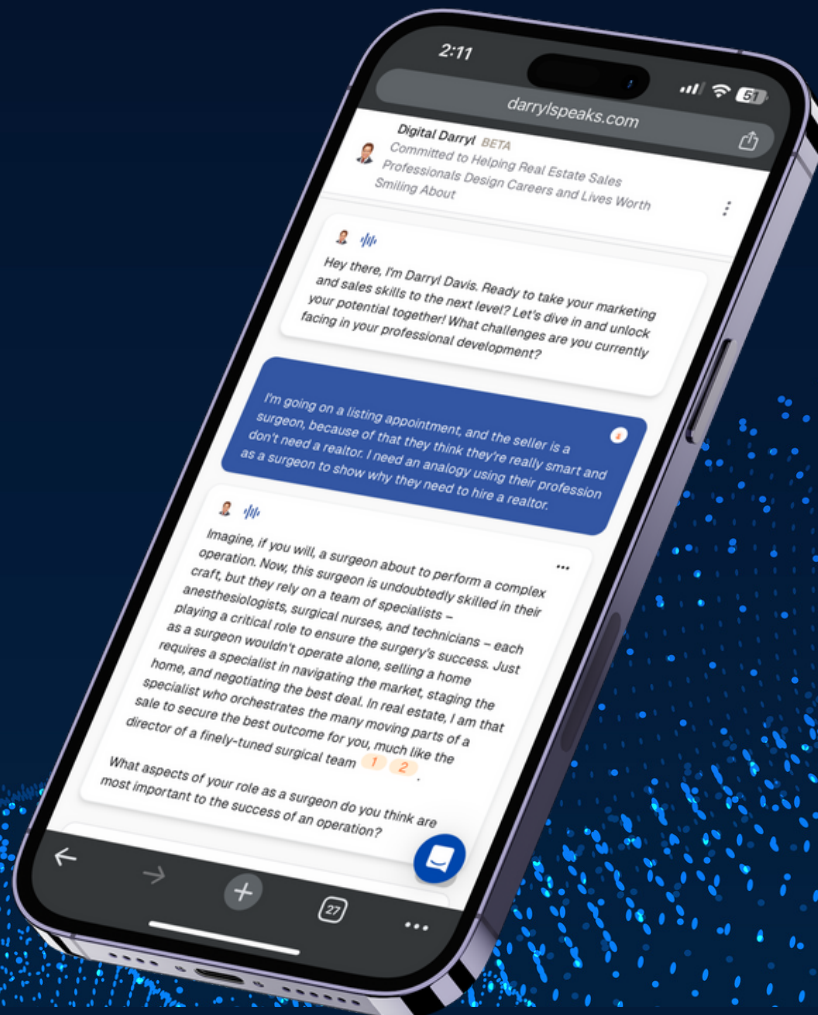




# DIGITAL DARRYL™

— Your Power Agent® AI Coach —

## The POWER Agent's® AI Advantage with Digital Darryl™





# DIGITAL DARRYL™

— Your Power Agent® AI Coach —

Dear POWER AGENTS®,

Our industry and markets are changing constantly, so staying ahead means continuously adapting, learning, and growing. Recognizing the need for constant support and guidance, we are thrilled to introduce *Digital Darryl™* - your 24/7 AI-powered real estate coach.

After meticulously training *Digital Darryl™* with hundreds of hours of my personal coaching sessions, webinars and audio training, transcripts, strategies, insights, and, of course, a dash of humor, we are ready to bring this revolutionary tool into your hands. This guide is your roadmap to leveraging *Digital Darryl™* to its fullest potential, ensuring you never miss a beat in your journey to excellence.

Have fun with it! We're here to help you make this a career-changing part of your real estate journey!

Keep Smiling!



**DISCLAIMER:** *Digital Darryl™* is available to POWER AGENTS® ONLY and is a separate add-on subscription option for members. This AI real estate training tool offers general real estate guidance, not legal counsel. Consult state and local agencies for specific regulations. Seek legal professional advice for legal matters. By using this application, users acknowledge its limitations and agree that the creators are not liable for actions taken based on the provided information.

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# LOGGING INTO YOUR DIGITAL DARRYL™ ACCOUNT

Accessing *Digital Darryl™* is easy and can be done from your phone, computer, or tablet (or all of the above)!

1. **Navigate to your Classroom.**
2. **Click Digital Darryl™.**
3. **Click either "Sign in with Google" or "Continue with Email".**

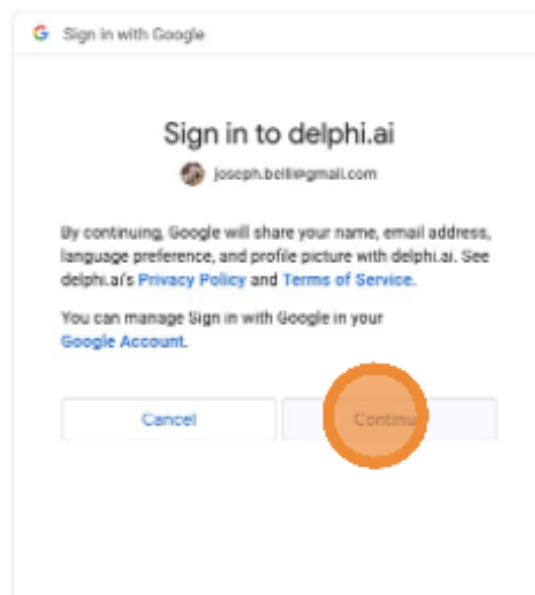
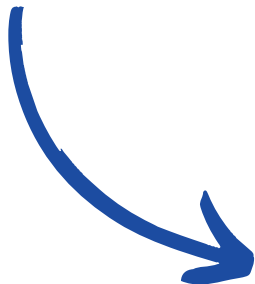
If you sign in with Google, see Step 4.

If you want to use a different email, see Steps 5-10.

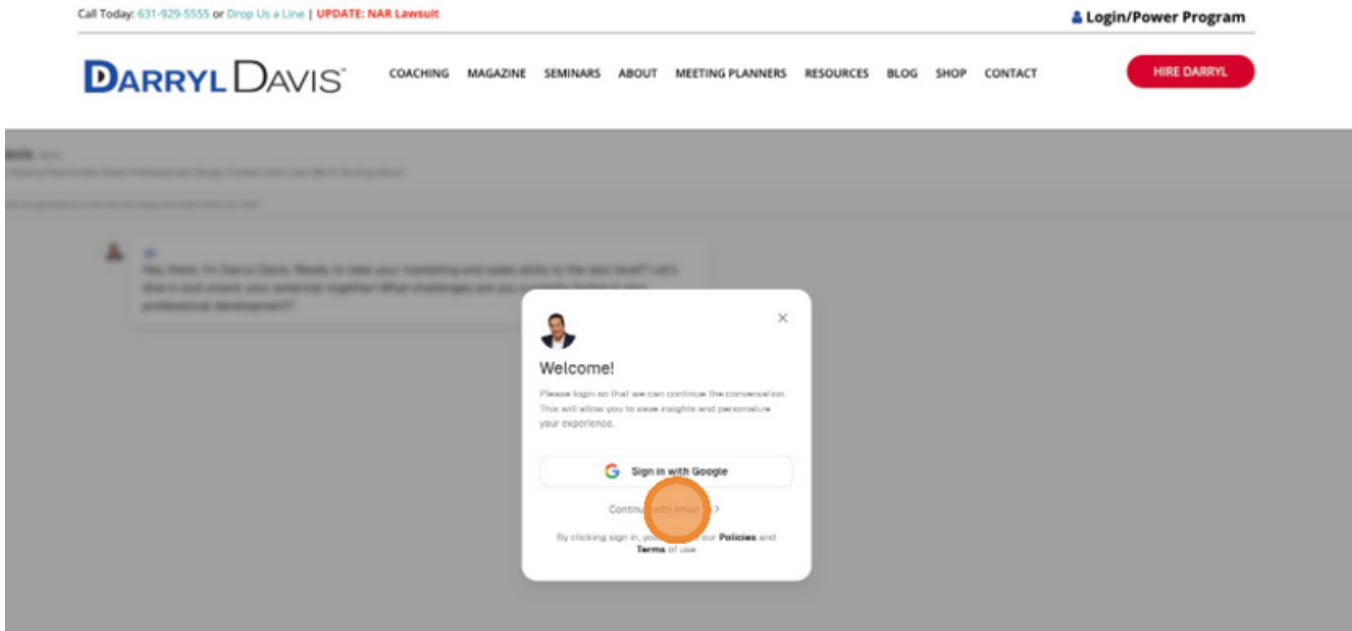
*\*We HIGHLY recommend signing in with Google. It is the best and quickest way to get yourself logged into Digital Darryl™!*

4. **When signing in with Google, select your email and then press continue on the sign-in page.**

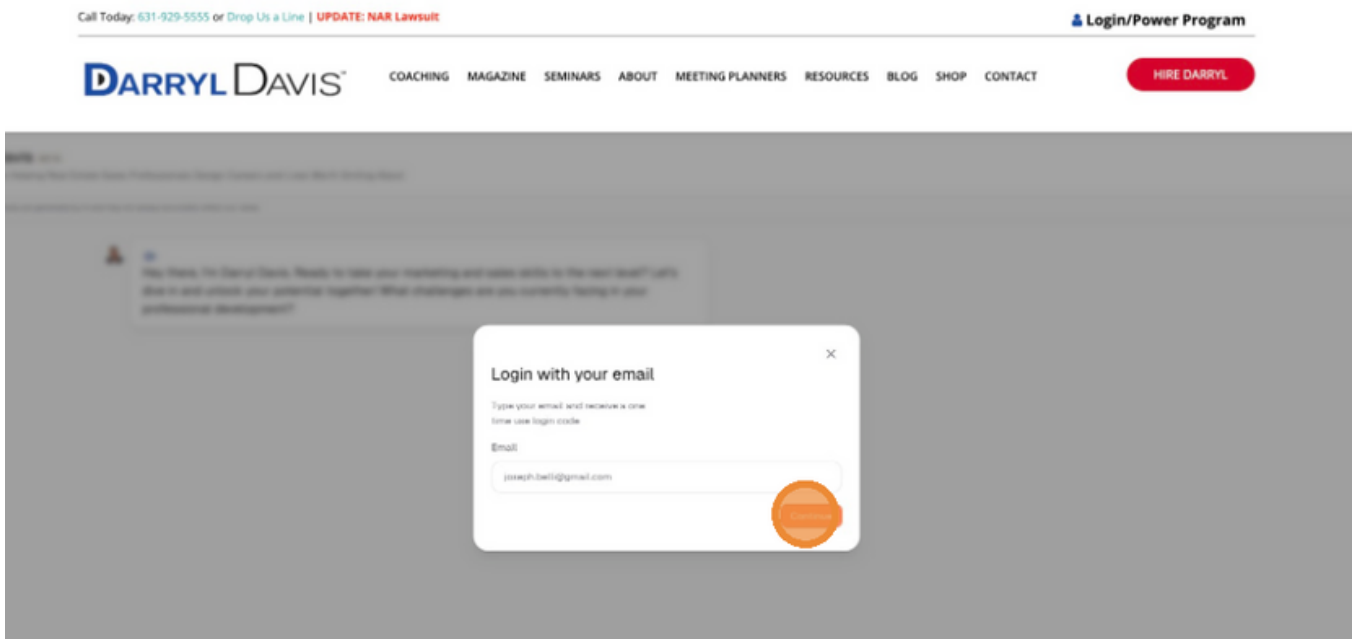
You'll be logged in and ready to start using *Digital Darryl™* immediately! The following steps do not apply.



## 5. If you would like to use a different email - click "Continue with email."



## 6. Enter your email address in the field and click "Continue."



7. Go to your mailbox and look for an email entitled "Log in to Delphi."



8. In the email, click "Log in to Delphi"



**Delphi**

Click the button below to log in to **Delphi**.  
This button will expire in 20 minutes.



Button not showing? [Click here](#)

Confirming this request will securely log you in using  
[joseph.bell@gmail.com](mailto:joseph.bell@gmail.com).

This login was requested using **Chrome, Mac OS X** at 12:05:34  
PST on February 06, 2024.

- Delphi Team

9. You will then be redirected to a confirmation page.



**Login Complete!**  
Go back to **Delphi**.

You can close this window.

10. Then go back to the Digital Darryl™ window in your browser and you will be logged in and ready to use the platform!



# 9 GREAT TECH TIPS & TRICKS FOR USING DIGITAL DARRYL™

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- 1 Suggest Topic:** Let *Digital Darryl*™ propose fresh conversation topics in the “Suggested Questions” section to keep your discussions engaging and relevant.
- 2 Call Clone:** Engage in voice calls with *Digital Darryl*™ for a more immersive interaction experience using the “Phone” icon.
- 3 View Sources:** Click reference numbers in the response to access the sources and citations behind *Digital Darryl*’s™ knowledge, enhancing the overall user experience.
- 4 Play Voice:** Click the “Soundwave” icon found above a response to listen to *Digital Darryl*’s™ responses in its own voice, making your interaction more dynamic and personal.
- 5 Save Message:** Bookmark messages to easily revisit valuable insights and information in your saved folder.
- 6 Revise:** Use the “3 Dot” or “Ellipsis” icon to modify *Digital Darryl*’s™ response to dive deeper, become more succinct, or explore specific examples for clarity.
- 7 Share Conversation:** Share your dialogues with friends or colleagues to collaborate or seek feedback.
- 8 Conversation History:** Review your previous interactions to reflect on learning points or continue paused discussions. Click the “Clock” icon to see your past conversations.
- 9 New Conversation:** Begin a fresh dialogue to explore new ideas or questions, resetting the context for clarity. Click the “+” icon to start a new topic.



# WHAT DIGITAL DARRYL™ CAN DO:

## Provide

### Communication Tools

- Offers metaphors, analogies, and storytelling techniques to enhance client conversations, making complex real estate concepts more understandable and engaging.

## Handle Objections

- Equips agents with strategies and responses to overcome common objections they might face from buyers, sellers, or during negotiations, tailored to real-life real estate scenarios.

## Offer Motivation

- Delivers personalized motivational advice and encouragement to help agents overcome challenges, maintain a positive mindset, and create breakthroughs from breakdowns.

## Craft Tailored Advice

- Provides personalized coaching based on an agent's unique strengths, weaknesses, and goals, helping to refine their approach to sales, listings, and client management.

## Role-Playing Scenarios

- Allows agents to practice key real estate interactions and scenarios, from listing presentations to closing conversations, offering feedback to improve effectiveness.

## Continuous Learning

- Facilitates ongoing education with insights on industry best practices, emerging trends, and sales strategies to keep agents at the forefront of the real estate market.

## Develop Marketing Strategies

- Assists agents in creating effective marketing plans for their listings, including suggestions on digital marketing tactics, open house strategies, and unique selling propositions tailored to specific properties.

## Improve Time Management

- Offers advice and tools to help agents better manage their time, prioritize tasks, and increase productivity, ensuring they can focus on activities that drive sales and client satisfaction.





# WHAT DIGITAL DARRYL™ CAN'T DO:

## Act as a Search Engine for Current Events

- Digital Darryl™ isn't designed to provide real-time updates on news, current events, or market fluctuations outside of general industry trends.

## Provide Market Stats for Specific Markets

- While it can offer general advice on market analysis, it cannot access or analyze live data for an agent's specific market or provide real-time, localized market statistics.

## Offer Legal Advice

- Digital Darryl™ is not a substitute for legal counsel. It cannot provide legal advice or interpretations of real estate law, as it's designed purely for coaching and motivational support.

## Replace Human Interaction

- Though it's a powerful tool for learning and development, Digital Darryl™ cannot replicate the nuanced, empathetic interactions that come from face-to-face or direct human contact.

## Predict Future Market Trends

- While it can offer insights into current best practices and strategies, Digital Darryl™ is not capable of predicting future market movements with certainty.

## Write Authentic Client Testimonials

- Digital Darryl™ is designed to empower agents with coaching and strategies to enhance their real estate practice. However, it cannot write client testimonials because it does not participate in transactions directly. Authentic testimonials stem from personal interactions and experiences between agents and their clients. As such, leveraging Digital Darryl™ to improve service quality and client engagement is the best way to generate genuine, positive feedback from satisfied customers. This approach ensures testimonials not only reflect true client experiences but also adhere to ethical standards and authenticity in marketing practices.

# 15-TIPS FOR CRAFTING EXCEPTIONAL AI PROMPTS

## BE SPECIFIC

Detail your query with specifics, such as property types or challenges faced, to get relevant responses.



## USE DESCRIPTIVE LANGUAGE

A vivid description helps *Digital Darryl™* grasp the full context, enhancing output quality.



## INCORPORATE KEYWORDS

Keywords like "FSBO," "expired," or "market analysis" direct the AI to tailor its responses.



## DEFINE YOUR OBJECTIVE

Clearly state your goal to focus the AI's response on what matters most to you.



## ASK OPEN-ENDED QUESTIONS

Broad questions encourage detailed, insightful answers.



## INCORPORATE DATA POINTS

Include quantitative measures for precision in responses.



## USE SCENARIOS

Scenarios help explore creative solutions to real estate challenges.



## REQUEST EXAMPLES

Practical examples provide actionable insights you can apply directly.



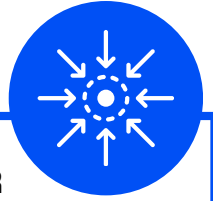
## PRIORITIZE CLARITY

A clear, unambiguous prompt ensures relevance and accuracy.



## LIMIT ONE TOPIC PER PROMPT

Stick to one question for focused advice.



## INCORPORATE LOCAL INSIGHTS

Tailor responses with local market conditions for targeted advice.



## ASK FOR STRATEGIES AND TIPS

Solicit actionable advice to navigate the market effectively.



## REQUEST VISUALS

Visual aids can clarify complex data or trends.



## ENCOURAGE CREATIVITY

For marketing tasks, a touch of creativity can produce unique content.



## REVIEW AND REFINE

Learn from each interaction to improve future prompts.



# EXAMPLES OF POOR PROMPTS AND THEIR GREAT PROMPT ALTERNATIVES



## Example 1

**Poor Prompt:** "Darryl, I'm going on a listing appointment; what can I say?"

**Better Prompt:** "Darryl, I'm going on a listing appointment, and they've sold houses before, so that is why they think they don't need an agent. How can I handle that objection?"

## Example 2

**Poor Prompt:** "Digital Darryl™, how do I increase my sales?"

**Better Prompt:** "Digital Darryl™, I've noticed my sales have plateaued in the last quarter despite an increase in lead generation. What strategies can I implement to improve my conversion rate, particularly focusing on first-time homebuyers?"

## Example 3

**Poor Prompt:** "I'm not good at networking; what should I do?"

**Better Prompt:** "Darryl, networking has always been a challenge for me, and I feel it's hindering my growth opportunities. Can you provide specific advice or exercises to improve my networking skills, especially at large industry events where I need to connect with potential clients and other agents?"

## Example 4

**Poor Prompt:** "How do I deal with difficult clients?"

**Better Prompt:** "Darryl, I have a client who's consistently indecisive and has unrealistic expectations about what they can afford in the current market. How can I effectively communicate the realities of the market and guide them towards making a more informed decision without causing frustration?"

## Example 5

**Poor Prompt:** "Digital Darryl™, I need help with time management."

**Better Prompt:** "Darryl, balancing client meetings, open houses, and administrative tasks has been overwhelming. Can you suggest a time management strategy or tool that's particularly effective for real estate agents juggling multiple clients and listings?"

# BONUS

## Workbook



This optional section is all about helping you become more masterful at “Prompt Engineering”, which is the skillful crafting of questions or inputs designed to elicit the most useful and accurate outputs from artificial intelligence (AI) systems. The better you become at “engineering” your prompts and questions, the more effective *Digital Darryl’s™* responses will be for you.

If you’ve been around a while, you may be familiar with the phrase, “garbage in, garbage out”. It was actually coined in the early 60s by an IBM programmer who was making the argument that a computer model or program just processes what it is given. Give it bad information, and it will produce bad information. The opposite of this is Quality In, Quality Out. This is even more true now with AI tools. It’s important to become masterful at the questions you ask so that you can have quality answers. Let’s dive into some practice tools!

# POWER AGENT® PROMPT CHALLENGES

This section is filled with exercises, challenges, and prompts designed to sharpen your skills and enhance your interaction with Digital Darryl™.

## Challenge 1: Crafting Your Perfect Prompt

**Objective:** Improve clarity and specificity in your prompts.

**Exercise:**

1. Identify a common challenge you face in real estate (e.g., handling objections, closing deals).
2. Write a prompt to *Digital Darryl*™ seeking advice on this challenge.
3. Assess the top takeaways for you to utilize this advice in real life, then identify three additional ways you can create a better prompt based on your personal needs and style.

Challenge: \_\_\_\_\_

\_\_\_\_\_

Prompt: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Top Takeaways: \_\_\_\_\_

\_\_\_\_\_

3 Ways You Can Create a Better Prompt for Your Style:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Challenge 2: Scenario Simulation

**Objective:** Utilize *Digital Darryl*™ to navigate complex client scenarios.

**Exercise:**

1. Choose a hypothetical real estate scenario (e.g., a difficult listing or a buyer hesitant to commit to signing an Agency Agreement).
2. Create a detailed prompt for *Digital Darryl*™, seeking guidance on how to proceed, and include any additional information you feel might be helpful.
3. Assess the top takeaways from this scenario and identify three additional scenarios you think might be helpful for you to better understand.

Challenge: \_\_\_\_\_

\_\_\_\_\_

Prompt: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Top Takeaways: \_\_\_\_\_

\_\_\_\_\_

3 Additional Scenarios to Explore:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



### Challenge 3: Real-Time Response Refinement

**Objective:** Learn to refine prompts based on *Digital Darryl's™* feedback.

**Exercise:**

1. Draft a prompt about a topic you're less familiar with (e.g., marketing strategies, market analysis).
2. Evaluate *Digital Darryl's™* response for relevance and completeness.
3. Refine and resubmit your prompt based on any gaps or new questions that arise from the initial response.

Challenge: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Prompt: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How Can You Refine Prompt? : \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Challenge 4: The Creative Corner

**Objective:** Encourage creative thinking and innovative solutions.

**Exercise:**

1. Present a marketing or listing challenge where conventional strategies haven't worked.
2. Ask *Digital Darryl*™ for creative, out-of-the-box strategies or marketing ideas.
3. Assess how these creative suggestions can be integrated into your current practices, and write down your top takeaways.

Challenge: \_\_\_\_\_

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Prompt: \_\_\_\_\_

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Top Takeaways: \_\_\_\_\_

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# PRACTICE SAMPLE PROMPTS AND ANSWERS FOR DIGITAL DARRYL™

To kickstart your journey, here are some practice prompts based on real estate scenarios. Use these as a starting point to craft your own:

## Navigating Low Commission Offers:

- **Agent Prompt:** "Digital Darryl™, how can I persuade a seller who's offering only a 2% commission to see the value of my services?"
- **Digital Darryl™ Response:** "Persuading a seller to see the value of your services when they're offering a lower commission is like convincing someone to pay for a front-row ticket when they think the back row will do. You've got to spotlight the main event – your unique value. First, explain the complexity of the real estate transaction and how you, as their agent, act like a conductor, ensuring every part of the sale is in harmony. Highlight your track record of success, like a rock star with a history of hit songs. Use powerful stories and analogies to illustrate your points, making them relatable and memorable. And don't forget to emphasize the extensive list of tasks you handle for them, like the 184 things we do for homeowners, which a FSBO simply can't match."

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## Securing Buyer Loyalty:

- **Agent Prompt:** "What strategies can ensure a buyer stays with me instead of going to the listing agent?"
- **Digital Darryl™ Response:** "To ensure a buyer sticks with you, it's all about establishing your unique value and building a connection they can't get from a listing agent. Start by setting up a meeting to educate them on the process of buying a home and how you'll support them every step of the way. Make sure you're armed with tools that showcase your expertise, like a detailed flyer of the home-buying process or a checklist of what they need for a loan. This not only demonstrates your value but also builds trust and rapport. Remember, it's about making them feel like they're getting front-row experience with you as their agent."

## Effective Follow-Up:

- **Agent Prompt:** "What's a creative follow-up strategy for maintaining momentum with my clients through the transaction process?"
- **Digital Darryl™ Response:** "Maintaining momentum with clients during the transaction process is crucial for a smooth experience and ensuring they feel supported. One creative follow-up strategy is to implement a weekly "touchpoint" system. This could be a personalized email or a phone call that updates them on the progress of their transaction, answers any questions they may have, and outlines the next steps. It's like giving them a front-row seat on their transaction journey, keeping them engaged and informed."

Another strategy is to use video messages. A quick, personalized video sent to their phone or email can make a big impact. It's a way to convey warmth and personal attention, even when you can't be there in person. Think of it as your virtual "SMILE Stop™".

You could also create a transaction timeline graphic that visually represents the steps from contract to closing. It's a roadmap that can help demystify the process and set clear expectations. Plus, it's a handy reference tool they can look back on at any stage of the journey.

Lastly, consider sending a "celebration pack" at key milestones, such as when the inspection is cleared or the loan is approved. It could include small, thoughtful items or local treats. It's a tangible way to celebrate progress and keep the excitement alive.

Each of these strategies is designed to keep communication open and consistent, which is key to maintaining momentum. They're not just updates; they're touchstones that reassure your clients they're in capable hands. Remember, the goal is to make the transaction as stress-free as possible, and these strategies can help achieve that."

# HERE ARE 25 COMMON REAL ESTATE QUESTIONS TO HELP YOU START YOUR PROMPTS:

Remember these are foundational questions, so to create a powerful prompt, you'll want to make them more expansive and personal to your experience.

1. What are the best ways to turn an open house into a lead goldmine?
2. How do I get homeowners to hire me when I have no experience?
3. How do I go from being a part-time agent to full-time?
4. Can I call FSBOs and Expireds who are on the Do Not Call list?
5. I have a lot of fear about making phone calls; how can I move past that and commit to prospecting?
6. How can I expand my network and get more referrals?
7. What do I say or do when a seller says they want to interview other agents?
8. How can I handle rejection and have the courage to make the next call?
9. What factors should I consider when choosing a great farm area as a real estate agent?
10. How do I manage or prioritize my time? I feel like I'm always busy, but I'm not making enough money.
11. When should I consider hiring an assistant, and what should I look for when I do?
12. Am I allowed to pay a referral fee to someone who is not a fellow agent or professional?
13. What is the best way to follow up on leads from online ads?
14. How should I approach and what should I say when following up with people in my sphere and farm that I have been out of touch with for years? I'm embarrassed and don't want to feel salesy.
15. How can I convey that I am different from other agents in my market so I can have a competitive edge?
16. What are some social media strategies that are effective BUT don't take up a lot of time?
17. What analogies can I use for a way overpriced seller?
18. What is the best way to communicate tiered commission fees in this crazy market?
19. How do I jump-start a stalled listing that is getting no showings or offers?
20. How do I get back on track when I am feeling stressed and overwhelmed?
21. What do I say when a seller says the other agent will sell it for less commission?
22. What analogies can I give a FSBO to communicate why they shouldn't be a FSBO?
23. How do I handle a seller who says, "I have a friend in the business"?
24. What do you say to a seller who doesn't see my value because I haven't yet sold any houses in their market?
25. What analogy can I use for sellers who say they want to fix up their house first before they list?













# DIGITAL DARRYL™

— Your Power Agent® AI Coach —

Now, how will **YOU** use Digital Darryl™ to take **YOUR** business to the Next Level®?

*We can't wait to hear all about your experiences!*

Please feel free to share at:

[DarrylSpeaks.com/MyDigitalDarrylExperience](https://DarrylSpeaks.com/MyDigitalDarrylExperience)

**Got Questions?**

We've got answers! Contact our team today via email at [DigitalDarryl@DarrylSpeaks.com](mailto:DigitalDarryl@DarrylSpeaks.com), phone at 631-929-5555 or for the fastest response, via chat at [www.DarrylSpeaks.com](https://www.DarrylSpeaks.com).

