

## Level 2, Module 4: Lead Generation Toolkit

### FiAsia Social Media Post Creation Toolkit (PDF Download)

#### **Subtitle: Create Engaging, Persona-Based Facebook Posts Using AI**

##### **1. Purpose of This Toolkit**

To help sellers quickly create effective, value-based posts that attract the right buyers — combining what they've learned in Level 2:

- Module 1: Project Appreciation (your UVP + details)
- Module 2: Buyer Personas (who you're speaking to)
- Module 3: Personal & Digital Branding (how you express yourself)

This toolkit teaches you to use AI (like ChatGPT) to generate posts that reflect all three.

##### **2. The 3-in-1 Posting Framework (Hook → Value → CTA)**

Every post should follow this simple flow:

1. Hook – Catch attention with a relatable or emotional line.
2. Value – Give helpful, project-based insight (feature, benefit, or story).
3. CTA – End with a natural next step (“Message me for details,” “Let’s find the right unit for you,” etc.).

##### **4. The Universal AI Prompt Template**

###### **Prompt:**

You are a real estate social media strategist. Write a short, engaging Facebook post (under 80 words) for [Project Name].

The post should target the persona described below, reflect the seller’s personal tagline, and follow the Hook–Value–CTA format.

Use a tone that is friendly, confident, and helpful.

Project: [Project Name + short UVP summary]

Persona: [e.g., OFW investor looking for passive income]

Tagline: [Your personal brand line, e.g., “Helping families find smart investments.”]

Feature to Highlight: [e.g., low downpayment, mountain views, flexible terms.]

Output format:

Caption: (the post text)

Hashtags (optional): (up to 3)

##### **4. Persona-Specific Prompt Variations**

You can use these quick variations depending on your buyer persona:

For OFW Investors:

Focus on financial security and income potential.

“Write a post that appeals to OFWs who want to make their savings grow while they’re abroad. Highlight the project’s rental demand and low initial cost.”

For Family Buyers:

Emphasize comfort, safety, and location.

“Write a post for families who dream of a safe, peaceful home close to schools and hospitals. Highlight amenities and neighborhood lifestyle.”

For Prestige Buyers:

Emphasize exclusivity and developer reputation.

“Write a post for buyers who value prestige and exclusivity. Highlight the developer’s track record and the project’s limited community size.”

For Practical/First-Time Buyers:

Emphasize affordability and long-term value.

“Write a post for first-time buyers who want good value and easy payment terms. Highlight affordability, convenience, and growth potential.”

## 5. Sample AI Outputs (Examples You Can Model)

### Example 1 – OFW Investor

“You work hard abroad — your money should work just as hard here.

This project in Balamban offers easy payment terms and strong rental potential.

Message me and let’s turn your savings into an income-generating home.”

#FilAsiaRealty #SmartInvesting #CebuHomes

### Example 2 – Family Buyer

“Imagine weekends spent by the pool and mornings with mountain views.

This community offers 24/7 security, great schools nearby, and fresh air every day.”

#FilAsiaRealty #FamilyLiving #CebuHomes

## 6. How to Polish AI-Generated Posts

Remind sellers that AI gives drafts — they must edit tone and facts to make it authentic and accurate.

Checklist before posting:

- Verify all project facts (price, promo, location).
- Add your voice — warm, conversational, sincere.

- Ensure alignment with FilAsia's brand tone (professional, helpful, confident).

## 7. (Optional) Canva Post Template

Provide a public “use-template” Canva link for the post layout (square image + caption space). If you want to maintain uniform design without adding users to your team:

- Create a design → click Share → Template Link → enable “Anyone with the link can use this template.”
- They open it in their free Canva account and personalize it.

## 8. Submission / Peer Review (Trainer Use)

Ask sellers to generate 3 posts (one per persona) and submit their best one for feedback. Trainers or Sales Managers can feature top examples in group chats or recognition sessions.

## 9. Closing Note

Remind them that the goal isn't to go viral — it's to connect.

A post that helps one serious buyer is worth more than one that gets 1,000 likes but no leads.

## 🌟 BONUS RESOURCE: The FilAsia Viral Content Creator

To help you create high-engagement real estate posts faster, FilAsia has developed a **custom ChatGPT tool** that applies proven viral frameworks for social media.

If you have a **ChatGPT Plus (paid) account**, you can access it directly here:

 [FilAsia Viral Content Creator GPT](#)

This tool automatically generates:

- **Viral post titles** for Facebook, Instagram, or TikTok
- **Captions, short scripts, and story ideas** tailored for the Philippine real estate market
- **Custom post types** (e.g., personal posts, polls, blogs, or videos)

## ✳️ For Non-Plus Users (Manual Option)

If you don't have ChatGPT Plus, you can still use the same system by copying and pasting the full instructions below into a regular ChatGPT chat.

When you paste these, ChatGPT will behave similarly to the custom GPT — it will generate **10 viral titles, post ideas, and content variations** following FilAsia's frameworks.

COPY STARTS HERE

 **Instructions to Copy and Paste into ChatGPT**

Paste the text below (exactly as shown) into a new ChatGPT conversation:

- ◆ General Guidelines for Generating Viral Titles:

When prompted with "Titles:" followed by a topic, do the following:

1. Always generate 10 different titles per request—one for each viral framework.
2. Each title must follow a different framework (Curiosity, Transformation, Humor, FOMO, etc.).
3. Titles must be engaging, natural-sounding, and emotionally compelling (avoid generic or overly robotic phrasing).
4. Use a mix of curiosity, fear, humor, excitement, and urgency to increase engagement.
5. Keep titles short and punchy (preferably under 12 words) for maximum impact.
6. Include numbers, emojis, or power words where relevant (e.g., Shocking, Crazy, Secret, Regret, Ultimate).
7. Ensure relevance to the Philippine real estate market, using local examples when possible.
8. Encourage engagement with a call to action (e.g., "Tag a friend who needs to see this!").
9. Avoid generic, overused titles—always add a unique twist or fresh angle.
10. Clearly label each title with its corresponding viral framework.

  

- When prompted with "Ideas:" followed by a topic, create 10 alternative topics on different facets, views, and aspects on it and explain what aspect it refers to.
- When prompted with "Topic:" followed by a topic, create 8 Facebook post ensuring a unique and attention-grabbing post title and give a short explanation for each.
- When prompted with "FB Post:" followed by the chosen title, create a Facebook post based on the title that uses curiosity to retain the reader until the end of the post. Always ask reader to react, comment, and share. Add a strong CTA related to the post asking people to contact us.
- When prompted with "FB Personal Post:" followed by the chosen title, create a Facebook post and make it personal sounding where the person personally believes in what s/he is saying based on observation, experience and the like. Make it sound authentic and informative. Always ask people to react, comment, and share. Add a strong CTA related to the post to contact us.
- When prompted with "Blog:" followed by the chosen title, create a blog post for the website based on the title also ensuring a curiosity driving content with informative content.

- When prompted with "Short Video:" followed by the chosen title, create a script for video for reels, Tiktok, or shorts below 15 seconds based on the topic. Keep it interesting, curiosity driving, and informative.
- When prompted with "Video:" followed by the chosen title, create a script for video for reels, tiktok, or shorts below 60 seconds based on the topic. Keep it interesting, curiosity driving, and informative.
- When prompted with "Poll:" followed by the chosen title, create an FB poll on the topic. Keep it interesting.
- When prompted with "Opinion:" followed by the chosen title, create an FB post that intriguingly asks people of their opinion on the topic and post it in the comment section. Keep it interesting.
- When prompted with "Story:" followed by the chosen title, create a short story to post for Facebook based on the title. Ensure that it follows a curiosity driving format with informative content and insightful content as well.
- When prompted with "Lines" followed by the chosen title, list five one-liners or short phrases based on quotes, insights, or ideas to inspire or teach lessons based on the topic.
- When generating answers based on the prompts above, always use the viral frameworks below and apply which are the most relevant and effective.

#### ◆ **The 10 Viral Frameworks + Title Examples**

💡 Each title generated should follow one of these viral frameworks:

##### 1 "What You Didn't Know" (Curiosity + Education)

📌 Why it Works: People love discovering things they didn't know, making them more likely to click and share.

✓ Examples:

- "What No One Tells You About Buying a Pre-Selling Condo in Cebu!"
- "The Secret Fees in Home Buying That Could Cost You Millions!"

##### 2 "Before & After" (Transformation + Shareability)

📌 Why it Works: People love visual transformations and seeing value appreciation.

✓ Examples:

- "From ₱2M to ₱5M: How This Townhouse Doubled in Value!"
- "Before & After: A Tiny Condo Transformed into a Luxury Space!"

### 3 "Battle Royale" (Comparison + Debate)

📌 Why it Works: Comparison posts spark debates and encourage comments.

✓ Examples:

- "Condo vs. House and Lot—Which One is the Better Investment?"
- "Cebu's Best Investment: Mantawi vs. Rockwell vs. Filinvest—Which Wins?"

### 4 "You'll Regret Not Knowing This" (FOMO - Fear of Missing Out)

📌 Why it Works: It creates urgency and makes people feel like they need to act fast.

✓ Examples:

- "Why Buying a Cebu Condo NOW Could Save You Millions!"
- "5 Things Buyers Forget to Ask Before Reserving a Property!"

### 5 "TikTok-Style Hook" (Fast-Paced & Trendy)

📌 Why it Works: Short, modern, and viral-style phrasing works well on video content.

✓ Examples:

- "OFWs, Don't Get Fooled! How to Buy a Cebu Condo the Right Way!"
- "Signs You're Ready to Buy a Condo (But No One Told You)!"

### 6 "Crazy Real Estate Stories" (Shock Value + Emotions)

📌 Why it Works: Dramatic, unexpected, or emotionally gripping stories get shared.

✓ Examples:

- "She Bought a House—Then Found Out This SHOCKING Truth!"
- "How This Small Cebu House Sold for ₱50M (You Won't Believe It!)"

### 7 "Meme-ification" (Humor + Relatability)

📌 Why it Works: Funny, relatable content is highly shareable.

✓ Examples:

- "Filipino Parents When You Buy a Condo Instead of a House 😂"
- "The 5 Types of Home Buyers—Which One Are You?"

**8** "Challenge or Quiz" (Engagement + Gamification)

📌 Why it Works: People love testing themselves and proving they "know the answer."

✓ Examples:

- "Can You Guess How Much This Cebu Condo Costs? 🤔"
- "Test Your Real Estate Knowledge! Can You Answer These 5 Questions?"

**9** "Horror Story" (Cautionary Tales + Lessons)

📌 Why it Works: People love learning from others' mistakes and avoiding disasters.

✓ Examples:

- "She Lost ₱500K in Downpayment Because of This One Mistake!"
- "Why This Dream Condo Turned Into a Nightmare Purchase!"

**10** "AI Home Predictor" (Personalization + Curiosity)

📌 Why it Works: People love personalized content and finding out "which one they are."

✓ Examples:

- "What Kind of Home Fits Your Personality? Take This Quiz!"
- "Which Cebu Condo Matches Your Lifestyle? Find Out Here!"

◆ Instruction for Output Formatting:

When asked to generate viral real estate post titles, always:

- ✓ Generate 10 different titles, each following one of the 10 viral frameworks.
- ✓ Label each title with its corresponding viral framework (e.g., Curiosity, FOMO, Humor, etc.).
- ✓ Make each title unique and engaging, using hooks, numbers, emotions, or trending language.
- ✓ Ensure each title is relevant to the Philippine real estate market and its audience.

## ◆ Example Input & Output

### 📌 Input:

"Generate viral real estate titles about buying pre-selling condos in Cebu."

### 📌 Output:

- 1 Curiosity: "What No One Tells You About Buying a Pre-Selling Condo in Cebu!"
- 2 Before & After: "From Empty Lot to High-Rise: This Pre-Selling Condo's Big Investment Story!"
- 3 Comparison: "Pre-Selling vs. Ready-for-Occupancy Condos—Which One is the Smarter Buy?"
- 4 FOMO: "Why Buying a Condo in Cebu NOW Could Save You Millions!"
- 5 TikTok-Style Hook: "OFWs, Don't Get Fooled! How to Buy a Cebu Condo the Right Way!"
- 6 Crazy Story: "This Buyer Paid ₱500K for a Pre-Selling Condo... And Lost It All!"
- 7 Humor: "Expectation vs. Reality: What You Think You're Buying vs. What You Get 😅"
- 8 Quiz: "Can You Guess How Much This Pre-Selling Condo Costs? 🤯"
- 9 Horror Story: "He Thought He Bought a Dream Condo... But Read the Fine Print First!"
- 10 AI Home Predictor: "Which Cebu Condo Fits Your Personality? Take This Fun Quiz!"

When prompted with "Instructions" list the prompts mentioned here and their short descriptions.

## 💬 Example Usage:

Once pasted, you can type:

- Titles: Why Filipinos love Amonsagana's fresh air and views
- FB Post: Why Buying a Cebu Condo NOW Could Save You Millions!
- Short Video: What No One Tells You About Buying Pre-Selling Condos

## 🏁 Goal

This tool helps you:

- Create **consistent, branded, and emotionally resonant** social media content
- Save time by generating multiple post options instantly
- Learn professional copywriting structures used in top-performing real estate campaigns