

The Fall Forward 90-Day AI Workbook

Your complete self-paced build book — every Claude skill, full buyer + seller journeys, marketing, audits, Chrome stack.

CLAUDE EDITION

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How to use this workbook

This is not a reading book. It is a build book. You will fill in boxes, check off days, run skills, and watch your business tighten up week by week.

The rule of Fall Forward: one skill at a time, one hour at a time, one win at a time. If you try to do all of it on day one, you will quit on day three. Pick the next block. Stack it. Move.

This is self-paced

You set the clock. No cohort watching you, no instructor waiting on you. If life hits and you miss a week, you miss a week — pick up where you left off and keep moving.

Three ways to run it:

Pace A — The Full 90 (recommended): One hour, Monday to Friday, for 13 weeks. 65 hours total. You finish with the whole stack and a signed commitment page.

Pace B — The 180 (lighter touch): One hour, three days a week, for 26 weeks. Six months. Good for agents in heavy production who can't give five days a week.

Pace C — The Weekend Sprint: A full day on Saturday for 13 weeks. Not recommended, but if your weekdays are gone, this works. Finish each weekend's section and run the skills that week between sessions.

Pick one. Write it on page 1. Stick to it for 30 days before you consider switching.

What's inside

- **Day 0 — Build Your Shell:** before anything else, create the Claude Project every skill lives inside, with the compliance instructions pasted in.
- **Part 1 — Your Business Foundation:** goals, mission, vision, value proposition, honest state of your business today.
- **Part 2 — Pick Your Lens: Brain or Heart:** one choice, same outcome, plus the Foundation skills.
- **Part 3 — The Claude Plan:** complete seller + buyer + marketing + nurture journeys with every skill.
- **Part 4 — The ChatGPT Plan:** ChatGPT-native speed layer that runs alongside Claude.
- **Part 5 — Design Your Daily Time Blocks:** template you customize for your schedule.
- **Part 6 — Design & Run Your Workflow Chains:** install chain-runner. One command = whole sequence runs.
- **Part 7 — Find Your Gaps:** worksheet to spot what your business is missing.
- **Part 8 — Week-by-week checklist:** 13 weeks of boxes to tick.
- **Commitment:** sign, date, tape to the wall.

The commitment

One hour at a time. Not two. Not four. One. Protected. Same time, same place, whichever pace you picked. This workbook is designed around that hour.

The honest truth: If you can't give it an hour at a time, you don't need a better AI stack — you need a calendar block. Build the block first.

First, understand two things: Projects and Skills

Before Day 0, read this page. It takes 3 minutes and makes everything else in this workbook make sense.

What is a Claude Project?

A Project is a persistent workspace inside Claude. Think of it like a dedicated office for one area of your business. A regular chat (what happens when you just type at claude.ai) is a conversation — it ends when you close the tab, and the next chat starts from zero. A Project is different:

- It REMEMBERS context between chats. Every chat you start inside a Project has access to the files you uploaded and the instructions you set.
- It has PROJECT KNOWLEDGE — a folder where you upload files (your Brand Guide, your Foundation files, your Avatar). Every chat in the Project reads from them.
- It has CUSTOM INSTRUCTIONS — one block of rules that applies to every chat (that's the compliance block you'll paste in on Day 0).

In this workbook, your Fall Forward Project is the one place where all your business memory and voice live. Every skill you run inside it inherits that memory automatically.

Where to find Projects

1. Go to claude.ai in your browser. Log in.
2. Look at the LEFT SIDEBAR. You'll see sections for "Starred," "Recents," and "Projects."
3. Click "Projects." You'll see any Projects you've created, plus a button that says "+ Create Project" (or "New Project").
4. To start a new one: click that button, give it a name, click Create.
5. To open an existing one: click its name in the sidebar.

Important: Projects are a Claude Pro feature. If you're on the free tier, you can still use skills in regular chats, but you'll lose the memory benefit. Upgrade to Pro (\$20/mo) before Day 0 if you can — it pays for itself in the first week.

What is a Claude Skill?

A skill is a pre-written, specialized workflow Claude can run on demand. When you type a slash command like `/ai-brain-builder`, you're telling Claude to switch from "general chat mode" into "specialized skill mode" — it loads a specific set of instructions, follows a specific sequence, and produces a specific output.

Think of skills like apps on your phone. Your phone can do a lot of things, but when you need to track calories you open MyFitnessPal, not just "the phone." Skills are the same — Claude can do anything in a chat, but when you want a listing presentation built right, you type `/sellerprez` and Claude becomes a listing-presentation specialist for the duration of that chat.

Where skills come from

You have access to three types of skills:

- ANTHROPIC-BUILT skills — pre-made by Anthropic (Claude's company). These are available in the skills library.
- DEB-BUILT skills (that's me) — I've built a library of real-estate-specific skills for the Fall Forward program. If you're in my course, you have access to these.
- SKILLS YOU BUILD YOURSELF — using `/skill-creator` (which is itself a skill). This is how you fill the gaps in Part 7 of this workbook.

How to install / enable a skill

Skills live in your Claude account's skill library. Here's how to add one:

6. In Claude, click your profile icon (top right) → Settings → Skills (or "Capabilities").
7. You'll see all the skills currently available to you.
8. To add a new skill: either (a) toggle on skills from Anthropic's library, or (b) paste in a SKILL.md file someone (like me, or `/skill-creator`) wrote.
9. Once a skill is enabled, you can trigger it in any chat by typing its slash name — like `/ai-brain-builder`.

For Fall Forward students: the skills referenced in this workbook with slash commands (like `/sellerprez`, `/anchor-buyer-consult`) are from my Fall Forward library. If you're in my course or have been given access, they're already in your skills library. If you don't see one when you type its name, come back to Settings → Skills to enable it.

How to run a skill

10. Open your Fall Forward Project (so the skill reads from your Project Knowledge).
11. Start a new chat inside the Project.
12. Type the skill's slash name — for example: `/ai-brain-builder`
13. Claude recognizes the slash command and switches into that skill's workflow. It will often ask you questions or request a file. Answer them.
14. The skill produces its output — a document, a plan, a script. Save that output to Project Knowledge so future skills can read it.

The one rule: always start a new chat INSIDE a Project (not a standalone chat), because that's how the skill gets access to your Brand Guide, Foundation file, and everything else. If you run a skill in a standalone chat, it will produce generic output.

The analogy that makes it click

Your Fall Forward Project is like hiring a specialist assistant who has your Brand Guide, Mission, and client avatar permanently on their desk. Skills are the specific jobs you ask that assistant to do. The Project Instructions (the big compliance block you'll paste on Day 0) are the HR rules the assistant follows every single day.

Day 0 — Build your shell (20 minutes, do it today)

Open two browser tabs. Follow the steps. Copy the block. Fill 3 blanks. Done. Nothing else to think about.

Claude setup — 10 minutes

15. Open claude.ai. Log in.
16. Left sidebar → Projects → Create Project.
17. Name it: Fall Forward.
18. Click Set custom instructions.
19. Copy the entire bordered block on the next page. Paste it in. Fill in only the three yellow blanks.
20. Click Save.
21. Done. Close the tab or leave it open — your shell exists.

ChatGPT setup — 5 minutes

22. Open chat.openai.com. Log in.
23. Settings → Personalization → Memory: turn ON.
24. Click Projects → + New project. Create 5 and name them: Sellers, Buyers, Content, Education, Admin.
25. Done.

The only rule from here forward

Every Claude skill you run in this workbook runs INSIDE your Fall Forward Project. Click the Project first, then start the chat, then type the skill. The instructions you just pasted do the heavy lifting automatically.

End of Day 0. Go to Part 1.

Not in Georgia? The instructions on the next page reference Georgia law (BRRETA, GREC). Paste them as-is for now. In Week 1, swap your state's rules — everything else works everywhere.

Bilingual? After pasting the English version, create a second Claude Project called Fall Forward · Español with a Spanish mirror of these instructions. Run Spanish-first client work in that Project.

Copy this block into Custom Instructions

Highlight everything inside the box, copy, paste into Custom Instructions. Fill the three yellow blanks. Save. That's it.

▼ ▼ ▼ **START COPY HERE** ▼ ▼ ▼

FALL FORWARD · PROJECT INSTRUCTIONS

WHO YOU ARE

You are my AI real estate admin assistant. I'm **[YOUR NAME]** — licensed Georgia real estate **[AGENT / ASSOCIATE BROKER / BROKER]** with **[YOUR BROKERAGE NAME]**. Think like the best transaction coordinator I've ever had: fast, organized, and three steps ahead of me.

WHAT YOU DO

Keep me organized and moving. Manage my inbox, review my calendar, prep me for appointments, draft replies, and flag the follow-ups that actually matter. Always read my Brand Guide, Foundation file, and Client Avatar before drafting anything. Match my voice. If something is missing, ask before guessing.

Work my priorities in this order:

- Client communication — anyone waiting on me surfaces first
- Active leads — speed to lead is the whole game
- Transaction items — deadlines, contingencies, contract dates
- Upcoming appointments — I should never walk in cold
- Anything that creates or protects revenue — if it makes money or saves a deal, it goes to the top

HOW YOU TALK TO ME

- Bottom line up front. Summarize first, details second.
- Simple, direct, skimmable — I'm reading between appointments, not at a desk.
- Always end with the next best action: one clear move I can make right now.
- If something is urgent, say so plainly. Don't bury it.
- No corporate fluff, no filler, no essays.

HARD RULES — GEORGIA LICENSE LAW

You operate strictly within **MINISTERIAL ACTS** under Georgia law (BRRETA, O.C.G.A. § 10-6A-3) — acts that are informative or clerical and do NOT rise to the level of active representation, advice, or negotiation.

Compliance framework — check these authorities in this order:

26. BRRETA — Brokerage Relationships in Real Estate Transactions Act (O.C.G.A. § 10-6A-1 et seq.)
27. GREC Rules & Regulations — Chapter 520 of the Rules of the Georgia Real Estate Commission
28. License Law — O.C.G.A. Title 43, Chapter 40

Georgia does NOT impose common-law fiduciary duties on brokers. Under BRRETA (§ 10-6A-5 & § 10-6A-7), Georgia brokers owe specific statutory duties — loyalty, obedience to lawful instructions, confidentiality, accounting, and reasonable skill and care. **Do not reference "fiduciary duty" in any Georgia context, in any output.** If anyone asks about duties, describe them as BRRETA statutory duties.

YOU MAY

- Schedule, confirm, and reschedule appointments and showings
- Sort, summarize, and prioritize emails and calendar items
- Draft routine correspondence for my review
- Provide factual, publicly available property information (address, list price, square footage, days on market, tax record data)
- Complete factual or business information on forms at my direction
- Track deadlines, dates, and checklist items
- Build prep sheets, notes, and files for my appointments
- Refer people to me or to another licensee or service provider

YOU MAY NOT

- Give real estate advice, opinions, or recommendations to a client, customer, or the public
- Give legal advice of any kind, ever — no interpreting contract language for a consumer, no explaining what a clause "means," no answering "is this legal?" questions. Refer to an attorney.
- Give tax or financial advice — refer to a CPA or financial advisor
- Offer pricing opinions, value conclusions, CMA interpretations, or "what should we offer" guidance
- Negotiate, counsel, or advocate on anyone's behalf
- Send ANY communication to a client, customer, cooperating agent, or third party without my explicit approval — draft everything, I hit send
- Make representations about property condition beyond documented facts
- Use the phrase "fiduciary duty" or imply one exists between a Georgia broker and a client
- Perform any act requiring a real estate license

FAIR HOUSING & ADVERTISING

- No steering. Never reference or infer protected class — race, color, religion, sex, familial status, national origin, disability, or any Georgia or local protected class.
- Never describe neighborhoods or schools in evaluative terms ("good area," "safe," "family-friendly"). Facts and sources only.
- All marketing copy must be Fair Housing compliant and carry proper brokerage identification per GREC advertising rules (Ch. 520-1-.09).
- Flag anything that looks like an advertising, agency-disclosure, or broker-supervision issue BEFORE I act on it.

WHEN IN DOUBT

Stop and ask me. If a task edges toward advice, representation, negotiation, or interpretation — flag it and hand it back. When a compliance question comes up, cite the specific BRRETA section, GREC Rule, or O.C.G.A. provision you're relying on, and tell me to verify it before acting.

I'm the licensee. You're the admin.

▲ ▲ ▲ **END COPY HERE** ▲ ▲ ▲

That's the whole block. Highlight from "FALL FORWARD · PROJECT INSTRUCTIONS" through "I'm the licensee. You're the admin." → copy → paste → fill the three yellow blanks → Save.. Go to Part 1.

Why these instructions (if you're curious)

Optional reading. The block works whether you understand it or not. But here's why each section is in there — and what breaks if you leave it out.

Why "Who you are" matters

Without a role, Claude defaults to writing like a generic AI assistant — polite, long, cautious. With a role ("admin assistant, transaction coordinator, three steps ahead"), every answer comes back shorter, sharper, and in the voice of someone who works for you.

Why "What you do" and the priority order matter

If Claude doesn't know your priorities, it treats every task equally. The ordered list tells Claude what to surface first — client comms, hot leads, transaction deadlines. That's the difference between "here's a list of 20 things" and "do this one thing now."

Why "How you talk to me" is non-negotiable

Default AI output is wordy, hedged, and formatted for a desk. You're reading on your phone between showings. "Bottom line up front" + "end with next best action" strips the fluff.

Why the Georgia license law section is in there

The one most agents skip, and the one with the highest cost if you skip it. Without compliance guardrails, Claude will cheerfully give pricing opinions, interpret contract language, offer "what should we counter" advice, and casually use "fiduciary duty" in a Georgia context.

The MINISTERIAL ACTS framing is the GREC-safe boundary: Claude can do what an admin can do and nothing that requires a license. The "no fiduciary duty" rule is Georgia-specific — brokers owe statutory duties, not common-law fiduciary ones.

Why Fair Housing is called out separately

Fair Housing violations are the fastest way for an agent to lose a license, and AI makes them easier to commit. Describing a neighborhood as "safe" or "family-friendly" is steering. The Fair Housing block tells Claude to flag it BEFORE it ships to you.

Why "When in doubt, stop and ask"

AI's biggest risk isn't being wrong — it's being confident while wrong. The last section tells Claude: when something crosses the line, stop. Cite the specific rule. That turns Claude from a confident guesser into a cautious partner.

The one-sentence summary: These instructions turn Claude from a generic chatbot into a Georgia-compliant real estate admin that reads your voice, respects your license, and knows which three things to surface first every morning. Paste them once and every Project chat inherits all of it.

Part 1 — Your business foundation

Before you build a single skill, write these pages. Everything downstream reads from these answers. Vague answers here, vague output everywhere.

Your business goals

Write what you want your business to produce by the end of your 90 days. Dollars, deals, decisions, days off. Specific or it doesn't count.

Goal	Your answer
Revenue goal (90 days)	
Transactions / closings	
New leads captured	
Database touches per week	
Lifestyle wins (time off, family, health, learning)	

Mission, vision, value proposition

Mission — one sentence explaining what you do and who you do it for. Read it to a stranger at a bus stop. If they get it, keep it.

Your mission

Vision — what your business looks like three years from now. Picture, not plan.

Your 3-year vision

Value proposition — the ONE thing you deliver that nobody else at your price point delivers. Not three things. One.

Your unique value proposition

Who you serve — be specific. Price range, life stage, neighborhood, language. "Everyone" is not an answer.

Your ideal client (one sentence)

Current state audit

Honest inventory. No AI tool fixes a problem you refuse to name.

Area	Where you are right now
Database size & cleanliness	
Weekly content output	
Lead response time	
Listing pipeline (next 90 days)	
Buyer pipeline (next 90 days)	
Google Business Profile status	
YouTube / video cadence	
Email list / nurture sequence	
Compliance pain points	
Hours per week lost to "where is that file?"	
What's working that you want to protect	
The ONE thing you'd fix first if you could	

Part 2 — Pick your lens: Brain or Heart

Here is a thing most workbooks won't tell you: you do not need both Brain Builder and Heart Builder. They are two paths to the same destination. Pick the one that fits how you think.

The two lenses

Brain Builder (/ai-brain-builder)

If you think business-first. You like structure. You like math. You want to answer: Who is my ideal client? What's my market? What's my niche? What are my goals? Then let voice emerge from those facts.

Pick Brain if: you came from a corporate background, you teach, you plan in spreadsheets, you want outcomes defined before you talk about tone.

Heart Builder (/heart-builder)

If you think voice-first. You know how you want to sound before you know your pricing niche. You want to answer: How do I actually serve? What does my client experience feel like? What's my story? Then let business facts organize around that voice.

Pick Heart if: you came from service, storytelling, or performance; your relationships are already your business.

Either skill produces the single document every other skill reads. Pick one. Run it. Move on.

Where you run it: inside your Fall Forward Project from Day 0. Open the Project first, then start the chat, then type the slash command. The output auto-saves to Project Knowledge.

If you really can't decide: run Brain. It's the slightly more structured output and works for 70% of agents on the first try. You can always add a Heart pass later if the voice feels generic.

The six Foundation skills

After your Brain-or-Heart choice, finish these five more. Every downstream skill reads these files.

Order	Skill	What it writes
Day 1	/ai-brain-builder OR /heart-builder	Your operating profile (pick one lens)
Day 2 AM	/brand-direction-builder	Brand positioning + strategic direction
Day 2 PM	/brand-guide-builder	Visual + verbal brand guide
Day 3 AM	/client-avatar-builder	Your ideal client avatar file
Day 3 PM	/business-plan-builder	Annual business plan
Day 4	/tech-stack-audit	What you have, what you're paying for, what's missing

End of Foundation: you have six files that every other skill reads from. That is the whole reason the stack works.

Checkpoint: If you skip Foundation, nothing downstream will sound like you. Do not move to Part 3 until all six are done.

Part 3 — The Claude plan

Claude is where your deep work lives. By Day 7 your Fall Forward Project is full — six Foundation files sitting in Project Knowledge. Now the question is: stay in one Project or split into three?

Day 7 — Split or stay (your call)

Option A — Stay in one Project (simpler). Keep running every seller, buyer, and content skill inside your Fall Forward Project. Fewer places to look. Fine for solo agents under 20 transactions/year.

Option B — Split into three (cleaner). Create Seller System, Buyer System, and Content Engine as new Projects. Copy the six Foundation files into each one. Specialized Custom Instructions per Project. Recommended for 20+ transactions/year, teams, or anyone who wants separate chat histories per workflow.

Either way, every skill below runs INSIDE a Project where your Foundation lives. Don't run skills in standalone chats.

Weeks 2–5 — Your complete Seller System (Days 8–35)

Six phases, every stage of the seller journey, every skill in the library. By Day 35 you can walk a listing from the first "what's my home worth?" click to the closing-day celebration post without touching a template twice.

Phase 1 — Lead generation (Days 8–14)

Build the demand before you need it. These skills create the pipeline that fills your listing calendar 90 days from now.

Day	Skill	What you build + how to use it
8	/home-valuation-landing-page	Your "what's my home worth?" page — the digital front door. Build once, feed with ads forever.
9	/landing-page-builder	Build the actual page (not just copy) if you don't have a web platform.
10	/farming-letters	Monthly mailer rhythm to your target farm — same street, same face, every month.
11	/circle-prospecting	Scripts for calling the street around every new listing and every recent sale.
12	/just-listed-just-sold-cards	Postcard copy + design brief for every activity in your farm.
13	/fsbo-outreach + /expired-listings-outreach	High-intent lists — these people already decided to sell. Weekly cadence.
14	/meta-ads-seller-lead-gen + /ga-ad-compliance-check	Paid seller funnel pointing at your valuation page. Compliance check first.

Phase 2 — Speed to lead + nurture (Days 15–17)

Day	Skill	What you build + how to use it
15	/speed-to-lead-followup	Every valuation lead gets a text + email + call script in <5 min, automatically or by you.
16	/pre-listing-package-writer	The packet that lands in the seller's inbox 48 hrs before you arrive — half the objections dissolve before you park.
17	/long-term-nurture	12+ month drip for seller leads who aren't ready yet — the pipeline for next year.

Phase 3 — Winning the listing appointment (Days 18–22)

Day	Skill	What you build + how to use it
18	/cma-narrative	Turns your CMA numbers into a story the seller actually understands. Run morning of every appointment.
19	/offer-usp-skill	Sharpens the ONE differentiator that wins this specific appointment. Run morning of.
20	/sellerprez + /listing-presentation	Full listing presentation + CMA + net sheet + bilingual version if needed.
21	/seller-net-proceeds-explainer	Clean one-page "here's what you walk away with" — printed for every seller.
22	/objection-handling	Price / timing / brokerage objections, scripted. On your phone before you knock on the door.

Phase 4 — Active listing marketing (Days 23–30)

The edge of the system. Every listing hears from you every Friday. Every listing gets marketed as a story, not a spec sheet.

Day	Skill	What you build + how to use it
23	/listing-marketing-skill	Day-one marketing package: copy, social captions, flyer, open-house invite. Fires the day the listing goes live.
24	/listing-song-suno	Suno AI song + 30-sec Reel for the listing. Pattern-interrupt marketing that gets shared.
25	/reels-scripts + /carousel-writer + /carousel-posts	Twice-a-week value content around the listing (not just "come see it").
26	/real-estate-image-generation	Branded "Just Listed," "Open House," "Price Improved" visuals — compliant, consistent.
27	/listing-market-update	EVERY FRIDAY, NO EXCEPTIONS. Weekly seller report pulled from RPR. Turns you from "the agent" into "my agent."
28	/open-house-followup	24-hour follow-up for every open house sign-in. No sign-in gets left cold.
29	/appointment-reminders-noshow	Confirm every showing. Recover every no-show.
30	/listing-management + /paperlesspipeline-workflow	Weekly compliance + listing review workflow.

Phase 5 — Price reductions & pivot decisions (Day 31)

Nobody wants to have this conversation. The skill is in knowing when to have it (not too early, not too late) and how to frame it (data-driven, not panicked).

Day	Skill	What you build + how to use it
31	/cma-narrative (refresh) + /objection-handling + /listing-market-update	Build your price-reduction conversation framework: refresh the CMA with latest comps, prepare the "what the market is telling us" script, print the data in the next Friday market update so the seller sees the pattern before you ask.

Price reduction decision framework: Days on market vs. average DOM in the micro-market × showings per week vs. expected × percentage over last sold comp. When two of three are off, have the conversation. The Friday market update sent the week before softens the ground — the seller sees the data first.

Phase 6 — Under contract to close + post-close (Days 32–35)

Day	Skill	What you build + how to use it
32	/inspection-appraisal-scripts	The two hardest conversations of the deal, scripted. On your phone the second the inspection report lands.
33	/transaction-guide-skill	Umbrella Georgia transaction workflow — BRRETA checkpoints, Fair Housing, broker compliance from binding to close.
34	/closing-day-communication	Closing-day message, countdown texts, same-day social post celebrating the seller.
35	/seller-nurture-sequence + /handwritten-notes	Automated post-close drip. Handwritten note at close, +30, +90, sale anniversary every year.

End of Month 1 — How am I doing? audit

Before you jump into the Buyer System, stop and check your work. 20 minutes with a cup of coffee.

Scorecard — rate each 1 (bad) to 5 (great)

Area	Rating 1–5	What's working / what's not
Day 0 shell + Project Instructions are stuck (using them every chat)		
Six Foundation files finished and feel like me		
Seller lead-gen skills running (home valuation page live, farming started)		
Listing appointment package feels sharper than Day 0		
Active listings got a Friday /listing-market-update every Friday		
Speed-to-lead is actually under 5 minutes		
Protected my AI hour at least 20 out of 30 days		
I enjoy using the stack more than I resent it		

Goal check-in

Pull out your Day 1 goals. For each one, mark where you are at Day 30.

Day 1 goal	Day 30 reality	On track? (Y/N)
Revenue goal		
Transactions / closings		
New leads captured		
Database touches per week		
Lifestyle wins		

Any goal rated "N" — adjust the plan, not the goal. What skill or chain do you need to build in Month 2 to get back on track?

Month 2 course corrections

Weeks 6–8 — Your complete Buyer System (Days 36–56)

Seven phases, call-in to close. Every buyer skill in the library placed exactly where it earns its keep. By Day 56 you can walk a buyer from "I'm thinking about buying" to signed closing documents without once wondering what to do next.

Phase 1 — Buyer lead capture (Days 36–40)

Day	Skill	What you build + how to use it
36	/buyer-lead-landing-page	Home-search / new-listing-alerts / buyer-guide opt-in page. The hook.
37	/landing-page-builder	Build the actual page if you need to.
38	/meta-ads-buyer-lead-gen + /meta-retargeting-ads + /ad-creative-brief	Paid buyer funnel + retargeting the warm ones + creative brief for every campaign.
39	/google-ads-realtor-search + /google-pmax-realtor	Google intent-based search ads — people who are already searching.
40	/first-time-buyer-outreach + /cold-call-scripts	Monthly first-timer wave + script book for prospecting hours.

Phase 2 — Speed to lead + initial contact (Day 41)

Day	Skill	What you build + how to use it
41	/speed-to-lead-followup	Every new buyer lead gets a text, email, and call script within 5 minutes. No lead goes cold overnight.

Phase 3 — The buyer consultation (Days 42–45)

No showings until the consult is done. That is the rule.

Day	Skill	What you build + how to use it
42	/buyer-consultation	Full question set as your prep sheet before every consult. Read it. Highlight 3 questions you tend to forget.
43	/anchor-buyer-consult	Run alongside the live consult. ANCHOR separates non-negotiables from priorities and auto-writes the client Buyer Profile — the file every future skill reads.
44	/buyer-strategy-builder	Turns the ANCHOR profile into a living search strategy (FUNNEL → FOCUS → ANALYZE → ADJUST). Refresh weekly per buyer.
45	/objection-handling	Brokerage engagement objections, "I'm not ready yet," commission conversations. Scripts ready before they come up.

Phase 4 — Search & property discovery (Days 46–49)

Day	Skill	What you build + how to use it
46	/mls-search-property-discovery	Daily MLS search built from the ANCHOR profile. Three homes they'll love and can explain why — not a listing dump.
47	/appointment-reminders-noshow	Confirm every showing. Recover every no-show.
48	Showing feedback loop (built from /anchor-buyer-consult refresh)	After every showing, update the ANCHOR profile with what the buyer actually responded to. Next search is sharper.
49	/objection-handling (cold-feet script)	When they get cold feet or hesitate mid-search. Separate from pre-consult objections.

Phase 5 — Offer & negotiation (Days 50–52)

Day	Skill	What you build + how to use it
50	/offer-negotiation-scripts	Script the offer AND the likely counter before you draft. Negotiation prep that saves deals.
51	Multiple-offer protocol (from /offer-negotiation-scripts)	Specific scripts for a bidding war — escalation clauses, appraisal gaps, timing.
52	/ga-ad-compliance-check + /public-data-ethics	Compliance refresh on how you talk about offer terms publicly or in group texts.

Phase 6 — Under contract to close (Days 53–55)

Day	Skill	What you build + how to use it
53	/inspection-appraisal-scripts	The two hardest buyer conversations — repair asks, appraisal gaps. Scripted calmly.
54	/transaction-guide-skill	BRRETA checkpoints, Fair Housing, broker compliance from binding to close for buyers.
55	/closing-day-communication	Closing-day message, countdown texts, the "keys" photo and same-day social.

Phase 7 — Post-close: the ten-year game (Day 56)

Day	Skill	What you build + how to use it
56	/buyer-nurture-sequence + /handwritten-notes + /referral-partner-outreach	Automated post-close drip. Handwritten notes at close, +30, +90, home anniversary each year. Lender/title/insurance/contractor loops stay warm. Every buyer is a future seller.

End of Month 2 — How am I doing? audit

Same scorecard rhythm as end of Month 1. 20 minutes with coffee.

Scorecard — rate each 1 (bad) to 5 (great)

Area	Rating 1–5	What's working / what's not
Buyer landing page is live and leads are coming in		
Every new buyer this month got an ANCHOR consult		
No showings happen before the consult is done (hard rule)		
MLS search runs daily, tied to ANCHOR profile		
Offer and inspection scripts were used on active deals		
Database touches hitting 25/week		
Friday /listing-market-update still 100% consistent on active listings		
Protected AI hour at least 20 out of 30 days		

Pipeline check — honest numbers

Metric	End Month 1	End Month 2	Change
Active listings			
Active buyers (ANCHOR done)			
Under contract			
Database size			
Weekly new leads			

Month 3 focus: this is where the Marketing + Online Presence stack goes live, where you build chains, and where you close out your 90 days with a system that compounds.

What I will double down on in Month 3

Weeks 9–10 — Marketing & Online Presence (Days 57–70)

By Day 56 your pipeline runs. Now you put a megaphone on it. These two weeks build your visibility: Google, social, YouTube, GBP, website.

Phase A — Marketing plan + Content Engine (Days 57–63)

Day	Skill	What you build
57	/12-month-agent-marketing-plan	Full year marketing calendar — content themes by month, lead-gen rhythms, tentpole events.
58	/instagram-content-plan	IG pillars + weekly content plan built from your Brand file.
59	/daily-social-drop	Daily multi-platform post engine. One topic → every channel.
60	/linkedin-realtor	LinkedIn weekly cadence — the authority channel most agents ignore.
61	/real-estate-youtube-topic-planner	90-day YouTube topic calendar.
62	/youtube-video-scripts	Long-form YouTube scripts (12–18 min). The anchor content that fuels everything else.
63	/video-email-scripts	HeyGen / BombBomb / Loom scripts for 1:1 and 1:few video emails.

Phase B — Visual assets, audio, Canva, Suno, NotebookLM (Days 64–66)

Day	Skill	What you build
64	/real-estate-image-generation + /canva-presentation-builder + /canvas-design	Branded social graphics + Canva decks + custom visual art. Compliant, consistent, on-brand.
65	/listing-song-suno (deep dive — see Suno Playbook)	Suno songs for 8 use cases.
66	NotebookLM audio stack (see NotebookLM Playbook)	8 notebook types for listings, buyers, market, education, anniversaries, teams, research.

The Suno Song Creation Playbook (Day 65 deep dive)

Suno is the single most underused marketing tool for real estate agents. Pair it with your /listing-song-suno skill and you have a pattern-interrupt engine nobody else in your market is running. Build these eight song types once, then produce them on demand.

Song type	How to produce	Where it ships
Listing song (per listing)	Run /listing-song-suno with MLS sheet or address. Claude writes lyrics + Suno style prompt. 30-sec version.	Reel + YouTube Short + seller gift (they'll share it).
Brand anthem	Prompt Claude: "Write Suno lyrics for my brand anthem using my Brand Guide and Heart file. 60 sec, uplifting, warm, locally rooted."	Website intro, podcast intro, event walk-in music, YouTube bumper.
Open house playlist themes	Prompt: "Write 3 Suno songs that evoke [modern farmhouse / downtown loft / lake lifestyle]."	Open house ambient audio. Shared with buyers as vibe-setting gift.
Client anniversary song	Prompt: "Write a 60-sec warm, personal song celebrating [client] on anniversary of home purchase at [address]."	Email to past clients on home anniversary — year 1, 3, 5, 10.
CE course intro music	Prompt: "Write a 15-sec Suno intro for a real estate CE course called [name]. Teacher-energy."	Signature intro for every class recording, every webinar.
Monthly market update theme	Prompt: "20-sec Suno intro + outro for a monthly real estate market update podcast."	Opening and closing audio for every monthly market podcast.
Closing celebration song	Prompt: "30-sec celebratory song for closing day on [address]. Include buyer's first names."	Email with the "keys" photo on closing day. Shareable social.
Bilingual / Spanish songs	Prompt: "Write Suno lyrics in Spanish for [use case]. Bachata, cumbia, or regional Mexican depending on audience."	Bilingual listings, NAHREP events, Spanish-speaking seller or buyer touches.

Suno subscription + commercial use

- Suno Free tier: personal use only, songs cannot be used commercially (no listings, no ads).
- Suno Pro (\$10/mo): commercial use for individual creators — this is the tier for you.
- Suno Premier (\$30/mo): higher song limit + priority. Only if producing 20+ songs/month.

The Suno production workflow (one listing, 15 minutes)

29. Open Claude's Fall Forward Project. Run /listing-song-suno with the listing's MLS sheet or address.
30. Claude outputs: lyrics (verse + chorus), Suno style prompt (genre + mood + tempo), and a 30-sec Reel script with on-screen text.
31. Paste the style prompt + lyrics into Suno. Generate 2 variations.

32. Pick the best. Download the MP3 and the audio-only video file.
33. Open your preferred Reels editor (CapCut, Instagram Reels, Canva). Pair audio with listing B-roll + on-screen text.
34. Post as a Reel, YouTube Short, and TikTok. Send the audio file to your seller as a gift.

Compliance note: Suno-generated songs are AI-generated audio. Fair Housing applies to lyrics the same as any listing copy — no evaluative neighborhood language, no steering, no protected-class references. Run every Suno song through your Compliance review before publishing.

The NotebookLM Playbook (Day 66 deep dive)

NotebookLM is Google's quietly powerful tool: upload documents and it generates summaries, Q&A, and — critically — a 2-host "podcast" audio brief of the material. Free for most use. Builds the audio layer of your stack that nothing else does.

Notebook type	What to upload	What it produces + how you use it
Listing audio tour (per listing)	MLS sheet PDF, CMA, listing marketing copy, neighborhood facts, school data.	3-min audio tour for sharing with buyers.
Agent prep brief (per buyer consult)	ANCHOR profile from /anchor-buyer-consult, buyer consultation prep sheet, buyer file notes.	5-min coaching brief for the drive to the consultation.
Monthly market podcast (for database)	FMLS/GAMLS monthly stats, local news, interest rate update, /market-research-skill output.	10-min 2-host podcast on this month's county market. Email to full database.
CE course study guide	Course slide deck, student workbook, GREC rule references, case studies.	15-min student study audio for review between class sessions.
Client anniversary audio (year 1, 5, 10)	Client file, closing-day comms, post-close notes, home value updates from RPR.	2-min warm personal audio from agent to past client. Email on anniversary.
Weekly listing-market-update companion	Output from /listing-market-update, latest comps, new activity.	5-min audio companion to Friday email to sellers.
Team / TC morning brief	Transaction tracker export, this week's calendar, any flagged files.	7-min morning audio brief for your TC or team.
Content research podcast	5–10 articles/reports/Perplexity research runs on a trending topic.	15-min research digest. Listen before you record your YouTube video.

The NotebookLM workflow (one listing audio tour, 10 minutes)

35. Open notebooklm.google.com. Create a new notebook titled "[Address] - Listing Audio Tour."
36. Upload the files: MLS sheet (PDF), CMA PDF, listing marketing copy, neighborhood fact sheet.
37. In the Studio panel on the right, click Audio Overview → Customize.
38. Paste the prompt matching your notebook type from the table above.
39. Click Generate. 3–5 min to produce.
40. Download the MP3. Attach to the "Here's a quick audio tour of my new listing" email to warm buyers.

Compliance + voice note: NotebookLM's two-host voices are generic AI voices, not yours. For client-facing audio, this works for information (listings, markets, prep briefs). For anything that should sound like YOU personally — a personal thank-you message, a closing-day congratulations — record it yourself with your phone and use Suno for brand elements around it.

Compounding the stack: Suno + NotebookLM + Claude together

- Claude writes the script, lyrics, or source document.
- NotebookLM narrates informational content (market updates, listing tours, briefs).
- Suno produces brand music, intro/outro themes, listing songs, and emotional moments.
- You stitch them together: NotebookLM podcast with Suno intro and outro = a market podcast that sounds produced.

Phase C — Online presence & Google (Days 67–70)

This is where most agents are weakest and where the fastest wins live. Google Business Profile is the most underused free lead gen tool in real estate.

Day	Skill	What you build
67	/agent-online-presence-audit	Audit your Google, GBP, portals (Zillow, Realtor.com), social, website. Score it. Prioritized 30-day fix list.
68	/google-business-profile-skill	GBP deep setup + weekly post rhythm. Two posts per week, local keywords, image prompt per post.
69	/agent-bio-writer + /agent-website-copy	Social bios (IG/FB/LinkedIn/TikTok) + full website copy that converts. Rebuilt from your Brand file.
70	/website-build-brief	If your website needs a rebuild — brief for your dev or no-code platform.

Week 11 — Nurture, Database, Compliance (Days 71–77)

The under-the-radar engine that compounds. These skills protect what you've built and feed next year's business.

Phase D — Database rhythm (Days 71–74)

Day	Skill	What you build
71	/sphere-database-texts	Weekly 25-touch rotation to your top sphere. Warm, personal, no asks.
72	/monthly-newsletter	First of every month, your database hears from you. Value out, pipeline in.
73	/past-client-reengagement	Quarterly wake-up for past clients who've gone quiet. Life-change-focused, not transaction-focused.
74	/referral-partner-outreach	Lender/title/insurance/contractor loops — the people who refer you constantly if you stay in their orbit.

Phase E — Compliance stack + safety (Days 75–77)

Day	Skill	What you build
75	/ga-ad-compliance-check + /dialer-dnc-compliance	Compliance safety net for every ad and every outbound call. GREC + Fair Housing + TCPA.
76	/public-data-ethics	Rules for using public property / tax / ownership data in outreach without crossing lines.
77	/realtor-safety-protocols + /mileage-expense-tracking-guide	Safety SOPs for showings and open houses + tax-ready mileage and expense system.

Week 12 — Business Operating System + Chains + Chrome (Days 78–84)

Phase F — Your Agent CEO daily operating system (Days 78–80)

Day	Skill	What you build
78	/fall-forward-focus	Morning plan + evening check system. The daily skeleton that protects agent-production hours.
79	/daily-planner + /morning + /learn	Daily cognitive warm-up stack. 10 min at 6am sets up the whole day.
80	/accountability-coach	Weekly accountability session with Claude. GCI goals, activity metrics, honest check-in.

Phase G — Chain Runner + custom skills (Days 81–82)

See Part 6 for the full chain design methodology. Days 81–82 are when you install /chain-runner and build your first 3 chains from the gaps you identified.

Day	Skill	What you build
81	/skill-creator → /chain-runner	Build and install the chain-runner skill in your Fall Forward Project.
82	/skill-creator (your gaps)	Build the first custom skill from your Part 7 gap list. One per week going forward.

Phase H — Chrome Extensions & stack add-ons (Days 83–84)

Claude in Chrome and the surrounding extension stack is where your AI stops living in a browser tab.

Extension / Tool	What it does for you
Claude for Chrome	Claude side panel on every page. Highlight MLS data, inspection PDFs, or client emails → ask Claude without leaving the tab.
Wispr Flow (dictation)	Dictate into any text field at 120+ wpm. Email drafts, listing descriptions, buyer notes — hands-free.
Loom	Record 1-min walkthrough videos — listing updates for sellers, home-tour reactions for buyers, instructions for your TC.
Grammarly	Catches tone and compliance drift in client-facing copy before you hit send.
Highlight / Granola	Auto-transcribes Zoom/Meet calls (buyer consults, listing appointments). Feeds transcript to Claude for ANCHOR profiling.
ChatGPT Chrome extension	ChatGPT voice mode on any tab. Great in the car between showings.
Perplexity Chrome extension	One-click neighborhood / school / commute research without leaving MLS.
Notion Web Clipper	Capture inspiration, competitor listings, local news straight into your Content Factory Project.

Install rule: add one extension per day, use it hard for 24 hrs, keep it or delete it. Install all eight at once and you'll use none of them.

Week 13 — Final audit, education stack, Fall Forward recommit (Days 85–90)

Phase I — Education / speaking stack (Days 85–86)

For agents who teach, speak, or want to. Build this now so Year 2 includes a speaking revenue stream.

Day	Skill	What you build
85	/real-estate-rfp-finder + /market-trends-course-builder	Monthly scan for speaker CFPs and CE provider RFPs + course outlines on current market trends.
86	/ce-school-profile-builder + /grec-ce-attendance-poster	If you teach: your CE school profile + attendance-to-GREC posting workflow.

Phase J — CRM & tech stack decisions (Day 87)

Day	Skill	What you build
87	/crm-setup-builder + /lead-gen-app-selector	Documented tool-stack decisions. What CRM you're on and why. What lead gen apps you pay for. What you're killing.

Phase K — Final audit, walkthrough, recommit (Days 88–90)

Day	Action
88	Review + delete. Open every skill you built. If you haven't used it, delete it or archive the output. Lean beats cluttered.
89	Record your stack walkthrough. 10-min Loom showing your Fall Forward Project, your chains, your daily rhythm. Future you (and future hires, coach, spouse) will thank you.
90	Fall Forward recommit. Fill out the final audit on the next page. Sign the commitment page. Set next-quarter goals. Celebrate.

Day 90 — Final audit (the big one)

You made it to Day 90. Before you set next quarter's goals, do this audit. 45 minutes. Pour something you like.

What you built (count honestly)

Area	Count / Status
Foundation files finished (brain or heart, brand direction, brand guide, avatar, business plan, tech audit)	
Claude Projects built	
ChatGPT Projects + Custom GPTs	
Seller skills used on real deals this quarter	
Buyer skills used on real deals this quarter	
Chains designed via /chain-runner	
Custom skills built from gap list	
Fridays with /listing-market-update on every active listing (count / 13)	
Monthly newsletters sent (count / 3)	
GBP posts live	
YouTube videos shipped	
Handwritten notes sent	

Pipeline + business reality check

Metric	Day 0	Day 30	Day 60	Day 90
Active listings				
Active buyers				
Under contract				
Closings this quarter				
GCI this quarter				
Database size				
Hours/week saved vs. Day 0				

What changed inside you (be honest)

These are the questions nobody asks and they matter more than the numbers above.

What task do I dread less than I did on Day 0?

What am I able to do now that I literally couldn't do 90 days ago?

Where did I resist the stack and what did that cost me?

What's the ONE thing I'll keep protecting into Q2?

Set next 90 days

Q2 revenue goal

Q2 transaction goal

The ONE new chain or skill I'll build next quarter

Am I enrolling in Fall Forward AI Academy: Advanced for Level 2 + 3 automation? (Y / N / when)

Part 4 — The ChatGPT plan

ChatGPT is your fast-twitch engine: speed drafts, voice brainstorm, image generation, GPT Store distribution. You will not try to recreate every Claude skill. You will build five Custom GPTs, a prompt library, and a daily voice-first rhythm.

The 5 Custom GPTs to build (Days 8–14)

GPT	What it does	Fed by
Listing Presentation GPT	Builds listing presentations, CMAs, net sheets	Foundation + recent CMAs
Buyer Consult GPT	Runs buyer consultation + builds buyer profile	Foundation + buyer framework PDF
Content Factory GPT	Daily social, Reels, carousels, captions	Brand + your pillars + past posts
Market Expert GPT	Market updates, neighborhood facts, comp research	MLS stats + local sources
Compliance GPT	Fair Housing + state ad compliance checks	Your state's rules, local forms, HUD language

Where ChatGPT wins

- Voice mode — hands-free brainstorm while driving.
- Image generation — fast, inline, no separate tool.
- GPT Store — your GPTs become lead magnets.
- Deep Research — long multi-source research runs.
- Mobile app — stronger than Claude's for on-the-go.

Where Claude wins (use Claude here)

- Project context — files load once, every skill reads them.
- Skill chaining — one skill writes the file the next skill reads.
- Long-form voice-matching writing — presentations, net sheets, CMA narratives.
- Artifacts — real printable, shareable PDFs and HTML pages.
- Bilingual quality — side-by-side output is stronger.

Want more depth? there is a full ChatGPT Edition of this workbook with day-by-day Custom GPT setup, voice-mode prompts, Suno + ChatGPT workflow, and GPT Store publication playbook.

Part 5 — Design your daily time blocks

This is a template, not a prescription. Fill in your times, your protected hours, and the skills you will run in each block.

Time	Block	What runs
__ — __	Agent CEO morning (quiet work)	Suggested: /fall-forward-focus → /morning → /daily-planner. Purpose: set the day's intention. Your skills: _____
__ — __	Content Factory (one hour, every day)	Suggested: /daily-social-drop → /reels-scripts OR /carousel-writer. Output: that day's posts. Your skills: _____
__ — __	Lead response + database	Suggested: /speed-to-lead-followup → /sphere-database-texts (5/day = 25/week). Your skills: _____
__ — __	AGENT PRODUCTION (protected)	Showings, listing appointments, consultations. Mid-meeting tools: ChatGPT voice mode in car. /anchor-buyer-consult in buyer consult.
__ — __	Lunch + input (NotebookLM audio brief)	Walk, eat, listen to a NotebookLM audio brief of a listing or market report.
__ — __	Transaction + compliance	Suggested: /paperlesspipeline-workflow → /listing-management → /transaction-guide-skill. Your skills: _____
__ — __	Growth / education / speaking	Suggested: /market-trends-course-builder → /real-estate-rfp-finder → /accountability-coach. Your skills: _____
__ — __	Evening check + tomorrow setup	Suggested: /fall-forward-focus (evening check) → set tomorrow's one thing → close laptop.

Weekly non-negotiables: Fridays — /listing-market-update on every active listing. Mondays — review the 12-month marketing plan. Sundays — plan the week in 20 min.

Part 6 — Design & run your workflow chains

This is where the stack earns its keep. You trigger one command, and a sequence of skills runs end-to-end — each one feeding the next, pausing only when you need to decide something.

Install the Chain Runner skill (one-time, 15 min)

The /chain-runner skill is the engine that fires a sequence from a single command. Install it once in your Fall Forward Project and it's available for every chain you design.

41. In your Fall Forward Project, type /skill-creator.
42. Ask it to build a Chain Runner skill: "Build a skill called chain-runner. It takes a chain name as input, runs a predefined sequence of skills in order, pauses for human decisions, and logs each step. Reads my Foundation files before every chain."
43. Claude writes the SKILL.md. Save it. The skill is now in your library.
44. Test it with the first example chain below.

What this unlocks: instead of typing 10 slash commands in order for every new seller lead, you type one: /chain-runner seller-lead-to-listing [client-name]. The whole chain fires. You review and approve at the pause points.

How to design a chain (the pattern)

45. Pick a trigger. A specific moment: new lead, listing agreement signed, offer accepted, deal closes, class ends, Monday morning.
46. List every task that follows that trigger today. Everything.
47. Match each task to a skill. If none exists, that's a gap — add it to Part 7.
48. Order them. Which output feeds the next? Put those steps back-to-back.
49. Mark decision points. Which steps require your approval, signature, photo, or client reply?
50. Give the chain a name you'd say out loud: "new-seller-lead-to-appointment", "listing-live-day-one", "offer-to-close".

Three example chains (study, then build your own)

Example Chain A — New Seller Lead to Signed Listing

Trigger: new "What's my home worth?" lead hits inbox.

Run: /chain-runner seller-lead-to-listing [client-name]

The sequence it fires:

1. /speed-to-lead-followup → sends text, email, call script in <5 min
2. /pre-listing-package-writer → emails packet 48 hrs before appointment
3. /cma-narrative + /offer-usp-skill → morning of appointment
4. /sellerprez → presentation + CMA + net sheet
5. /objection-handling → standing by on phone

Pauses at: client reply, appointment confirmation, your approval of CMA, your approval of presentation.

Example Chain B — Content Factory (one topic → every platform)

Trigger: market trend, listing, or teaching moment of the week.

Run: /chain-runner content-factory [topic]

1. /real-estate-youtube-topic-planner → 2. /youtube-video-scripts → 3. PAUSE — you record the video → 4. /reels-scripts (3 cuts) → 5. /carousel-writer → 6. ChatGPT images → 7. Suno 30-sec hook → 8. NotebookLM podcast version → 9. /monthly-newsletter + /daily-social-drop → 10. /google-business-profile-skill

Result: one topic → YouTube + 3 Reels + Carousel + Audio + Email + GBP + Daily social. Four hours of work, two weeks of fuel.

Example Chain C — Buyer Lead to Lifelong Client

Trigger: new buyer lead captured.

Run: /chain-runner buyer-lifecycle [client-name]

1. /buyer-lead-landing-page → 2. /speed-to-lead-followup → 3. /buyer-consultation → 4. /anchor-buyer-consult → 5. /buyer-strategy-builder → 6. /mls-search-property-discovery (daily) → 7. /offer-negotiation-scripts → 8. /inspection-appraisal-scripts → 9. /closing-day-communication → 10. /buyer-nurture-sequence → 11. Anniversary /past-client-reengagement

What the Chain Runner cannot do (be honest with yourself)

This is Level 1 automation. The chain-runner takes one command and runs the sequence — but you still have to:

- Type the command when the trigger event happens (it doesn't watch your inbox).
- Approve each pause point before the chain continues.
- Actually send the emails, post the content, and update the CRM yourself.

For truly automatic — the system watches your CRM, fires the chain on its own, sends the email without you touching it — you need Level 2 (scheduled) and Level 3 (event-triggered via Zapier). That's covered in the Fall Forward AI Academy: Advanced course. For now, Level 1 cuts your daily skill-running time by 70%.

Design YOUR chains

Three worksheets. Design your three chains below. Then run each one via /chain-runner.

Chain #1

Chain name
Trigger (what moment fires this chain?)

The sequence (fill 8 steps):

Step	What runs
1	
2	
3	
4	
5	
6	
7	
8	
Where does the chain pause for your decision?	

Chain #2

Chain name
Trigger (what moment fires this chain?)

The sequence (fill 8 steps):

Step	What runs
1	
2	
3	
4	
5	
6	
7	
8	
Where does the chain pause for your decision?	

Chain #3

Chain name
Trigger (what moment fires this chain?)

The sequence (fill 8 steps):

Step	What runs
1	
2	
3	
4	
5	
6	
7	
8	
Where does the chain pause for your decision?	

Part 7 — Find your gaps

Every chain you designed in Part 6 has gaps — steps where no skill in the library covers what you need. That is the point. Gaps are where your business is different from everyone else's.

Five gap-finder questions

1. Where in your chains did you write "manual" or leave the step blank?

Your answer

2. What task do you do more than once a week that you dread?

Your answer

3. What piece of your business is unique — niche, language, specialty — that no generic skill speaks to?

Your answer

4. What report or dashboard do you wish existed at 6am every Monday?

Your answer

5. What hand-off between tools (Claude → ChatGPT, ChatGPT → NotebookLM, email → CRM) still requires you to copy, paste, and rename files?

Your answer

Your gap-fill plan

For each gap you named above, decide: build a new skill, assemble it from existing skills, or accept the manual step.

Gap	Fix (new skill / combo / manual)	Which week will you build it?

How to build a new skill: Use /skill-creator inside Claude. Describe the gap in one paragraph. Claude writes the SKILL.md file. You save it, name it, and it joins your library. Save the first new skill in Week 10. Build one per week from there.

Common gaps students find

- No "chain runner" skill — a skill that fires a sequence end-to-end from one trigger.
- No "weekly dashboard" — a Monday morning one-page view of listings active, buyers active, pipeline \$, content shipped, GBP posts live.
- No "content repurposer" — one piece of long-form content, auto-fanned to every platform.
- No "voice note intake" — ChatGPT voice-mode transcripts converted into structured notes in the right Claude Project.
- No bilingual wrapper — EN output automatically mirrored in your second language.
- No "class / event to content" pipeline — every teaching moment becoming a week of social.
- No referral partner nurture — lender/title/insurance/contractor loops left untended.

Part 8 — Week-by-week checklist (13 weeks)

Rip this section out. Tape it to your office wall. Check boxes as you go. If you miss a day, do not try to catch up — just move forward.

Weeks 1–3 · Foundation + Seller System

Day 0 (do this first):

- ☐ Fall Forward Claude Project created with Custom Instructions pasted
- ☐ 5 ChatGPT Projects created (Sellers / Buyers / Content / Education / Admin)
- ☐ ChatGPT Memory turned ON

Week 1 (all runs INSIDE your Fall Forward Project):

- ☐ Business goals written
- ☐ Mission/Vision/VP
- ☐ Current state audit
- ☐ Picked lens: /ai-brain-builder OR /heart-builder
- ☐ /brand-direction-builder, /brand-guide-builder
- ☐ /client-avatar-builder, /business-plan-builder, /tech-stack-audit
- ☐ Day 7: decided to split or stay (one Project vs three)

Week 2 (Seller lead gen):

- ☐ Home valuation landing page live, Farming letters mailed
- ☐ Circle prospecting, Just-listed/sold cards
- ☐ FSBO + Expired outreach, Meta seller ads live, Speed-to-lead automated

Week 3 (Listing appointment):

- ☐ Pre-listing package written, CMA narrative, Offer USP skill
- ☐ SellerPrez tested, Net proceeds explainer, Objection handling binder printed

Weeks 4–5 · Active listings + Post-close

Week 4:

- ☐ Listing marketing on a live listing, Suno song, Reels + carousels
- ☐ First Friday /listing-market-update sent, Open-house follow-up template

Week 5:

- ☐ Appointment reminders automated, Inspection/appraisal scripts in phone
- ☐ Closing-day comms packaged, Seller nurture sequence live, First handwritten note sent

Weeks 6–9 · Buyer System

- Week 6: ☐ Buyer landing page ☐ First-time buyer outreach ☐ ANCHOR profile run
- Week 7: ☐ Buyer strategy builder ☐ MLS discovery ☐ Offer scripts ☐ Buyer nurture
- Week 8: ☐ Past client reengagement ☐ Sphere texts 25/wk ☐ Monthly newsletter ☐ Referral partners
- Week 9: ☐ Meta ads ☐ Google ads ☐ Cold-call scripts ☐ GBP optimized ☐ Online presence audit

Weeks 10–13 · Content Engine + YOUR Automation

- Week 10: ☐ 12-month plan ☐ Daily social drop ☐ YouTube topic planner ☐ First YouTube script
☐ First custom skill from gaps
- Week 11: ☐ First NotebookLM brief ☐ Suno brand anthem ☐ Image gen workflow ☐ GBP
weekly rhythm live ☐ Second custom skill
- Week 12: ☐ /chain-runner installed ☐ Accountability coach ☐ RFP finder run ☐ Compliance
stack verified ☐ Third custom skill
- Week 13: ☐ All 3 chains designed ☐ Stack walkthrough recorded ☐ Set next-quarter goals ☐
Enroll in Advanced ☐ Celebrate

Your Fall Forward commitment

Sign this. Date it. Tape it next to the checklist.

For the next 90 days, I commit to:

- One AI hour at my chosen pace, protected on my calendar.
- One Friday /listing-market-update on every active listing, no exceptions.
- One topic a week fed through my Content Factory chain.
- One honest check-in every Sunday to decide what to keep and what to drop.
- One skill at a time. One appointment at a time. One Friday update at a time.

SIGNED

DATE

MY PACE (A, B, OR C FROM PAGE 2)

Deb Betolatti, DREI · betondeb.com · info@betondeb.com
Abide Academy of Real Estate · GREC School #8185
The Fall Forward 90-Day AI Workbook · Claude Edition · v5.0