on comparable properties. With the ability to quickly analyze vast amounts of data and provide personalized recommendations, ChatGPT offers a new level of convenience and efficiency for apartment hunters.

It's important to think about this as marketers and embracing that our audience is no longer just the apartment hunter, but also a language processor working on the apartment hunter's behalf.

Ultimately, the integration of ChatGPT has the potential to revolutionize not only the way we market apartment communities but also how we search for and choose our living spaces.

FINAL THOUGHTS

The ideas and prompts shared in this book are just a jumping off point. There is so much more you can do – training outlines, internal documentation, and even thank you notes. While we initially thought of language models as a great level setter, it's not quite that. It can allow you to produce more. It can amplify the production and effectiveness of a small team. It can save your budget or step in where you don't have a budget. Ultimately, it can add capacity to those that are willing to put in the work.

But it can't replace critical thought or creative strategy. By the nature of everyone having access to a language model, you will have lazy marketers that will abuse the tool to create subpar, unvalidated noise. You (and your audience) will see more content across all channels. It is up to you and your team to wield this power responsibly. The end goal has not changed—stand out from the crowd by being the best answer to their question and the most attractive solution for your customers' needs.

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To John and Chris, thank you for giving me my dream job combining technology, marketing, and strategy and allowing me to do what I love. I am also grateful to David, Simon, and Richard for their enduring patience and for including us on this journey. And finally, thank you to my husband for his unwavering support and for continuing to inspire me every day. - Holli Beckman

WANT TO GO FURTHER?

If you've found the insights and strategies in this book valuable, we invite you to continue your language model learning journey with PROMPT. As your partner and guide in the exciting world of generative AI, we offer a range of additional resources and services to support you every step of the way.

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At PROMPT, we believe the most effective approach to language model adoption is multidimensional. It's not just about developing technical skills, but also integrating technologies into workflows, reimagining processes, and embracing new ways of working and thinking — all tailored to your unique context and needs. That's why we offer a range of services to meet you wherever you are in your language model journey:

- **Training and workshops:** Engaging, interactive sessions to build understanding of language models and best practices for practical application.
- **Guidance and resources:** Simple, easy-to-use handbooks, cheat sheets, and reference materials to support your ongoing language model usage.

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Our team brings decades of experience across industries and has helped some of the world's biggest companies drive transformative change with language models. So if you're ready to take your language model mastery to the next level, we invite you to reach out.

Contact us at enquiries@prompt.mba to explore how we can help!

Team PROMPT is here to be your partner every step of the way.

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