ROSS JONES

LANDVERSE AI PROMPT PLAYBOOK

Quick-Win Prompts for Land Brokers

LANDVERSE: AI PROMPT PLAYBOOK

Quick-Win Prompts for Land Brokers

Ross Jones

Commercial
RealEstate
Marketing•com

DEDICATION

To every broker who can read a fence line better than most can read a map—this playbook is for you.

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INTRODUCTION
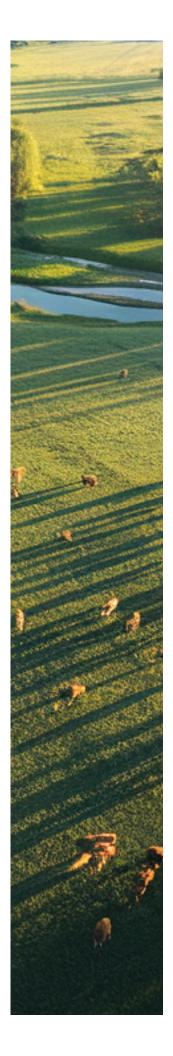
Land brokerage rewards those who look past what is and imagine what could be. Yet most guides to AI feel like they were written for Silicon Valley coders, not the pros who rise before dawn to check water gaps.

My promise: every prompt in this playbook speaks fluent pasture, timber, and tillable ground—no tech degree required. Start with the Quick-Start Top 10 to grab immediate wins. When a listing gets sticky, flip forward to the Deal-Maker section. And if you're ready to let automations work overtime, the Auto-Pilot prompts will have leads landing in your inbox while you're still at the closing table.

Ready? Let's turn pixels into property deals.

LANDVERSE AI PROMPT PLAYBOOK

Quick-Win Prompts for Land Brokers
Compiled by Ross Jones, Founder of Landverse AI

Read-This-First – Data Privacy Caveat

Any client data you paste into an AI tool is stored on external servers.

- Mask personal info (names, emails, parcel IDs) with placeholders first.
- Never share proprietary deal terms in public chat threads.
- When in doubt, anonymize or ask first.

A NOTE FROM THE AUTHOR

Land professionals are experts at soils, water, and deal-making —not software. The prompts in this playbook are trimmed to the 10 tasks that move listings and close deals the fastest. Copy, paste, and customize the gray words in brackets; that's it. Use the follow-ups if you want to go deeper, but you'll get value from the very first click.

Chapter 1

QUICK-START TOP 10 PROMPTS

Each page follows the same four-part layout so you can skim, swipe, and get back to the field.

1. 250-FT DRONE PHOTO PROMPT

Purpose
Generate a photorealistic aerial image for flyers and social.

Copy-and-Paste Prompt
250-ft drone photorealistic image of {acreage}-acre {land type} near {nearest city, state} — {key features} — {season} {time of day}, high-resolution aerial, wide-angle lens.

Filled Prompt Example
250-ft drone photorealistic image of a 640-acre mixed pasture and hardwood ranch near Stillwater, Oklahoma — fenced, two ponds, rolling hills — spring golden hour, high-resolution aerial, wide-angle lens.

Next-Move Follow-Ups
- Rewrite for winter sunrise lighting.
- Shorten to square aspect ratio for Instagram.

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2. 250-FT DRONE PHOTO PROMPT

Purpose

Generate a photorealistic aerial image for flyers and social.

Copy-and-Paste Prompt

250-ft drone photorealistic image of {acreage}-acre {land type} near {nearest city, state} — {key features} — {season} {time of day}, high-resolution aerial, wide-angle lens.

Filled Prompt Example

250-ft drone photorealistic image of a 640-acre mixed pasture and hardwood ranch near Stillwater, Oklahoma — fenced, two ponds, rolling hills — spring golden hour, high-resolution aerial, wide-angle lens.

Next-Move Follow-Ups

- Rewrite for winter sunrise lighting.
- Shorten to square aspect ratio for Instagram.

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3. EYE-LEVEL LISTING PHOTO PROMPT

Purpose

Produce a hero image that showcases the property from ground level.

Copy-and-Paste Prompt

Eye-level photorealistic image of {acreage}-acre {land type} near {nearest city, state} with {key features} — {season} {time of day}, 50 mm lens, shallow depth-of-field.

Filled Prompt Example

Eye-level photorealistic image of a 150-acre hay meadow near Scottsbluff, Nebraska with center-pivot irrigation, snow-capped mountains in background — summer late afternoon, 50 mm lens, shallow depth-of-field.

Next-Move Follow-Ups

- Change perspective to low-angle sunrise.
- Add grazing cattle for scale.

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4. LONG-FORM LISTING DESCRIPTION

Purpose

Draft a polished, SEO-friendly description in seconds.

Copy-and-Paste Prompt

Write a 250-word listing description for a {acreage}-acre {land use} property in {county, state}. Highlight {unique features} and end with a clear call to action.

Filled Prompt Example

Write a 250-word listing description for a 480-acre recreational timber tract in Marion County, Arkansas. Highlight marketable pine, four spring-fed ponds, mountain vistas, and end with a call to contact Broker Jane Doe at 555-123-4567.

Next-Move Follow-Ups

- Shorten to 125 words for Lands of America.
- Add three bullet-point highlights for email blast.

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5. BUYER AVATAR SNAPSHOT

Purpose

Define your ideal buyer quickly to refine marketing.

Copy-and-Paste Prompt

Create a buyer persona for a {acreage}-acre {land type} in {region}. Include demographics, motivations, and preferred media channels.

Filled Prompt Example

Create a buyer persona for a 2,000-acre South Texas hunting ranch in the Brush Country. Include demographics, motivations, and preferred media channels.

Next-Move Follow-Ups

- Suggest three podcasts this persona likely follows.
- Generate email subject lines that would appeal to them.

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6. VALUATION SNAPSHOT

Purpose

Kick-start pricing conversations with data-backed ranges.

Copy-and-Paste Prompt

Draft a valuation summary for a {acreage}-acre {land use} property in {county, state} using recent comps, soil productivity, and income potential.

Filled Prompt Example

Draft a valuation summary for a 320-acre dryland wheat farm in Whitman County, Washington using recent comps, soil productivity, and income potential.

Next-Move Follow-Ups

- Add a sensitivity table for corn prices at +/- 10%.
- Suggest three value-add improvements.

NOTES

7. OFFER COMPARISON TABLE

Purpose

Help sellers weigh multiple offers without confusion.

Copy-and-Paste Prompt

Create a comparison table summarizing up to 5 offers for {property nickname}. Columns: price, contingencies, close date, financing, risk score.

Filled Prompt Example

Create a comparison table summarizing up to 5 offers for "Three Rivers Ranch." Columns: price, contingencies, close date, financing, risk score.

Next-Move Follow-Ups

- Highlight the strongest offer in green.
- Draft an email explaining the table to the seller.

NOTES

8. PROSPECT FOLLOW-UP TEXT

Purpose

Nudge warm leads without sounding canned.

Copy-and-Paste Prompt

Write a friendly 160-character text to {lead name} who toured {property} yesterday, asking for feedback and next steps.

Filled Prompt Example

Write a friendly 160-character text to Lisa who toured Longhorn Ridge Ranch yesterday, asking for feedback and next steps.

Next-Move Follow-Ups

- Generate a follow-up email if no response in 48 hours.
- Suggest emoji to keep tone casual but professional.

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9. INSTAGRAM REEL SCRIPT

Purpose

Create a punchy 30-second script that converts scrollers into callers.

Copy-and-Paste Prompt

Write a 30-second Instagram Reel script selling a {acreage}-acre {land use} in {county, state}. Start with a hook, list 3 key features, end with CTA.

Filled Prompt Example

Write a 30-second Instagram Reel script selling a 40-acre equestrian estate in Jefferson County, Colorado. Start with a hook, list 3 key features, end with CTA.

Next-Move Follow-Ups

- Add on-screen text cues.
- Provide three royalty-free background music styles.

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10. GOOGLE REVIEW REQUEST

Purpose

Gather 5-star reviews to boost local SEO and credibility.

Copy-and-Paste Prompt

Draft a polite email asking {client name} to leave a Google review about their experience purchasing {property}. Include direct link and gratitude.

Filled Prompt Example

Draft a polite email asking the Smith family to leave a Google review about their experience purchasing Willow Creek Ranch. Include direct link and gratitude.

Next-Move Follow-Ups

- Shorten to SMS format.
- Offer a sample "how to leave a review" screenshot.

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READY FOR MORE?

Turn the page for the Essentials Toolkit—expanded copy, image, and follow-up templates you (or an assistant) can deploy instantly.

Chapter 2

ESSENTIALS TOOLKIT

Deep-dive templates you can copy-paste or delegate to a VA for turnkey results.

11. FULL LISTING COPY FRAMEWORK

🎯 Purpose

Produce a complete MLS-ready description—headline, overview, features, and CTA—in one go.

🗐 Copy-and-Paste Prompt

Create a full listing copy package for a {acreage}-acre {land use} in {county, state}. Include: (1) 12-word headline, (2) 60-word teaser, (3) 200-word detailed description highlighting {unique features}, and (4) a clear call to contact {agent name, phone}.

📖🔍 Filled Prompt Example

Create a full listing copy package for a 730-acre working cattle ranch in Comanche County, Oklahoma. Include: (1) 12-word headline, (2) 60-word teaser, (3) 200-word detailed description highlighting two live creeks, improved Bermuda pastures, and steel working pens, and (4) a clear call to contact Broker Ross Jones at 888-602-5734.

Next-Move Follow-Ups

- Shorten the teaser to fit Facebook character limits.
- Add three SEO keywords targeting "Oklahoma cattle ranch for sale."

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12. MULTI-SHOT IMAGE PACK

Purpose

Generate a cohesive set of hero, drone, and map-overlay images for marketing collateral.

Copy-and-Paste Prompt

Create: (A) 250-ft drone shot, (B) eye-level hero image, (C) topographic map overlay, all depicting {acreage}-acre {land type} near {nearest city, state} with {key features}.

Filled Prompt Example

Create: (A) 250-ft drone shot, (B) eye-level hero image, (C) topographic map overlay, all depicting a 540-acre hardwood and pasture mix near Athens, Georgia with fencing, spring-fed lake, and rolling hills.

Next-Move Follow-Ups

- Generate winter versions of each shot.
- Provide square crops for social media.

NOTES

13. BUYER OBJECTION-HANDLING EMAIL

Purpose
Respond to common buyer objections with empathy and data.

Copy-and-Paste Prompt
Write a friendly yet data-driven email addressing a buyer's concern about {objection} for a {acreage}-acre {land use} property in {county, state}. Conclude with an invitation to tour.

Filled Prompt Example
Write a friendly yet data-driven email addressing a buyer's concern about floodplain risk for a 120-acre river-bottom hay farm in Franklin County, Tennessee. Conclude with an invitation to tour.

Next-Move Follow-Ups
- Turn the email into a 90-second phone script.
- Add two links to authoritative flood data sources.

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14. CUSTOM MAP CAPTION PROMPT

Purpose

Craft concise captions that explain location maps and drive clicks.

Copy-and-Paste Prompt

Write a 3-line caption for a map showing {property nickname} relative to {nearest highway/town}. Emphasize drive times and key attractions.

Filled Prompt Example

Write a 3-line caption for a map showing "Twin Oaks Ranch" relative to I-35 and Ardmore, OK. Emphasize drive times and key attractions.

Next-Move Follow-Ups

- Add mileage markers to Dallas and Oklahoma City.
- Suggest an emoji to use on Instagram.

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15. 3-TOUCH FOLLOW-UP SEQUENCE

Purpose

Automate gentle nudges that convert inquiries into offers.

Copy-and-Paste Prompt

Create a 3-touch sequence (Day 0 text, Day 2 email, Day 5 phone script) to follow up with prospects interested in {acreage}-acre {land type} in {county, state}.

Filled Prompt Example

Create a 3-touch sequence (Day 0 text, Day 2 email, Day 5 phone script) to follow up with prospects interested in a 65-acre hobby farm in Bedford County, Virginia.

Next-Move Follow-Ups

- Add a LinkedIn message as Touch #4.
- Rewrite Day 2 email for a warmer tone.

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16. LOCAL SEO BIO BOOSTER

Purpose

Optimize an agent bio for Google Business Profile and local directories.

Copy-and-Paste Prompt

Revise this bio for {agent name}, land broker in {market}. Include target keywords "{market} land for sale" and a 140-character meta description.

Filled Prompt Example

Revise this bio for Karen Smith, land broker in Brazos Valley, Texas. Include target keywords "Brazos Valley land for sale" and a 140-character meta description.

Next-Move Follow-Ups

- Create a shorter version for Instagram Bio (150 characters).
- Suggest two hashtags to pair with the bio.

NOTES

Chapter 3

DEAL-MAKER PROMPTS

Crack pricing, structure winning offers, and guide negotiations with these advanced templates.

17. HIGHEST-BEST-USE EXPLORER

Purpose

Identify the top three profit pathways for a tract based on zoning, access, and market demand.

Copy-and-Paste Prompt

Suggest the 3 highest-best-use scenarios for a {acreage}-acre {current land type} in {county, state} zoned {zoning}. For each, list target buyer profile, estimated development cost, and projected ROI.

Filled Prompt Example

Suggest the 3 highest-best-use scenarios for a 215-acre mixed hardwood tract in Harris County, Georgia zoned AG-2. For each, list target buyer profile, estimated development cost, and projected ROI.

Next-Move Follow-Ups

- Rank the scenarios by payback period.
- Outline permitting steps for scenario #1

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18. PRICE SENSITIVITY MATRIX

Purpose

Visualize how small price moves affect buyer pool and days on market.

Copy-and-Paste Prompt

Create a 4x4 matrix showing list price vs. expected days on market for a {acreage}-acre {land use} in {county, state}. Base assumptions on recent comps.

Filled Prompt Example

Create a 4x4 matrix showing list price vs. expected days on market for a 640-acre row-crop farm in Finney County, Kansas. Base assumptions on recent comps.

Next-Move Follow-Ups

- Translate matrix into talking points for seller.
- Add a column for seller net at each price.

NOTES

19. COUNTER-OFFER DRAFT

Purpose

Generate a professional counter that protects seller priorities.

Copy-and-Paste Prompt

Draft a seller counter-offer responding to Buyer A's offer on {property nickname}. Accept price of {price}, shorten due diligence to {days}, and remove {specific contingency}.

Filled Prompt Example

Draft a seller counter-offer responding to Buyer A's offer on Cedar Hollow Ranch. Accept price of $4.2 M, shorten due diligence to 30 days, and remove the water-well test contingency.

Next-Move Follow-Ups

- Add a backup provision if financing falls through.
- Write a plain-English summary email for the seller.

NOTES

20. LOI GENERATOR

Purpose

Produce a clear Letter of Intent that sets deal terms fast.

Copy-and-Paste Prompt

Create a one-page Letter of Intent for purchasing {acreage}-acre {land type} in {county, state} at {offer price}. Include earnest money, inspection period, closing timeline, and assignment clause.

Filled Prompt Example

Create a one-page Letter of Intent for purchasing 1,200-acre timberland in Liberty County, Florida at $3,250 per acre. Include earnest money, inspection period, closing timeline, and assignment clause.

Next-Move Follow-Ups

- Add a Confidentiality clause.
- Convert the LOI into a PDF-ready format using Markdown.

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21. SELLER NET-PROCEEDS SHEET

Purpose

Clarify take-home dollars after fees and taxes.

Copy-and-Paste Prompt

Generate a seller net sheet for {property nickname} at {sale price}. Include commission at {rate}%, estimated closing costs, and federal capital gains.

Filled Prompt Example

Generate a seller net sheet for Red River Bottom Farm at $2.8 M. Include commission at 5%, estimated closing costs, and federal capital gains.

Next-Move Follow-Ups

- Add Oklahoma state taxes.
- Create a second column assuming 1031 exchange deferral.

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22. 1031 EXCHANGE MATCHMAKER

Purpose

Suggest replacement properties and timeline steps to preserve tax benefits.

Copy-and-Paste Prompt

List 3 suitable replacement properties for a 1031 exchange after selling {acreage}-acre {land use} in {county, state} for {sale price}. Include location, property type, and rough cap rate.

Filled Prompt Example

List 3 suitable replacement properties for a 1031 exchange after selling a 90-acre orchard in Yuba County, California for $4 M. Include location, property type, and rough cap rate.

Next-Move Follow-Ups

- Outline the 45-day identification and 180-day closing deadlines.
- Draft an introductory email to a qualified intermediary.

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Chapter 4

GROWTH–LEVER PROMPTS

Amplify visibility, authority, and inbound deal flow with these marketing accelerators.

23. YOUTUBE CHANNEL CONTENT PLANNER

Purpose

Generate a month-long video schedule that keeps prospects engaged and boosts SEO.

Copy-and-Paste Prompt

Create a 4-week YouTube content calendar for a land brokerage serving {region}. Include 2 property tours, 1 market update, and 1 educational "how-to" each week.

Filled Prompt Example

Create a 4-week YouTube content calendar for a land brokerage serving the Texas Hill Country. Include 2 property tours, 1 market update, and 1 educational "how-to" each week.

Next-Move Follow-Ups

- Suggest video lengths and thumbnail text for each topic.
- Provide 5 keyword tags per video.

NOTES

24. BLOG POST OUTLINE GENERATOR

Purpose

Design SEO-friendly outlines that position you as the local land expert.

Copy-and-Paste Prompt

Draft a detailed outline for a 1,200-word blog post titled " {working title}" aimed at {target audience}. Include H2 and H3 headings and a call-to-action paragraph.

Filled Prompt Example

Draft a detailed outline for a 1,200-word blog post titled "5 Hidden Costs of Building on Raw Land" aimed at first-time rural buyers. Include H2 and H3 headings and a call-to-action paragraph.

Next-Move Follow-Ups

- Suggest an eye-catching featured image prompt.
- Provide a meta description under 160 characters.

NOTES

25. LINKEDIN AUTHORITY ARTICLE

Purpose

Publish thought-leadership pieces that attract developers, investors, and referral partners.

Copy-and-Paste Prompt

Write a 500-word LinkedIn article explaining {complex topic} in plain English for land investors in {region}. End with a CTA to connect.

Filled Prompt Example

Write a 500-word LinkedIn article explaining water rights allocation in plain English for land investors in Colorado's Front Range. End with a CTA to connect.

Next-Move Follow-Ups

- Generate 3 headline options optimized for clicks.
- Provide a 1-sentence teaser for sharing on Facebook.

NOTES

26. GOOGLE BUSINESS POST PROMPT

Purpose

Keep your Google Business Profile fresh and ranking high.

Copy-and-Paste Prompt

Draft a Google Business post (max 750 characters) announcing {news/update} for a land brokerage in {market}. Include a compelling hook and a "Book a Call" button prompt.

Filled Prompt Example

Draft a Google Business post (max 750 characters) announcing a new 200-acre riverfront listing in Missoula County, Montana for a land brokerage in Western Montana. Include a compelling hook and a "Book a Call" button prompt.

Next-Move Follow-Ups

- Suggest an image prompt for the post.
- Rewrite for a seasonal update next month.

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27. NETWORKING EVENT INVITATION EMAIL

Purpose

Drive attendance to workshops, pasture tours, or buyer socials.

Copy-and-Paste Prompt

Write a warm invitation email (under 150 words) to {audience} for a {event type} on {date} at {location}. Include RSVP link and value proposition.

Filled Prompt Example

Write a warm invitation email (under 150 words) to absentee landowners for a free "Pasture to Profit" workshop on June 18 at the Kerrville Extension Office. Include RSVP link and value proposition.

Next-Move Follow-Ups

- Create a shorter SMS reminder.
- Draft a follow-up thank-you email with survey link.

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28. LEAD MAGNET BLUEPRINT

Purpose

Craft irresistible freebies that capture emails and nurture future clients.

Copy-and-Paste Prompt

Outline a 10-page PDF guide titled "{guide title}" targeting {audience}. Include proposed page titles, key bullet points per page, and a strong opt-in CTA.

Filled Prompt Example

Outline a 10-page PDF guide titled "DIY Land Buyer Due-Diligence Checklist" targeting small-acreage buyers in Georgia. Include proposed page titles, key bullet points per page, and a strong opt-in CTA.

Next-Move Follow-Ups

- Suggest a Canva cover design prompt.
- Write a 3-email drip sequence to deliver and nurture the lead.

NOTES

AUTO-PILOT PROMPTS

Batch repetitive tasks and wire AI into your workflows so deals move while you sleep.

29. BULK LISTING RE-WRITE (CSV)

Purpose

Transform dozens of raw descriptions into polished, SEO-ready copy in one upload.

Copy-and-Paste Prompt

Rewrite each description in listings.csv (column "raw_desc") into a 150-word land-listing paragraph highlighting {unique features col}. Output a new CSV with the column name "seo_desc".

Filled Prompt Example

Rewrite each description in listings.csv (column "raw_desc") into a 150-word land-listing paragraph highlighting the "key_feats" column. Output a new CSV with the column name "seo_desc".

Next-Move Follow-Ups

- Shorten all seo_desc entries to 90 words for Lands of America.
- Add a second column with Spanish versions.

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30. DRIP-EMAIL SEQUENCE BUILDER

Purpose

Auto-generate a personalized 5-touch sequence from a spreadsheet of leads.

Copy-and-Paste Prompt

Using leads.csv (cols: first_name, property, interest_level), create a 5-email sequence (Day 0,2,5,10,14) per lead. Tone: helpful expert. Export as drip_emails.csv.

Filled Prompt Example

Using leads.csv (cols: first_name, property, interest_level), create a 5-email sequence (Day 0,2,5,10,14) per lead. Tone: helpful expert. Export as drip_emails.csv.

Next-Move Follow-Ups

- Add SMS versions for High-Interest leads.
- Include a merge tag for agent calendar link.

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31. ZAPIER SOCIAL BLAST PROMPT

Purpose

Post listing teasers to Facebook, Instagram, and LinkedIn from a single webhook.

Copy-and-Paste Prompt

Create a JSON payload for Zapier webhook with fields: image_prompt, caption, hashtags, link. Base it on {property data}.

Filled Prompt Example

Create a JSON payload for Zapier webhook with fields: image_prompt, caption, hashtags, link. Base it on a 95-acre maple-grove farm in Addison County, Vermont.

Next-Move Follow-Ups

- Generate three hashtag sets targeting Northeast buyers.
- Rewrite caption for Twitter character limit.

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32. CUSTOM GPT INSTRUCTION SHEET

Purpose

Spin up a mini-GPT tailored to your brokerage's voice and brand guidelines.

Copy-and-Paste Prompt

Draft a system prompt instructing ChatGPT to act as "{Brokerage Name} Copy Assistant" with voice: {voice traits}. Include 3 style rules and default follow-up questions.

Filled Prompt Example

Draft a system prompt instructing ChatGPT to act as "Golden Trails Ranch Marketing Assistant" with voice: warm, data-backed, down-to-earth. Include 3 style rules and default follow-up questions.

Next-Move Follow-Ups

- Add a disclaimer about non-legal advice.
- Suggest embedding this in a shared company GPT.

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33. WEEKLY MARKET SNAPSHOT BOT

Purpose

Email clients an automated Friday digest of new listings, price changes, and ag-market news.

Copy-and-Paste Prompt

Summarize new land listings in {county, state} this week (source: attached MLS export), highlight median $/acre change vs. last week, and add 2 headline ag-news items with links.

Filled Prompt Example

Summarize new land listings in Fayette County, Kentucky this week (source: attached MLS export), highlight median $/acre change vs. last week, and add 2 headline ag-news items with links.

Next-Move Follow-Ups

- Convert summary into a Mailchimp template.
- Add a chart of $/acre trend over past 8 weeks.

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PROMPT-BUILDER CHEATSHEET

One page, one formula—so you can craft prompts on the fly.

THE R–T–F–C FORMULA

Role – Task – Format – Context

Element	What to Write	Land-focused example
Role	Tell AI who it is.	"You are a Land Listing Copywriter."
Task	State the job.	"Draft a 200-word property description…"
Format	Specify output shape.	"…formatted in 3 paragraphs plus bullet highlights."
Context	Feed the facts.	"320 acres, Johnson Co., KS; two ponds, CRP income."

Template

You are a [ROLE]. [TASK] [FORMAT] using the following context: [CONTEXT]. Ask clarifying questions if needed.

Filled Example

You are a Land Listing Copywriter. Draft a 200-word description formatted in 3 paragraphs plus 3 bullet highlights using the following context: 320-acre mixed-use farm in Johnson County, KS with two spring-fed ponds, CRP income, and paved road frontage. Ask clarifying questions if needed.

QUICK TIPS

- **Lead with the outcome** ("Give me a 30-sec script…").
- **Keep placeholders obvious** ({acreage}).
- **Limit tone rules to two words** (e.g., friendly, data-backed).
- **Follow with a follow-up**—add a line like "Now shorten to SMS" to chain tasks.

Chapter 7

GLOSSARY & TROUBLESHOOTING

Plain-English definitions + a quick fix flow.

KEY TERMS (IN 20 WORDS OR LESS)

- **Prompt** – The instruction you give an AI.

- **Model** – The brain interpreting your prompt (e.g., ChatGPT-4o).

- **Token** – A chunk of text; models bill by tokens.

- **Context Window** – Max tokens AI can process at once.

- **System Prompt** – Hidden instructions setting AI's role.

- **Temperature** – Controls creativity vs. precision.

- **CSV** – Spreadsheet file for bulk prompts.

- **Webhook** – URL that triggers an automation.

- **1031 Exchange** – Tax-deferred swap of investment property.

- **Zapier** – Tool that links apps without coding.

WHEN OUTPUT LOOKS OFF…

1. Too generic?

→ Add more Context (acreage, county, unique features).

2. Hallucinated facts?

→ Provide exact data points; ask AI to cite its source.

3. Wordy?

→ Tell AI "Max 120 words" or "Bullet format only."

4. Formatting broken?

→ Specify Markdown or CSV explicitly.

5. Won't comply?

→ Rephrase politely; remove disallowed requests.

FINAL THOUGHTS...

Great land deals start with clear stories. Use these prompts to tell yours faster, reach farther, and keep doing what you love—helping people own a piece of the earth.

Happy closing!

RESOURCES

Explore More from Landverse AI

- Download prompt templates & updates:
  LandverseAI.com/playbook-extras
- Video walkthroughs:
  YouTube.com/@LandverseAI
- Land-tech tips newsletter:
  LandverseAI.com/newsletter
- Support & questions:
  support@LandverseAI.com

Visit LandverseAI.com to subscribe and access all tools, resources, and updates.

ABOUT THE AUTHOR

Ross Jones is the creator of Landverse AI, a suite of AI tools built specifically for land brokers, and the Co-Founder and Chief AI Officer of CommercialRealEstateMarketing.com. He's also the co-creator of the CRE Marketing Hub, an AI-powered platform that helps commercial real estate professionals create content, attract leads, and grow their business with confidence.

Fondly known as "The Godfather of Digital Marketing for CRE," Ross is a nationally recognized speaker, author, and AI strategist. He's been working with AI tools long before the release and mainstream adoption of ChatGPT, and developed the first GPT-powered tools made available to the public for commercial real estate—as well as the first AI-generated image library tailored to the CRE industry.

Powered by CommercialRealEstateMarketing.com, Landverse AI was created with real input from working land brokers and reflects Ross's commitment to building practical, easy-to-use solutions that solve real-world challenges in the field.

Today, Ross trains corporations, brokerages, and real estate teams across the country on how to leverage AI for marketing, lead generation, and operational efficiency. He's a sought-after conference speaker known for delivering high-impact sessions packed with live demos, actionable strategies, and real results.

To invite Ross to speak at your event or schedule a private training or strategy consultation for your team, visit CommercialRealEstateMarketing.com