

Create 180 Property Content Videos in a Day: Grow Your Property Investor List on Autopilot

Hi, my name's Paul, Are you tired of struggling to find property investors?

Maybe you're looking at others and thinking how on earth do people create so much content to build their personal brand online?

I'm going to show you my exact process and how I used AI to create content that helped me **generate 180 videos in a single day**, which dramatically increased my visibility and attracted my targeted audience of ideal clients.

Here's the impact in just two weeks:

- Instagram reach soared by **360%**.
- Account engagement jumped by **124%**.
- LinkedIn impressions increased by **196%**.



My short-form video strategy includes:

- Distribution across 6 platforms, maximising your reach.
- Integration with evergreen marketing like lead capture forms, which drives qualified investor inquiries straight to you!
- Creation of 6 months' worth of traffic, which generates leads on autopilot.
- Increased touchpoints, building trust and relationships with potential investors.

Let's dive into my process:

I recently recorded **180 videos in one day**, providing me with **6 months' worth of daily content**. This content, combined with my other sales and offer-related material, is distributed across Facebook, Instagram Reels, TikTok, YouTube Shorts, and LinkedIn.

Here's a breakdown of my process to help you find investor clients:

1. Ideal Investor Profile:

First, I defined my ideal investor audience. This step is crucial. You need to understand their:

- **Demographics** (e.g., high-net-worth individuals, overseas investors etc).
- **Pain points** (e.g., finding profitable deals, market analysis, lack of confidence, no power team etc).
- **Investment goals** (e.g., passive income, portfolio growth etc).

- **Objections and hesitations** (e.g., lack of trust in me, not enough info etc) • **Information needs** (e.g., what info would make them feel better)
- **What beliefs do they need to have, to invest with you?**

By understanding these factors, you can create content that resonates deeply.

I put together a deep dive video on how to use LinkedIn to find investors and how to find your own 'ideal client avatar'.

(there's a video workshop, and accompanying document with some tasks that will help you find your I.C.A.)

Watch how to become more visible online using LinkedIn and how you can find investors that will work with you, fund your deals and become JV partners: it's easy when you know how!

[CLICK HERE TO ACCESS THE VIDEO TRAINING \(it's free\)](#)

2. Content Strategy: I developed what I call '**content pillars**' that educate, nurture, and convert potential investors into clients. Think of this as content that covers the following areas and REALLY speaks to your 'ideal client avatar.'

My Content Pillars:

- Property market data and trends
- Investment strategies and techniques
- Deal analysis and case studies
- Property finance and legal aspects
- Building trust and authority

3. Evergreen Investor Funnel: (evergreen = it works on autopilot once created)

Implement an 'evergreen marketing system' to capture and nurture leads. This could include:

- A free property investment guide (use Canva to create).
- A webinar on property investment strategies.
- A video sales letter showcasing your expertise on previous projects.
- Automated email sequences to softly market your services. (email list)

Your goal is to convert viewers of your content into qualified investor leads.

4. Topic Generation:

I brainstormed 200+ topics, using:

- My content pillars.
- The investor's journey.
- Past content I already had and...
- AI tools like '**ChatGPT**' and '**Gemini**' to help me generate new ideas.

(**Important**, you must have a clear understanding of your **ideal client** for this to work well.)

5. AI-Powered Script Writing:

I then broke down each 'topic' into 3-5 bullet points and used AI prompts to create engaging scripts, but I start with telling the AI my demographic or ICA overview.

Here is My AI Prompt: I tell the AI who my demographic audience/ I.C.A. is...

This is my demographic audience: Property investors looking to invest in property, but they feel stuck and unsure on what their next steps are. They are looking to grow their income and build wealth. They may be struggling with a lack of knowledge and or confidence in decision making. Can you write a script for a short video 60 seconds or less. Make sure it's highly engaging and always keeps my audience demographic in mind. Don't include descriptions of visuals just give me the script.

Example Topic: What should Investors that feel stuck - do next to get started?

- Investors stuck on what to do next
- Feel lost and unsure on what their next investment should be
- Does it fit in with their desired end goal?
Which could be to build monthly cashflow, hold and wait for capital growth or do they want lump sums of money doing flips and developments

So, the process is: You enter your demographic audience information (the part in the yellow box) and then copy and paste your topic and bullet points (as above in blue box) - Then you hit enter it ALL TOGETHER and the magic happens in just seconds...

The AI will give you a script for a video or social post that you can use. Then you just repeat this process over and over as many times as you like for different topics that fit around your '**content pillars**' and '**ideal client avatar / demographic audience**'.

6. Brand Voice:

- Maintain your authentic brand voice by: Editing the AI generated scripts to ensure they 'sound like you' - before you use them.
- Feel free to make any changes you like as sometimes AI gets things wrong!
- The idea is that the AI gives you a script for video content which is about 90% of the way there and you tinker with the rest. (sometimes it's perfect right away!)

7. Video Production:

- Set up a '**video day**' with pre-selected locations, and a few changes of outfit.
- Outsource your editing or use tools like '**Capcut**' or '**Descript**' to add in captions and overlays and to make your videos look amazing.
- Film videos in 20-to-30-minute bursts and then have a 15-minute break to refresh and refocus, before going again with the next batch.

8. Distribution:

- Distribute your videos across your chosen multiple platforms (Facebook, Instagram Reels, TikTok, YouTube Shorts, LinkedIn).
- Use concise captions with clear calls to action and see which ones get the best results.
- Double down on the successful videos and tweak your AI prompt and audience as you create more and more videos.

Call to Action:

Want to know how to analyse a buy to let deal from start to finish? My link is in my bio.

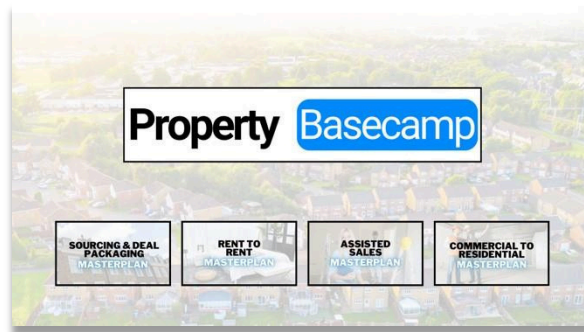
You always want your content to send investors somewhere... (think customer journey)

- A property investment-based quiz created by scoreapp.com or Google forms
- A landing page with a free pdf guide. Use Mailchimp or Click Funnels
- A link to book a video call or phone call to discuss their next steps
- A free investment guide that is aimed at them specifically (ideal client avatar)

Summary:

This allowed me to batch create and batch film 6-months-worth of content and it's then just a simple task of sharing a video each day on your social accounts.

You'll find your flow creating topics and then bullet points and once you get a few scripts done, you'll see **REAL VALUE** and lots of time saved and on filming day it's so easy, you will race through video after video in no time at all.



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