

A MINI MASTERCLASS FOR COACHES, CONSULTANTS, AGENCIES & LOCAL
SERVICE BUSINESSES

The R.E.A.L. Visual Method

How to turn one verified statistic into a Facebook post that builds authority and starts real conversations, using Perplexity to find the proof and ChatGPT to build the post.

Read This Before You Post Another Stat

Here is the actual problem with most "value content" on Facebook right now. Someone finds a number that sounds impressive, feeds it to ChatGPT with a one-line prompt, and publishes whatever comes back.

No source check. No date check. No sample size. The graphic looks clean for about four seconds, right up until someone in your comments who actually works in your field asks where the number came from. You do not get a second chance at credibility with that person. They stop reading everything you post after that.

This masterclass fixes one specific gap. Most people using AI for content skip straight from idea to image. You are about to learn the step almost everyone skips, verification, and the exact prompts that make it fast instead of tedious.

ANDREW'S TAKE

Opinion posts are the weakest content you can publish right now. Everyone already has one. Nobody has to trust yours. A sourced number is a different kind of claim, and your audience can feel the difference before they even finish reading the caption.

Before

Generic tips, opinion posts, or an AI-generated graphic nobody can verify, competing with a hundred other posts that all sound the same.

After

One verified, source-cited statistic, formatted as a clean visual, tied to a problem your audience already has, ending in a comment-keyword CTA that opens a real conversation.

WHY THIS WORKS

Numbers Get Believed. Opinions Get Scrolled Past.

You are not competing with other coaches and consultants for attention. You are competing with your prospect's growing skepticism toward anything that smells like AI-generated content.

A vague claim asks for trust. A dated, sourced number demonstrates that you did the work before you hit publish. That distinction registers in under two seconds, before a reader has consciously decided anything about you at all.

Later in this guide you'll see the complete worked example: a single 2026 study of 114 B2B companies, verified down to the publication date and methodology, turned into one Facebook graphic, one caption, and a comment-keyword CTA. That is the entire method, run start to finish, on one real number.

THE SHIFT

You are not trying to go viral. You are trying to be the one post in the feed that a skeptical buyer actually believes, because you can point to exactly where the number came from and they cannot say that about the post they scrolled past to get to yours.

Every step from here forward exists to protect that credibility. Skip a step and you are back to publishing decoration instead of proof.

The Interesting Number Trap

Perplexity will hand you dozens of fascinating, shareable, completely irrelevant statistics. Most of them will not build your authority. They will just prove you can operate a search tool.

Run every topic through one filter before you spend a single minute researching it:

THE FILTER QUESTION

"Would this number help my ideal client understand a costly problem, missed opportunity, or smarter system?" If the honest answer is no, skip it, no matter how shareable it looks.

Four pillars keep your content inside your actual area of credibility:

1

Lead Response & Pipeline Leakage

- Lead response speed
- Missed calls and messages
- Follow-up consistency
- No-shows, lead routing, CRM gaps

2

Content & Authority

- Content consistency
- Trust and attention
- Engagement patterns
- Publishing and repurposing bottlenecks

3

AI & Automation Efficiency

- Manual, repetitive tasks
- Operational bottlenecks
- Team handoffs
- AI workflow adoption

4

Customer Experience & Conversion

- Onboarding
- Follow-up after the sale
- Offer friction
- Retention and referrals

The R.E.A.L. Visual Method

Four moves, in order. Skip the order and you get exactly what everyone else is already posting.

R

Research

Use Perplexity to find current, credible, source-verifiable statistics, studies, reports, and market data. Not a summary of a summary. The original source.

E

Extract

Pull one precise claim: the source URL, the date, who or what was measured, the metric's exact definition, methodology or sample size if available, and the one limitation that keeps you honest.

A

Arrange

Hand the verified facts to ChatGPT to build the visual concept, the chart, the stat card, the image-generation or Canva brief, the caption, and the CTA. ChatGPT never touches raw, unverified research.

L

Lead

Publish with a clear, practical takeaway and one next step: a comment keyword, a DM automation, a checklist, an audit, or an offer.

ANDREW'S TAKE

Truth before design. Clarity before cleverness. If the visual is beautiful and the number underneath it is wrong, you have not built authority. You have built a liability with good typography.

Research With Perplexity

Perplexity is the right tool for this step because it cites its sources by default. ChatGPT, left alone, will confidently hand you a number it made up. That is not a flaw you can prompt your way around. It is why this method splits research and creation across two different tools instead of asking one model to do both.

Fill in the brackets below with your audience, your topic, and the offer you want the post to lead toward, then run it in Perplexity.

COPY & PASTE INTO PERPLEXITY

"You are my research assistant for an authority-building Facebook visual.

Audience: [DESCRIBE MY IDEAL CLIENT]

Topic: [ONE BUSINESS PROBLEM OR OPPORTUNITY]

Goal: Help me create a credible, useful visual that leads to [COMMENT KEYWORD / LEAD MAGNET / OFFER].

Find 5 recent, source-verifiable statistics.

For every statistic, provide:

1. The exact claim, stated conservatively
2. The original source URL, not merely a secondary article
3. Publication date
4. Who or what was measured, including geography and sample size if available
5. The metric definition and any important limitation
6. Why it matters to my audience
7. The best visual format: stat card, bar chart, comparison chart, timeline, ranking, or carousel

Prioritize primary sources, reputable research firms, established surveys, official platform reports, and government data. Do not invent numbers or include a claim unless you can identify the original source.

Then rank the five ideas by relevance, shareability, and strength of proof."

Verify the Source, Build the Packet

Perplexity's citation is your starting point, not your proof. Click through to the original source yourself. Confirm the date, the sample, and what the number actually measures, before it goes anywhere near a design tool.

NON-NEGOTIABLE

Never rely only on an AI summary or a secondary article. Never invent a statistic, a date, a sample size, or a citation. Never imply causation, earnings, or guaranteed results the source does not support.

Once you've confirmed it, drop it into this template. This packet is the only thing you'll hand to ChatGPT in the next step.

Audience: [Who this post is for]

Business goal: [What you want them to do next]

Verified statistic: [Exact statistic, written conservatively]

Original source: [Direct URL]

Source title and publisher: [Title + organization]

Publication date: [Date]

What was measured: [People / companies / behavior / time period]

Geography: [Country / region / global]

Sample size or methodology: [If available]

Metric definition: [What the number actually means]

Important limitation: [What it does not prove or apply to]

My expert takeaway: [The practical business implication]

Call to action: [Comment "KEYWORD" to receive X]

Turn the Verified Packet Into a Post

This is where most people go wrong even after doing real research: they let ChatGPT "enhance" the numbers. Your job in this step is the opposite. Hand ChatGPT a closed packet and tell it, explicitly, not to add anything.

COPY & PASTE INTO CHATGPT

"You are a social-media creative director and data-visualization editor.

Create one accurate, clean, high-engagement Facebook visual-data post using only the verified information in the Research Packet below.

NON-NEGOTIABLE RULES:

- Do not add, alter, estimate, infer, or invent facts, numbers, dates, sources, or claims.
- Do not imply causation, certainty, earnings, or guaranteed results beyond what the source supports.
- Keep the visual focused on a single takeaway.
- Make all text easy to read on a mobile phone.
- Include a compact source footer with publisher and publication year.
- If a detail is missing, ask a question instead of making it up.

DELIVER:

1. Five accurate headline options, each 8 words or fewer
2. The best visual format and why
3. Exact on-image text and data labels
4. A 1080 × 1350 design brief, including layout, hierarchy, colors, typography, spacing, and source-footer placement
5. A concise Facebook caption: hook, interpretation, practical takeaway, question, and CTA
6. Three comments I can add beneath the post to encourage conversation
7. A quality-control checklist comparing the proposed output with the Research Packet."

[Paste your completed Research Packet here]

STEP 4 OF 5

Finalize the Visual

AI-generated images misspell words and render numbers wrong more often than people expect. For anything text-heavy, chart-heavy, or number-heavy, treat the AI output as a draft and finish it in Canva, where you control every character.

- ☐ Every number on the image matches the Research Packet exactly.
- ☐ Every word is spelled correctly, including the source name.
- ☐ The chart axis starts at zero. No truncated axis exaggerating the difference.
- ☐ Only one major insight on the graphic. Not three ideas competing for attention.
- ☐ The source line is visible without zooming in.
- ☐ Nothing on the image implies a guarantee, an earnings claim, or a universal result.

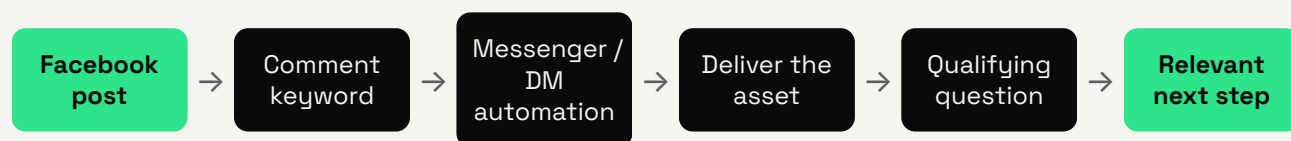
WHY CANVA, NOT JUST AI

An AI image generator is fast at concepts and terrible at precision. Canva is slow at concepts and precise at execution. Use each tool for what it's actually good at instead of forcing one to do both jobs badly.

STEP 5 OF 5

Publish and Start the Conversation

The post is not the offer. The post is the opening line of a conversation you have not had yet. Resist the urge to drop an affiliate link or a booking link directly under the graphic. That's a transaction. You want a conversation.



That last step is not a hard pitch. It's a prompt pack, a workflow audit, an automation setup, a visual-content system, a workshop, or an implementation offer, matched to whatever they actually told you in the conversation.

ANDREW'S TAKE

Busy is not building. A post with no automation behind it is just content. A post with a comment-keyword trigger behind it is a system, and systems are the only thing that compound while you're not at your phone.

FULL WORKED EXAMPLE

Lead Response Speed

Here is the method run start to finish on one real number, so you can see exactly what "finished" looks like.

Verified statistic: Average time to a personalized first response after a demo request: 11h 54m by email, 14h 29m by phone.

Original source: Workato, "B2B Lead Response Times: What We Learned from 114 Companies," published March 19, 2026.

What was measured: Demo requests submitted to 114 B2B companies; response behavior tracked by channel.

Important limitation: A vendor-conducted field study of 114 companies. Measures response behavior, not revenue or conversion outcomes. Present it as a benchmark from this study, not a universal result.

Expert takeaway: Most businesses don't need to remove humans from follow-up. They need a system that instantly acknowledges, routes, and alerts the right person so a warm lead doesn't wait half a day for the first response.

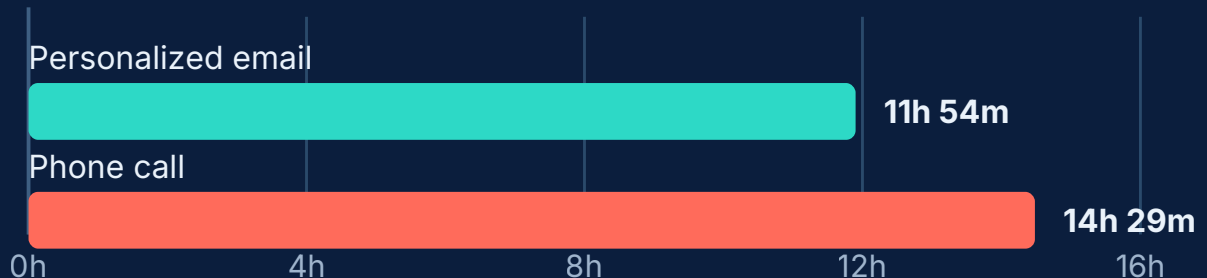
1 Your leads wait 12 hours. Your competitor answers in 5 minutes.

2 114 companies. One replied to a lead in 5 minutes.

3 Zero companies called a new lead back in 5 minutes.

B2B companies say leads matter. Their response times say otherwise.

Average first personalized response time, Workato's 2026 study of 114 B2B companies



Only 1 of 114 sent a personalized email within 5 minutes.

0 of 114 called within 5 minutes.

EXECUTION

The 30-Minute Publishing Sprint

This entire method fits inside one focused half-hour block once you've run it a few times. Here's the pacing that keeps it there.

0–10 min

Research and verify. Run the Perplexity prompt, pick the strongest statistic, click through to the original source, and fill in the Research Packet completely.

10–20 min

Build the post. Paste the completed packet into the ChatGPT creative prompt. Review the five headlines, pick one, and generate the visual concept and caption.

20–25 min

Finalize. Run the pre-publish checklist. Fix any text or numbers in Canva if the AI image got a character wrong.

25–30 min

Publish and arm the funnel. Post it, confirm the comment-keyword automation is live, and queue the three-message DM sequence.

ANDREW'S TAKE

If a single post is taking you two hours, the bottleneck isn't your writing. It's that you're researching, designing, and second-guessing all inside one open-ended session instead of four timed ones.

BEFORE YOU HIT PUBLISH

Pre-Publish Checklist

Run down this list every time. It takes ninety seconds and it's the difference between authority content and a liability with good typography.

- ☐ I verified the original source myself. I did not rely on an AI summary or a secondary article.
- ☐ The publication date, sample size, and methodology are confirmed and accurate.
- ☐ The graphic makes exactly one point. Not two, not five.
- ☐ Any chart axis begins at zero. Nothing is exaggerated by a truncated scale.
- ☐ No number, date, or claim on this post was invented, estimated, or rounded up for effect.
- ☐ Nothing implies causation, guaranteed earnings, or a universal outcome the source doesn't support.
- ☐ The source footer is visible on the image itself, not just in the caption.
- ☐ Every word and every number on the image was proofread against the Research Packet.
- ☐ The post ends in a specific comment-keyword CTA, not a vague "let me know your thoughts."
- ☐ The comment-to-DM automation is tested and live before this goes out.

You Don't Need More Content. You Need a System That Compounds.

Most people who read this will nod along, save it, and post the same unsourced graphic next week anyway. Knowing the method and running the method are two different businesses.

If you want to build one verified post using this exact process, comment your keyword on the post that sent you here and I'll walk you through it in Messenger. If you already know your content is the leak but you don't have time to fix the pipeline yourself, that's usually where I come in: a research-and-visual system built into your existing content calendar, a comment-to-DM automation so this funnel runs without you at your phone, or a full audit of what's currently costing you credibility.

ANDREW'S TAKE

Fewer, better systems beat more content every time. One verified post a week that people actually trust will outperform five unsourced ones that get scrolled past.

Research & verification disclaimer: This guide teaches a research and verification process. It does not verify facts on your behalf. Before publishing any statistic, confirm the original source, the publication date, and the sample size or methodology yourself. If you cannot locate the original source, do not publish the number. Nothing in this guide guarantees income, leads, or business results. Example figures cited here, including the Workato study, are shown with their reported publication details and should be re-verified against the current source before reuse, since studies get updated or superseded.