

The Fall Forward Buyer System

Your build guide for turning buyer leads into lifelong clients

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The relationship-first mindset for buyers

A buyer is not a transaction to close — they are a relationship you'll serve for the next thirty years. That means: consult before you show, ask before you pitch, and add value at every touch. The showings, the offers, the closing — those are outputs of the relationship, not the point of it.

This handout is the AI-powered build order for that system. Every step below names a real Claude skill you can trigger by typing its slash name (`/anchor-buyer-consult` , for example). Build them in order. The stack works because each skill reads the file the one before it wrote.

First, do your Foundation

Before you touch any skill in this handout, finish your seven Foundation skills: `/ai-brain-builder` , `/brand-direction-builder` , `/brand-guide-builder` , `/client-avatar-builder` , `/business-plan-builder` , `/tech-stack-audit` , and `/heart-builder` . Every downstream buyer skill reads those files. Skip them and every output sounds generic. Finish them and every consultation, every email, every landing page will sound like you.

The Build Order

Six phases. Do them in order. Do not skip.

Phase 1 — Create your Buyer System project

1. Go to `claude.ai` and click **Projects → Create Project**.
2. Name it **Buyer System**.
3. Under **Project Knowledge**, upload your brain file, Brand Guide, and client avatar (all from Foundation).

4. Under **Custom Instructions**, paste: *"Always read the brand file and avatar file before drafting anything. Match my voice. Ask questions if something is missing."*
5. From now on, every buyer skill runs inside this project so it inherits your voice automatically.

Phase 2 — Turn on lead capture

Build the front door before you advertise the party.

1. Run `/buyer-lead-landing-page` — produces the copy for a home-search / new-listing-alerts / buyer-guide opt-in page.
2. Run `/landing-page-builder` if you need the actual page built out.
3. Run `/first-time-buyer-outreach` monthly — outreach scripts for the first-time buyer wave.
4. Run `/speed-to-lead-followup` and save the outputs into your CRM as templates. Every new lead gets the first-5-minutes treatment, automatically or by you — no exceptions.

Phase 3 — Run every buyer through ANCHOR

This is the consultation moment that changes the whole relationship, and Deb's ANCHOR framework is built exactly for it. No showings until this is done.

1. Before the consult: run `/buyer-consultation` to pull up the full question set as your prep sheet. Read it. Highlight three questions you might forget.
2. During the consult: run `/anchor-buyer-consult` alongside the meeting. ANCHOR separates property non-negotiables from decision priorities and auto-writes a client-specific Buyer Profile.
3. Right after the consult: save the Buyer Profile file. It becomes the source of truth for every future search, offer, and email for this client.
4. If they push back on brokerage engagement: run `/objection-handling`. Pull up the right script in seconds.

Phase 4 — Focused search (not a listing dump)

Top agents don't spray listings. They send three the client will actually love and explain why.

1. Run `/buyer-strategy-builder` — turns the ANCHOR profile into a living search strategy (FUNNEL → FOCUS → ANALYZE → ADJUST). Refresh weekly with each buyer.

2. Run `/mls-search-property-discovery` daily on active buyers — structured MLS search built from the ANCHOR profile.
3. Run `/appointment-reminders-noshow` daily — confirm every showing, recover every no-show.
4. When they get cold feet or hesitate: `/objection-handling` again.

Phase 5 — Offer and under contract

1. Before you draft: run `/offer-negotiation-scripts` and pull up the language for the offer and the likely counter.
2. After binding: run `/inspection-appraisal-scripts` — the two hardest conversations of the deal, scripted.
3. Through the contract-to-close window: run `/appointment-reminders-noshow` daily so inspections, walkthroughs, and closings stay on the calendar.
4. Morning of closing: run `/closing-day-communication`. It produces the closing-day message, countdown texts, and a same-day social post.

Phase 6 — Post-close nurture (buyers become sellers)

The close is a beginning, not an end. This is where you win the ten-year game.

1. Set up `/buyer-nurture-sequence` once — automated post-close email drip.
2. Run `/handwritten-notes` at close, +30 days, +90 days, and the home anniversary every year. Target: 10 notes a week across your whole database.
3. Add every buyer to the `/monthly-newsletter` list. First of every month, they hear from you.
4. Weekly, run `/sphere-database-texts` — short warm check-ins to your top 25 active buyers and clients.
5. Quarterly, run `/past-client-reengagement` — wake up any buyer who's gone quiet.
6. At year 5, 7, and 10: run `/past-client-reengagement` with the seller-timing angle.
Every buyer is a future seller.

The Weekly Buyer Rhythm

Tape this to your monitor. The pipeline stays warm because you show up daily, not because you get lucky.

When	What you run	What happens
Every new lead, within 5 min	<code>/speed-to-lead-followup</code>	The lead gets a text, a call script, and an email — fast.
Before every consult	<code>/buyer-consultation</code>	You walk in prepped, not winging it.
During every consult	<code>/anchor-buyer-consult</code>	ANCHOR profile auto-written. Real qualification.
Daily (active buyers)	<code>/mls-search-property-discovery</code>	Focused search from the ANCHOR profile.
Daily (any day with showings)	<code>/appointment-reminders-noshow</code>	No-shows drop. Showings hold.
Weekly (per active buyer)	<code>/buyer-strategy-builder</code>	Search strategy refreshed.
Weekly (top 25 contacts)	<code>/sphere-database-texts</code> + <code>/handwritten-notes</code>	25 warm touches, 2 handwritten notes.
Monthly	<code>/monthly-newsletter</code> + <code>/first-time-buyer-outreach</code>	Value out, pipeline in.
Quarterly	<code>/past-client-reengagement</code>	Cold past buyers get warm again.
Every offer	<code>/offer-negotiation-scripts</code>	The script is at your fingertips.
Every closing morning	<code>/closing-day-communication</code>	The message, the countdown, the post.

Buyer skill index

Every skill in this handout, grouped so you can find one fast.

Lead capture: `/buyer-lead-landing-page` · `/landing-page-builder` · `/first-time-buyer-outreach` · `/speed-to-lead-followup`

Consultation: `/buyer-consultation` · `/anchor-buyer-consult` · `/objection-handling`

Search: /buyer-strategy-builder · /mls-search-property-discovery ·
/appointment-reminders-noshow

Offer & under contract: /offer-negotiation-scripts · /inspection-appraisal-scripts · /appointment-reminders-noshow · /closing-day-communication

Post-close nurture: /buyer-nurture-sequence · /handwritten-notes · /monthly-newsletter · /sphere-database-texts · /past-client-reengagement

Fall Forward

One skill at a time. One consult at a time. One buyer at a time. That's the whole game.

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