

FALL FORWARD • AGENT CEO • 90-DAY IMPLEMENTATION

The 90-Day Agent-CEO Plan

Schedule First. AI Second. Results Third.

A daily implementation workbook for the real estate agent who's
tired of buying tools and never using them. Time-block your nights.
Execute two things a day. Show up ninety times in a row.

Debra Betolatti, DREI

GSI • GRI • CIPS • SRS • ABR • CNE • CBAE • AHWD • C2EX
2025 GREEA Educator of the Year

AGENT NAME: _____

START DATE: _____

DAY 90: _____

Fall Forward. Every night. Every day. For ninety days.

How to Use This Workbook

READ ONCE. LIVE IT FOR 90 DAYS.

This is not a book you read. It is a discipline you practice. Ninety days from today, you will either be running your business the same way you are today, or you will be running it with a system that gives you back your evenings and multiplies your reach. The difference is not the tools. The difference is whether you show up.

The Three Rules

1. Schedule before software.

Weeks 1–4 build the calendar habit — the vision, the plan, the time-block, and only then the tools. Skip the foundation and every AI subscription becomes a monthly reminder of what you didn't do.

2. Two things a day. Ninety days in a row.

Each daily page has ONE main focus and 2–3 small tasks. That is the whole assignment. Perfection loses to consistency, every time.

3. Plan tomorrow tonight.

Every evening around 9pm, you spend ten minutes filling in tomorrow's time-block on the next day's page. By Day 30 you'll do it without thinking. By Day 90 you'll be planning weeks and months this way.

The Structure

FOUNDATION PAGES

Vision, Mission, One-Page Business Plan, Ideal Client, Weekly Schedule Foundation. Fill these in BEFORE Day 1.

PHASE 1 — DAYS 1–30

Schedule discipline and the four core tools: ChatGPT, Claude, Perplexity, RPR.

PHASE 2 — DAYS 31–60

Visual brand, video, presentations, and lead-response automation. Canva, HeyGen, Descript, Suno, Gamma, Zapier.

PHASE 3 — DAYS 61–90

Client experience, thought leadership, business development, and the systems that carry you into Day 91.

WEEKLY + MONTHLY REVIEWS

Every seventh day, you score your streak. Every thirtieth day, you audit everything. This is where the compounding happens.

ADDITIONAL TOOLS

A reference list at the back covers the tools worth exploring after Day 90 — InVideo, Synthesia, Pictory, Opus Clip, NotebookLM, Manus, Perplexity Comet, BoldTrail, and more.

Vision Statement

WHERE YOU'RE GOING — 3-YEAR HORIZON

Close your eyes for a moment. It is three years from today. Your business is running the way you always hoped. What does an ordinary Tuesday look like? Where are you working? What kind of clients are you serving? What are you known for? Write it in the present tense — 'I am,' not 'I will be.'

MY 3-YEAR VISION:

Read this aloud to one person you trust before you close this book tonight.

Mission Statement

WHY YOU DO WHAT YOU DO

Your mission is your WHY. Not what you sell, not who you serve — the reason you get out of bed. Keep it to ONE sentence you can say from memory. If it takes a paragraph, it's not a mission — it's an essay. Sharpen it until a stranger would understand it in ten seconds.

MY MISSION (ONE SENTENCE):

MY CORE VALUES — the 3 to 5 non-negotiables that guide every decision:

1.

2.

3.

4.

5.

One-Page Business Plan

THE MATH BEFORE THE MOVEMENT

THE GOAL

THIS YEAR — CLOSED TRANSACTIONS GOAL

AVERAGE GROSS COMMISSION PER DEAL

GROSS COMMISSION INCOME TARGET

MONTHLY BUSINESS EXPENSES

NET INCOME TARGET

DEALS NEEDED PER MONTH TO HIT GOAL

THE MONTHLY AI BUDGET

MONTHLY AI + TOOLS BUDGET I CAN COMMIT TO

THE PIPELINE

MY ONE PRIMARY LEAD SOURCE (PICK ONE)

TWO SUPPORTING LEAD SOURCES

MY ONE CRM I WILL USE DAILY

MY ONE PRIMARY MARKETING CHANNEL

MY BEST-ENERGY TIME WINDOW EACH DAY

THE ACCOUNTABILITY

MY ACCOUNTABILITY PARTNER

WEEKLY CHECK-IN DAY

SIGNATURE

DATE

Sign this. That's the moment it becomes a commitment.

Ideal Client Avatar

WHO YOU'RE ACTUALLY SERVING

Every prompt you write, every video you record, every piece of content you create — all of it is aimed at one person. Not a demographic, not a segment. A specific person. Describe them here.

AGE RANGE

LIFE STAGE (FIRST-TIME BUYER, EMPTY-NESTER, INVESTOR, LUXURY, DOWNSIZING)

HOUSEHOLD INCOME RANGE

PRIMARY TARGET NEIGHBORHOODS OR CITIES

PRIMARY LANGUAGE(S)

OCCUPATION OR INDUSTRY

HOW THEY PREFER TO COMMUNICATE (TEXT/CALL/EMAIL/VIDEO)

THEIR #1 FEAR ABOUT BUYING OR SELLING

THEIR #1 DREAM OR GOAL

WHAT ULTIMATELY MAKES THEM CHOOSE AN AGENT

Your Weekly Schedule Foundation

TIME-BLOCK YOUR IDEAL WEEK — THEN GUARD IT

Before you learn a single AI tool, protect the time you'll use to learn it. Fill in your ideal week below. Mark your 45-minute Agent-CEO block, your lead-gen block, your family boundaries, and your office hours. Everything else fits AROUND this — not the other way around.

	MON	TUE	WED	THU	FRI	SAT	SUN
6a							
7a							
8a							
9a							
10a							
11a							
12p							
1p							
2p							
3p							
4p							
5p							
6p							
7p							
8p							

LEGEND (color-code or letter-code your blocks):

- A** Agent-CEO time (protected)
- L** Lead generation
- C** Client appointments / showings
- F** Family / non-negotiable personal
- O** Office / admin

The Nightly 10-Minute Ritual

PLAN TOMORROW BEFORE YOU CLOSE YOUR EYES

Ten minutes. Every night. Before you scroll, before you sleep. This is the single habit that separates agents who use AI tools from agents who buy AI tools. Everything else in this workbook is downstream of this one habit.

1. GLANCE BACK (2 min)

Open today's page. Check off what actually got done. Circle what didn't. No shame — data.

2. PICK TOMORROW'S ONE THING (2 min)

Open tomorrow's page in this book. Read the ONE main focus. Read the 2–3 tasks. Nothing more.

3. TIME-BLOCK TOMORROW (4 min)

Fill in the Tomorrow's Time-Block on today's page. Put your 45-minute Agent-CEO block first. Add lead gen, showings, family, sleep.

4. WRITE ONE ACCOUNTABILITY LINE (1 min)

In the Accountability Check, write ONE sentence: 'Today I _____. ' Truth only.

5. CLOSE THE BOOK (1 min)

Physically close this workbook. Phone down. Notifications off. Tomorrow starts when you wake.

THE RULE

By Day 30, you plan tomorrow every night.

By Day 60, you plan the week on Sundays. By Day 90, you plan the month on the first.

The Fall Forward Skill Stack

FIVE CLAUDE PROJECTS. 40+ SKILLS. ONE AGENT CEO.

A Claude 'skill' is a reusable instruction set — think of it as a mini-employee you can call with a slash. You install skills inside Claude Projects. Each Project is a workspace with permanent memory. Your Agent-CEO lives in 5 Projects, each with its own skills. This page is the whole map.

1. BRAND & BUSINESS FOUNDATION

The master project. Everything else reads from here.

`/ai-brain-builder` `/heart-builder` `/brand-direction-builder` `/brand-guide-builder` `/client-avatar-builder`
`/business-plan-builder` `/tech-stack-audit` `/agent-bio-writer`

2. SELLER SYSTEM

Win the listing. Market it. Update the seller every Friday.

`/sellerprez` `/listing-presentation` `/pre-listing-package-writer` `/cma-narrative` `/listing-marketing-skill`
`/listing-market-update` `/listing-song-suno` `/seller-nurture-sequence`

3. BUYER SYSTEM

Consultation to closing. ANCHOR → strategy → candidates → tour.

`/anchor-buyer-consult` `/buyer-strategy-builder` `/buyer-consultation` `/mls-search-property-discovery`
`/buyer-nurture-sequence` `/offer-negotiation-scripts` `/inspection-appraisal-scripts`

4. LEAD GEN & MARKETING

Fill the top of the funnel. Nurture everyone in it.

`/12-month-agent-marketing-plan` `/daily-social-drop` `/instagram-content-plan` `/linkedin-realtor`
`/carousel-writer` `/video-email-scripts` `/real-estate-youtube-topic-planner` `/youtube-video-scripts`
`/google-business-profile-skill` `/speed-to-lead-followup` `/referral-partner-outreach` `/sphere-database-texts`
`/past-client-reengagement` `/long-term-nurture`

5. DAILY OPS

The engine that runs the other four.

`/fall-forward-focus` `/daily-planner` `/transaction-guide-skill` `/closing-day-communication`
`/market-update-report` `/skill-creator`

Install. Run. Schedule. Stack. Automate.

THE FIVE LEVELS OF SKILL MASTERY

Every skill in this workbook goes through the same journey. Learn the five levels now — then watch yourself climb them over the next 90 days.

HOW TO INSTALL A SKILL IN CLAUDE (one-time, 2 minutes)

1. Open [claude.ai](#). Click your profile > Settings > Capabilities > Skills.
2. Browse the skill library or search by name (e.g. 'sellerprez').
3. Click Install. Choose which Projects it should be available in.
4. In that Project's chat, type a slash — '/sellerprez' — and press Enter. It runs.
5. Pro move: pin your 10 most-used skills to the top of the slash menu.

LEVEL 1 — RUN

You type /skill-name in a Claude Project chat. The skill runs. You get an output. This is Days 5–30 — one skill at a time, one output at a time.

LEVEL 2 — SCHEDULE

You assign skills to days of the week. Monday morning = /market-update-report. Wednesday = /daily-social-drop. Friday = /listing-market-update for every active listing. Your nightly time-block (page before this one) is where you book these. Days 30–60.

LEVEL 3 — STACK

The output of one skill becomes the input of the next. /anchor-buyer-consult → /buyer-strategy-builder → /mls-search-property-discovery. You're not running three separate skills — you're running one buyer workflow. Days 46 + 62 + 85.

LEVEL 4 — AUTOMATE

An event triggers a skill. New Zillow lead → Zapier → Claude runs /speed-to-lead-followup and emails the first follow-up before the lead's keyboard cools. Days 53–64.

LEVEL 5 — BUILD IT

You turn YOUR signature workflow into a Claude skill with /skill-creator. No competitor has it because no competitor's name is on it. Day 83.

Weekly Skill Schedule

LEVEL 2 — WHICH SKILL ON WHICH DAY

Running skills on no schedule is Level 1. Running them on a weekly rhythm is Level 2. The recommended rhythm below is the one most agents converge to by Day 60. Copy it as-is, or adapt it in the blank table underneath — then protect those blocks on your calendar.

THE RECOMMENDED WEEKLY RHYTHM

MON	Monday Market <i>Pull data, draft sphere email, batch the week's social content.</i>	/market-update-report	/daily-social-drop
TUE	Sphere Day <i>3–5 personal check-in texts from your Top 25 list. 20 minutes.</i>	/sphere-database-texts	
WED	Active Listings <i>Friday-update draft for every active listing. Send Friday.</i>	/listing-market-update	
THU	Pipeline + Partners <i>Review lead-response automation. One new partner outreach.</i>	/speed-to-lead-followup	/referral-partner-outreach
FRI	Listing Appointments <i>Weekend listing-appointment prep. Pre-listing packages out.</i>	/sellerprez	/listing-marketing-skill
SAT	Buyer Tours <i>Buyer-tour prep + NotebookLM notebook for the weekend.</i>	/anchor-buyer-consult	/buyer-strategy-builder
SUN	Reset <i>15-min week review. Plan next week's time-blocks.</i>	/fall-forward-focus	

YOUR WEEKLY RHYTHM — WRITE IT IN. GUARD IT.

MON	
TUE	
WED	
THU	
FRI	
SAT	
SUN	

If You Use ChatGPT, Grok, Copilot, or Gemini

SKILLS ARE CLAUDE'S WORD FOR IT — THE WORKFLOW STILL WORKS

This workbook was written with Claude in mind because Claude ships the richest skill ecosystem for real estate. But everything you build here works on other AI tools too. The slash commands change. The outcomes don't. Here's how each platform maps.

CHATGPT (openai.com)

ChatGPT's equivalent is a Custom GPT. Instead of installing /sellerprez, you build a Custom GPT named 'Listing Presentation Builder' and paste the Fall Forward skill instructions as its system prompt. Projects become Custom GPT workspaces. Stacking works the same — one GPT's output becomes the next GPT's input, you just paste it manually. Automation requires Zapier or Make.

GROK (x.ai)

Grok has 'Projects' similar to Claude but no skill marketplace yet. Store each Fall Forward skill as a saved prompt or project instruction. Great for real-time research — Grok has live X data agents don't. Use it for sentiment, trending topics, and competitor watching. Keep heavy writing on Claude or ChatGPT.

MICROSOFT COPILOT (M365)

Copilot excels inside Word, Excel, Outlook, and PowerPoint. Paste Fall Forward skill prompts into a Word doc or OneNote page, then invoke Copilot to run them against your data. 'Copilot Agents' (formerly plugins) are the install-and-run equivalent — build one per Project. Best choice if you already live in Microsoft 365.

GOOGLE GEMINI (gemini.google.com)

Gemini's 'Gems' are its skill equivalent. Each Gem is a saved assistant with its own system prompt. Gemini wins hard inside Gmail, Docs, Sheets, and Drive — the Workspace integration is unmatched. Build a Gem for each Project (Brand, Seller, Buyer, Lead Gen, Daily Ops) and let it draft inside Gmail directly.

PERPLEXITY (perplexity.ai)

Perplexity is a research tool, not a skill platform. Use it for cited market data (Day 22, 25, 48). Pair it with any of the above — Perplexity finds the facts, Claude/ChatGPT/Gemini turns them into a client-facing output.

THE PORTABILITY RULE

A skill is a saved prompt plus the context it needs. Whatever platform you use, keep your prompts in a Prompt Library doc. The LLM may change — your library stays yours.

PHASE 1 • DAYS 1–30

FOUNDATION

Show up. Every day. Ninety in a row.

One focus a day. Two or three small tasks. Ten-minute nightly plan.

That's the entire assignment. Ninety times.

TODAY'S ONE FOCUS

Show up. Book your daily 45-min Agent-CEO block on your calendar for the next 30 days.

DO THESE — IN ORDER

- ☐ Open Google Calendar. Create a recurring 45-minute block titled 'Agent-CEO Time' every weekday at your best-energy window (morning is best).
- ☐ Set this block as your #1 non-negotiable — no showings, no calls, no dishes.
- ☐ Text your accountability partner: 'I'm starting the 90-Day Agent-CEO plan today. Check on me every Friday.'

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Write your Vision + Mission on the Foundation worksheet pages (front of this book).

DO THESE — IN ORDER

- ☐ Turn to your Vision Statement worksheet. Answer where you'll be in 3 years — one paragraph, hand-written.
- ☐ Turn to your Mission Statement worksheet. Answer WHY you do this — one sentence you can say out loud.
- ☐ Read both to one person you trust before bed.

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12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Finish the One-Page Business Plan in this book. Money and numbers on paper.

DO THESE — IN ORDER

- ☐ Fill in: transactions goal, average commission, income target, monthly expenses.
- ☐ Fill in: 3 lead sources, 1 primary CRM, 1 marketing channel.
- ☐ Sign and date the bottom of the page.

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9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Pick ONE lead source and ONE CRM. Commit for 90 days. Stop shopping.

DO THESE — IN ORDER

- ☐ Write your ONE primary lead source (SOI, Google, Facebook, open houses, farming, referrals, etc.).
- ☐ Write your ONE CRM you'll actually use daily (BoldTrail, Follow Up Boss, kvCORE, Sierra, Wise, etc.).
- ☐ Delete or unsubscribe from any other CRM tabs / lead systems tempting you.

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10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Ideal Client Avatar. Three sentences, no fluff.

SKILL TO RUN TODAY

/client-avatar-builder

DO THESE — IN ORDER

- ☐ Sentence 1: WHO they are (age, life stage, price range, area, language).
- ☐ Sentence 2: What KEEPS THEM UP at night about buying or selling.
- ☐ Sentence 3: What they most want to hear from an agent.

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10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Write out your Top 25 Hot Contacts by hand. This is your Sphere.

SKILL TO RUN TODAY

/sphere-database-texts

DO THESE — IN ORDER

- ☐ List 25 people who would answer if you called today — past clients, family, friends, colleagues, referral partners.
- ☐ Next to each name, write 1 fact you remember (kid's name, hobby, last home purchase).
- ☐ Circle the 5 you'll reach out to first this month.

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9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

WEEK 1 REVIEW: Did you show up every day? Yes or no.

DO THESE — IN ORDER

- ☐ Fill in the Weekly Review page in this book. Be honest — no fake checkmarks.
- ☐ If you missed even one day, write one sentence about WHY. Not blame — data.
- ☐ Reset. Next week starts tomorrow.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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7a _____	3p _____
8a _____	4p _____
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10a _____	6p _____
11a _____	7p _____
12p _____	8p _____
1p _____	9p _____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 1 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

Start your Nightly Time-Block ritual TONIGHT. 10 minutes at 9pm.

DO THESE — IN ORDER

- ☐ Add a recurring 9pm Google Calendar event: 'Plan Tomorrow — 10 min.'
- ☐ Tonight, before bed, fill in tomorrow's time-block on Day 9's page.
- ☐ Set your phone alarm labeled 'Plan Tomorrow' for 9:00pm.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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10a _____	6p _____
11a _____	7p _____
12p _____	8p _____
1p _____	9p _____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Set up ChatGPT free at chatgpt.com. Write your first structured prompt.

DO THESE — IN ORDER

- ☐ Create your account. Take the tour.
- ☐ Send this exact prompt: 'You are my real estate marketing assistant. I work in [YOUR CITY], serve [YOUR AVATAR from Day 5], and my tone is warm and professional. Confirm you understand.'
- ☐ Save the reply. This is your baseline.

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10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Learn the 5-Part Prompt Formula: Role + Context + Task + Format + Tone.

DO THESE — IN ORDER

- ☐ Send ChatGPT a prompt using all 5 parts to write a 3-sentence bio for you.
- ☐ Send the SAME task without those 5 parts. Compare.
- ☐ Save both to a new Google Doc titled 'My Prompt Library.'

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12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Teach ChatGPT your voice. Paste 3 real emails you already sent.

DO THESE — IN ORDER

- ☐ Find 3 emails you're proud of. Copy them into ChatGPT with: 'Study my voice — tone, sentence length, personality. Just confirm you understand.'
- ☐ Ask it to write a buyer follow-up email in YOUR voice. Compare to how you'd write it.
- ☐ Refine until it sounds like you. Save the final version in your Prompt Library.

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build 3 reusable scripts you're avoiding right now.

SKILL TO RUN TODAYS

/cold-call-scripts

/objection-handling

DO THESE — IN ORDER

- ☐ Script 1: 6-month check-in text to a past client. Warm, 60 words, one soft question.
- ☐ Script 2: Expired listing voicemail. 45 seconds spoken.
- ☐ Script 3: Social media DM reply to someone who liked your post. 50 words.

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11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build a 30-day content calendar in one prompt.

SKILL TO RUN TODAY

`/12-month-agent-marketing-plan`

DO THESE — IN ORDER

- ☐ Ask ChatGPT for a 30-day content calendar for a [YOUR CITY] agent serving [YOUR AVATAR]. Ask for topic + platform + caption per day.
- ☐ Copy the table into a new Google Sheet.
- ☐ Highlight 5 posts you can publish this week.

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11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

WEEK 2 REVIEW: Are you time-blocking every night? Honest answer.

DO THESE — IN ORDER

- ☐ Fill in your Weekly Review. Note: nightly plan streak? content calendar built? Prompt Library started?
- ☐ If you skipped time-blocking any night, name the reason (tired, TV, forgot). Not a judgment — a pattern.
- ☐ Recommit.

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12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 2 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

Set up Claude free at claude.ai. Compare it head-to-head with ChatGPT.

DO THESE — IN ORDER

- ☐ Create your Claude account.
- ☐ Send Claude AND ChatGPT the same difficult task: draft an email to a seller who insists on overpricing \$40K over your CMA.
- ☐ Note which reply YOU would send. This becomes your rule for 'use Claude when...'

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Install Claude for Chrome. AI inside your browser.

DO THESE — IN ORDER

- ☐ Install the Claude extension from the Chrome Web Store.
- ☐ Open your MLS or a listing. Ask Claude to summarize selling points and flag questions a buyer would ask.
- ☐ Open your Gmail inbox. Ask Claude to draft a warm reply to a real client email.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Create Claude Project #1: Brand & Business Foundation.

SKILL TO RUN TODAY

/ai-brain-builder

DO THESE — IN ORDER

- ☐ In Claude, click New Project. Name it: 'Brand & Business Foundation.'
- ☐ Upload or paste: your Vision, Mission, One-Page Business Plan, and Ideal Client Avatar from this workbook.
- ☐ Ask Claude: 'Based on my foundation docs, write me a 3-sentence positioning statement I could use on my website.'

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Add your voice to Claude. This becomes your writing partner for 90 days.

SKILL TO RUN TODAY

/heart-builder

DO THESE — IN ORDER

- ☐ In your Brand & Business Foundation Project, paste your 3 sample emails from Day 11.
- ☐ Add project instructions: 'Always match my voice. Never use real estate cliches like nestled, charming, boasts, or must-see.'
- ☐ Test it: ask for a market update email. Save the result.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Set up your 4 other Claude Projects — one per business function.

SKILL TO RUN TODAYS

`/brand-direction-builder` `/brand-guide-builder`

DO THESE — IN ORDER

- ☐ Create Project 2: Seller System.
- ☐ Create Project 3: Buyer System.
- ☐ Create Project 4: Lead Gen & Marketing. Create Project 5: Daily Ops. Leave each empty for now — you'll fill them in coming weeks.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Use Claude for one hard client email you've been putting off.

SKILL TO RUN TODAY

/business-plan-builder

DO THESE — IN ORDER

- ☐ Name the email you've been avoiding (bad news, price reduction, upset client).
- ☐ In your Brand & Business Foundation project, ask Claude to draft it: acknowledge feelings, share facts, end with a next step. Under 150 words.
- ☐ Send it (or a version of it) today. Note how long the whole thing took.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

WEEK 3 REVIEW.

DO THESE — IN ORDER

- ☐ Fill in Weekly Review. Note: which tool won for which task?
- ☐ Update your 'AI Playbook' page: ChatGPT for X, Claude for Y.
- ☐ Streak check: nights time-blocked in a row? Circle the number.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 3 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

Set up Perplexity free at perplexity.ai. AI that CITES sources.

DO THESE — IN ORDER

- ☐ Create your Perplexity account.
- ☐ Search: 'Current real estate market in [YOUR CITY] — median price, days on market, inventory, YoY change.' Click 2 source links.
- ☐ Copy one stat into a new Google Doc: 'Market Intelligence.'

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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7a	_____	3p	_____
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10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Log into RPR at narrpr.com. Set up your branding.

DO THESE — IN ORDER

- ☐ Log in with your NAR credentials.
- ☐ Go to Settings > Profile. Upload your headshot and logo. Every RPR report will carry your branding.
- ☐ Pull ONE property report for a recent listing. Download the PDF.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your first Neighborhood Expert Guide.

SKILL TO RUN TODAY

/market-research-skill

DO THESE — IN ORDER

- ☐ Pull an RPR Neighborhood Report for the area you most want to own.
- ☐ Ask Claude (in Brand & Business Project): 'Turn this RPR data [PASTE] into a 1-page neighborhood guide for buyers, in my voice.'
- ☐ Save the guide as a PDF. Add it to your Google Drive under 'Client Resources.'

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Write your Monthly Market Update email template.

SKILL TO RUN TODAY

`/market-update-report`

DO THESE — IN ORDER

- ☐ Perplexity: latest market data for [YOUR CITY].
- ☐ Claude in your Brand Project: 'Turn this into a 200-word market update email to my sphere. Warm, insightful, one call-to-action.'
- ☐ Save the final in your Prompt Library under 'Monthly Emails.'

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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6a	_____	2p	_____
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8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Send your first monthly market update to 10 sphere contacts. TODAY.

SKILL TO RUN TODAY

/sphere-database-texts

DO THESE — IN ORDER

- ☐ Take the email you built yesterday.
- ☐ Personalize the top line for each person (2 seconds each). Send to 10 people from your Top 25 list.
- ☐ Log who you sent it to in a spreadsheet. This becomes your monthly discipline.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Set up NotebookLM. Build your first 'Presentation Stack' — RPR data in, audio brief out.

DO THESE — IN ORDER

- ☐ Go to notebooklm.google.com. Free with any Google account. Create a notebook called '[SAMPLE ADDRESS] — Listing Presentation.'
- ☐ Upload every RPR PDF you pulled this week (Property, Seller's, Neighborhood, Market Activity), plus your brokerage policy. Then click Audio Overview > Customize and paste: 'Two hosts, warm, plain English. Cover the property's sales history, how the neighborhood has moved in 6 months, three closest comps on facts only. Do NOT state a recommended list price. Do NOT reference schools or demographics.'
- ☐ Bonus (2 min): set up Google Alerts at google.com/alerts for '[Your City] real estate' + 3 more, daily digest.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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6a _____	2p _____
7a _____	3p _____
8a _____	4p _____
9a _____	5p _____
10a _____	6p _____
11a _____	7p _____
12p _____	8p _____
1p _____	9p _____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

WEEK 4 REVIEW.

DO THESE — IN ORDER

- ☐ Fill in Weekly Review page.
- ☐ Count: how many market update emails did you send this week? How many replies?
- ☐ Add any hot follow-ups to your CRM. Reach out to them Monday.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 4 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

30-day proof: count what you built. Read your Day 1 commitment.

DO THESE — IN ORDER

- ☐ Fill in the Phase 1 Graduation checklist in this book.
- ☐ Turn back to Day 1. Read your Agent-CEO commitment. Have you honored it?
- ☐ Text your accountability partner ONE specific win from the last 30 days.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

MONTHLY REVIEW #1. Score yourself. Adjust for Phase 2.

DO THESE — IN ORDER

- ☐ Fill in the Month 1 Review page.
- ☐ Score your 4 disciplines: time-blocking, prompt library, market updates, sphere touches. 1-10 each.
- ☐ Write your Phase 2 commitment: ONE thing you'll fix in the next 30 days.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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6a	_____	2p	_____
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8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Month 1 Review

AUDIT EVERYTHING. RECOMMIT. LEVEL UP.

This is the audit. Thirty days is a real distance. If you've shown up, you have data. If you haven't, you have a reset. Either way — sit down, be honest, and write.

The Numbers

Days I time-blocked tomorrow the night before (out of 30)

Days I completed the daily focus (out of 30)

Market update emails sent to sphere

New prompts added to my Prompt Library

AI tools I now use weekly (out of ~12 covered so far)

Client conversations traceable to something in this book

Real dollars in the pipeline attributable to systems I built

The Reset

What is my SINGLE proudest win of the last 30 days?

What is the ONE habit I want to lock in for the next 30?

What is the ONE system I'll build next month that changes how my business runs?

PHASE 2 • DAYS 31–60

BUILD

Tools become systems. Systems run in the background.

One focus a day. Two or three small tasks. Ten-minute nightly plan.

That's the entire assignment. Ninety times.

TODAY'S ONE FOCUS

Set up Canva Brand Kit. Your colors, fonts, logo — ONCE.

SKILL TO RUN TODAY

/brand-guide-builder

DO THESE — IN ORDER

- ☐ Create a Canva account (free is fine; Pro is \$15/mo for Brand Kit automation).
- ☐ Set up Brand Kit: your hex codes, headline font, body font, logo, headshot.
- ☐ Test: create a template with your Brand Kit applied. It should look like YOU on the first try.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Magic Design + Magic Write. First branded post in 5 minutes.

DO THESE — IN ORDER

- ☐ Open a new Instagram Post design. Use Magic Design: 'Just Listed for a 3-bed home in [NEIGHBORHOOD]. Warm, welcoming.'
- ☐ Pick your favorite of 5 options. Apply Brand Kit.
- ☐ Use Magic Write for the caption. Post it today.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Batch-create 5 reusable Canva templates. This is the compound-interest moment.

SKILL TO RUN TODAY

/daily-social-drop

DO THESE — IN ORDER

- ☐ Create branded templates for: Just Listed, Just Sold, Open House, Market Update, Testimonial.
- ☐ Save each with 'TEMPLATE — [name]' in the title.
- ☐ Next month you'll swap text, not rebuild designs.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Magic Eraser + Photo Enhancer. Fix an ugly listing photo in 30 seconds.

DO THESE — IN ORDER

- ☐ Upload a real listing photo with something distracting (car, trash can, kid's toy).
- ☐ Magic Eraser: paint over the distraction. Watch it disappear.
- ☐ Photo Enhancer for a dark interior. Compare before/after.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Just Listed + Just Sold graphic templates for real use.

SKILL TO RUN TODAY

/just-listed-just-sold-cards

DO THESE — IN ORDER

- ☐ Duplicate your Just Listed template. Swap in a real (or practice) listing.
- ☐ Duplicate your Just Sold template. Pre-fill with a recent transaction.
- ☐ Save both to a folder: 'Ready-to-Post Templates.'

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 5 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

Schedule 5 posts. Get out of the daily-scramble trap.

SKILL TO RUN TODAY

/instagram-content-plan

DO THESE — IN ORDER

- ☐ Sign into Meta Business Suite (free) or Buffer (free plan).
- ☐ Schedule 5 Canva posts across next week: Mon-Fri, 9am.
- ☐ Your daily social scramble stops today.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

WEEK 5 REVIEW.

DO THESE — IN ORDER

- ☐ Fill in Weekly Review.
- ☐ Update your AI Playbook: Canva for X, HeyGen for Y (tomorrow).
- ☐ Streak check on nightly time-blocking — still going?

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Set up HeyGen. Your first AI-avatar video. No camera needed.

SKILL TO RUN TODAY

/video-email-scripts

DO THESE — IN ORDER

- ☐ Create your HeyGen account (free trial, ~\$29/mo after).
- ☐ Ask Claude for a 45-second market update script.
- ☐ Paste it into HeyGen. Pick a stock avatar for now. Generate. Watch.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Set up Descript. Edit video like editing a Word doc.

DO THESE — IN ORDER

- ☐ Create free Descript account. Download the desktop app.
- ☐ Record a 2-minute selfie video on your phone. Upload to Descript.
- ☐ Delete filler words in one click ('Underlord' > Remove filler words). Export.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Suno AI: create your first branded background music track.

SKILL TO RUN TODAY

/listing-song-suno

DO THESE — IN ORDER

- ☐ Sign up at suno.ai (free tier available).
- ☐ Generate: 'Upbeat, warm background music for a real estate video. Piano-led. 30 seconds. No lyrics.'
- ☐ Download your favorite. This becomes your video signature.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Buyer Welcome video. Sent within 24 hours of every new buyer signing.

SKILL TO RUN TODAYS

/video-email-scripts

/buyer-nurture-sequence

DO THESE — IN ORDER

- ☐ Claude: 60-second script welcoming a new buyer. What to expect, one thing that makes you different, one next step.
- ☐ HeyGen: generate the video.
- ☐ Upload to YouTube as Unlisted. Save the link. This is your standing buyer welcome.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Seller Welcome video. Same format.

SKILL TO RUN TODAYS

/video-email-scripts

/seller-nurture-sequence

DO THESE — IN ORDER

- ☐ Claude: 60-second script welcoming a new seller.
- ☐ HeyGen: generate.
- ☐ YouTube Unlisted. Save the link.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 6 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

Set up your YouTube channel. Post your first Short. YouTube is real estate's most under-used channel.

SKILL TO RUN TODAYS

[/real-estate-youtube-topic-planner](#)[/youtube-video-scripts](#)

DO THESE — IN ORDER

- ☐ Create your YouTube channel (studio.youtube.com). Upload your logo + banner from your Canva Brand Kit. Add a channel description with your city, niche, and call-to-action.
- ☐ Take your best video from this week and cut it to 60 seconds vertical (9:16) in Descript or CapCut. Upload as a Short with 3 hashtags: #[YourCity] #realestate #[niche].
- ☐ Post the SAME video to LinkedIn or Instagram with an honest caption: 'I made this in 20 minutes using AI. Here's how.' Reply to every comment within 24 hours.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

WEEK 6 REVIEW.

DO THESE — IN ORDER

- ☐ Fill in Weekly Review.
- ☐ Time yourself: how long does one 60-second AI video take you now? Write the number.
- ☐ Log in your Prompt Library: your best video script prompt.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Set up Gamma. Beautiful presentations in 2 minutes.

DO THESE — IN ORDER

- ☐ Create free Gamma account at gamma.app.
- ☐ Generate: '10-slide listing presentation for [YOUR CITY] agent.' Review what Gamma builds automatically.
- ☐ Publish as a web link. Send to yourself. Notice how it looks on your phone.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Listing Presentation deck in Gamma. First time STACKING skills — output of one feeds the next.

SKILL TO RUN TODAYS

`/listing-presentation``/sellerprez`

DO THESE — IN ORDER

- ☐ In Claude, run /sellerprez (or /listing-presentation) for a real or practice address. Save the output.
- ☐ In Gamma, paste the /sellerprez output as the generation prompt. Add a slide: 'My AI Marketing Advantage' listing what you can do others can't.
- ☐ This is Skill Stacking (Level 3): /sellerprez's output BECOMES the input for Gamma. Save the Gamma link. This is your standing listing presentation.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a		2p	
7a		3p	
8a		4p	
9a		5p	
10a		6p	
11a		7p	
12p		8p	
1p		9p	

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Buyer Consultation deck.

SKILL TO RUN TODAY

/buyer-consultation

DO THESE — IN ORDER

- ☐ Gamma: '6-slide buyer consultation for first-time buyers in [YOUR CITY].'
- ☐ Add: Your Process, Market Snapshot, Their Needs Assessment.
- ☐ Publish. Save the link. Bring it to your next buyer consultation.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Monthly Gamma Market Report. Trackable views.

SKILL TO RUN TODAYS

/listing-market-update

/market-update-report

DO THESE — IN ORDER

- ☐ Perplexity: fresh market data for your area.
- ☐ Gamma: '6-slide market report for [MONTH] in [YOUR CITY].' Paste your data.
- ☐ Publish. Note: Gamma shows you who opens the link and how long they read it.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Send your Gamma Market Report to 15 people TODAY.

SKILL TO RUN TODAY

/sphere-database-texts

DO THESE — IN ORDER

- ☐ Personalize the top of the email: 'Hi [name], thought you'd find this interesting.'
- ☐ Send to 15 people from your Top 25 + recent leads.
- ☐ Track who opens it. Follow up with anyone who views it twice.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 7 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

Add your Gamma link to your email signature. Every email = a marketing touchpoint.

DO THESE — IN ORDER

- ☐ Open Gmail Settings > Signature.
- ☐ Add: 'View my latest [CITY] Market Report — [Gamma link].'
- ☐ Now every email you send doubles as marketing.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

WEEK 7 REVIEW.

DO THESE — IN ORDER

- ☐ Fill in Weekly Review.
- ☐ Track: how many Gamma views did your report get?
- ☐ Reach out personally to anyone who viewed it more than once.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Set up Zapier. Automate your first lead follow-up.

DO THESE — IN ORDER

- ☐ Free Zapier account at zapier.com.
- ☐ Build a simple Zap: New row in Google Sheet -> Send Gmail. Test it.
- ☐ Note what other repetitive tasks you do daily. Circle 3 to automate next.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Instant Lead Response Zap. First time AUTOMATING a skill — Level 4.

SKILL TO RUN TODAY

`/speed-to-lead-followup`

DO THESE — IN ORDER

- ☐ Identify your ONE primary lead source. In Claude, run `/speed-to-lead-followup` — save the 3-email script output.
- ☐ Zapier trigger: new lead row in Google Sheet. Action: Gmail sends email #1 immediately, then a 24-hour delay, then email #2.
- ☐ This is Skill Automation (Level 4): an event (new lead) triggers a workflow Claude already wrote for you. Test with a fake lead. Confirm the email fires within 60 seconds.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
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9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Transaction Deadline Reminder system.

SKILL TO RUN TODAY

/closing-day-communication

DO THESE — IN ORDER

- ☐ Google Sheet: Transaction Tracker with columns for each key date (due diligence, appraisal, loan commitment, closing).
- ☐ Zapier: daily 8am scan. If any deadline is within 7 days, email you.
- ☐ Enter your active transactions. Test with a fake deadline 7 days out.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Audit and optimize your Google Business Profile. Free 24/7 lead gen.

SKILL TO RUN TODAY

/google-business-profile-skill

DO THESE — IN ORDER

- ☐ Log into business.google.com. Complete EVERY section (photos, description, service area, hours).
- ☐ Add your Canva headshot + logo.
- ☐ Post one update: a market stat + call to action (write it with Claude in 2 min).

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Ask 3 past clients for a Google review. Right now.

SKILL TO RUN TODAY

/past-client-reengagement

DO THESE — IN ORDER

- ☐ Copy your Google review link from your Business Profile.
- ☐ Claude: 'Write a warm, personal text asking for a Google review. Include this link.'
- ☐ Send it to 3 past clients TODAY. Not tomorrow. Now.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 8 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

Set up Otter.ai. Auto-transcribe every meeting.

DO THESE — IN ORDER

- ☐ Free Otter account at otter.ai. Download the mobile app.
- ☐ Record a 2-min voice memo debriefing a recent client conversation.
- ☐ Claude: 'Turn these notes into a professional follow-up email.' Send it.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

WEEK 8 REVIEW.

DO THESE — IN ORDER

- ☐ Fill in Weekly Review.
- ☐ Count active automations: Zaps running, Google Business posts scheduled, review requests sent.
- ☐ Any Zaps broken? Fix now — a broken Zap is worse than none.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

60-day audit. What's live and what's leaking?

DO THESE — IN ORDER

- ☐ Fill in the Phase 2 Graduation checklist.
- ☐ Circle 3 things that are truly running without your daily effort.
- ☐ Circle 1 thing you've built but aren't using. Kill it or commit to it.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

MONTHLY REVIEW #2. Score. Adjust for Phase 3.

DO THESE — IN ORDER

- ☐ Fill in Month 2 Review page.
- ☐ Score your systems: lead response, listing marketing, sphere touches, video, automations.
- ☐ Write your Phase 3 commitment: the ONE client experience improvement you'll make.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Month 2 Review

AUDIT EVERYTHING. RECOMMIT. LEVEL UP.

This is the audit. Thirty days is a real distance. If you've shown up, you have data. If you haven't, you have a reset. Either way — sit down, be honest, and write.

The Numbers

Days I time-blocked tomorrow the night before (out of 30)

Days I completed the daily focus (out of 30)

Market update emails sent to sphere

New prompts added to my Prompt Library

AI tools I now use weekly (out of ~12 covered so far)

Client conversations traceable to something in this book

Real dollars in the pipeline attributable to systems I built

The Reset

What is my SINGLE proudest win of the last 30 days?

What is the ONE habit I want to lock in for the next 30?

What is the ONE system I'll build next month that changes how my business runs?

PHASE 3 • DAYS 61–90

ELEVATE

Client experience. Thought leadership. Legacy.

One focus a day. Two or three small tasks. Ten-minute nightly plan.

That's the entire assignment. Ninety times.

TODAY'S ONE FOCUS

Map your complete Client Journey. Where are the gaps?

SKILL TO RUN TODAY

/transaction-guide-skill

DO THESE — IN ORDER

- ☐ Claude in Brand & Business Project: 'Map my complete real estate client journey from first search to referral #3. What does the client feel at each step?'
- ☐ Print the map. Circle 3 stages where your experience is weakest.
- ☐ Those 3 stages are your Phase 3 focus.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Buyer Consultation Kit — including a shareable NotebookLM tour notebook.

SKILL TO RUN TODAYS

/anchor-buyer-consult

/buyer-strategy-builder

/buyer-consultation

DO THESE — IN ORDER

- ☐ Assemble: Buyer Consultation Gamma deck (Day 47) + RPR Neighborhood Guide + Buyer Welcome video + 10-question needs assessment.
- ☐ For your next real buyer with 3+ candidate properties: build a NotebookLM notebook named '[BUYER NAME] — Home Tour [DATE].' Upload RPR Property + Neighborhood + Buyer's Tour reports for each. Generate the Audio Overview and Mind Map.
- ☐ Share the notebook with the buyer (view access) so they can chat with it at 11pm instead of texting you. Include a brokerage-ID line in your delivery message.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your Pre-Listing Package — the NotebookLM Audio Brief IS the pattern-interrupt.

SKILL TO RUN TODAY'S

/pre-listing-package-writer

/sellerprez

/cma-narrative

DO THESE — IN ORDER

- ☐ Pull the RPR reports for a real (or practice) listing. Build a NotebookLM notebook. Generate the Audio Overview using the Day 27 prompt. Listen to the whole thing. Regenerate if it evaluates a neighborhood, states a price, or slips on Fair Housing.
- ☐ Assemble the full package: Audio Overview + Briefing Doc + FAQ (all from NotebookLM) + Listing Presentation Gamma deck + Seller Welcome HeyGen video.
- ☐ Send 2 days before the appointment: 'Ahead of Thursday I put together a short audio brief about your home — about 12 minutes. Play it in the car. I'll bring my recommendation Thursday.' Include your brokerage identification.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 9 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

Set up your Post-Closing Referral sequence. 5 emails over 12 months, automated.

SKILL TO RUN TODAYS

/past-client-reengagement

/long-term-nurture

/closing-day-communication

DO THESE — IN ORDER

- ☐ Claude: write 5 post-closing emails: same-day thank-you, 30-day check-in, 90-day market update, 6-month home value update, 1-year homeaversary.
- ☐ Zapier: trigger when 'Closing Date' fills in your Transaction Tracker.
- ☐ Test with a fake row. Confirm all 5 emails are queued.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
8a	_____	4p	_____
9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Send 3 personal HeyGen check-in videos to past clients. TODAY.

SKILL TO RUN TODAYS

/sphere-database-texts

/handwritten-notes

DO THESE — IN ORDER

- ☐ Pick 3 past clients you haven't spoken to in 6+ months.
- ☐ Record 3 quick HeyGen videos, one per client, saying their name.
- ☐ Email each: 'I made this just for you.'

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

A = Agent-CEO L = Lead gen C = Client F = Family O = Office

6a	_____	2p	_____
7a	_____	3p	_____
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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Add the AI Marketing Advantage slide to your live listing presentation.

SKILL TO RUN TODAY

/listing-marketing-skill

DO THESE — IN ORDER

- ☐ Pull the slide from Day 46. Refine it with results (video views, Gamma opens, whatever's real).
- ☐ Save the deck version 2.
- ☐ Use it in your next listing appointment. Watch the seller's reaction.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS**WEEK 10 REVIEW. Score your Client Journey.****DO THESE — IN ORDER**

- ☐ Fill in Weekly Review.
- ☐ Score each of the 12 client journey stages 1-5. Total out of 60.
- ☐ Which stage improved the most? Which still needs work? Commit to the next fix.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Update your LinkedIn headline. Add AI. Own the space.

SKILL TO RUN TODAY

/linkedin-realtor

DO THESE — IN ORDER

- ☐ Edit LinkedIn intro. Add: 'AI-Powered Real Estate' or 'Real Estate + AI Innovation.'
- ☐ Update your About section with 1 line about how you use AI to serve clients.
- ☐ Save.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Publish your first LinkedIn article about how you use AI as an agent.

SKILL TO RUN TODAYS

/linkedin-realtor

/carousel-writer

DO THESE — IN ORDER

- ☐ Claude: 'Write a 400-word LinkedIn article about one specific way I've used AI to serve my clients better. My example: [ONE THING YOU BUILT]. Practical, honest, not hype.'
- ☐ Publish using LinkedIn's 'Write article' feature.
- ☐ Reply to every comment within 24 hours.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Pitch a 30-minute lunch-and-learn to ONE office or board.

SKILL TO RUN TODAY

/referral-partner-outreach

DO THESE — IN ORDER

- ☐ Pick one target: your brokerage office, a local board, or a partner office.
- ☐ Claude: 'Write a short pitch email offering a free 30-min AI-for-Agents lunch-and-learn. Value-focused, not sales.'
- ☐ Send it. If yes, schedule for the next 21 days.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 10 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

Build your monthly Google Business Profile posting habit.

SKILL TO RUN TODAY

/google-business-profile-skill

DO THESE — IN ORDER

- ☐ Set a monthly recurring calendar block: 'GBP Post — 5 min.'
- ☐ Post one market stat + one client tip today.
- ☐ Set the same block for the 1st of every month.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Batch your entire NEXT month of content. 60 minutes. Non-negotiable.

SKILL TO RUN TODAYS

/daily-social-drop

/12-month-agent-marketing-plan

DO THESE — IN ORDER

- ☐ ChatGPT: 30-day content calendar for next month (topic + platform + caption).
- ☐ Canva: build 15 graphics using your templates (swap text, don't rebuild).
- ☐ Buffer or Meta Business Suite: schedule all 15 across next month.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Send this month's Market Update to your sphere. 25+ people.

SKILL TO RUN TODAY

/market-update-report

DO THESE — IN ORDER

- ☐ Perplexity: fresh data.
- ☐ Claude in Brand Project: refresh your template with new data.
- ☐ Send to 25 sphere contacts. Log opens. Follow up personally with any replies.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

WEEK 11 REVIEW.

DO THESE — IN ORDER

- ☐ Fill in Weekly Review.
- ☐ Any workshop/lunch-and-learn scheduled? Any comments on LinkedIn article?
- ☐ Update your AI Playbook one more time.

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your AI Business Dashboard in one Google Sheet.

DO THESE — IN ORDER

- ☐ Create 5 tabs: Pipeline, Content Performance, Automation Log, AI Tool ROI, Monthly Goals.
- ☐ Fill in current data for each tab.
- ☐ This becomes your Sunday 15-minute review page for the rest of your career.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your personal HeyGen avatar. YOU on video — without recording.

DO THESE — IN ORDER

- ☐ Record 2-3 minutes of yourself on camera for HeyGen's Instant Avatar (good lighting, look at the lens).
- ☐ Submit. Wait 24-48 hours.
- ☐ When ready, generate a video with YOUR face and voice.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

If you're bilingual, build your Spanish content system today.

SKILL TO RUN TODAY

/agent-bio-writer

DO THESE — IN ORDER

- ☐ Ask Claude to translate your Buyer Welcome + Seller Welcome + market update into natural (not literal) Spanish.
- ☐ Record a Spanish HeyGen avatar OR use ElevenLabs to clone your Spanish voice.
- ☐ Post one Spanish piece today. If not bilingual: repeat Day 72 for a niche audience.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 11 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

Business Development. 5 referral partner outreach emails.

SKILL TO RUN TODAY

/referral-partner-outreach

DO THESE — IN ORDER

- ☐ Perplexity: identify 5 potential referral partners (divorce attorneys, estate attorneys, CPAs, HR at big local employers, financial planners).
- ☐ Claude: 'Write 5 personalized outreach emails, one per partner. Warm, offer value first, 150 words each.'
- ☐ Send all 5 today.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Rate your AI tool mastery honestly. 1-10 each.

DO THESE — IN ORDER

- ☐ Fill in the AI Tool Mastery table on the assessment page.
- ☐ Any tool rated 5 or below: schedule a re-visit for next week.
- ☐ Any tool rated 8+: teach one colleague this week.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build your AI Portfolio slide deck. Your best work, one Gamma deck.

SKILL TO RUN TODAY

`/agent-online-presence-audit`

DO THESE — IN ORDER

- ☐ Gamma: 6-slide AI Portfolio. Slide per tool showing your best output.
- ☐ Publish as a live link.
- ☐ Add to your listing presentation as a final slide + email signature.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

WEEK 12 REVIEW.

DO THESE — IN ORDER

- ☐ Fill in Weekly Review.
- ☐ Any leads or referrals traceable to a specific AI system you built? Circle them.
- ☐ The dollar value of one traceable client covers a year of AI subscriptions.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Test every automation. A broken Zap is worse than none.

DO THESE — IN ORDER

- ☐ Log into Zapier. Click every Zap. Check: On? Last run? Errors?
- ☐ Test each one manually.
- ☐ Set a monthly recurring reminder: 'Test all automations — 20 min.'

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Build YOUR OWN skill. Signature workflow turned into a repeatable one-click asset — Level 5.

SKILL TO RUN TODAY

`/skill-creator`

DO THESE — IN ORDER

- ☐ Pick the one workflow you've run 3+ times (listing launch, buyer tour prep, monthly sphere update).
- ☐ Run `/skill-creator` in Claude. It interviews you about the steps, inputs, outputs — and writes the skill file.
- ☐ Install your new skill in your Claude Project. Run it next week on a real client. This is intellectual property no competitor has.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Record 3 client education videos. Upload to your YouTube channel. Serve future clients 24/7.

SKILL TO RUN TODAY

/video-email-scripts

DO THESE — IN ORDER

- ☐ Video 1: 'What to Expect in Your First 30 Days With Me' (60 sec). Upload PUBLIC to your YouTube channel — it doubles as a lead magnet.
- ☐ Video 2: 'How I Use AI to Serve You Better' (60 sec). Upload as a Short (9:16 vertical).
- ☐ Video 3: 'The Current [YOUR CITY] Market' (90 sec). Upload public. Add all 3 links to your Client Welcome Google Doc.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Week 12 Review

STREAK CHECK. HONEST DATA.

Fifteen minutes. Look back over the last seven pages. Count what got done. Score your streak. Adjust one thing for next week. That is the whole review.

The Four Disciplines — Score Yourself 1 to 10

Time-blocked tomorrow every night (nights out of 7)

SCORE

Executed the daily tasks (days out of 7)

SCORE

Sphere touches / market activity (real conversations this week)

SCORE

Prompt Library / AI tool practice (times used)

SCORE

Three Questions

What worked this week? What do I want more of?

What broke down? Time, energy, discipline, or unclear task?

What ONE adjustment am I making for next week?

TEXT YOUR ACCOUNTABILITY PARTNER TODAY.

One line. What worked, what didn't, what's next. Not more.

TODAY'S ONE FOCUS

The full STACK: chain 4 skills end-to-end on a real listing. Day 90's victory lap.

SKILL TO RUN TODAYS

/sellerprez

/listing-marketing-skill

/listing-song-suno

/listing-market-update

DO THESE — IN ORDER

- ☐ Run the chain in Claude Projects: /sellerprez (listing presentation) → /listing-marketing-skill (social + print assets) → /listing-song-suno (Suno Reel) → /listing-market-update (seller Friday update).
- ☐ Build the deliverables around them: RPR analysis + Canva graphics + HeyGen tour video + Gamma seller report.
- ☐ Time yourself. This is Level 3 at its peak: 4 skills, one listing, one hour. Save as your standard listing launch.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Set up your AI Maintenance Calendar. This keeps everything alive after Day 90.

DO THESE — IN ORDER

- ☐ Weekly (Sunday, 20 min): Prompt Library refresh, Zap check, Pipeline update, schedule next week's posts.
- ☐ Monthly (1st Monday, 2 hrs): Batch Content Day, send sphere market update, review AI Tool ROI.
- ☐ Quarterly (½ day): Learn one new tool, rebuild one system, review this workbook.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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7a	_____	3p	_____
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9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Write your Next 90-Day Plan. Momentum has to keep.

SKILL TO RUN TODAY

/business-plan-builder

DO THESE — IN ORDER

- ☐ Claude in Brand & Business Project: 'Write my Phase 2 90-Day AI plan based on my current strengths, gaps, and Day 90 commitment.'
- ☐ Give Claude your Day 79 tool ratings.
- ☐ Sign the plan. Date it. Put Day 91 on your calendar.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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9a	_____	5p	_____
10a	_____	6p	_____
11a	_____	7p	_____
12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Share your 90-day transformation publicly. Not to brag — to help.

DO THESE — IN ORDER

- ☐ Claude: 'Write a 250-word LinkedIn post about my 88-day AI journey. 5 things I built, 1 surprise, 1 piece of advice.'
- ☐ Post it. Attach your AI Portfolio link from Day 80.
- ☐ Reply to every comment.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

Write a handwritten letter to yourself. Open it on Day 180.

DO THESE — IN ORDER

- ☐ Turn to the 'Letter to My Future Self' page at the back of this book.
- ☐ Handwrite it — no computer. Answer the prompts on the page.
- ☐ Set a calendar reminder for exactly 90 days from today: 'Open my Day 90 letter.'

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

TODAY'S ONE FOCUS

GRADUATION. Read Day 1. Feel the distance. Then start Day 91.

DO THESE — IN ORDER

- ☐ Fill in the Final Graduation checklist.
- ☐ Read your Day 1 Vision + Mission + Business Plan. Are you closer?
- ☐ Open your calendar. Confirm Day 91 is blocked. This isn't over — it just gets easier now.

TONIGHT — PLAN TOMORROW'S TIME BLOCK (10 min)

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12p	_____	8p	_____
1p	_____	9p	_____

ACCOUNTABILITY CHECK — 1 SENTENCE. TRUTH ONLY.

Additional Tools to Explore

AFTER DAY 90 — WHAT TO ADD, WHEN, AND WHY

This is not a shopping list. These are the tools worth investigating once your daily AI habit is unbreakable. Pick ONE per quarter after Day 90. Add. Master. Then next.

VIDEO & VISUAL

InVideo

AI video generator that turns text or a link into a ready-to-post video. Faster than HeyGen for listing tours built from your MLS description.

Synthesia

Enterprise AI avatar video platform — polished, more customization than HeyGen for long-form content (client education, courses).

Pictory

Long-form video (webinar, podcast) sliced into short reels automatically. Great for repurposing a listing tour into 5 social clips.

Opus Clip

Similar to Pictory. Uploads a long video and returns TikTok/Reels-ready clips with captions. Fast.

CapCut

Free mobile + desktop editor with AI features (auto-caption, AI voice, background removal). The scrappy alternative to Descript.

Runway

AI video generation and image-to-video. Advanced — use once you're producing regularly.

Veed.io

In-browser video editor with AI subtitles, translation, and eye-contact fix. Descript alternative.

Additional Tools (continued)

AI ASSISTANTS • RESEARCH • KNOWLEDGE

AI ASSISTANTS + LLMs

Google Gemini

Google's assistant, best inside Gmail and Google Docs. Free at gemini.google.com. Strong on Workspace tasks.

Microsoft Copilot

Best if you live in Outlook, Word, Excel. Also has Copilot in Windows and Edge. Comes with M365.

Grok (xAI)

X/Twitter's assistant. Fast, less filtered. Useful for real-time public conversation research.

Perplexity Comet

Perplexity's newer agentic browser + assistant. Handles multi-step research and can execute tasks on pages.

Manus

Autonomous AI agent — plans and executes multi-step research on its own. Investor briefings, competitive scans.

NOTES + KNOWLEDGE

NotebookLM

Covered on Day 27. Google's tool: upload PDFs, contracts, market reports. Ask questions grounded in YOUR documents. Generates audio 'podcast' summaries — pair it with an RPR report for a killer buyer briefing.

Otter.ai

Live meeting transcription + AI summary. Free plan is enough for most agents.

Fireflies.ai

Zoom/Meet/Teams transcription. Auto-books CRM notes. Otter alternative.

Wispr Flow

Voice-to-text at 3–4x typing speed. Dictate emails, prompts, listing descriptions — hands-free.

AUDIO + MUSIC

ElevenLabs

Voice cloning. Record 1 min of yourself, then it reads any text in your voice. Bilingual.

Suno AI

Custom background music for videos, jingles for content. \$10/mo unlocks commercial rights.

Riverside.fm

Studio-quality podcast + video recording. Alternative to Zoom for content.

Additional Tools (continued)

DESIGN • AUTOMATION • CRM

DESIGN + PRESENTATIONS

Canva Magic Studio

You'll master this in Phase 2. Pro plan unlocks Brand Kit + Magic features.

Adobe Express

Free alternative with AI generative features. Nice if you already have Adobe.

Gamma

AI presentations you'll build in Week 8. Pro at \$10/mo removes watermark and unlocks more themes.

Beautiful.ai

Presentation alternative to Gamma. More corporate feel.

Ideogram + Midjourney

AI image generation — for lifestyle photos, community scenes, marketing visuals when stock photos won't do.

AUTOMATION + WORKFLOW

Zapier

Covered in Week 9. Free tier is 5 Zaps.

Make (formerly Integromat)

More powerful than Zapier for complex multi-step flows. Steeper learning curve.

n8n

Open-source alternative to Zapier — self-hosted, unlimited flows. For the technically curious.

Cowork (Claude for Desktop)

AI agent that operates your computer for you — navigates websites, fills forms, moves files.

CRM + REAL ESTATE-SPECIFIC PLATFORMS

BoldTrail (formerly kvCORE)

CRM + website + IDX + lead gen. Common at MX1.

Follow Up Boss

CRM lots of top producers swear by. Strong pipeline management.

Sierra Interactive

CRM + IDX website with behavioral lead scoring.

Homebot

Automated home value reports to your sphere — passive nurture.

RealScout

Home search collaboration platform for buyers.

RPR (Realtors Property Resource)

FREE with NAR. Data platform most agents underuse.

Milestones, Curb Hero

Post-close and lead-capture add-ons worth pilot testing.

Additional Tools (continued)

VIDEO PLATFORMS • SOCIAL SCHEDULING

VIDEO PLATFORMS + DISTRIBUTION

YouTube + YouTube Shorts

Covered on Day 43 (channel setup) and Day 84 (client education). Real estate's most under-used long-tail platform — a Short posted today still generates leads 18 months later. Post 3 Shorts a week.

YouTube Studio Analytics

Free with your channel. Shows exactly which videos convert to subscribers and which fall flat. Check weekly.

TubeBuddy / VidIQ

Browser extensions that suggest YouTube titles, tags, and thumbnails based on what's currently ranking in your niche.

Instagram Reels + TikTok

The same 9:16 vertical video from your YouTube Short works on all three platforms. Post once, distribute three times. Use CapCut or Descript to caption.

Facebook Reels

Often overlooked. Facebook Reels currently have the least competition — great for local/community targeting.

SOCIAL + POST SCHEDULING

Buffer

Free tier is generous. Schedule up to 10 posts across 3 channels. Simple, reliable.

Later

Instagram-first scheduler. Best visual calendar for planning your feed.

Meta Business Suite

Free. Schedules Instagram and Facebook together. Built-in.

Postiz

Multi-platform scheduling — Instagram, LinkedIn, X, TikTok, YouTube, Threads, Mastodon, Bluesky — in one queue. New but growing.

Publer

Similar to Buffer with more AI post generation features.

Metricool

Buffer alternative with strong analytics and competitor tracking.

A NOTE ON PICKING TOOLS AFTER DAY 90

The rule

Never add a new tool while an existing one still has slack. If your Prompt Library is thin, don't buy Manus. If your Google Business Profile hasn't been posted to in 30 days, don't buy Homebot.

The cadence

One new tool per quarter after Day 90. Learn. Use for real. Then next. Anything faster and nothing sticks.

A Letter to Your Future Self

TO BE OPENED ON DAY 180

Handwrite this. No computer, no phone. Handwriting is more personal — and more permanent. Then set a calendar reminder for 90 days from today to open it.

When I started this program on _____, what I honestly knew about AI was:

In 90 days, the 5 things I built that I am most proud of:

The thing that surprised me most about this journey:

The agent I am committing to becoming in my NEXT 90 days:

What I want to remember — and never forget:

SIGNED WITH PRIDE

DATE

**You did not just learn AI.
You built the discipline
that carries the tools.**

Fall Forward. Then again. Then ninety more times.

Debra Betolatti, DREI

Founder, Abide Academy of Real Estate • GREC School #8185
2025 GREEA Educator of the Year

BetOnDeb.com • info@betondeb.com • 678-206-8649

Day 91 starts tomorrow. See you on the calendar.