

Get
FOUND

QUICK-START PLAYBOOK

Lay the Foundation. Activate the Feed.
Start becoming discoverable.

Be the Agent AI Recommends, Not the One It Replaces.

Brokerage Training Edition

IFOMA PIERRE • VINE CREATIVE STUDIO

The Get FOUND System

The full system has four distinct parts. This guide gives you a practical Quick-Start without pretending you built the entire machine in one afternoon.

01

The Foundation

Clarify who you are, who you serve, and where you serve. Lock your bio, business details, and core profiles.

02

The Asset

Your deeper authority content: your story, philosophy, case studies, signature teaching, and long-form expertise.

03

The Feed

A consistent stream of short, useful answers to the questions buyers and sellers are asking right now.

04

The Engine

Optimization, reviews, transcripts, descriptions, repurposing, email, social distribution, search, and AI visibility.

This Quick-Start focuses on the Foundation and the Feed. You will establish clarity, then publish useful answers. The Asset library and full Engine can be built after the rhythm is working.

What You Will Complete

This is a working playbook. Fill it out, record the videos, and leave with a repeatable weekly system.

- A precise positioning line that identifies your market, ideal client, and specific advantage.
- A stronger professional bio built through an AI interview, using real and verifiable details.
- A consistent visibility foundation across your most important profiles and directories.
- A bank of ten real questions your local buyers and sellers are likely to ask.
- Five short Feed videos that answer those questions clearly and professionally.
- A publishing template that makes each video understandable to people, search engines, and AI systems.
- An honest review request and a 14-day implementation plan.

Do not confuse completion with momentum. The real advantage comes from continuing after the training.

Run a Visibility Check

Before improving anything, establish a baseline. Different AI systems may return different answers; the goal is to observe what evidence exists about you online.

COPY THIS PROMPT

“Who are the best real estate agents in [city] for [specific buyer or seller need]? Explain why each person appears to be a fit and identify the online evidence you used.”

Run the question in two or three places: ChatGPT, Gemini, Google, or another consumer-facing assistant. Do not argue with the answer. Study the evidence.

01 Did your name appear?

Yes / No / Inconsistent

02 What specialty was associated with you?

Buyer type, seller type, property type, or location

03 Which evidence appeared?

Profiles, reviews, videos, articles, brokerage page, website

04 What was missing or inaccurate?

Old phone, old brokerage, vague bio, weak local context

This is not a ranking score. It is a diagnostic. Your job is to make your identity, specialty, location, proof, and useful content easier to find and understand.

Clarify Your Position

Generic agents blend together. Clarity gives people - and machines - a reason to understand when you are relevant.

POSITIONING FORMULA

I help [WHO] buy or sell [WHAT / WHERE] by bringing [SPECIFIC ADVANTAGE].

1. Which client type do you understand unusually well?

2. Which towns, neighborhoods, property types, or transaction situations do you know best?

3. What recurring problem are clients relieved that you can solve?

4. What background, credential, lived experience, or professional skill makes you more useful?

5. What proof can you state without exaggeration?

Generic: "I help people buy and sell homes."

Specific: "I help first-time and relocating buyers understand the financing, flood-zone, and permit questions that can change the true cost of buying in South Nassau."

Build the Bio Through an AI Interview

Do not ask AI to invent your bio. Make it interview you and pull out the details only you can provide.

COPY THIS PROMPT

"I am a real estate professional in [city/market]. My background before real estate was [background]. I am especially effective with [client type] and [transaction or property type]. Interview me one question at a time to uncover my local expertise, experience, differentiators, proof, and personal reason for doing this work. Then write a specific professional bio in 150 words. Do not add facts I did not give you."

Your finished bio should answer six questions:

- Where do you work?
- Who do you help best?
- What problems do you solve?
- Why are you credible?
- What makes your approach different?
- What should the reader do next?

Lock one version. Use the same core story everywhere. Shorten it when a platform requires fewer characters, but do not change the facts, specialty, or market.

Never publish invented awards, production numbers, designations, neighborhoods, or experience. Specific and true beats impressive and vague.

Plant Your Flag

Your legitimate business identity should be consistent wherever a consumer, search engine, or AI system encounters you.

Use the same core information: professional name, brokerage affiliation, business phone, legitimate office or service-area setup, headshot, market, specialty language, and approved bio.

PRIORITY 1 - YOUR CORE FOUNDATION

- | | |
|--|---|
| <input type="checkbox"/> Google Business Profile | <input type="checkbox"/> YouTube channel |
| <input type="checkbox"/> Brokerage agent page | <input type="checkbox"/> MLS member profile |
| <input type="checkbox"/> Realtor.com / Zillow / Homes.com / Redfin | <input type="checkbox"/> LinkedIn |

PRIORITY 2 - EXPAND YOUR LOCAL FOOTPRINT

- | | |
|--|---|
| <input type="checkbox"/> Apple Business Connect | <input type="checkbox"/> Bing Places |
| <input type="checkbox"/> Yelp | <input type="checkbox"/> Nextdoor |
| <input type="checkbox"/> Local chamber / association directory | <input type="checkbox"/> Relevant community and professional profiles |

Important: Use truthful, verifiable business information and follow each platform's verification and address rules. Never create a fake office, fake service area, fake review, or misleading business name.

Consistency is not copying and pasting blindly. It is making sure every profile tells the same accurate story.

Mine the Questions That Belong in Your Feed

The Feed is not random posting. It is a consistent stream of useful answers to real questions your market is already asking.

COPY THIS PROMPT

“Act as a [buyer / seller / relocating buyer / downsizer] considering a move in [city or zip code]. Give me 10 specific questions you would ask an experienced local real estate agent before making a decision. Prioritize process, costs, timing, property types, financing, inspections, permits, taxes, insurance, commuting, and common surprises. Generate questions only; do not invent local facts.”

Choose the five questions where you can add first-hand experience, a clear explanation, or a useful local resource.

- 1 Which public sources can I use to verify school boundaries and district information?
- 2 Why can property taxes vary between similar homes nearby, and where should I verify them?
- 3 How can a buyer check flood-zone and insurance considerations before making an offer?
- 4 What local permit or certificate issues commonly delay a closing?
- 5 What costs surprise relocating buyers after they move into the area?

Do not answer subjective questions about “best neighborhoods,” demographics, crime, protected classes, or who belongs where. Direct consumers to objective, authoritative sources.

Turn One Question Into One Feed Video

Feed videos are short, timely answers. Asset videos are deeper cornerstone pieces about your story, philosophy, expertise, and proof.

FEED: "What does a buyer need to understand today?" ASSET: "Why should this person trust and choose me?"

0-5 SEC

Name the person, place, and problem.

HOOK

5-40 SEC

Give one clear answer, three points maximum.

ANSWER

40-50 SEC

Add experience, a source, example, or limitation.

CONTEXT

50-60 SEC

Offer the next useful step without pressure.

CLOSE

Example: "Buying in [town]? Three costs buyers often overlook..." → explain the costs and where to verify them → add a brief local example → "I'll send you the full checklist."

Batch five videos in one sitting. Timely and clear beats polished and abandoned.

Publish It So the Topic Is Easy to Understand

Clear titles, written context, transcripts, local references, and useful source links make your content easier for people, search engines, and AI systems to interpret.

POSTING TEMPLATE

- Title: [Question] | [City] Real Estate
- Opening sentence: Identify who this answer is for.
- Answer: Paste a clean written version of what you said.
- Local context: Mention the town, property type, process, or transaction situation.
- Source / limitation: Link to authoritative data and state what must be verified.
- Next step: Invite a question, checklist request, call, or consultation.

ONE VIDEO CAN BECOME:

Google Business Profile

A local update with the answer in text.

YouTube / Shorts

A searchable video with title and description.

Email / Newsletter

A short explanation sent to your database.

Carousel / Post

Three to five visual takeaways.

Blog / FAQ

An evergreen written answer with source links.

Follow-up Asset

A longer video when the question deserves depth.

The Engine is not “post everywhere.” It is the system that turns one useful idea into multiple readable, searchable, trust-building formats.

Stack Real Reviews Without Manipulating Them

Reviews create trust, language, and context. Ask consistently, but protect credibility by keeping every review honest and voluntary.

COPY THIS SCRIPT

“Hey [Name], I’m updating my Google profile and realized I never asked for a review after we closed on [Street or area]. Would you be willing to leave an honest review about your experience? Here is the link: [review link]. Thank you.”

You may invite helpful context without dictating the opinion:

- The neighborhood or market area involved.
- Whether they were buying, selling, relocating, investing, or downsizing.
- The part of the process that was most useful.
- A specific challenge you helped them navigate.

DO NOT:

- Write the review for the client.
- Require positive wording.
- Offer an incentive for praise.
- Ask only happy clients while suppressing others.
- Use fake, purchased, or AI-generated reviews.

Respond to every review in your own voice. A thoughtful response reinforces the story your profiles and content are already telling.

One Timely Answer. Three Active Opportunities.

This is not a promise that a certain number of views produces a certain number of leads. It is proof that useful visibility can create opportunities that did not exist before.

WHAT SHE DID

Nadine answered a timely consumer question about deed theft in one short Feed video. The topic was useful, specific, and immediately relevant to homeowners and buyers.

WHY IT WORKED

- A real question people were already discussing.
- A clear answer from a credible professional.
- Strong saves, shares, and sends - not just passive views.
- A durable piece of content that can continue circulating.



12,089

IEWS

9,553

ACCOUNTS REACHED

3

ACTIVE OPPORTUNITIES

The lesson: Visibility did not guarantee business. It created conversations, and those conversations created active opportunities. Had the video never existed, those opportunities could not have come from it.

A useful video can also keep working after the original post. That is how content begins to compound.

Your 14-Day Quick-Start Plan

The goal is not perfection. The goal is a completed foundation, five published-ready Feed videos, and a weekly rhythm you can repeat.

DAY 1

Run the visibility check and save what appears.

DAY 2

Write your positioning line.

DAY 3

Complete the AI interview and lock your bio.

DAY 4

Update Google Business Profile, YouTube, brokerage, and MLS profiles.

DAY 5

Correct your core directory profiles and business details.

DAY 6

Generate ten buyer questions and ten seller questions.

DAY 7

Choose the best five and outline each answer.

DAY 8

Write five 60-second scripts.

DAY 9

Record all five videos in one sitting.

DAY 10

Add captions, titles, descriptions, and source links.

DAY 11

Publish the first video and written answer.

DAY 12

Repurpose it into an email, carousel, or FAQ.

DAY 13

Send ten honest review requests.

DAY 14

Review performance and schedule the next four weeks.

At the end of Day 14, do not start over. Continue the weekly Feed and gradually add deeper Asset content.

Build the Foundation Once. Feed the Market Every Week.

Your Quick-Start becomes valuable when it turns into a repeatable operating rhythm.

DO ONCE - FOUNDATION

- Lock positioning and bio
- Standardize legitimate business details
- Complete core profiles and directories

DO WEEKLY - FEED

- Mine one or two timely questions
- Record clear short answers
- Publish with written context and local relevance

KEEP RUNNING - ENGINE

- Repurpose the answer
- Ask for honest reviews
- Measure conversations, inquiries, and opportunities

The Asset layer comes next: your story, signature expertise, client case studies, long-form teaching, and cornerstone authority videos.

The One-Page Get FOUND Checklist

Complete the boxes, then keep the weekly rhythm.

- I ran a visibility check and documented what appeared.
- I wrote a specific positioning line.
- I completed the AI interview and locked one accurate bio.
- My core profiles use consistent, legitimate business information.
- I generated at least ten buyer or seller questions.
- I selected five questions I can answer from real experience.
- I recorded five short Feed videos.
- Each video has a clear title, written answer, local context, and source links where needed.
- I published the first answer and scheduled the next four.
- I sent honest review requests and responded to existing reviews.
- I created a weekly appointment to repeat the system.

Professional guardrails: Verify every local fact. Use authoritative sources. Do not provide legal, tax, insurance, lending, appraisal, or fair-housing advice outside your role. Never let AI invent market data, client outcomes, credentials, or local claims.

*Knowledge is not the advantage. Consistent execution is.
Get FOUND. Stay FOUND. Get Chosen.*