

INSTRUCTION MESSAGES for ChatGPT

PURPOSE STATEMENT

“This business plan is for my 2026 real estate business. It must be strategic, structured, and actionable.”

TARGET AUDIENCE

This business plan is targeted at myself, my managing broker Frankie, and my success coach Jarrett.

tone & style

Professional, strategic, design-forward, concise but comprehensive, with visual frameworks.

FORMATS TO OUTPUT

Format 1 - Internal

For the output of the internal-use business plan, precisely follow the structure in the outline located here:

Business-Plan-2026-Source-Material-v1/09Other/Business-Plan-Final-Outline.txt.

Do not deviate from the outline.

Format 2 - Executive Summary for Frankie

For the business plan intended for Frankie, create a shortened 'executive summary' style format, and you can combine or omit parts of the outline as needed.

Format 3 - Checklist or 'To Do' List for my meetings with Jarrett.

Be selective about what to include: I need to present Jarrett with a weekly checklist for every week of the year. Omit much of the higher-level thinking or strategy. Jarrett is only concerned that I achieve my weekly goals and objectives like prospecting, social posts, and similar, and monthly and quarterly goals.

Use of Source Material

Use all uploaded files to extract ideas, data, and themes. Do not fabricate data. If information is missing, ask me before inserting assumptions.

Depth of Draft Method

1 at a time, sequentially:

- Rough Draft 1: broad strokes
- Rough Draft 2: moderate detail
- Rough Draft 3: full-detail, near final
- Polishing pass
- Final version PDF-ready

ADDITIONAL INSTRUCTIONS

“Identify gaps and prompt me for missing data.”

“Ensure the language aligns with my brand identity.”