

EDMUND'S MASTERMIND • COMPLETE WORKBOOK

COMPLETE CONFIDENCE

Exude it without the arrogance — the doubt audit, the glass wall and the rebound rep, with AI as the sparring partner. Built on verified research as of October 2, 2026, for agents in every U.S. market.



**COMPLETE
CONFIDENCE**

THEY SEE THE CONFIDENCE.
NEVER THE DOUBT.

EDMUND'S MASTERMIND • FRIDAY, OCTOBER 16 • 12 PM ET

How to use this workbook

Three systems, one goal: walk into every room with your doubts answered, your confidence read the way you intend, and a plan for the moments that test it.

Confidence is not a feeling you wait for. It is evidence you can open, a signal other people can read, and a rep you have done before. This workbook builds all three with AI as the practice partner: the doubt audit, the glass wall and the rebound rep. Every claim in it comes from a named study or a named dataset, and the popular lines the research does not support are listed on page 17 so they never reach a client.

The three systems

System	What it does	When you use it
1 • The Doubt Audit	Turns vague self-doubt into testable sentences, answers each with evidence from your own transactions and your own market, and logs a win every Friday.	Week 1, then every Friday
2 • The Glass Wall	Teaches what people actually read as confidence, proves they cannot see your nerves, and calibrates your language so it never tips into arrogance.	Before every listing appointment and every video
3 • The Rebound Rep	Rehearses the four pressure moments with an AI sparring partner scored on calibration and composure, and recovers from a loss with a written protocol.	Weekly reps; within 24 hours of any loss

How the workbook is organized

- **Pages 3–6:** the confidence map, what the research says you can teach, why it matters for agents now, and the glass wall.
- **Pages 7–14:** the three systems, each with copy-paste prompts and worksheets.
- **Pages 15–16:** the full cycle, and what's already in your prompt library.
- **Pages 17–19:** what not to say, the 30-day plan, and sources.

READ THIS FIRST

This is a practice workflow, not therapy and not a personality test. If doubt is bigger than a listing appointment, talk to a professional. The prompts work on your own numbers and your own recordings: record only with the consent your state requires, keep client names out of what you paste, and let the ledger hold only facts you can show.

RESEARCH STANDARD

Every study and statistic in this workbook was checked against the publisher's own page or a named report as of October 2, 2026. Where a popular claim did not survive the check, it is on page 17 under "what the science does not support." Sources are on page 19.

COMPLETE CONFIDENCE

THE 3 SYSTEMS

1 • THE DOUBT AUDIT

Name every doubt, answer each one with evidence, and keep the proof where you can open it.

2 • THE GLASS WALL

Nobody can see what you feel. Learn what people actually read as confidence, and give them that.

3 • THE REBOUND REP

The fee talk, the price pushback, the lost listing: rehearsed with a sparring partner, recovered with a protocol.

EB Bogen.AI

⚡ Why this session matters

Most clients never interview a second agent. The first conversation is the interview, the fee conversation is now the moment agents say they find hardest, and the public image of the profession is at a low point. In that market, confidence wins the room and arrogance loses it the moment you are wrong. The difference between the two has a name: calibration. And the thing that makes calibrated confidence possible is the secret most agents never learn: nobody can see what you feel.

People read confidence from indirect cues: how much you contribute, a factual tone, relevant information, a calm demeanor. They ignore people who say they are great, and they cannot see your nerves. Two findings from the same research tradition, and the whole session sits on them.

A confident advisor who turns out to be wrong loses more credibility than a careful one who is wrong. So the skill is not "act confident." It is: settle the doubts with evidence, signal it the way people actually read it, and stay precise about what you know.

🎯 What you'll learn

We will master 3 systems live, together:

1 • The Doubt Audit — name every doubt, answer each one with evidence, and keep the proof where you can open it in the room.

2 • The Glass Wall — nobody can see what you feel. Learn what people actually read as confidence, give them that, and keep it calibrated so it never tips into arrogance.

3 • The Rebound Rep — the fee talk, the price pushback, the lost listing and the cold call, rehearsed with an AI sparring partner and recovered from with a written protocol.

The confidence map

Two axes: how confidently you come across, and how well your confidence matches reality. Most training only pushes the first one.

	Low calibration	High calibration
High displayed confidence	Arrogant. Sounds sure, often wrong. Trusted until the first exposed mistake; then credibility collapses. Status by dominance.	Complete confidence. Sure where the evidence is, precise where it isn't, shares credit, says "here's how I'll find out." Status by earned respect.
Low displayed confidence	Lost. Unsure and unprepared. Most first-year agents start here. The fix is evidence, not attitude.	Invisible. Knows the market cold, hedges every sentence. Loses listings to louder agents who know less.

The session's path

From Lost to Complete Confidence is not a straight line up. Agents who only raise displayed confidence end up Arrogant: trusted for a while, then quietly dropped after the first exposed mistake. The path runs through evidence first (System 1), then signal (System 2), with pressure reps (System 3) to keep you there. That is why the doubt audit comes before anything about posture or voice.

In the words agents actually use

Moment	Arrogant	Invisible	Complete confidence
Pricing	"Trust me, I know this market."	"I mean, it's hard to say, maybe around..."	"The last six sales here went pending in 19 days at a median of 97% of list. Here they are."
The fee	"I don't negotiate my commission."	"I can probably do something on the fee if that helps."	"Here's what the fee buys, line by line, and here's what it produced on my last ten listings."
A question you can't answer	Bluffs an answer.	"Sorry, I'm not sure."	"That's an open question in this market. I'll have the answer from the lender by Thursday."
Another agent's claim	"That agent is lying to you."	"Well, they might be right."	"I've seen that study too. Here's what it counted, and here's what our MLS shows."
After a loss	"They made a mistake."	"I'm just not good at this."	"[Your name], the price conversation came too late. Next time it opens the meeting."

THE RULE THAT RUNS THIS WORKBOOK

Confidence without calibration is a credibility time bomb. People reward confident advisors until the advisor is caught wrong; then the confident one loses more than the careful one would have. Build the evidence first, so the confidence is earned.

What the research says you can teach

Ten findings that survived verification, each with what it means in a listing appointment.

Finding	What it means on a listing appointment	Source
Observers judge competence from how much you contribute, a confident factual tone, relevant information, a calm demeanor, and answering first. They ignore explicit claims about yourself.	Bring the data and speak to it plainly. "I'm the best in the area" does nothing; "the last six sales on this street went pending in under three weeks" does everything.	Anderson, Brion, Moore and Kennedy, <i>JPSP</i> 2012, six studies
Confidence raises credibility only for accurate advisors. Confident but inaccurate advisors receive low credibility once the error shows.	Say "I know" only where you do. The price you quote with certainty is the one that will be checked.	Sah, Moore and MacCoun, <i>OBHDP</i> 2013; Tenney, Spellman and MacCoun, <i>JESP</i> 2008
Groups did not punish people revealed as overconfident. The cost shows up as lost credibility, not lost status.	Don't expect arrogant competitors to "get found out." The client stops believing them quietly, and the same would happen to you.	Kennedy, Anderson and Moore, <i>OBHDP</i> 2013
"It is uncertain" costs less perceived competence than "I am uncertain."	"Rates are the open question this month" beats "I'm not sure about rates." Then say how you'll track it.	Løhre and Teigen, <i>QJEP</i> 2023, five studies
Expressed humility (admitting limits, crediting others, teachability) predicts performance and engagement.	Credit the stager, the lender, the last agent. Name what you'll check. It reads as strength.	Owens, Johnson and Mitchell, <i>Organization Science</i> 2013
Self-esteem comes from a striving for growth; narcissism from a striving for superiority.	The arrogance test: are you trying to be better than last month, or better than the other agent?	Brummelman, Thomaes and Sedikides, <i>Current Directions</i> 2016
Mastery experiences are the strongest source of self-efficacy. Action first, feeling second.	Confidence is built in reps and logged wins, not affirmations.	Bandura, <i>Psychological Review</i> 1977; Harris, <i>The Confidence Gap</i> 2011
Talking to yourself by name improved rated speech performance and reduced distress across seven studies.	The pre-appointment reset and the post-loss debrief both use it.	Kross et al., <i>JPSP</i> 2014, N = 585
Five filler sounds a minute did not hurt ratings; twelve a minute lowered perceived confidence and preparedness.	Count "um" in a recorded call. Below five, stop worrying. Above ten, fix it.	Laske and DiGennaro Reed, <i>JABA</i> 2024
If-then plans raise goal attainment with a medium-to-large effect across 94 tests.	"If the seller says the discount broker charges 1%, then I open the proof ledger."	Gollwitzer and Sheeran 2006, $d = 0.65$

Verified October 2, 2026. Each is a published study; the single-study findings are labeled as such on page 19, and none is presented as settled law.

Why it matters now, for agents

The first conversation is the interview, the fee conversation is the pressure test, and trust in the profession is at a low point.

Measure	Figure	Source
Sellers who contacted only one agent	80%. Buyers: 76% of repeat buyers, 67% of first-time buyers interviewed only one.	NAR 2025 Profile of Home Buyers and Sellers, Nov 4, 2025
Hired the first agent they spoke with	59% of sellers, 47% of buyers	Zillow Consumer Housing Trends Report, Dec 30, 2025
What decided it for sellers	Reputation 35%, honest and trustworthy 22%, friend or family 15%, neighborhood knowledge 11%. Commission: 4%.	NAR 2025 Profile
Agents' biggest strain since the settlement	Buyer-side compensation 34%, negotiating with sellers 30%	Cotality and ResiClub survey, n = 213, Mar 24, 2026
Sellers who negotiated the commission	33%. Of those who asked, 93% got a reduction.	Clever poll of 500 sellers, Real Estate News, Aug 26, 2026
Seller trust in agents	70%, down from 81% a year earlier	Clever Real Estate seller survey, Apr 9, 2025
Agents with two years or less	Median gross income \$8,000; 0% repeat or referral business; 15% of all members	NAR 2026 Member Profile, Jun 25, 2026

Three things to say out loud

- **Most clients never interview a second agent.** Four in five sellers talked to one agent. The impression you make in the first conversation is the decision.
- **The fee fear is bigger than the fee data.** One in three agents names buyer-side compensation as their biggest strain, while only 4% of sellers chose an agent on commission. The agent who can explain the fee calmly keeps it.
- **The profession's image is modestly negative.** Gallup's December 2025 poll puts agents close to their lowest point on honesty and ethics, with about one in six Americans rating them highly, as reported by RISMedia. Arrogance costs more than it ever did; calibrated confidence stands out more than it ever did.

The industry legend to retire: "87% of agents fail in five years." Nobody can source it, and NAR does not measure it. What the data do show is harder and more useful: agents with two years or less earn a median of \$8,000 with no repeat business. The gap is confidence built on evidence, and that is buildable.

The glass wall: nobody can see what you feel

The secret of confidence is that your doubt is invisible. The research has a name for the feeling that it isn't.

The illusion of transparency

People consistently overestimate how much their internal states show: their nerves, their uncertainty, the lie they just told. Gilovich, Savitsky and Medvec named it the illusion of transparency in 1998 (*JPSP*). In a related line of work, the spotlight effect, people also overestimate how much others notice their appearance and slips at all (Gilovich, Medvec and Savitsky, *JPSP* 2000).

The finding that matters most for an agent came five years later. Savitsky and Gilovich (2003, *Journal of Experimental Social Psychology*) had people give speeches in three groups: no instructions, reassurance that nerves are normal, and a group simply taught about the illusion of transparency. The informed group rated themselves higher and, more to the point, independent observers rated their speeches higher in quality and lower in visible anxiety. Knowing that the audience cannot see your nerves changed what the audience saw.

THE SECRET, IN ONE SENTENCE

They see the confidence. Never the doubt. Your racing heart, the sentence you are unsure of, the listing you lost last week: none of it is visible. What is visible is what you contribute, how plainly you state it, and whether you stay calm. Give them that.

What people actually read as confidence

What people actually read	What it looks like on you	What it is not
Contribution	You bring the data, the comps, the plan. You speak to each one.	Talking the most
A factual tone	Short declarative sentences about things you can show.	Volume, superlatives, "trust me"
Relevant information	The six sales on this street, not the national headline.	Your résumé
A calm demeanor	Pauses. Falling intonation at the end of a sentence. Under five fillers a minute.	Stillness as a pose
Answering first	A clear first sentence, then the evidence.	Interrupting
Calibration	"I know", "I expect", "that's the open question" used correctly.	Certainty about everything

Two things that help, and one that doesn't. Talking to yourself by name before a meeting ("[Name], you know this street") improved rated performance and reduced distress across seven studies (Kross et al., 2014). Standing tall helps because slouching costs you, not because posture changes your hormones; that part failed replication. And "fake it till you make it" is not supported: the defensible version is act first, feel second.

System 1 — The Doubt Audit

Vague doubt cannot be answered. A specific doubt can be answered with a number, a skill or a fact, and then it is closed.

The doubt ledger

Column	What goes in it	Example
The doubt, as a testable sentence	Not "I'm bad at this" but one specific claim	"I can't justify my fee when a seller quotes a 1% broker"
What would settle it	EVIDENCE I have · EVIDENCE I need · a SKILL to practice · a FEAR with no factual answer	EVIDENCE I need: what my last ten listings produced against the market
The evidence	A number, a quote, a dated event from the proof ledger	"Median 19 days to contract against 31 for the area; 97% of list against 95%"
Status	OPEN · IN PROGRESS · SETTLED (with the date)	SETTLED Oct 23

Where confidence comes from, in order

Source	What it is	Where this system gets it
Mastery experiences	Things you did. The strongest source by far.	The Friday win deposit (1.4); the sparring reps (3.1)
Evidence from others	What clients and agents said, quoted exactly	The proof ledger (1.2)
Knowledge you can recite	Every recent sale on the street, from memory	The territory quiz (1.3)
Physiology	Sleep and exercise. Sleep loss makes people more confident and no more accurate.	Guardrails, page 17

THE RULE THAT RUNS THIS SYSTEM

Answer doubts with evidence, not affirmations. "Knowledge always brings confidence, and ignorance always brings fear" (Mike Ferry, 2024). "Nothing accelerates credibility faster than proof" (Glennnda Baker, 2025). The ledger is the proof.

Doubt audit prompts

Paste your own words and your own numbers. Never let the AI invent a sale, a quote or a reassurance.

Prompt 1.1 — The Doubt Inventory

I'm a real estate agent in [MARKET] with [X] years in the business. Here are the moments I lose confidence, in my own words [PASTE: for example the fee conversation, pricing pushback, cold calls, being on camera, the week after losing a listing], and the doubts behind them [PASTE]. Turn this into a doubt inventory: one row per doubt, rewritten as a specific, testable sentence (not "I'm bad at this" but "I can't justify my fee when a seller quotes a 1% broker"). For each row, classify what would settle it: EVIDENCE I already have, EVIDENCE I need to gather, a SKILL to practice, or a FEAR with no factual answer. Do not reassure me and do not write affirmations. End with the three doubts that would change my income most if they were settled.

Prompt 1.2 — The Proof Ledger Builder

Here are my closed transactions from the last [12] months, with list date, list price, final price, days to contract, property type and neighborhood [PASTE]. Here are the market medians for the same period and area from my MLS [PASTE, with source and date]. Build a one-page proof ledger: for each measure, my number next to the market number, stated as a plain fact. Then write five sentences I can say to a seller that use only these numbers, no adjectives, no comparisons to other agents by name. Mark any claim I could not back up with the pasted data as DO NOT SAY. Do not round in my favor.

Example — what the proof ledger looks like

Format only. Bracketed fields are filled from your own MLS export.

Measure	My number	Market number	Period
Median days to contract	[#]	[#]	[12 months]
Sale price as % of original list	[#%]	[#%]	[12 months]
Listings that sold without a price cut	[#%]	[#%]	[12 months]
Client sentence, quoted exactly	"[Quote, dated]"		

Doubt audit prompts, continued

Knowledge you can recite, and a win logged every week.

Prompt 1.3 — The Territory Quiz

Here is an MLS export of every sale and active listing in [FARM OR AREA] over the last [12] months [PASTE]. Build a 10-question quiz I can take on my phone: address-level questions (what did a given home sell for, how many days did it take), pattern questions (median days to contract this quarter against last quarter), and three "what would you say" questions a seller on that street might ask. Give the answers at the end with the source row for each. Next week I will paste the updated export and ask for a new set. Never invent a sale that is not in the export.

Prompt 1.4 — The Friday Win Deposit

It's Friday. Here is what happened this week [PASTE: calls made, appointments, offers, feedback received, anything that went well or taught me something]. Write three dated one-line entries for my proof ledger: one mastery experience (something I did this week that I could not do a year ago), one piece of evidence a client or agent gave me (quote it exactly), and one number. Plain facts, no adjectives, no praise. Then tell me which doubt from my inventory [PASTE] this week's entries speak to, if any, and whether it can now be marked SETTLED.

My doubt ledger

The doubt, as a testable sentence	What would settle it	Evidence	Status

System 2 — The Glass Wall

You know what people read as confidence. Now make every sentence you say match the evidence behind it.

KNOW, ESTIMATE, UNKNOWN

Tag	What it means	How it sounds
KNOW	The data is in hand and you can cite it	"The last six sales on this street went pending in under three weeks."
ESTIMATE	A reasonable inference; say from what	"Based on those six, I expect three to four weeks if we price with them."
UNKNOWN	Nobody can know yet; state it as a fact about the market, then say how you'll track it	"Where rates land in November is the open question. I'll send you the lender's read every Friday."

Prompt 2.1 — The Calibration Rewrite

Here is my listing presentation, word for word [PASTE]. Tag every factual claim as KNOW (I have the data in hand: cite it), ESTIMATE (a reasonable inference: say from what), or UNKNOWN (nobody can know this yet). Rewrite the presentation so the language matches the tag: plain, certain sentences for KNOW; "based on X, I expect Y" for ESTIMATE; for UNKNOWN, state it as a fact about the market, not about me, and add one sentence on how I will track it. Remove every superlative about myself and every comparison to another agent. Keep my voice. Then list the three places where I sounded most sure with the least evidence.

THE LINE THAT KEEPS YOU ON THE RIGHT SIDE OF THE WALL

"Here's what I know, here's what I expect, and here's the one thing nobody can know yet. I'll track that one for you." Sure where the evidence is, precise where it isn't. That sentence is the whole difference between confidence and arrogance.

The audit and the credit lines

A recording tells the truth about how you sound. The credit lines are how you share credit and admit limits without losing the room.

Prompt 2.2 — The Transcript Audit

Here is a transcript of a call or meeting I recorded with the other party's consent [PASTE], and its length in minutes [X]. Count: filler sounds and words per minute (um, uh, like, you know); hedges ("kind of", "I think maybe", "sort of"); superlatives about myself; comparisons to other agents; times I interrupted; and questions I asked. Flag the three arrogance markers: talking over the client, a claim with no evidence attached, and running down another agent or company. Flag the three invisibility markers: hedging a fact I actually know, apologizing for taking their time, and answering a question I wasn't asked. Give me a one-page scorecard and rewrite my three weakest sentences. Judge the transcript, not my personality.

Prompt 2.3 — The Credit Lines

Write ten sentences I can use in listing appointments and client meetings that share credit or admit a limit without losing authority. Shapes to use: crediting the stager, the lender or the previous agent by role; saying exactly what I will verify and by when; naming what I got wrong last time and what changed; stating an unknown as a fact about the market rather than about me. Each under 20 words, spoken language, no self-deprecation, no "I'm just". Then write the two sentences I should never say in those moments, with the reason for each.

Transcript scorecard

Measure	This recording	Target
Fillers per minute		Under 5
Hedges on facts I know		0
Superlatives about myself		0
Comparisons to other agents		0
Questions I asked		More than claims I made
Interruptions		0

On camera, and the glass wall card

The camera is the purest test of the glass wall: you feel everything, and the viewer sees only what you give them.

Prompt 2.4 — The Camera Rep

I'm going to record a two-minute, unscripted video for one specific person [NAME, who they are, what they are dealing with]. Give me a four-beat outline I can glance at, not a script: why I'm sending this to them, one specific thing I noticed about their situation, one piece of evidence from my proof ledger [PASTE], and one next step. Then three reminders for delivery: speak to the person, not to an audience; end sentences on a falling note; stop when the point is made. Do not write dialogue.

The glass wall card

What you feel	What they see
Your heart rate	A man or woman who paused before answering
The sentence you're unsure of	A sentence stated as an estimate, with its basis
Last week's lost listing	Nothing. It isn't in the room unless you bring it
"I have no idea what rates will do"	"That's the open question. Here's how I'll track it for you."
The urge to prove yourself	Credit given to the stager, the lender, the last agent. It reads as strength

On camera specifically: the "ick" people feel watching their own videos comes from reading or remembering lines, which activates a different part of the brain than talking to someone. Chelsea Peitz's fix, and ours: two unscripted minutes, addressed to one named person. Focusing on them reduces self-consciousness, and the viewer sees only the person talking to them.

System 3 — The Rebound Rep

Confidence under pressure is a rep you have done before. Four moments, rehearsed with a sparring partner that scores calibration, not winning.

Pressure moment	What usually happens	What the research says to do
The fee conversation	You over-explain, drop the fee before they ask, or dig in.	Open the proof ledger. State what the fee buys and what it produced. Calibrated, specific, short.
Price pushback	You defend the number instead of showing it.	Evidence first, then the options. Never "the market is telling us."
The lost listing	Replaying it for a week, or blaming the seller.	The third-person debrief within 24 hours. One rep for next time. Then stop.
The cold call	Avoidance dressed up as busy.	The rejection count. Each no is a data point. Daily reps beat occasional courage.

Prompt 3.1 — The Sparring Partner

Play a skeptical seller in [MARKET] who is considering listing a [PROPERTY TYPE, PRICE RANGE] with me. Run one moment at a time, in this order unless I say otherwise: (1) "A discount broker will do it for 1%." (2) "Zillow says my house is worth more than your number." (3) "We're going to go with the other agent." (4) a cold call, where I am the one calling you. Stay in character and push back twice on each. Then stop and score me on four things: calibration (did I claim only what I could back up), composure (pace, no over-explaining), evidence (did I use my proof ledger [PASTE]), and warmth (did I acknowledge you before answering). Give one sentence on what to do differently, then start the next moment. Never score me on whether I "won".

ALREADY IN YOUR LIBRARY

Need a full mock listing appointment or a seller roleplay? Those exist: The Seller Roleplay (The AI Pricing Story), The Objection Gym (My Client Asked ChatGPT), and Mock Listing Appointments with ChatGPT. The sparring partner here is narrower on purpose: four pressure moments, scored on calibration and composure.

The plan, the debrief and the count

Decide the move before the moment. Debrief in the third person. Count the no's.

Prompt 3.2 — The If-Then Pocket Card

Here are my four pressure moments and what tends to happen in each [PASTE]. Write one implementation intention per moment in the exact form "If [the specific trigger], then I [one concrete action]", where the action is something from my proof ledger, my credit lines, or a question I ask. Keep each under 25 words. Then give me a pocket-card version: all four on one line each, so I can read them in the car before the appointment.

Prompt 3.3 — The Third-Person Debrief

I just lost [a listing / a client / a deal]. Here is what happened, in my words [PASTE]. Rewrite it as a short debrief addressed to me by name, in the third person ("[NAME], here's what happened..."): what was in my control, what wasn't, the one thing I'd do differently, and the one rep to practice this week. Four short paragraphs. No consolation, no blame, no "everything happens for a reason". End with one dated line for my proof ledger if anything in this loss belongs there.

Prompt 3.4 — The Rejection Count

Here is my log of asks for the week: calls, appointment requests, listing presentations, fee conversations, with the outcome of each [PASTE]. Count the asks and the no's and give me the ratio, compared with last week [PASTE]. Tell me which no's came with a reason and which were silence. Write a two-line summary I can read on Monday morning that treats each no as a count, not a verdict, and name the one ask I avoided this week.

My pocket card

If a seller quotes a 1% broker, then I...

If a seller says Zillow priced it higher, then I...

If they say they're going with the other agent, then I...

If I'm about to skip the calls, then I...

The full cycle on one agent

Where each prompt fits, from the first doubt inventory to the Friday after a loss.

Stage	Prompts	What changes
Week 1	1.1 doubt inventory · 1.2 proof ledger	Vague doubt becomes a list; the list meets the numbers
Before an appointment	2.1 calibration rewrite · 1.3 territory quiz · 3.2 pocket card	Every sentence matches its evidence; the street is in memory; the moves are decided
In the room	The glass wall card · the credit lines (2.3)	They see contribution, a factual tone, calm. Not the nerves
After the room	2.2 transcript audit (with consent)	The recording, not the feeling, tells you how you sounded
After a loss	3.3 third-person debrief within 24 hours	What was in your control, one rep, then stop
Every Friday	1.4 win deposit · 3.4 rejection count	A mastery experience logged; each no counted, not judged
Every week	3.1 sparring partner · 2.4 camera rep	The reps that make the moments familiar

Before your first doubt audit, gather

- ☐ Your closed transactions for the last 12 months with list date, list and final price, days to contract
- ☐ Market medians for the same period and area from your MLS, with the date
- ☐ Your listing presentation, word for word
- ☐ One recorded call or meeting, recorded with consent
- ☐ The moments you lose confidence, written in your own words

THE PROMISE

No doubt of mine goes unanswered. No sentence of mine outruns its evidence. And no client of mine ever sees the doubt, because there is nothing there to see but the proof.

Already in your prompt library

This session builds on earlier workbooks instead of repeating them. Pull these out when you need them.

When you need...	Use this	From the workbook
Your authentic voice on paper and on camera	The Voice Print; The Slop Filter	Own Your Voice (Sep 2, 2026)
Positioning as the market authority in one niche	The niche claim and the farm plan	Death of the Generalist (Sep 9, 2026)
The pricing conversation itself, with the numbers	The Five-Act Pricing Story; The Seller Roleplay	The AI Pricing Story (Jul 29, 2026)
A seller who repeats something an AI or another agent told them	The Local Truth Layer; The Objection Gym	My Client Asked ChatGPT (Aug 26, 2026)
The price-reduction meeting, minute by minute	The 30-minute decision meeting; Prompt 2.5 — The Emotion-First Opener	The Price-Cut Conversation (Oct 14, 2026)
Knowing the seller before you walk in	The Seller Brief Builder	The 7-Touch Pre-Listing Sequence (Aug 5, 2026)
Keeping client details out of AI, and the paper trail	The Data Line; The Compliance Workflow	Keeping AI Compliant (Sep 23, 2026)
Rehearsing a full listing appointment with AI	Mock listing appointments	Mock Listing Appointments with ChatGPT (Dec 3, 2025)
Focus, discipline and daily routines	The flow-state and discipline systems	Illegal Focus Domination (Nov 5, 2025); AI-Powered Discipline Revolution (Jul 23, 2025)
Difficult clients and difficult deals	The defense system	The Difficult Client Defense System (Oct 15, 2025); Difficult Deals (Jan 28, 2026)

WHAT'S NEW IN THIS SESSION

The doubt inventory · the proof ledger · the territory quiz · the Friday win deposit · the glass wall (the illusion of transparency, taught) · the calibration rewrite · the transcript audit · the credit lines · the camera rep · the sparring partner scored on calibration and composure · the if-then pocket card · the third-person debrief · the rejection count.

Find every earlier workbook at bogen.ai/masterminds.

Guardrails

Confidence built on a myth collapses on contact with reality. These are the lines the research corrected, and the rules that keep the practice safe.

What the science does not support

The popular line	What the evidence says	Say instead
"Two minutes of power posing changes your hormones."	Only the feeling of power replicated; no hormone or performance effects (Ranehill 2015; Körner 2022, 88 studies). A co-author disavowed the original in 2016.	"Slouching costs you. Stand tall because it's cheap, not because it's magic."
"87% of agents fail in five years."	No source exists. NAR does not measure it.	"Agents with two years or less earn a median of \$8,000. That gap is buildable."
"The least competent are the most confident."	The classic Dunning-Kruger graph is largely a statistical artifact.	"People are poor judges of their own skill. Measure it."
"10,000 hours makes an expert."	Not the researcher's claim; practice explains under 1% of performance variance in professions.	"Structured practice with feedback."
"Fake it till you make it."	Rests on failed replications. Harris: you can't fake confidence, you earn it.	"Act first. The feeling follows."
"70% of people have imposter syndrome."	The systematic review's range is 9% to 82% depending on the instrument; no treatment trials exist.	"It's common, and it's not a diagnosis. Answer the doubt with evidence."
"Confidence comes from competence." (as Tom Ferry)	Not found on his site. His verified line: "confidence comes from experience."	Quote the verified line.

Rules for the practice

- **Recording:** many states, Florida among them, require every party's consent to record a conversation (F.S. 934.03). Ask on the call, and keep the consent in the recording.
- **What to remove before pasting into AI:** client names, phone numbers, emails and addresses from transcripts and ledgers; anything the client told you in confidence.
- **The ledger holds only what you can show.** If a number isn't in your MLS export or a dated message, it is DO NOT SAY.
- **Sleep loss makes people more confident and no more accurate** (2008, *J. Experimental Psychology: Applied*). The night before matters more than the pose.

Where confidence ends. If the doubt is bigger than a listing appointment, if it is costing you sleep or showing up as dread most days, that is not a workbook problem. Talk to a professional. This session is practice for the job, and nothing in it replaces that.

Your 30-day plan

Audit the doubt, learn the wall, spar, then make it the weekly default.

Week	Actions
Week 1 Audit the doubt	☐ Run Prompt 1.1 and keep the three doubts that matter most ☐ Pull your closed transactions and the market medians; build the proof ledger (1.2) ☐ Save all 12 prompts in your prompt library
Week 2 Learn the wall	☐ Record one call with consent and run the transcript audit (2.2) ☐ Run the calibration rewrite (2.1) on your listing presentation ☐ Write your ten credit lines (2.3) and say three of them out loud this week
Week 3 Spar	☐ Run the sparring partner (3.1) through all four moments, twice ☐ Write the if-then pocket card (3.2) and keep it in the car ☐ Send one two-minute video to one person (2.4)
Week 4 Make it default	☐ Friday win deposit (1.4) on the calendar, every week ☐ Territory quiz (1.3) every Monday from the fresh export ☐ After any loss: the third-person debrief (3.3) within 24 hours; the rejection count (3.4) every Friday

My commitments

The three doubts I will settle first:

The call I will record (with consent) and audit this week:

The person who will get my first two-minute video:

THE PROMISE

Doubts answered with evidence. Confidence read the way I intend. A rep done before the moment arrives.

Sources

Verified October 2, 2026. Single-study findings are presented as findings, not laws; the survey figures are the publishers' own.

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RESPONSIBLE USE

This workbook is an educational resource for real estate professionals. It is not therapy, not medical advice and not legal advice. Record calls only with the consent your state requires. AI output must be checked against your own records, and the proof ledger must contain only numbers you can show. Always follow your broker's policies, your MLS rules and fair housing law.