



EDMUND BOGEN
— MASTERMIND —

— All About — Claude Code — -- Part One. —



EDMUND'S MASTERMIND | EPISODE 1 OF 3

Claude Code Foundations

How Realtors Run Their Business From the Terminal

COMPLETE IMPLEMENTATION WORKBOOK

THURSDAY, MAY 14, 2026

EDMUND'S MASTERMIND & GROUP COACHING

Your Money-Making Mission

Why You're Here

To install the same AI operating system that's powering the top 1% of producers — one that lives on your laptop, knows your business, and works while you sleep.

Your Goal Today

Walk away with Claude Code installed, configured, and producing real output for your business before the call ends.

Success Metric: 10+ hours of weekly admin work eliminated within 30 days.

Workshop Overview: Your Profit-Generating Toolkit

The 3 Systems You'll Master Today:

1. **The 60-Minute Install Engine** — Zero-to-running Claude Code in under an hour
2. **The First Conversation Framework** — How to actually talk to Claude Code so it produces results
3. **The Daily Driver Setup** — `CLAUDE.md`, slash commands, and the structure that scales

How To Use This Workbook

- **Before session:** Skim the prompt blocks. Know what's coming.
- **During session:** Fill the Success Notes. Mark the checkboxes. Copy-paste prompts as we hit them live.
- **After session:** Follow the 30-Day Plan. Sign the Commitment Contract. Schedule the 30-day review.

Pro tip: The prompts in this workbook are production-ready. You don't need to "improve" them. Copy them, paste them, ship the output.

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The 60-Minute Install Engine

The \$500/Month Tool Stack Killer

What This Means for Your Bank Account:

- 💰 Replace 5–7 SaaS subscriptions with one \$20 Claude Pro account
- ⌚ Save 10–15 hours/week on admin tasks within 30 days
- 🚀 Eliminate "which AI do I use?" decision fatigue forever

The Modern Technology Behind Your Productivity Edge

Claude Code is not a website. It's not an app you download from an app store. It's a **command-line tool** that runs on your computer and gives you direct, conversational access to Claude — Anthropic's most capable AI model — with the ability to read, write, and edit files on your own machine.

That single fact changes everything. ChatGPT and Claude.ai live in browser tabs. They forget what you said yesterday. They can't touch your files. They make you copy-paste in and out, over and over.

Claude Code lives **on your machine**. It reads the listing PDF on your desktop. It writes the email and saves it to your drafts folder. It remembers your brand voice across every session. It runs the same task 50 times in a row without complaint.

Why This Changes Everything in Real Estate

Real estate is a **document and communication business**. Listings. Contracts. Disclosures. Emails. Texts. Social posts. Market reports. The entire job is moving information from one form to another.

When the AI lives where your files live, the friction disappears. You stop using AI. You start delegating to it.

Real Revenue Applications

- Generate 30 days of social content from one prompt + your CLAUDE.md
- Process 10 buyer leads with personalized follow-ups in the time it takes to write one
- Summarize a 50-page HOA disclosure in 90 seconds, every time
- Draft 5 listing descriptions that match your voice, simultaneously
- Audit your CRM for stale contacts and generate re-engagement emails for each

System #1: Profit-Generating Prompts

Copy these exact prompts into Claude Code for immediate results:

FOR FIRST-RUN VERIFICATION

```
Hello. Confirm you have access to my current directory by listing the files here. Then tell me what kind of project this looks like based on the file names.
```

FOR SETTING UP YOUR WORKSPACE

```
Create a new folder called "real-estate-business" in my home directory. Inside it, create subfolders for: listings, clients, market-reports, marketing, contracts, and templates. Show me the final structure when done.
```

FOR IMPORTING EXISTING WORK

```
I have a folder of PDFs at ~/Documents/Listings. Read all the PDFs in that folder, extract the property address and key details from each, and save a summary table to listings-inventory.md.
```

FOR VOICE CALIBRATION

```
Read the last 20 emails I have saved as .txt files in ~/sent-emails. Analyze my writing voice – tone, sentence length, vocabulary, signature phrases. Save the profile as my-voice-profile.md so you can match my style going forward.
```

FOR FIRST REAL OUTPUT

```
Using the voice profile we just built, write 5 different listing description openers for a 3-bedroom luxury condo at 2257 Egret Cove, Baywinds. Each should be 2 sentences, in my voice, and end with a hook that pulls the reader to keep reading.
```

FOR CONFIRMING PERSISTENCE

```
List everything we created and discussed in this session. Save it to session-log-[today's date].md so I have a record of what's now on my system.
```

| System #1: Your Success Notes

During the demo, write down:

Specific ways I can use this for my business:

Estimated monthly savings from using this tool:

Current AI tool spend: \$_____ per month

Potential savings with Claude Code: \$_____ per month

First 3 tasks I'll automate this week:

1. _____
2. _____
3. _____

Questions to ask during Q&A:

Roadblocks I'm anticipating:

Reminder: The agents who win with Claude Code are the ones who install it during the live session. Don't bookmark this for "later." Later doesn't exist.

The First Conversation Framework

The "Why Most Agents Quit AI in 60 Days" Killer

- 💰 Get 10x output from the AI you already pay for
- ⌚ Cut prompt-writing time from 5 minutes to 30 seconds
- 🎯 Eliminate the "AI gave me garbage" problem forever

The Surprising Psychology Behind Your AI Output Quality

Most realtors think the problem with AI is the AI. It's not. The problem is **the way they talk to it.**

Claude Code is the most capable AI tool ever released to consumers. But it works on a simple principle: garbage in, garbage out. The agents who get great results are not "better at AI." They're better at giving Claude what it needs to win.

The framework comes down to four ingredients in every effective prompt:

1. **Context** — What's the situation? Who's it for?
2. **Task** — What do you want done?
3. **Format** — How should the output look?
4. **Constraints** — What should it avoid or include?

Skip any one and quality drops. Hit all four and Claude produces work that beats most paid copywriters.

Why This Changes Everything in Real Estate

Typical agent prompt: "Write a listing description for a 3-bedroom condo." Output: generic, forgettable, indistinguishable from every other agent's listing.

Framework-aware prompt: "You're writing for a luxury Boca Raton agent (read voice.md). Write a 120-word description for 2257 Egret Cove, a 3BR/3BA Baywinds condo with golf views, primary suite with sitting room, chef's kitchen. One paragraph. Avoid 'spacious' or 'must-see.' End with a sensory detail." Output: on-brand, memorable, market-ready.

Same AI. Different prompt. 10x result.

System #2: Profit-Generating Prompts

Copy these exact prompts into Claude Code for immediate results:

FOR READING AND ANALYZING FILES

```
Read every .pdf in ~/Documents/Closings-2025. For each one, extract: closing date, property address, sale price, and your best guess at the buyer source (referral, web lead, sphere). Save the result as a markdown table in closings-analysis.md.
```

FOR MULTI-STEP WORKFLOWS

```
Step 1: Read my voice profile at voice-profile.md.
Step 2: Read my listing inventory at listings-inventory.md.
Step 3: For each listing, generate a 100-word description, an Instagram caption (50 words + 5 hashtags), and a 3-line text message.
Step 4: Save each set as [property-address]-marketing.md.
```

FOR REFINING OUTPUT

```
That listing description is too generic. Rewrite it with: (1) a specific architectural detail in the first sentence, (2) one neighborhood feature only locals know, (3) a sensory closing line. Keep it under 110 words.
```

FOR LONG DOCUMENT PROCESSING

```
This is a 47-page HOA disclosure (hoa-doc.pdf). Read the full document. Produce: (1) a one-paragraph plain-English summary, (2) any rules that would matter to a buyer with pets, kids, or rental plans, (3) the top 3 things I should highlight to my buyer client.
```

FOR BULK PERSONALIZATION

```
Read sphere-list.csv. For the 25 contacts marked "Q4 reach-out," draft a personalized 3-sentence text message based on their last interaction note. Save all 25 in q4-outreach.md, one message per contact, with the contact's name as the header.
```

FOR FORMAT CONTROL

```
Output format: Markdown table with columns Address | Beds | Baths | Price | Days on Market | One-Line Hook. No preamble. No closing remarks. Just the table.
```

| System #2: Your Success Notes

The 4 prompt ingredients I always forget to include:

1. _____
2. _____
3. _____
4. _____

My current "weakest" prompts I want to upgrade:

Estimated time saved per week with proper prompting:

_____ hours × \$_____ /hour = \$_____ /week

Tasks I want to "framework-ize" first:

1. _____
2. _____
3. _____
4. _____
5. _____

Questions to ask during Q&A:

Field test: By end of session, write a single Framework-aware prompt for one listing in your inventory. Run it. Save the output. That's your proof of concept.

The Daily Driver Setup

The "Generic Chatbot" Killer

- 💰 Build an AI assistant that knows your business — not just AI in general
- ⌚ Reduce per-task prompt time from 2 minutes to 10 seconds
- 🔄 Compound your AI value every week (it gets smarter the longer you use it)

The Architecture Behind Your Personal AI

The difference between agents who quit Claude Code in 30 days and agents who 10x their output? **Configuration.**

Out of the box, Claude Code is a smart but generic AI. With a properly built `CLAUDE.md` file, it becomes your AI — one that knows your name, your team, your market, your brand voice, your common tasks, and your preferences.

A `CLAUDE.md` file is just a markdown document at the root of your project folder. Claude reads it automatically every time you start a session. Whatever you write becomes permanent context.

Slash commands take this further. Instead of typing a 200-word prompt every time you write a listing description, you create `/listing` once. From then on, you just type `/listing` and Claude executes the full workflow.

Why This Changes Everything in Real Estate

Real estate is **repetition**. You write listings the same way every time. You follow up with leads the same way every time. You send post-closing thank-you notes the same way every time.

Every repetition is a slash command waiting to happen. Build it once. Run it 1,000 times. Each run takes 5 seconds instead of 5 minutes. Multiply across 30+ recurring tasks per week — that's an entire workday recovered, weekly, for the rest of your career.

Real Revenue Applications

- `/listing` → full marketing kit (description + social + email + SMS) from a single property address
- `/lead` → personalized follow-up + CRM update from a one-line context
- `/cma` → start-to-finish CMA prep from a property address
- `/email` → polished email in your voice from a 2-sentence dictation
- `/recap` → end-of-day summary + tomorrow's priorities from your calendar + notes

System #3: Profit-Generating Prompts

FOR BUILDING YOUR CLAUDE.MD (RUN ONCE)

Help me build my CLAUDE.md file. Ask me about: (1) who I am and my brand, (2) my business entities and what I sell, (3) my team members, (4) my preferred communication style, (5) my common tasks. After I answer, generate a complete CLAUDE.md and save it to the root of this directory.

FOR CREATING YOUR FIRST SLASH COMMAND (/LISTING)

Create a slash command at `.claude/skills/listing/SKILL.md`. The skill should: take a property address and key features as input, then produce (1) a 120-word MLS-ready description, (2) an Instagram caption with 8 hashtags, (3) a 3-line text for buyer prospects, (4) a sample email subject line. Match the voice in `voice-profile.md`.

FOR BUILDING /LEAD

Create a slash command at `.claude/skills/lead/SKILL.md`. Input: contact name, last interaction summary, what they're looking for. Output: (1) a 4-sentence text follow-up, (2) a longer email version, (3) a CRM note in the format "Date | Action | Next Step." Voice should match `voice-profile.md`.

FOR BUILDING /CMA-PREP

Create a slash command at `.claude/skills/cma-prep/SKILL.md`. Input: subject property address. Output: a 1-page CMA prep checklist including (1) data points to gather, (2) recommended comparables criteria, (3) market trend questions to research, (4) presentation outline. Don't generate the CMA itself – just the prep document.

FOR ADDING MEMORY

Add this to my CLAUDE.md under a new section called "Active Listings": [paste your active listing addresses]. Also add a section called "Active Buyers" with [their names and search criteria]. Save the updated file.

FOR TESTING IT ALL WORKS

Run `/listing` for 2257 Egret Cove, 3BR/3BA Baywinds condo, golf course views, \$725,000.

| System #3: Your Success Notes

The 5 tasks I do every week that should become slash commands:

1. _____
2. _____
3. _____
4. _____
5. _____

What I want my CLAUDE.md to remember about me:

My active listings (will go into CLAUDE.md):

My active buyers (will go into CLAUDE.md):

Lock-in question: If you only built ONE slash command this week, which would it be — and why?

Your 30-Day Profit Plan

Week 1 — Foundation Setup

- ☐ Claude Code installed and verified
- ☐ Anthropic Pro account active (\$20/mo)
- ☐ First successful prompt completed
- ☐ Workspace folder structure created

Week 2 — Personalization

- ☐ `CLAUDE.md` written with full context
- ☐ Voice profile generated from past emails
- ☐ Active listings + buyers captured
- ☐ 5 file-based prompts run successfully

Week 3 — Slash Commands

- ☐ `/listing` built and tested
- ☐ `/lead` built and tested
- ☐ One additional custom slash command
- ☐ Daily use of 2+ slash commands

Week 4 — ROI Measurement

- ☐ 10+ hours/week of admin work eliminated
- ☐ One previously-paid AI tool canceled
- ☐ Voice profile refined with feedback
- ☐ Episode 2 registered + workbook downloaded

The Stack Effect

These four weeks aren't independent — they compound. Week 1's install is what makes Week 2's personalization possible. Week 2's `CLAUDE.md` is what makes Week 3's slash commands powerful. Week 3's slash commands are what creates Week 4's measurable ROI.

Skip a week and the stack breaks. Stay on it and the leverage compounds for the rest of your career.

Your Profit Commitment Contract

Based on today's workshop, I commit to:

Primary Tool Focus: I will master **Claude Code** first because it will save me _____ hours per week and increase my income by \$_____ per month.

Time Investment: I will invest _____ hours per week learning and implementing Claude Code.

Success Metrics

Time savings target: _____ hours per week

Quality improvement: _____% better deliverables

Revenue increase: \$_____ per month within 90 days

Accountability

Accountability Partner: _____

Weekly Check-in Schedule: Every _____ at _____ AM/PM

30-Day Review Date: _____

Episode Continuity

- ☐ I will register for Episode 2: Daily Real Estate Work
- ☐ I will register for Episode 3: Power Plays
- ☐ I will share at least one win in the mastermind community before next session

My Signature: _____ Date: _____

Why this matters: Signed commitments execute at 10x the rate of mental commitments. Sign the page. Take a photo. Send it to your accountability partner before you log off the call.

Workshop Notes & Monthly ROI Tracker

Live Demo Notes

Demo #1: Install + First Prompt

Demo #2: Conversation Framework

Demo #3: Daily Driver Setup

Monthly ROI Assessment

Month: _____

Metric	Target	Actual
Hours saved this month	40+	
Time value (hours × \$/hr)	\$2,000+	\$
Direct revenue from AI workflows	\$3,000+	\$
Subscriptions canceled	2+	
Listings shipped using <code>/listing</code>	10+	
Leads followed up using <code>/lead</code>	50+	
TOTAL MONTHLY ROI	\$5,000+	\$

Competitive Advantages Gained:

Track this monthly. The compounding only becomes visible when you measure it. Most agents stop at "feels productive." Top 1% measure to the dollar.

Final Success Checklist & Closing

Before You Leave Today:

- ☐ Claude Code installed and tested
- ☐ Anthropic account active
- ☐ Workspace folder structure created
- ☐ At least one slash command built
- ☐ Accountability partner identified
- ☐ Episode 2 registration completed

This Week:

- ☐ `CLAUDE.md` populated with full business context
- ☐ Voice profile generated and tested
- ☐ 5+ hours of admin work eliminated using Claude Code
- ☐ First success story shared in the mastermind community

Closing Manifesto

"While my competitors debate whether AI will replace them, I'm using it to replace their market share. Claude Code doesn't make me lazy — it makes me unstoppable. Every hour I save is an hour I spend building relationships, creating strategy, and growing my income. This is my competitive weapon, and I will master it."

Personal Success Statement:

Continue The Series

- **Episode 2 — Daily Real Estate Work:** www.reignation.com/claude-code-2
- **Episode 3 — Power Plays:** www.reignation.com/claude-code-3

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BECAUSE FALLING BEHIND IS NOT AN OPTION!