



Curated Learning
AMY CHOREW

Power Up Your Presence with AI & Social

Using AI and Social Tools to Market Your Network and Events


Facilitator: Amy Chorew – Curated Learning

 amy@amychorew.com |  860-919-6512

What Are LLMs (Large Language Models)?

Examples:

- ChatGPT (OpenAI)
- Gemini (Google)
- Claude (Anthropic)
- Grok (xAI)

 Think of them as collaborators—not autopilots.

Prompting: How to Talk to AI

Prompt Anatomy:

- Goal: What do you want? (e.g., write an email follow-up)
- Format: How should it be delivered? (tone, word limit)
- Warnings: Any guardrails? (e.g., keep it pithy)
- Context: Background or details that help

Real-World Prompts You Can Use

1. Event Follow-Up Email

“Write a confident, professional follow-up for a Women’s Council of REALTORS® event, under 200 words. Mention upcoming events.”

2. Online Audit (For REALTOR® Groups)

“Act as a strategist analyzing how WCR in [LOCATION] shows up across AI platforms. What steps should they take to improve digital visibility?”

3. Online Audit (For Individual Agents)

“Analyze my presence as a real estate agent in [CITY]. What steps should I take to strengthen searchability and influence?”

4. Social Search Prompt

“What real estate-related social trends have been popular in [MY AREA] over the past 30 days? Present results by audio, video, text, and photo.”

Favorite AI Tools


- ChatGPT – Writing, research, image generation
- Otter.ai – Meeting transcriptions
- NotebookLM – Organized AI notebooks
- Descript – Audio/video editing & summaries
- Canva – Easy design with AI assistant

Stay Informed & Evolve

Use LLMs to:

- Boost your marketing
- Expand your online footprint
- Refine your message and brand
- Audit your content and visibility
- Enhance event promotion

Thank You for Attending!

 Questions? Let's connect.

— Amy