



COPY WORKSHOP:

AUTHENTICITY, AI USAGE
& HOW TO STAND OUT

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THE **HOMOGENIZATION** PROBLEM



WHEN EVERYONE SOUNDS THE SAME, **NO ONE STANDS OUT.**

LEARN WHAT MAKES YOU STAND OUT AND USE YOUR VOICE
EFFECTIVELY TO GIVE YOU **A COMPETITIVE EDGE.**

YOUR VOICE IS YOUR BRAND.

AI ISN'T ALWAYS THE ANSWER

(DON'T MAKE YOUR CLIENTS UNCOMFY)

55% of consumers feel *uncomfortable* on sites relying heavily on AI content.

48% report *not trusting brands* utilizing heavy AI-generated ad content.

82% are fine with AI copy *if it feels like a human wrote it.*

Source: [MNTN Research](#), [Bynder Research](#)

WHEN TO USE **CHAT**

Breaking through **writer's block**

Generating multiple, varied versions of the same idea

Repurposing content across formats

Polishing text: Cleaning up grammar & tightening sentences to lessen repetition

WHEN TO PUT IT DOWN



Telling a Specific Story

When you need to share a narrative that only you know.



When Authenticity is Crucial

When the copy needs your unique perspective and personality.

KNOW YOUR AUDIENCE.



High Stakes & Details

When accuracy is paramount and every detail matters.

HUMAN VS. AI THANK YOU LETTER COMPARISON

HUMAN

Dear Carolyn,

From our very first meeting, it was clear to me how much your home meant to you. Thank you for choosing me to guide you in finding the right buyer and congratulations again on the sale.

Selling your first home is a significant milestone, and I appreciate your candor throughout the process and your willingness to work together as a team. Your flexibility during the negotiation process made all the difference as we worked toward the finish line.

At The Agency, we pride ourselves on our people-first approach, and I hope you felt your needs were honored and prioritized throughout our time together.

Thank you again for inviting me into your home, and I wish you nothing but the best in your next chapter. If you have any questions in the future, you know where to find me.

Talk soon,

Michele

AI

Dear Carolyn,

On behalf of myself and The Agency, I want to extend my sincere gratitude for choosing to work with us during the sale of your home. It was truly a pleasure to represent you throughout this process, and we are grateful for the trust you placed in us.

We deeply appreciate your patience, cooperation, and willingness to work together as a team. Your responsiveness and positive attitude made this transaction a smooth and rewarding experience for everyone involved.

We are committed to providing the highest level of service to our clients, and we hope that your experience reflected that commitment. Should you ever have questions about the real estate market, need assistance in the future, or know someone who could benefit from our services, please do not hesitate to reach out. Referrals from valued clients like yourself are the highest compliment we can receive.

We wish you all the best in this exciting new chapter and hope your next adventure brings you joy and success. Thank you again for the opportunity to serve you.

Warm regards, Michele

**NOW,
LET'S FIND YOUR VOICE.**

YOUR VOICE: **EXERCISE #1**

If your best client had to describe the way you work in 3 words, what would they say?

Write them down, no overthinking.

NOW ASK YOURSELF:

Do those words appear in your bio and/or in your overall content?

THE GOAL:

These words can help develop your brand pillars, helping to streamline your voice and guide your content.

YOUR VOICE: **EXERCISE #2**

Your “Dinner Party” Answer

Consider what you would say to a friendly stranger at a cozy dinner party when they ask **"So what do you do?"**

This is not a rehearsed elevator pitch or a resume recital.

You're simply sharing **what it is that you do**—and **why you love it**.

This scenario inspires a more natural voice that can inform your brand positioning.



YOUR VOICE: **EXERCISE #3**

YOUR PET PEEVE = YOUR PITCH

1. The Rant

Take a moment to rant about one thing you wish real estate agents would stop doing, saying, or promising.

2. The Pivot

Ask yourself: What do I do differently?

The answer reveals your authentic point of difference.

FRUSTRATION CAN BRING CLARITY.

WHAT BOTHERS YOU MOST ABOUT OTHERS USUALLY REVEALS
WHAT YOU VALUE MOST ABOUT YOURSELF.

YOU NOW HAVE A BASELINE
FOR YOUR OWN
BRAND PILLARS.

PROOFREADING & WHY IT'S NON-NEGOTIABLE

Fair Housing Compliance

Avoid phrasing that implies physical barriers.

- No "steps from"
- No "step inside"
- Avoid "walking distance"

Inclusive Language

Update antiquated terms for a modern audience.

- No "his and hers"
- No "master suite"
- No "mother-in-law"

AI Syntax Red Flags

Identify and replace robotic, repetitive AI structures.

- "More than an X, it's an X"
- "It's not an X, it's an X"
- "Where X meets X"
- "Dream home"
- "Nestled in"

ALWAYS REFINE AFTER AI TO ENSURE AUTHENTICITY AND PRECISION.

THE GOLDEN RULE

ALWAYS REFINE AFTER AI

"You can have the best voice, the sharpest copy, and the most specific details, and **one typo** will be the only **thing someone remembers**."

AUTHENTICITY IS YOUR GREATEST ASSET IN A DIGITAL WORLD.

REMEMBER:

**YOU'RE NOT ALONE—
CALL ON YOUR CONTENT TEAM.**

As part of The Agency, you have the advantage of great writers in your corner. Think of it less like outsourcing and more like having an editor.

You bring the story, we'll help you tell it better.

POST-WORKSHOP HOMEWORK

1. The Handwritten Letter

Write a letter to a recent client.

By hand. No AI.

Utilize your brand pillars.

How is it different from something you created using a prompt?

2. Bio Audit

Reread your bio with a critical eye.

- *Did you use AI?*
- *Did you proof it?*
- *Does it include any of your 3 words?*
- *How can you improve it with what you gleaned from today's workshop?*

REFLECT ON YOUR VOICE TO ENSURE AUTHENTICITY IN EVERY INTERACTION.

YOU HAVE MORE TO SAY THAN YOU THINK.

You have a point of view, a personality, and a unique
real-world perspective on your market.

The support is here. You have the tools.

TRUST YOURSELF.



THANK YOU.