



EDMUND'S MASTERMIND • SEPTEMBER 11 & 25, 2026 • 12:00 PM ET

HIGGSFIELD FOR REALTORS

COMPLETE IMPLEMENTATION WORKBOOK

Video Production on a Caveman's Budget — the Listing Trailer Studio, the Digital Twin, and the Engine Room

"Because Being Camera-Shy is NOT an Option!"

YOUR MONEY-MAKING MISSION

THE ROSTER

15+

top video engines behind one login — Seedance 2.5, Veo 3.1, Kling 3.0, Wan 2.6 and more

THE ALTERNATIVE

\$200+

what subscribing to those models separately costs every month

THE SPEED

2m

from a listing URL to a publish-ready avatar ad, audio and lip sync included

THE CEILING

4K

native Cinema Studio output, up to a minute per generation

The 3 Systems Built Today

1 The Listing Trailer Studio

Cinema Studio turns the listing photos you already have into cinematic trailers — orbits, push-ins, room reveals, one color grade. Every frame starts from a real photo; motion and atmosphere are added, features never are.

2 The Digital Twin

A photoreal Soul avatar built from your own photos delivers listing announcements, weekly market minutes, and URL-to-ad videos while you're at showings — disclosed proudly, never passed off.

3 The Engine Room

The model-picker cheat sheet, the credit-math card, and the plan sizer — the right engine per job, at the right price, with the fine print read out loud.

Old Way vs. New Way

THE MOMENT	OLD WAY	NEW WAY
Listing video	\$400–800, days out	Same-day trailer, credits
Which listings	Trophy homes only	Every single one
On camera	Retakes, dread, delete	The twin films, you sell
Model access	\$200+/mo, many logins	One rental desk
Platform risk	Married to one lab	Rent all, marry none

The timing: the market's cautionary tale is fresh — one major lab shut its consumer video app overnight this spring. Renting beats marrying. That's the whole thesis.

What You'll Leave With Today

- ☐ **The six-shot trailer method** — cinematic listing video from real photos
- ☐ **All 18 prompts** — trailer recipes, twin jobs, engine-room ops
- ☐ **Your Digital Twin blueprint** — built from your own photos
- ☐ **The Model Picker cheat sheet** — the right engine per job
- ☐ **The Credit-Math Card** — how not to overpay, ever
- ☐ **The Video Ethics Card** — MLS-safe, FTC-safe, trust-safe

How to use this workbook: page 3 is the core idea and the five traps. Pages 4–15 are the three systems (overview → prompts → worksheet or reference). Page 16 is the ethics card. Pages 17–21 are the build order, the plan, the math, the contract, and the manifesto.

THE RENTAL DESK

AI video crossed the line this year: the top models now produce footage that belongs in a listing presentation, not a demo reel. But the market underneath is a knife fight — a dozen labs shipping new models monthly, each with its own subscription, its own credit system, its own quirks. Subscribing to them all runs \$200+ a month; betting on just one is how you end up like the agents who built workflows on a video app that shut down overnight this spring. The aggregator move solves both problems: **Higgsfield rents fifteen-plus engines through one login** — Seedance 2.5, Veo 3.1, Kling 3.0, Wan 2.6 and more, switchable per shot — and adds a studio layer none of the labs offer: cinematic camera presets, a photoreal avatar of YOU, and a paste-a-URL ad machine. You get today's best engine for every job, and when the leaderboard reshuffles next quarter, your operation doesn't move an inch.

The Five Video Traps

TRAP	WHAT IT LOOKS LIKE	WHAT IT COSTS	YOUR MOVE
 The videographer bottleneck Video only for trophy listings	\$400–800 per shoot, scheduled days out — so most listings get silence	Sellers notice which listings get the full treatment	The six-shot trailer: every listing, same day, from photos (S1)
 The camera-shy stall "I'll film it next week"	The market update that died after two episodes	Zero on-camera presence in a video-first feed	The Digital Twin handles the volume layer (S2)
 The one-model marriage Workflow built on a single lab	One subscription, one skillset — then the pivot or shutdown	Rebuilding from scratch when the lab changes course	Rent every model through the rental desk (S3)
 The credit casino Paying without understanding	Expiring credits, aspirational tiers, top-ups "to have them"	Real money burned on unused or misused credits	The Plan Sizer + the two audits (S3)
 The fakery temptation AI where it doesn't belong	Enhanced listing footage, invented testimonials, undisclosed twins	License, FTC exposure, and trust that never recovers	The Video Ethics Card — page 16, non-negotiable

Why This Wins Listings

"Every one of my listings gets a cinematic trailer and an on-camera announcement — here's one from last week" is a listing-presentation line almost nobody in your market can say. It signals production value sellers can see, at a cost structure they can't.

Why This Wins Attention

Feeds reward video, and consistency beats brilliance. The twin makes weekly presence sustainable through your busiest month; the Friday batch makes it thirty minutes instead of three hours. Presence compounds; production excuses don't.

The one-sentence thesis: the production budget collapsed to a subscription — so the edge moved to whoever runs the best operation: honest trailers on every listing, a disclosed twin on camera weekly, and engine-room discipline on the bill. This workbook is that operation.

1

The Listing Trailer Studio

Cinematic video from the listing photos you already paid for • A trailer per listing, same day

Why This Works

The old economics reserved listing video for trophy properties: \$300–800 per videographer shoot, scheduled days out. Cinema Studio flips the math. Your existing listing photos become the **first frame** of each shot; the AI adds camera movement (30+ presets — orbits, dollies, crane-ups), light, and atmosphere; Video Extend bridges shots into sequences; one color grade from 50+ palettes makes it feel like a single film. Every listing gets a trailer the day the photos arrive.

The integrity rule makes it durable: **every shot starts from a real photo of the real property**. You're adding cinematography, not fiction. Buyers arrive and the house is exactly what the trailer promised — which is both the compliance position and the reputation play.

The Six Shots of a Listing Trailer

SHOT	SOURCE PHOTO	THE MOVE
1 • ESTABLISH	Best exterior, golden hour if you have it	Slow orbit or crane-up — the "what is this place" opener
2 • WELCOME	Front door / entry	Push-in dolly toward the door — the invitation
3 • REVEAL	Hero room (great room / kitchen)	Wide push-in or lateral glide — let the space breathe
4 • DETAIL	The memorable feature (pool, view, range)	Slow close move + living atmosphere: water, steam, light
5 • LIFE	Outdoor living / neighborhood moment	Gentle drift — the "your Saturday here" shot
6 • CLOSE	Twilight exterior or best angle repeat	Pull-back + title card: address, open house, your name

The Honesty Guardrails

- Real photo of the real property as every first frame
- Motion, light, atmosphere — added. Features — never
- Real window views stay; skies don't get "upgraded"
- The buyer-walk test: would they feel deceived on arrival?

Done Right, You'll Know Because...

- The seller forwards the trailer before you even post it
- Your listing presentation includes "here's last week's trailer"
- Every listing gets one — not just the trophies
- Buyers say the house "looked exactly like the video"

The key insight: you already paid for the raw material — the photo shoot. The trailer is the same pixels, directed. That's why this costs credits instead of hundreds of dollars.

SYSTEM 1 — TRAILER RECIPES I

Run in Cinema Studio (or image-to-video on any engine). Upload the real listing photo as the first frame, paste the recipe, fill the brackets.

RECIPE 1 — THE GOLDEN-HOUR ESTABLISH

Using the uploaded exterior photo as the first frame: a slow, smooth cinematic orbit arcing right around the home, camera at eye level rising gently to a slight elevated angle. Golden-hour warmth, long soft shadows, gentle movement in the trees and landscaping. Preserve the property's actual architecture, colors, and landscaping exactly as photographed — add only camera motion, light, and atmosphere. No new structures, furniture, or features. 8 seconds, subtle and elegant — luxury listing-film energy, not action-movie energy.

The job: the opener — the shot that makes a scroller stop and a seller proud.

Pro move: if your shoot has a twilight exterior, generate this recipe twice — golden hour for the open, twilight for the close. Same house, bookend feeling.

RECIPE 2 — THE WELCOME PUSH

Using the uploaded entry photo as the first frame: a steady, slow dolly push-in toward the front door, as if a welcomed guest is arriving. Warm inviting light glowing from the entry, a gentle breeze in any plants, faint natural movement only. Keep the door, hardware, materials, and surroundings exactly as photographed — camera motion and light only, nothing added or altered. 6 seconds, smooth gimbal feel.

The job: the invitation — the shot that turns a viewer into an imagined guest.

Pro move: the push-in is the most forgiving camera move for image-to-video — when in doubt on any shot, push in slowly.

RECIPE 3 — THE ROOM REVEAL CHAIN

For each interior photo, one per generation: a slow, wide cinematic push-in from the doorway perspective, letting the room open up and breathe — soft natural light through the actual windows, curtains barely moving, everything else still. The room's real layout, furniture, finishes, and window views stay exactly as photographed. 5–6 seconds per room. Then use Video Extend's bridge mode to connect the rooms in walking order — entry to great room to kitchen to primary — so the sequence feels like one continuous private tour.

The job: the tour feeling without a steadicam operator — rooms in walking order read as "I was just inside that house."

Pro move: generate rooms in the actual floor-plan order. Buyers' brains notice when a trailer walks a house impossibly.

SYSTEM 1 — TRAILER RECIPES II

Recipe 4 is the shot buyers rewatch. Recipe 6 turns six clips into one film.

RECIPE 4 — THE LIVING DETAIL

Using the uploaded feature photo as the first frame [POOL / KITCHEN / VIEW / FIREPLACE]: a very slow, intimate camera move toward the feature while its natural atmosphere comes alive — [water surface catching light and rippling gently / steam rising from a coffee cup on the counter / clouds drifting slowly past the view / firelight flickering warm]. Atmosphere and motion only: the feature itself, its materials, and everything around it stay exactly as photographed. 6 seconds. This is the shot buyers rewatch — make it feel like a held breath.

The job: desire. Every home has one shot that sells it; this recipe is that shot, alive.

Pro move: atmosphere ≠ alteration. Rippling water and drifting steam are honest; a sunnier sky than the photo had is not. When unsure, ask the buyer-walk question.

RECIPE 5 — THE NEIGHBORHOOD ESTABLISHER

Using the uploaded street or neighborhood photo as the first frame: a gentle rising crane move, as if lifting off from the sidewalk to reveal the tree-lined street in morning light — leaves moving softly, warm and peaceful, the feeling of a Saturday walk. The actual street, homes, and trees stay exactly as photographed; add only camera lift, light, and gentle life. 6 seconds. (Pull the location from your Landmark Library if you built one — the market, the park, the corner everyone loves.)

The job: selling the life around the house — the shot that answers "but what's the area like?"

Pro move: this recipe pairs with the Neighborhood Famous system — one street shot serves every listing you take in that farm, forever.

RECIPE 6 — THE ASSEMBLY & TITLE

Assemble the six shots in story order — establish, welcome, reveal chain, detail, life, close — with Video Extend bridging any rough cuts. Apply ONE color-grade palette across every shot so the trailer feels like a single film [WARM GOLDEN for family homes / CLEAN BRIGHT for modern / MOODY DUSK for luxury twilight]. End on a simple title card reading exactly "[ADDRESS] · [OPEN SAT 1-3 or COMING SOON] · [YOUR NAME], [BROKERAGE]" — check every letter before export. Export twice: 16:9 for YouTube and MLS-permitted placements, 9:16 vertical for Reels and Stories. Total runtime under 45 seconds — trailers tease, tours sell.

The job: the deliverable — one film, two exports, every placement covered.

Pro move: pick ONE grade palette as your standing signature across all listings. A recognizable trailer style is a brand; a different look per listing is just output.

The pattern: establish → welcome → reveal → detail → life → close. Six real photos in, one honest film out — same day, every listing, in your signature grade.

Next: the trailer worksheet — shot-list your current listing before the session ends

YOUR FIRST TRAILER — WORKSHEET

Shot-list a real listing now — this page becomes your first render queue.

THE LISTING

The Shot List

SHOT	WHICH PHOTO (FROM MY SHOOT)	NOTES (TIME OF DAY, THE FEATURE, THE MOOD)
1 • Establish		
2 • Welcome		
3 • Reveal ×3		
4 • Detail		
5 • Life		
6 • Close		

MY STANDING GRADE PALETTE (THE SIGNATURE)

WHERE IT PUBLISHES (IN ORDER)

TITLE CARD TEXT (EXACT, LETTER-CHECKED)

WHO GETS IT FIRST

Before I Leave This Page

- ☐ Photographer agreement checked — derivative/marketing use covered
- ☐ MLS video rules confirmed for my board
- ☐ The buyer-walk test applied to every planned shot

The trailer is the showpiece — System 2 puts a presenter in front of it.

2

The Digital Twin

Your face, your voice, on camera every week — while you're at showings · Built once from your photos

Why This Works

Every coach agrees the winning agents are on camera constantly — and every agent knows filming yourself is the first casualty of a busy week. The Digital Twin removes the bottleneck. Higgsfield's **Soul avatar model** builds a photoreal twin from a set of your photos: your face, your expressions, your standing wardrobe, with lip-synced speech from any script. Marketing Studio goes further: **paste a listing URL and get a presenter ad in about two minutes**, native audio included, in formats from casual UGC to polished TV spot.

The strategy is leverage, not deception. The twin owns the *volume* layer — announcements, market minutes, the content that must exist but needn't be live. YOU keep the *trust* layer — real walkthroughs, real client stories, real conversations. And the disclosure line is an asset, not an admission: "That's my twin — it films while I sell. Want the real me? Come to the open house."

What the Twin Covers vs. What You Keep

LAYER	ON CAMERA	EXAMPLES
 Volume	Your twin	New-listing announcements · open-house reminders · weekly market minute · just-sold updates · evergreen tips
 Trust	The real you	Property walkthroughs · real client testimonials · negotiation stories · anything where trust depends on live
 Reach	Twin, multilingual	The same market minute in Spanish, Portuguese, or French — for the buyers your market actually has

The Build (once)

- 10–15 photos: front + three-quarter, natural light, consistent look
- Standing wardrobe + setting locked — consistency is the brand
- Three calibration takes; someone who knows you picks "most me"
- The disclosure line rehearsed until it's comfortable

Done Right, You'll Know Because...

- The Market Minute survives your busiest month
- Clients say "I saw your video" at appointments
- "Is that AI?" gets your confident yes — and a smile back
- You're on camera 4× a week and filmed nothing

The key insight: viewers don't punish AI presenters — they punish deception. Disclosed, consistent, and accurate beats camera-shy silence every single week.

SYSTEM 2 — DIGITAL TWIN PROMPTS I

Prompts 1–2 run once in the avatar builder. Prompt 3 is the twin's first standing job.

PROMPT 1 — THE TWIN BUILDER

In Higgsfield's custom avatar builder, upload 10–15 photos of yourself: front-facing and three-quarter angles, natural smile and neutral expression, consistent recent look, good light, no sunglasses or heavy filters — include at least three in the blazer/outfit you want as the twin's standing wardrobe. Generate the avatar, then describe the standing scene: "[MY WARDROBE], seated/standing at [MY SETTING — office, branded backdrop], warm professional lighting, looking into camera." Save this exact avatar + scene combination as your default — consistency is what makes the twin recognizable as YOURS.

Expected output: your twin, in its standing look — the digital version of having one great set.

Pro move: shoot the 15 photos in one 10-minute session in today's look. Mixed eras and haircuts confuse the model — and the mirror.

PROMPT 2 — THE CALIBRATION TAKE

Give the twin a 20-second test script you'd actually say — your real greeting, a sentence about your market, your real sign-off — and generate three takes at different energy levels [warm and calm / bright and upbeat / direct and confident]. Show all three to someone who knows you well and ask one question: "which one is most me?" Lock that energy level as your default. Then the honesty check: watch the winning take and ask yourself if you'd be comfortable telling a client "that's my AI twin." If anything about it feels like it's pretending to be a live recording, adjust until "it's my twin" is a sentence you can say with a smile.

Expected output: a locked default energy — and a twin you're proud to disclose, which is the only kind worth having.

Pro move: your spouse or assistant is the perfect judge. They'll spot "too salesy" in three seconds flat.

PROMPT 3 — THE LISTING ANNOUNCEMENT

Write a 30-second on-camera announcement script for my new listing, in my voice [PASTE YOUR VOICE CARD IF YOU HAVE ONE]. Facts, verified: [ADDRESS / NEIGHBORHOOD, 3 true standout features, price or "price on request", open house date]. Structure: a hook that leads with the most memorable feature (never "I'm excited to announce"), two sentences of what makes this home itself, the logistics, and a natural close inviting DMs or the open house. Rules: every claim must match the listing exactly, no superlatives I can't defend, under 80 words so the twin delivers it in 30 seconds. Then a 15-second cut-down of the same script for Stories.

Expected output: the announcement pair — feed version and Stories version — ready for the twin the day the listing signs.

Pro move: pair it with the trailer: announcement Monday, trailer Wednesday, open-house reminder Friday. One listing, one week of presence.

SYSTEM 2 — DIGITAL TWIN PROMPTS II

Prompt 4 is the franchise. Prompt 5 is the two-minute ad machine. Prompt 6 is reach nobody else in your market has.

PROMPT 4 — THE MARKET MINUTE

Write my weekly 45-second Market Minute script from these verified numbers [PASTE: median price, days on market, inventory, one interesting shift — from YOUR MLS, this week, with the date]. Structure: open with the one number that changed most and what it means for a real person ("if you're selling in [AREA], this is why your neighbor got three offers"), two supporting stats in plain English, one honest caveat, and a consistent sign-off I'll use every week. My voice, no jargon, no hype — the tone of a smart friend, not a news anchor. End the script with the on-screen text line: "[AREA] · Week of [DATE] · Source: [MLS]".

Expected output: the weekly franchise — the video that builds a repeat audience because it shows up every week, accurate and dated.

Pro move: the consistent sign-off is the hook. After six weeks, your sphere finishes the sentence with you — that's a series, not a post.

PROMPT 5 — THE LISTING-URL AD

In Higgsfield Marketing Studio: paste the listing's public URL [YOUR SITE OR LANDING PAGE — it extracts the photos, features, and details automatically]. Select YOUR twin as the presenter (never a stock avatar for listing content — the face is the brand), choose the format by job: UGC style for social feeds, Product Review style for a feature deep-dive, TV Spot for the polished version. Review the auto-generated script line by line against the actual listing before rendering — fix anything the AI embellished; it must claim nothing your MLS sheet doesn't. Render, check the lip sync and every on-screen word, export 9:16 and 16:9.

Expected output: a presenter ad in ~2 minutes — the fastest listing-to-video pipeline that exists right now.

Pro move: the script review is the step that matters. Auto-generated ad copy loves a superlative; your license doesn't.

PROMPT 6 — THE MULTILINGUAL REACH

Take my strongest twin script of the week [PASTE] and prepare it for the languages my market actually speaks [e.g., Spanish, Portuguese, French]. Rules: translate meaning, not words — have a native-speaker review pass before anything publishes (a wrong idiom costs more trust than no video); keep names, numbers, and the address exactly as-is; adapt the sign-off to what sounds natural, not literal. Deliver each version with its own on-screen text line. Then generate each with the twin — same wardrobe, same setting, so my brand is identical in every language a buyer scrolls in.

Expected output: your market presence in every language your buyers scroll in — same face, same trust, tripled reach.

Pro move: in South Florida this is not a nice-to-have. The agent whose market minute exists in Spanish and Portuguese owns an audience the English-only agents never see.

The pattern: build once → calibrate honestly → announce every listing → anchor the weekly minute → URL-to-ad for speed → multiply across languages. On camera every week; filming never.

THE TWIN PLAYBOOK

The questions you'll actually get, answered — plus where each video format lives.

The Disclosure Q&A

WHEN THEY ASK...	YOU SAY (CONFIDENT, TRUE, SMILING)
"Wait — is that AI?"	"That's my twin! It films while I sell. Everything it says, I wrote and verified — want the real me? Come to Saturday's open house."
"Isn't that fake?"	"The presenter is digital; the listings, the numbers, and the agent behind it are extremely real. It's a production tool — like hiring a film crew, except it's me."
A client asks if a video was live-recorded	The truth, always. "That one's my twin — here's the live me, any time you want it." Trust survives AI; it never survives a caught lie.
"Can you make one of ME?"	The referral moment: "That's exactly the kind of thing I geek out on — let's talk." (You just became the tech-forward agent in their story.)

Where Each Format Lives

VIDEO	FORMAT	PLACEMENT
Listing trailer	16:9 + 9:16	YouTube, listing page, MLS-permitted placements · Reels/Stories vertical cut
Twin announcement	9:16 first	Reels, Stories, FB feed — the same week as the trailer, different day
Market Minute	9:16 + 16:9	Reels/Shorts weekly slot + embedded in the sphere email
URL-to-ad (UGC style)	9:16	Paid placement and feed — casual format earns the scroll-stop
Multilingual minute	9:16	Same slots, targeted audiences — and WhatsApp, where it travels farthest

The standing rule: the twin never claims to be live, never presents a property it hasn't been fed the facts on, and never says a number you didn't verify. Inside those lines, it works every day of the year without a bad hair day.

3

The Engine Room

The right model per job + the math that stops overpaying · 20 minutes of setup, savings every month

Why This Works

The AI video market is a knife fight: a dozen labs, monthly leaderboard reshuffles, and casualties — one major lab shut its consumer video app overnight this spring, with its API following in September. Marrying one model is workflow risk; subscribing to all of them separately is \$200+ a month. The rental desk solves both — but aggregators have their own fine print, and reading it out loud is this system's job: **credits don't roll over, top-up packs expire in 90 days, "unlimited" tiers run on throttled queues, refund windows are measured in days.**

None of that is a reason to stay out — it's a reason to run the engine room: size the plan to real volume, route every job to the engine that earns its price, draft on the unlimited window, and audit monthly. The result is a predictable production budget that's still a fraction of one videographer shoot.

The Model Picker Cheat Sheet

THE JOB	REACH FOR	WHY
Listing trailer (showpiece)	Seedance 2.5	The cinematic ceiling — longest shots, strongest reference control, 4K
Daily social clips (volume)	Kling 3.0	The efficiency king — roughly 7 credits per 720p clip
Scenes needing sound baked in	Veo 3.1	Native audio generation in one pass
Presenter / avatar content	Soul + Mktg Studio	The twin, the lip sync, the URL-to-ad — Higgsfield's own layer
Experiments & drafts	Unlimited window	Drafts run free there; winners re-render on the premium engine

The Fine Print, Read Aloud

- Monthly credits do NOT roll over — size to real usage
- Top-up packs expire in ~90 days — buy for projects, never "to have"
- "Unlimited" = throttled queue by ToS — fine for drafts, not deadlines
- Refunds: days-long window, conditions apply — decide with eyes open

The Two Monthly Audits

- **Overpay Audit:** credits used vs plan → keep / up / down
- **Results Ledger:** conversations per video → double the winner
- Together: 20 minutes, once a month, coffee included

The key insight: the platforms are engineered so enthusiasm overpays. Discipline — sizing, routing, drafting cheap, auditing monthly — is the entire difference between a production budget and a subscription leak.

SYSTEM 3 — ENGINE ROOM PROMPTS I

These run in your regular AI chat — the operations layer around the platform.

PROMPT 1 — THE PLAN SIZER

Help me size my Higgsfield plan honestly. My monthly video plan: [N listing trailers, N market minutes, N social clips, N experiments]. Using these rough credit costs — premium engines like Seedance/Veo around 25–70 credits per clip, efficient engines like Kling around 7, avatar generations in between — estimate my monthly credit burn with a 25% experimentation buffer. Then tell me: which tier fits (entry ~200 credits / mid ~1,000 / top ~3,000+), whether my volume actually justifies the tier above, and the two rules that protect me either way: credits don't roll over (size to real usage, not ambition), and top-up packs expire in 90 days (buy them for a specific project, never "to have them").

Expected output: your plan decision made with arithmetic instead of enthusiasm — the single highest-ROI prompt in this workbook.

Pro move: start one tier LOWER than the estimate suggests. Upgrading after a real month of data beats downgrading after an expensive one.

PROMPT 2 — THE BAKE-OFF

This week's calibration run: take ONE listing shot recipe [e.g., the Golden-Hour Establish with the same photo] and generate it on three engines — the premium pick (Seedance), the efficient pick (Kling), and whatever the current unlimited window offers. Compare honestly: motion quality, faithfulness to the source photo, artifacts, and cost in credits. Record the verdict in my Engine Log: "for THIS job, the winner is X because Y, costing Z." Repeat for one avatar clip. After two weeks of logging, my cheat sheet is calibrated to MY content instead of the internet's opinions — and my credits stop going to engines that don't earn their price.

Expected output: an Engine Log with verdicts in your own handwriting — the cheat sheet, localized to your actual content.

Pro move: faithfulness to the source photo is the tiebreaker for listing work. A prettier clip that drifted from the real house loses, every time.

PROMPT 3 — THE FRIDAY BATCH

Build my 30-minute Friday video batch checklist from this week's real inputs [PASTE: new listings if any, this week's market stats, one story from the week]. The standing order: 1) if there's a new listing — trailer shots queued first (renders run while I do everything else); 2) Market Minute script written, verified against MLS, twin generation queued; 3) one social clip from the week's story; 4) while renders finish — captions written and everything scheduled for the week ahead. Output: my checklist in order, with which engine each item uses per my cheat sheet, and the estimated credit total for the batch so surprises are impossible.

Expected output: the week's entire video presence, produced in one coffee — queue first, write while rendering.

Pro move: the credit estimate at the bottom of every batch is what makes the monthly audit take five minutes instead of an hour.

SYSTEM 3 — ENGINE ROOM PROMPTS II

Prompt 4 makes one render work for a week. Prompts 5–6 are the monthly discipline that pays for everything.

PROMPT 4 — THE REPURPOSE CHAIN

Take this week's best video [DESCRIBE — e.g., the Seabreeze trailer] and plan its full repurpose chain: the 45-second 16:9 master for YouTube and the listing page; the 30-second 9:16 cut for Reels with the hook moved to second one; two 10-second Story teasers (the detail shot, the twilight close) with a "see the full trailer" sticker; a thumbnail frame pulled from the establish shot; and the email version — embedded thumbnail linking to the full trailer for my sphere. One render, six placements. List the exact order to publish across the week so the trailer works for seven days, not seven hours.

Expected output: six placements from one render — the credit math only works when every render works this hard.

Pro move: the email embed is the quiet winner — your sphere doesn't scroll Reels, but they open email, and a trailer thumbnail begs the click.

PROMPT 5 — THE OVERPAY AUDIT

Monthly engine-room audit. Here's my month [PASTE: credits used vs plan total, what I made, any top-ups bought, what got published vs abandoned]. Answer honestly: did I use under 60% of my credits (downgrade candidate) or hit the ceiling and top up (upgrade candidate — a bigger plan usually beats expiring top-up packs)? Which engine ate the most credits, and did its output earn that per the Engine Log? What did I render and never publish — and what does that waste pattern tell me? Am I using the unlimited window for drafts, or burning premium credits on experiments? End with one plan decision (keep / up / down) and one habit change for next month.

Expected output: a plan decision and a habit change — ten minutes that keeps the subscription an asset instead of a leak.

Pro move: "rendered but never published" is the most honest number in the audit. It's usually a workflow problem, not a credit problem.

PROMPT 6 — THE RESULTS LEDGER

Same monthly sitting, other side of the ledger: here are my published videos with results [PASTE: views, watch-through if visible, shares, DMs, and the ones that matter most — seller reactions, buyer inquiries, "I saw your video" mentions at appointments]. Analyze what the audience actually rewarded: trailers vs twin content vs social clips; which listing trailer drove inquiries; whether the Market Minute is building a repeat audience week over week. The number to watch: conversations started per video, not views. Give me: the format to double next month, the one to cut or rework, and the honest answer to the only question that matters — is video making my phone ring yet, and if not, what's the most likely reason?

Expected output: your winning format, your cut, and a straight answer about the phone — the ledger that justifies (or resizes) the whole operation.

Pro move: log every "I saw your video" mention the day it happens. Sellers say it at listing appointments — that sentence IS the ROI.

The pattern: size honestly → calibrate with bake-offs → batch on Friday → repurpose everything → audit both sides monthly. The engines change; the operation doesn't.

THE CREDIT-MATH CARD

The market on one page, as of September 2026 — prices move monthly, the logic doesn't. Verify before deciding.

OPTION	ROUGH COST	WHAT YOU GET	THE CATCH
Higgsfield (the rental desk)	~\$15–19 entry · ~\$34–47 mid · ~\$84–99 top, monthly	15+ engines, Cinema Studio, Soul twin, Marketing Studio — one login	Credits expire · throttled "unlimited" · short refund window
Seedance 2.5 direct	API ~\$0.10/sec · web via Dreamina	The current cinematic leader, up to 4K, 50 reference assets	No simple US consumer plan; no studio layer
Veo 3.1 direct (Google)	\$19.99 Pro (lite trial) · ~\$99.99 Ultra for the real thing	Excellent quality, native audio, Flow interface	Full model is effectively a \$100/mo tier
Kling direct	From ~\$6.99 · Pro ~\$25.99	Cheapest real subscription, strong quality	One model, no avatar or studio layer
Runway direct	\$15 / \$35 / \$95	Best-in-class consistency and pro editing tools	Standard ≈ 25 seconds of top model per month
Grok Imagine	Free tier · ~\$10–30	Fastest cheap volume, native audio	720p ceiling, short clips — social only
Sora 2	—	—	Consumer app closed April 2026; API sunsets Sept 24. The cautionary tale.

The Arithmetic That Decides It

- **Marrying the majors separately:** \$200+/mo, five logins, five credit systems
- **The rental desk, sized honestly:** one bill, usually the mid tier
- **One videographer shoot:** \$300–800 — more than most annual plan gaps

The decision rule: if you make more than a couple of videos a month and want the twin, the rental desk wins. If you make one video a quarter, a cheap direct plan (Kling) or the free tiers are plenty. Size to reality — the audit will correct you either way.

Why "rent, don't marry" is the durable rule: every price on this card will change; leaderboards reshuffle quarterly; one of these companies exited the market this year with weeks of notice. An operation built on the rental desk survives all of it without moving.

THE VIDEO ETHICS CARD

Video is the most persuasive medium you own — which is exactly why the rules matter more here than anywhere. Six rules, non-negotiable:

RULE	WHAT IT MEANS IN PRACTICE
The listing must stay true	Motion, light, and atmosphere on real photos is marketing. Inventing rooms, furniture, views, or square footage is misrepresentation — MLS rules and license law both apply. The test: could a buyer walk the property and feel deceived by your trailer? Then it doesn't ship.
Disclose the twin	The avatar is a production tool, not a disguise. Own it proudly — and if a client directly asks whether a video was live-recorded, tell the truth. The twin builds leverage; the honesty builds trust.
Never fake a person	UGC-style avatar ads present YOUR message — they never impersonate a real client or fabricate a testimonial. Invented reviews violate FTC endorsement rules and end trust permanently. Real testimonials come from real clients, with permission.
Real numbers only	Video makes a stat MORE memorable — verify every figure against your MLS before the twin says it, and date it on screen. A confident avatar delivering a wrong number is worse than no video at all.
Fair housing, every frame	Depict property, place, and lifestyle — never who "belongs." That governs generated scenes AND avatar casting choices in ads. Every script and scene gets the same review a written ad would.
Rights to the pixels	Animate only what you have rights to: your listing shoots (confirm your photographer agreement covers derivative use), your own photos, your own face for the twin. Never another agent's photos, another firm's listings, or any person without a yes.

The Brokerage Check

Before the first render: your brokerage's AI-content policy, your MLS's video and advertising rules, your state's marketing regulations, and your photographer contract's derivative-use clause. Five minutes of checking protects the whole operation — and "I checked" is a wonderful sentence in a compliance conversation.

The Trust Ledger

Every honest trailer deposits trust. Every verified stat deposits trust. One doctored listing clip, one fake review, one caught deception — and the ledger goes negative, because now everything gets audited. **Being the agent whose video is always exactly true is the moat.**

The point, stated plainly: AI video amplifies whatever you feed it. Feed it real photos, real numbers, and your real face — and it amplifies trust at a scale no videographer budget ever could.

THE BUILD ORDER

Everything connects: the plan funds the engines, the twin feeds the calendar, the audits tune the plan. Build in this order and nothing is wasted.

#	BUILD	TIME	FEEDS	DONE WHEN
1	Compliance check (brokerage, MLS, photo contract)	15 min	Everything — do it first	Three yeses in writing or notes
2	Plan sized + account live (S3-P1)	15 min	The budget for all of it	Tier chosen by arithmetic
3	Twin built + calibrated (S2-P1, P2)	40 min	The volume layer, forever	"Most me" take locked
4	First trailer — six shots (S1, worksheet p7)	45 min	The showpiece + the seller wow	Published 16:9 + 9:16
5	First twin announcement (S2-P3)	15 min	The listing's presence week	Live alongside the trailer
6	First Market Minute (S2-P4)	20 min	The weekly franchise	Shipped, dated, sourced
7	First bake-off logged (S3-P2)	15 min	The calibrated cheat sheet	Engine Log entry #1
8	Friday Batch as standing ritual (S3-P3)	30 min/wk	The whole operation, weekly	One full batch completed

File It Like a Pro

- **HF- prefix** in your prompt library — all 18 prompts from this workbook
- **Engine Log:** one note, verdicts by job type, dated
- **Render archive:** masters named by address and date — trailers get reused at listing presentations

The Maintenance Loop

- **Weekly (30 min):** the Friday Batch — queue, write, schedule
- **Per listing:** trailer + announcement the day photos arrive
- **Monthly (20 min):** Overpay Audit + Results Ledger
- **Quarterly:** re-run one bake-off — the leaderboard moved

Total build: about two and a half hours, one afternoon. After that the whole operation runs on 30 Friday minutes plus one trailer per new listing — less than the drive to one videographer shoot.

THE 30-DAY VIDEO OPERATION PLAN

From camera-shy to a running video operation — in four weeks, on 30 Friday minutes.

WEEK 1 — THE SETUP

- Compliance check done: brokerage, MLS, photo contract
- Plan sized honestly; account live
- Twin built from 10–15 photos; wardrobe locked
- Calibration takes done — "most me" chosen
- Disclosure line rehearsed until comfortable

WEEK 2 — THE TRAILER

- First listing trailer — six shots from real photos
- One grade palette; title card letter-checked
- Published 16:9 + 9:16; sent to the seller first
- Twin announcement live the same week
- Engine Log started with bake-off #1

WEEK 3 — THE RHYTHM

- First Market Minute shipped — verified, dated stats
- Friday Batch run start-to-finish in 30 minutes
- Repurpose chain executed on the best video
- Bake-off #2 logged — cheat sheet calibrated
- Multilingual clip if my market calls for it

WEEK 4 — THE COMPOUND

- Overpay Audit — plan decision made
- Results Ledger — winning format identified
- Market Minute now a standing series
- "Every listing gets a trailer" added to my listing presentation
- First "I saw your video" mention collected

The Scoreboard

METRIC	BASELINE	DAY 30	WHAT IT PROVES
Listings with a trailer (of listings taken)			The showpiece is systematic
Weeks the Market Minute shipped on time			The franchise is real
Minutes per Friday Batch			The operation is sustainable
Credits used vs plan (%)			The plan is sized right
"I saw your video" mentions + inquiries			The phone is starting to ring

Day 30 test: a seller you've never met says "I watched the trailer you did for the house on [STREET]" at a listing appointment. When your video precedes you into the room — the operation is working.

YOUR VIDEO ROI CALCULATOR

The production budget collapsed to a subscription. Here's where the difference lands — fill in your honest numbers.

The Production Math

LINE ITEM	MY NUMBER
Videographer trailer today vs. a Higgsfield trailer (plan ÷ videos made)	\$ vs ~\$
Listings that get video: today vs. all of them — what that signals at listing appointments	of → all
Hours/week filming, re-filming, editing (or avoiding it) → the twin + batch	hrs → 30 min
"Every listing gets a trailer and an on-camera announcement" — the listing-presentation line, worth one extra listing/year?	\$

The Rent-vs-Marry Math

QUESTION	HONEST ANSWER
Subscribing separately to the majors (Seedance + Veo + Kling + Runway)	\$200+/mo, five logins — plus shutdown risk
My all-in rental-desk number, sized by the Plan Sizer	\$ /mo, one login
What happened to workflows married to the lab that shut down this spring?	Rebuilt from zero. Mine won't be.

The Cost Side

- **Build:** one afternoon (~2.5 hours), once
- **Run:** 30 min/week + a trailer per new listing
- **Tools:** one plan, sized by arithmetic, audited monthly

The honest math: if ONE seller per year lists with you because every listing you take gets a trailer, everything past that is margin on 30 Friday minutes.

My Bottom Line

Next: the commitment contract — sign it before the session ends

MY VIDEO OPERATION CONTRACT

Signed today. Twin this week; a trailer on every listing within thirty days.

I commit to:

- ☐ **Run the compliance check first** — brokerage AI policy, MLS video rules, photographer contract. Date:
- ☐ **Size my plan with arithmetic, not enthusiasm** — and build my twin. By:
- ☐ **Build my first six-shot trailer from real photos** — and send it to the seller first. By:
- ☐ **Ship the Market Minute weekly** — verified stats, dated on screen, same sign-off. Starting:
- ☐ **Run the Friday Batch weekly and both audits monthly** — my credits work for me, not the platform.
- ☐ **Keep every frame honest** — real photos, real numbers, the twin disclosed, no fake people ever. The trust ledger only compounds if it never goes negative.

The One I'm Building First



The Digital Twin



The First Trailer



The Market Minute



The Plan Sizer



The Friday Batch

My Biggest Risk — and My Pre-Decision

(The tech feels intimidating? Worried what people say about a twin? Credit anxiety? Write the failure mode and the counter-move now.)

Accountability

MY ACCOUNTABILITY PARTNER

CHECK-IN CADENCE

Signature

Date

A contract with yourself, witnessed by the workbook. The manifesto seals it.

THE VIDEO MANIFESTO

**Every agent has the same cameras now.
Nobody else has my listings, my market, my face.**

For years, video belonged to the agents with the budget — the videographer, the editor, the drone pilot — while everyone else posted photo carousels and hoped. I understand why most agents still skip it. Filming yourself is uncomfortable, production is expensive, and the tools changed every month.

I choose the other road. My listings get trailers now — every one of them, built honestly from the real photos of the real property, the day they arrive. My twin shows up on camera every week so my market never forgets my face, and I tell anyone who asks exactly what it is, with a smile. My numbers are verified before they're spoken. And I rent every engine in the market without marrying any of them — because the platforms will keep changing, and my operation won't.

The production budget stopped being the edge the day it collapsed to a subscription. What's left is what was always the edge: **real properties, real numbers, a real person — presented better than anyone else in the market presents theirs.** AI didn't fake that game. It financed it.

Sized. Built. Rendered. Published. Audited.

When sellers compare listing presentations, one of them includes a film studio.

"Because Being Camera-Shy is NOT an Option!"

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

THE LISTING THAT GETS MY FIRST TRAILER

THE DAY MY MARKET MINUTE SHIPS EACH WEEK



HIGGSFIELD FOR REALTORS

ONE LOGIN · EVERY AI VIDEO MODEL · YOUR OWN ON-CAMERA TWIN

Subscribing to every top AI video model separately runs \$200+ a month — and one of the biggest just shut down overnight. Higgsfield rents them all in one browser tab, and adds the studio: listing trailers from your real photos, and a digital twin that presents for you.

THE 3 SYSTEMS WE BUILD LIVE

1 - The Listing Trailer Studio
cinematic video from the listing photos
you already have

2 - The Digital Twin
your Soul avatar presents listings & market
updates on camera

3 - The Engine Room
the right model per job + the credit math
that stops overpaying

**Listing Trailer
Recipes**

**Your Digital
Twin**

**Model Picker
Cheat Sheet**

**The Credit-Math
Card**

**The Video
Ethics Card**

Rent Every Model. Marry None.

FRI, SEPT 11 · 12 PM ET · ENCORE FRI, SEPT 25



SEE YOU FRIDAY, SEPTEMBER 11, 2026 · 12:00 PM ET

ENCORE SESSION: FRIDAY, SEPTEMBER 25 · 12:00 PM ET

Register: reignation.com/higgsfield-for-realtors · Workbook: bogen.ai/masterminds/higgsfield-for-realtors

"Because Being Camera-Shy is NOT an Option!"