

EDMUND'S
MASTERMIND

BUILD A COMING-SOON MACHINE

**AUTO-GENERATE TEASER CAMPAIGNS
THE SECOND YOU SIGN A LISTING**

From one seller input form to a full launch package — automatically.

**SIGN ONCE.
LAUNCH EVERYTHING.**

Seller signs. System fires.
Marketing starts.

SELLER FORM

SOCIAL READY

MLS READY

PHOTO ORDERED

OPEN HOUSE READY

LISTING SIGNED. BUZZ ACTIVATED.
Less manual work. More market momentum.
THAT'S THE POWER OF THE COMING-SOON MACHINE.

EDMUND'S MASTERMIND • AUGUST 19, 2026

THE COMING-SOON MACHINE

COMPLETE IMPLEMENTATION WORKBOOK

An Entire Pipeline Auto-Generated the Moment You Sign a Listing — the Build and the Prompts

"Because Launching to Silence is NOT an Option!"

YOUR MONEY-MAKING MISSION

THE TRIGGER

Min 0

the campaign generates the hour the agreement is signed

ANTICIPATION ARC

7–10d

the coming-soon window that builds a crowd before the debut

THE INPUT

10

lines of Listing Brief — every asset generates from it

LAUNCH AUDIENCE

Day 1

an interest list that's been waiting — not the void

The 3 Systems Built Today

1 The Signature Trigger

One ten-line Listing Brief written the hour you sign — the campaign calendar, asset checklist, and compliance pre-flight all spawn from it. Plus the compressed short-runway version.

2 The Teaser Factory

The day-by-day anticipation arc, drafted by AI in your voice: silhouette, sphere email, detail peek, agent whisper, countdown — with the interest-list capture under every touch.

3 The Launch Flywheel

Launch day as a surge: interest list first, public second, open house tied in — plus the seller report that makes you referable and the debrief that sharpens every next campaign.

Silent Listing vs. Machine Launch

MOMENT	SILENT	MACHINE
Hour after signing	Photo scheduling	Campaign exists
The week before	Nothing posts	Anticipation builds
Launch morning	Post and pray	List gets it first
First weekend	Scattered views	Concentrated demand
The seller sees	Silence	A waiting list

The Rule: nothing before the signature, everything inside your MLS's coming-soon rules, every teaser fact-checked and fair-housing-scanned — and approved by you before it posts.

What You'll Leave With Today

- ☐ **The 10-Line Listing Brief** — one input, whole campaign
- ☐ **All 18 machine prompts** — trigger, factory, flywheel
- ☐ **The day-by-day teaser arc** — plus the compressed version

- ☐ **The Rules of the Tease** — MLS coming-soon guardrails
- ☐ **The launch-day run sheet** — list first, public second
- ☐ **The 30-day plan** — masters week 1, live fire week 3

How to use this workbook: page 3 is the core idea and the campaign map. Pages 4–15 are the three systems (overview → prompts → reference). Pages 16–17 are the compliance card and the build order. Pages 18–21 are the plan, the math, the contract, and the manifesto.

EVERY LISTING GETS ONE DEBUT

A house is new exactly once. Most agents spend that newness alone — the agreement signed, days lost to photo scheduling, the MLS entry appearing in front of whoever happens to scroll by. The machine spends it building a crowd: the hour the ink dries, one ten-line brief generates a week of engineered curiosity, an interest list collects raised hands, and launch morning lands in front of people who have been waiting. Anticipation isn't luck — it's an asset you manufacture, on schedule, inside the rules.

The Campaign Map — From Signature to Surge

WHEN	TOUCH	CHANNEL	ITS ONE JOB	AI ASSIST
Hour 0	The Trigger — brief, calendar, pre-flight	Internal	The campaign exists before dinner	Brief Builder + Scheduler + Pre-Flight
Day 1	The Silhouette — no-address mystery post	IG / FB	Start the curiosity	Drafts 3 caption options + shot direction
Day 1	The Sphere Email — "you're hearing it first"	Email + text	Your people knew early	Writes the note + interest-list CTA
Day 3-4	The Detail Peek — one irresistible detail	IG / FB	Reveal one notch more	Turns the detail into a story caption
Day 4-5	The Agent Whisper — broker-to-broker note	Email / DM	Buyers' agents lean in	Drafts the factual, no-hype heads-up
48h / 24h / AM	The Countdown — escalating reveal	IG / FB / Story	Peak anticipation at launch	Writes the 3-post escalation set
Launch Day	The Reveal — list first, public second	All	Debut to a crowd	Fires the full launch sequence

The One-Notch Rule

Each touch reveals exactly one notch more than the last: mystery → neighborhood → detail → near-reveal → live. Show too much on Day 1 and there's nothing to wait for; show too little all week and it reads as a game. One notch per touch is the craft.

The Audience Ladder

Each circle feels slightly ahead of the last: your sphere hears before the public, the interest list sees before the sphere, agents get their professional note before the countdown. That "I knew early" feeling is what gets shared — and what grows the next campaign's list.

The honesty bar: real photos, real facts, no bait. The tease works because the reveal delivers — an oversold tease costs you the launch AND the credibility. Anticipation, never deception.

1

The Signature Trigger

Signed at 4:00 — the campaign exists by 5:00

Why This Works

The hours after a signing are the highest-energy moment of the listing: the seller is excited, the walk-through is fresh in your head, and the market doesn't know yet. Most agents spend that energy scheduling photographers. The machine spends it on anticipation — you write one **ten-line Listing Brief** while the conversation is still warm, and AI turns it into the complete campaign before dinner: the calendar, the asset list, the compliance check, every teaser queued for drafting.

The brief is the whole input. Everything downstream — captions, emails, whisper notes, countdown posts — reads from those ten lines. Write them well once and the campaign personalizes itself; skip them and every teaser starts from a blank page again.

The Anatomy of the 10-Line Brief

#	LINE	FEEDS
1	Address + specs (beds/baths/sf/lot)	Everything
2	Target launch date	The calendar + countdown
3	The three hero features (what made YOU react)	Detail peek, launch copy
4	The neighborhood hook	Silhouette teaser ("coming to [AREA]")
5	The lifestyle story — property and lifestyle only	Every caption's voice
6	The one detail that makes the best teaser	The mid-arc sneak-peek
7	Photo / video timeline	Asset checklist deadlines
8	Price positioning note (private — never teased)	Launch-week strategy only
9	My MLS's coming-soon parameters	The compliance pre-flight
10	The seller's marketing direction, as signed	The campaign's permission slip

The trigger discipline: the brief is written in the driveway, not "tonight." Five minutes while the walk-through is fresh beats thirty minutes of reconstruction tomorrow — and the campaign calendar needs Day 1 to actually be Day 1.

SYSTEM 1 — TRIGGER PROMPTS I

Prompt 1 runs in the driveway; Prompt 3 runs once ever — then guards every campaign after it.

PROMPT 1 — THE LISTING BRIEF BUILDER

I just signed a listing. Here's my brain-dump from the appointment: [EVERYTHING — address, specs, condition, what made you react, the sellers' story, timeline, neighborhood]. Distill it into my 10-line Listing Brief: 1) address + specs, 2) target launch date, 3) the three hero features, 4) the neighborhood hook, 5) the lifestyle story (property and lifestyle only — never who should live there), 6) the one detail that makes the best teaser, 7) photo/video timeline, 8) price positioning note (private — never in teasers), 9) my MLS's coming-soon parameters [PASTE], 10) the seller's marketing direction as signed. Flag anything missing that I should capture before I leave the driveway.

Expected output: the ten lines that power every asset in the campaign — plus your capture gaps.

Pro move: dictate the brain-dump into your phone in the car. The brief writes itself from your own excitement.

PROMPT 2 — THE CAMPAIGN SCHEDULER

Using my Listing Brief [PASTE]: signed [DATE], launching [DATE]. Build the campaign calendar: every teaser touch with its day, channel, and asset needed — silhouette teaser, sphere email, detail sneak-peek, agent whisper note, countdown posts (48h/24h/morning-of), and the launch-day sequence. Respect my MLS window rules from the brief: flag the exact date public marketing begins and what MLS status must be active by then. Output as a dated checklist I can paste into my Command Center.

Expected output: the dated send calendar with the MLS-status deadline flagged in red.

Pro move: the calendar is also your seller update — send it to them Day 0 and watch their confidence in you jump.

PROMPT 3 — THE COMPLIANCE PRE-FLIGHT

Here are my MLS's coming-soon and clear-cooperation rules, as confirmed by my broker/MLS: [PASTE THE ACTUAL RULES]. Convert them into my campaign guardrails: 1) what counts as "public marketing" and what clock it starts, 2) the required MLS status and when it must be entered, 3) showing restrictions during the coming-soon window, 4) what my teasers may and may not say or show, 5) the seller-direction paperwork required before anything posts. Format as a pre-flight checklist that every campaign runs before Day 1 — and tell me which of my planned touches need adjusting.

Expected output: your standing guardrail checklist — built from the real rules, not internet folklore.

Pro move: run it once with your broker's actual answer pasted in, save the output, and every future campaign inherits compliance by default.

SYSTEM 1 — TRIGGER PROMPTS II

The tease must never wait for the photoshoot — Prompt 4 makes sure it doesn't.

PROMPT 4 — THE ASSET CHECKLIST

From my campaign calendar [PASTE]: list every asset each touch needs and when it must exist — the one phone photo that works for the silhouette teaser (before pro photos!), the detail shot for the sneak-peek, the pro-photo delivery deadline, yard sign and Coming Soon rider copy, and the landing/interest capture destination. Order by deadline, mark what I can shoot on my phone TODAY versus what waits for the photographer — the tease must never wait for the photoshoot.

Expected output: the deadline-ordered asset list, phone-shots flagged for today.

Pro move: take the silhouette shot before you leave the property on signing day — dusk gate, tree-lined approach, no house numbers.

PROMPT 5 — THE COMPRESSED CAMPAIGN

This one moves fast: signed [DAY], launching [DAY] — only [N] days of runway. Compress my teaser arc intelligently: which touches merge, which drop, and which never drop (the sphere email and the interest-list capture). Give me the compressed calendar with exact posting times, still inside my MLS rules from the pre-flight. If the runway makes a real tease impossible, say so — a clean fast launch beats a rushed half-tease.

Expected output: the short-runway calendar — or an honest "skip the tease, launch clean."

Pro move: even a 48-hour runway fits the sphere email and one teaser. The interest list is the last thing you ever cut.

PROMPT 6 — THE SYSTEM WIRING

Design how the machine lives in my systems: a "Coming-Soon Campaign" checklist template in my [NOTION COMMAND CENTER / CRM] that spawns when a listing agreement is signed, with each touch as a dated task; where the master prompts live in my prompt library (CSM- prefix); and where campaign results get logged (interest-list size, saves, DMs, launch-day showings) so every campaign teaches the next one. Fifteen minutes per listing once built — if it's more, cut steps.

Expected output: the machine as infrastructure — spawned per signature, logged per campaign.

Pro move: the 15-minute ceiling is sacred. A machine you skip on busy weeks is a machine you don't have.

The pattern: brief from the real walk-through, calendar from the real runway, guardrails from the real rules, assets before the photoshoot — and the whole thing wired into systems you already run.

THE HOUR-ZERO WORKSHEET

Fill this in for your current or next listing — it becomes your first Listing Brief.

My 10-Line Listing Brief (Draft)

1 • ADDRESS + SPECS

2 • TARGET LAUNCH DATE

3 • THE THREE HERO FEATURES (WHAT MADE ME REACT AT THE WALK-THROUGH)

4 • THE NEIGHBORHOOD HOOK

5 • THE LIFESTYLE STORY (PROPERTY + LIFESTYLE ONLY)

6 • THE ONE DETAIL THAT MAKES THE BEST TEASER

9 • MY MLS'S COMING-SOON PARAMETERS (CONFIRM WITH BROKER/MLS THIS WEEK!)

Hour-Zero Checklist

- ☐ Seller's marketing direction signed (delayed / coming-soon election on the MLS form)
- ☐ Brief dictated in the driveway; Brief Builder run
- ☐ Compliance Pre-Flight passed — MLS status deadline on the calendar
- ☐ Campaign calendar generated; pasted into my Command Center
- ☐ Silhouette phone-shot taken before leaving the property
- ☐ Photographer booked — with the delivery deadline from the asset checklist

Lines 7, 8, and 10 get filled in the driveway too — this page just doesn't have room for your handwriting AND the machine's.

2

The Teaser Factory

Curiosity is a craft — and now it's templated

Why This Works

Anticipation sells because the brain finishes incomplete pictures. A silhouette at dusk captioned "something's coming to Palm Isle" gets shared; a full listing photo with a price gets scrolled past. The factory drafts the entire arc from your Listing Brief — each touch revealing exactly one notch more — so by launch day the audience has been leaning in for a week.

The order is the craft: **mystery → identity → detail → insiders → countdown**. The neighborhood is named before the home is shown; one detail is shown before the whole is revealed; agents get their professional note before the public countdown begins. Each audience feels slightly ahead of the last — that feeling is the shareability, and it's manufactured on purpose.

The Six Teasers at a Glance

🌐 OPENING (Day 1)

- **The Silhouette** — no address, neighborhood-level mystery, phone photo
- **The Sphere Email** — "you're hearing it first" + interest-list invitation

🏠 MID-ARC (Days 3–5)

- **The Detail Peek** — one irresistible detail, told as a story
- **The Agent Whisper** — the factual heads-up to buyers' agents

🕒 CLOSING (48h → launch)

- **The Countdown** — 48h / 24h / morning-of, escalating reveal
- **The Capture** — the interest-list CTA under every single touch

Every teaser passes three gates before it queues: the fact-check (every claim true), the fair-housing scan (property and lifestyle, never people), and the voice pass (sounds like you, not like a template). AI drafts; you approve.

Next: the six factory prompts — every teaser, built from the same brief

SYSTEM 2 — FACTORY PROMPTS I

Every prompt reads from the same Listing Brief — write it once, paste it everywhere.

PROMPT 1 — THE SILHOUETTE TEASER (DAY 1)

From my Listing Brief [PASTE]: write the Day-1 silhouette teaser for Instagram and Facebook — no address, no price, neighborhood-level only ("something's coming to [AREA]"). Three caption options: mysterious, playful, and premium. Each under 40 words with an interest-list CTA ("want first look? Comment SOON / DM me"). Describe the photo I should take on my phone today (dusk silhouette, gate detail, tree-lined approach — no identifying numbers). Property and lifestyle language only; nothing about who the home is "for."

Expected output: three ready captions + the exact shot direction for a phone photo.

Pro move: the mysterious option usually wins — but the premium one wins in luxury markets. Test both across campaigns.

PROMPT 2 — THE SPHERE EMAIL (DAY 1)

From my Listing Brief [PASTE]: write the "you're hearing it first" email to my sphere and buyer list. Subject under 45 characters with curiosity, not clickbait. Body under 120 words: what I can share now (area, property type, one hero hint), the launch date, and the first-look offer — join the interest list and you'll get the full listing [X hours] before it goes wide. Warm, personal, zero blast-energy. Plus a 300-character text version for my hottest buyer contacts.

Expected output: the email + the text version — your people hear it first, and they remember that.

Pro move: this email quietly retrains your sphere to open everything you send — early access is the best deliverability strategy there is.

PROMPT 3 — THE DETAIL SNEAK-PEEK (MID-ARC)

The teaser detail from my brief is [THE DETAIL — the dock, the terrazzo, the chef's range]. Write the mid-arc sneak-peek post: one photo of just this detail, a caption that makes it a story in under 50 words ("the first thing you'll do in this house is stand right here"), and a reminder of the launch date + interest list. Give me two variants: one leading with the feeling, one leading with the craftsmanship. No address yet.

Expected output: two story-caption variants for the single most teasable detail.

Pro move: the detail peek is consistently the most-saved post of the arc — saves are buyers bookmarking the launch.

SYSTEM 2 — FACTORY PROMPTS II

The capture is the quiet star — the interest list is what makes launch day a surge instead of a shout.

PROMPT 4 — THE AGENT WHISPER NOTE

From my Listing Brief [PASTE]: write the agent-to-agent heads-up note for the [N] agents whose buyers fit this home — professional, factual, no hype: what's coming, where (as specific as my MLS's coming-soon rules allow), when it launches, and how showings will work under the status rules. One version for agents I know well, one for agents I don't. This note makes ME the agent who gives colleagues a head start — that reputation compounds.

Expected output: two whisper variants that build your agent-network reputation with every campaign.

Pro move: send it the day before the public countdown starts — agents get the head start they'll remember, inside the rules.

PROMPT 5 — THE COUNTDOWN FINALE (48H / 24H / MORNING-OF)

From my Listing Brief [PASTE]: write the countdown set — 48 hours ("two days: here's one more thing about this home"), 24 hours (the near-full reveal minus price and address if my MLS window requires), and morning-of ("it's live at [TIME] — interest list already has it"). Each under 40 words, escalating reveal, interest-list CTA on the first two. Include Story/vertical variants for each.

Expected output: the three-post escalation set, feed + Story formats, launch time baked in.

Pro move: "interest list already has it" in the morning-of post is the line that grows the NEXT campaign's list.

PROMPT 6 — THE INTEREST-LIST CAPTURE KIT

Build my interest-list capture kit for this campaign: the DM keyword and the auto-reply that collects name + email + timeline conversationally (not a form interrogation), the two-line landing blurb if I use a page instead, and the two nurture touches between signup and launch ("you're on the list — launch is [DATE]; here's one more peek"). Everyone who raises a hand gets tagged [CAMPAIGN TAG] in my CRM — give me the exact workflow note for my Command Center.

Expected output: keyword, auto-reply, landing blurb, nurture pair, and the CRM tagging workflow.

Pro move: every list member who doesn't buy THIS house is a tagged buyer lead for the next one. The campaign is also lead gen.

The pattern: open with mystery, feed the middle with one detail and one whisper, close with a countdown — and under every touch, the same quiet ask: get on the list.

THE TEASER ARC REFERENCE CARD

Pin this next to your desk — the full arc with what each touch reveals and never reveals.

TOUCH	REVEALS	NEVER REVEALS	FORMAT NOTES
 Silhouette	Neighborhood, property type, "soon"	Address, price, interiors	Phone photo, dusk, no house numbers; 3-caption test
 Sphere Email	Area, one hero hint, launch date	Address, price	Under 120 words; subject under 45 chars; text version for hot buyers
 Detail Peek	ONE detail, told as a story	The whole house, address	The most-saved post of the arc; two caption variants
 Agent Whisper	What the MLS status allows + showing plan	Anything the status forbids	Factual, no hype; two versions (known/unknown agents)
 Countdown 48h	One more feature	Price	Interest-list CTA
 Countdown 24h	Near-full reveal (per MLS window)	Price if window requires	Interest-list CTA — last call
 Morning-Of	Live time + "list already has it"	—	Sets up the reveal; no CTA needed

The Three Gates (Every Teaser, Every Time)

✓ GATE 1 — FACTS

- Every claim true and verifiable
- Real photos of THIS property
- No invented urgency or numbers

🏠 GATE 2 — FAIR HOUSING

- Property + lifestyle language only
- Never who "should" live there
- Same scan as listing copy

🗣️ GATE 3 — VOICE

- Sounds like you on your best day
- Warm, confident, zero hype-words
- You approve before it queues

My teaser detail for my next listing: write it now, while you're thinking about it — the dock, the terrazzo, the courtyard gate, the view from the kitchen sink. The best one is the one YOU stopped at during the walk-through.

Next: System 3 — where the collected attention becomes launch-day results

3

The Launch Flywheel

The tease is only as good as the landing

Why This Works

Launch day with a machine behind it looks different: the interest list gets the full listing **first** — the kept promise that makes the next campaign's list bigger — then the public just-listed set drops into an audience that recognizes the house from a week of teasers. The open house rides the same wave. And the seller gets a report showing exactly what the anticipation produced: names on a list before a single public photo existed.

Then the flywheel turns. Every campaign logs its numbers — list size, saves, DMs, launch-day showings — so the debrief tells you which teaser pulled hardest and what to adjust. By the third listing, the machine isn't a template you use; it's a system with your market's fingerprints on it. And the campaign stat ("my last coming-soon put 47 buyers on a waiting list") becomes a listing-presentation weapon that wins the NEXT signature — which triggers the next campaign.

The Three Plays

LIST-FIRST LAUNCH

- Interest list gets it hours early
- Public set pays off the tease
- Whisper agents get the just-listed note

THE SELLER REPORT

- What the tease produced, as a story
- Sent launch day — the wow update
- The artifact their friends hear about

THE DEBRIEF LOOP

- Which touch pulled, which fell flat
- One edit per master template
- The stat for my listing presentation

The kept promise is the whole flywheel: if the interest list doesn't actually get it first, the list stops growing — this campaign's delivery is next campaign's sign-up rate. Guard it.

SYSTEM 3 — FLYWHEEL PROMPTS I

Launch day is a sequence, not a post — fire it in order.

PROMPT 1 — THE LAUNCH-DAY SEQUENCE

Launch day for [ADDRESS], live at [TIME]. From my Listing Brief [PASTE], write the sequence in firing order: 1) the interest-list email/text that delivers the full listing [X hours] early with showing booking, 2) the public just-listed set — IG, FB, Story — that pays off the week's tease ("the one you've been watching"), 3) the sphere email for everyone who wasn't on the list (with a soft "next time, get on the list"), 4) the just-listed agent note to my whisper list. Every piece links to listing + showings. This is the reveal — confident, warm, zero "please share."

Expected output: the full launch sequence in firing order, list-first promise kept.

Pro move: "the one you've been watching" is the payoff line — it converts a week of curiosity into clicks.

PROMPT 2 — THE OPEN-HOUSE TIE-IN

The launch weekend open house is [DATE/TIME]. Write the tie-in set: the open-house announcement that rides the campaign's momentum ("see the one you've been watching, in person"), the interest-list VIP framing (first hour, or a private slot, if my seller agrees), and the morning-of reminder. Then the day-after follow-ups by visitor type — interest-list member, walk-in neighbor, agent — each referencing the campaign so the thread continues instead of ending at the door.

Expected output: the open-house promo set + segmented day-after follow-ups.

Pro move: the walk-in neighbor follow-up is a farming touch in disguise — they just watched your machine work on their street.

PROMPT 3 — THE SIGNAL READER

Mid-campaign read for [ADDRESS]: interest list at [N], post saves [N], DMs [N], whisper-note replies [N], with [X] days to launch. What do these numbers say about demand strength, and what should I adjust — add a teaser, accelerate launch, tighten showing slots for concentration? Also: how does this signal inform my launch-week conversations with the seller about pricing confidence (informational only — the pricing story from my comps still governs the number)?

Expected output: a demand read + concrete adjustments + the seller-conversation framing.

Pro move: a hot signal doesn't change the price — it changes the showing strategy. Concentrate demand; let the market do the rest.

SYSTEM 3 — FLYWHEEL PROMPTS II

Prompt 4 is the secret weapon — the seller report is the artifact that gets shown to their friends.

PROMPT 4 — THE SELLER REPORT

Write my launch-day seller report for [SELLER NAMES]: what the campaign did before their home ever hit the MLS — [INTEREST LIST N, REACH/SAVES, DMS, AGENT INQUIRIES, EARLY SHOWING REQUESTS] — told as a story in under 150 warm words ("before a single public listing photo existed, [N] people had asked about your home"). Close with what launch week looks like and when they'll hear from me next. This report is why they'll tell their friends about the agent who built them an audience.

Expected output: the launch-day wow update — numbers told as a story, next steps included.

Pro move: send it launch morning, before they ask anything. The unprompted report is the referral engine.

PROMPT 5 — THE POST-LAUNCH DEBRIEF

Campaign debrief for [ADDRESS]: the numbers per touch [PASTE — each teaser's reach/saves/DMS, list growth by day, launch-day showings, offers timeline]. Which touch pulled hardest and why, which landed flat, did the interest list convert to showings, and what's the one edit per master template before my next campaign? Also: the one stat from this campaign that belongs in my listing presentation ("my last coming-soon campaign put [N] buyers on a waiting list before launch").

Expected output: the campaign autopsy — one edit per master, one stat for the presentation.

Pro move: ten minutes, same week, while the numbers are fresh. The debrief is what makes campaign #3 twice as good as campaign #1.

PROMPT 6 — THE EVERGREEN FLYWHEEL

Turn this campaign into my permanent machine: from what worked [PASTE DEBRIEF], produce my master template set — the six teaser masters with personalization slots, the campaign calendar template by runway length, and the compliance pre-flight as a standing checklist. File plan for my prompt library (CSM- prefix) and my Command Center. Goal: next listing agreement to full campaign queued in 15 minutes — and tell me what I'd customize per property type (waterfront, condo, land, luxury).

Expected output: the master set, filed and reusable — the machine, permanent.

Pro move: build the waterfront variant first if that's your market — the teaser detail is almost always the water.

The pattern: deliver the promise, report the win, read the numbers, edit the masters — and let every campaign make the next one sharper and the next listing appointment easier to win.

THE LAUNCH-DAY RUN SHEET

Print this the night before launch. Firing order matters — the list-first promise is the flywheel.

TIME	ACTION	AUDIENCE	DONE
T -1 day	MLS status flip confirmed for launch time; listing links tested; showing calendar open	—	☐
T -[X]h	Interest-list email + text fires — full listing, early showing booking	The list (first!)	☐
T 0	Listing live · public just-listed set posts (IG + FB + Story) — "the one you've been watching"	Public	☐
T +1h	Sphere email to everyone not on the list ("next time, get on the list")	Sphere	☐
T +1h	Just-listed note to the whisper-list agents	Agents	☐
T +2h	Seller report sent — unprompted, numbers as a story	Seller	☐
Evening	Reply to every DM and comment; log Day-1 numbers in the campaign record	—	☐
Weekend	Open house rides the wave; day-after follow-ups by visitor type	Visitors	☐
Same week	Post-launch debrief run; one edit per master; presentation stat extracted	—	☐

The Numbers I Log (Every Campaign)

- | | |
|--|--|
| ☐ Interest-list size at launch (and growth by day) | ☐ Launch-day showings booked (list vs. public) |
| ☐ Saves + DMs per teaser touch | ☐ Time to first offer — and offer count week 1 |
| ☐ Whisper replies — agent interest count | ☐ List members who didn't buy → tagged buyer leads |

Why the log matters: these six numbers are the debrief's fuel, the seller report's story, and your next listing presentation's proof. Two minutes of logging per campaign buys all three.

Next: the full compliance card — the rules the whole machine runs inside

THE RULES OF THE TEASE

"Coming soon" is the most regulated fun in real estate marketing. The moment a listing is **publicly marketed** — a post, a sign, a blast — most MLSs' clear-cooperation rules start a clock for MLS entry, and many have a specific Coming Soon status with its own timelines and showing rules. None of this makes the machine impossible; it makes it **necessary** — a compliant campaign has exact dates, exact statuses, and zero improvisation.

RULE	WHAT IT MEANS FOR THE MACHINE
Nothing before the signature	The trigger is the signed listing agreement. No teaser, no "guess what I just got," until it's inked.
Public marketing starts the MLS clock	Most MLSs: submission within 1 business day of public marketing, or entry in a Coming Soon / delayed status. The Pre-Flight maps YOUR MLS's exact rule into the calendar before anything posts.
The seller directs the strategy — in writing	Coming-soon windows and delayed marketing are seller elections. Use your MLS/brokerage's form; the calendar follows their signed direction.
Showings follow status rules	Many MLSs restrict showings during Coming Soon. The interest list collects the crowd; showings start when the status allows.
Fair housing applies to teasers	Tease the property and the lifestyle — never who "should" live there. Curiosity copy gets the same scan as listing copy.
Honest anticipation only	Real photos, real facts, no bait. An oversold tease costs the launch AND the credibility.
Broker rules ride along	Team branding, advertising review, sign riders — your brokerage's ad rules apply to every touch.

The One-Question Habit

Before your first campaign, ask your broker or MLS one question: "What exactly are our coming-soon rules?" Paste the answer into the Compliance Pre-Flight prompt (System 1, Prompt 3). The machine bakes the rules in once — every campaign after that is compliant by default.

MY MLS'S ANSWER (WRITE IT HERE WHEN YOU GET IT)

THE BUILD ORDER — WHAT TO BUILD TONIGHT

The machine is built once, in this order. Each step makes the next one easier.

#	BUILD	PROMPT	TIME	WHY THIS ORDER
1	Get the MLS rules answer from broker/MLS	— (one email)	5 min	Everything else is built inside these rules
2	The Compliance Pre-Flight checklist	S1 · P3	10 min	The standing guardrail every campaign inherits
3	The six teaser masters (your voice)	S2 · P1-P6	45 min	The factory floor — built once, personalized forever
4	The interest-list capture (keyword + auto-reply)	S2 · P6	15 min	Test it on yourself before a campaign depends on it
5	The campaign checklist template in Command Center	S1 · P6	15 min	The machine's home — spawns per signature
6	The launch-day sequence master	S3 · P1	15 min	The landing — written calm, fired under adrenaline
7	Dry run on a fictional listing	All	15 min	Brief to queued campaign in under 15 min — or cut steps

File It Like This

PROMPT LIBRARY (CSM- PREFIX)

→ CSM-Brief · CSM-Calendar · CSM-PreFlight

→ CSM-Silhouette · CSM-Sphere · CSM-Detail

→ CSM-Whisper · CSM-Countdown · CSM-Capture

→ CSM-Launch · CSM-Report · CSM-Debrief

COMMAND CENTER

→ "Coming-Soon Campaign" checklist template

→ Campaign log: list size, saves, showings, offers

→ The presentation stat, updated per campaign

Two hours, once. That's the whole build. After that, every listing agreement triggers a campaign in fifteen minutes — and the machine gets sharper each time the debrief runs.

Next: the 30-day plan — rules week 1, live fire week 3

THE 30-DAY MACHINE PLAN

From "post and pray" to launching every listing to a crowd — one month, four weeks, no heroics.

WEEK 1 — RULES & MASTERS

- MLS coming-soon rules confirmed in writing
- Compliance Pre-Flight built from the real rules
- All six teaser masters built, in my voice
- Interest-list capture chosen and self-tested
- Masters filed: CSM- prefix

WEEK 2 — THE WIRING

- Campaign checklist template live in Command Center
- Dry run: fictional brief → campaign under 15 min
- Compressed short-runway variant saved
- Seller-direction paperwork located
- The silhouette phone-shot practiced

WEEK 3 — LIVE FIRE

- The machine runs on a real listing
- Interest list open Day 1, growing daily
- Mid-campaign Signal Reader; one adjustment
- Launch sequence fired: list first, public second
- Seller report sent launch day

WEEK 4 — THE FLYWHEEL

- Debrief run; one edit per master that needs it
- Campaign stat added to listing presentation
- Machine set as default: every signature triggers it
- Evergreen master set produced
- Next campaign: 15 minutes, start to queued

No listing this month? Weeks 1–2 don't need one — build the masters now. And week 3's "live fire" can run on a colleague's listing as a partnership: you bring the machine, they bring the house, the seller gets the crowd.

My Week-1 Commitment

The night I'll build my masters:

The day I'll email my broker/MLS the rules question:

Next: the math — what anticipation is actually worth

YOUR MACHINE ROI — THE THREE MATHS

1 • The Launch Math

Concentrated first-week attention is what produces multiple offers, shorter days-on-market, and cleaner terms. The machine doesn't change the house — it changes how many qualified people see it in the same 72 hours.

MY NUMBERS	FILL IN
Listings I'll take in the next 12 months	
My last listing's first-weekend showings (the silence baseline)	
What a launch-day surge changes (offers, DOM, terms) — honestly estimated	
Time per campaign once the machine exists	~15 min

2 • The Listing-Presentation Math

"My last coming-soon campaign put [N] buyers on a waiting list before the home launched" — said at a kitchen table, with the seller report to show. The machine doesn't just launch this listing; it wins the next one. One extra signed agreement a year pays for every minute of the build, hundreds of times over.

3 • The Compounding Math

Every campaign leaves assets behind: interest-list members who didn't buy this house (tagged buyer leads), neighbors who watched the machine work on their street (future sellers), agents who got the whisper (your network), and a market that's learned your "coming soon" posts deliver. The first campaign is marketing. The fifth is a reputation.

The honest accounting: the machine costs about two hours once, fifteen minutes per listing after — plus the discipline to never skip the pre-flight. What it returns: every listing debuts to a crowd, every seller gets a story, and every campaign feeds the next. That trade is not close.

WHAT THE MACHINE IS WORTH TO MY BUSINESS, IN MY OWN WORDS

Next: sign the contract — the machine fires on your next signature

MY MACHINE COMMITMENT CONTRACT

Signed today. Rules confirmed this week. The machine fires on my next signature.

- ☐ I will confirm my MLS's coming-soon rules — with my broker or MLS, in writing — by:
- ☐ I will build all six teaser masters and the Compliance Pre-Flight by:
- ☐ I will run the machine on my very next listing agreement — whenever it signs; the trigger is the trigger.
- ☐ I will open the interest list Day 1 and keep the list-first launch promise — every campaign, no exceptions.
- ☐ I will fact-check and fair-housing-scan every teaser before it posts — AI drafts, I approve.
- ☐ I will send the seller report launch morning — unprompted, numbers as a story.

The Piece I'm Building First



Compliance Pre-Flight



Silhouette Teaser



Sphere Email



Agent Whisper



Interest Capture



Launch Sequence

My Biggest Obstacle — and My Pre-Decided Response

Accountability

My accountability partner:

Check-in cadence:

Signature

Date

A contract with yourself, witnessed by the workbook. The machine holds up its end the hour you sign your next listing.

THE LAUNCH MANIFESTO

**I don't list homes.
I launch them.**

Every listing gets one debut. Most agents spend it alone — the agreement signed, the days lost to photo scheduling, the MLS entry appearing in front of whoever happens to scroll past. The house is new exactly once, and the newness lands on an empty room.

The machine spends the debut differently. The hour the ink dries, the campaign exists: a week of engineered curiosity, an interest list collecting raised hands, agents whispered to, a countdown running — all of it inside the rules, all of it generated from ten lines written in the driveway. By launch morning, the only question is how big the crowd is. That's not luck. That's the machine, and it fires on every signature because you built it once.

Sellers can't watch you work at 11 PM. But they can watch a waiting list form for their home before a single listing photo existed — and that's the moment you stop being their agent and become their story. The one they tell at dinner parties.

Signed. Teased. Launched.
Every listing debuts to a crowd now.

"Because Launching to Silence is NOT an Option!"

— Edmund Bogen · Edmund's Mastermind · Bogen.ai

Session recording, workbook, and all 18 prompts: bogen.ai/masterminds/coming-soon-machine
Next sessions: NotebookLM for Realtors · Friday, August 21, 2026 · 12:00 PM EST