



EDMUND'S MASTERMIND
NEIGHBORHOOD FAMOUS
THE HYPERLOCAL AI IMAGE MACHINE
Wednesday, September 16th, 2026 • 9:00 AM ET • 60 minutes
Generic gets scrolled. Local gets shared – become the agent whose art your neighborhood puts on its refrigerator.

#4
team in America runs on hyperlocal

1,000s
of shares on one local image

\$0
in new tools

Build the Library → Lock Your Style → Generate the Art → Win the Neighborhood

EDMUND'S MASTERMIND • SEPTEMBER 16, 2026

NEIGHBORHOOD FAMOUS

COMPLETE IMPLEMENTATION WORKBOOK

The Hyperlocal AI Image Machine — the Landmark Library, the Image Engine, and the Share-to-Lead Amplifier

"Because Being Invisible in Your Own Neighborhood is NOT an Option!"

YOUR MONEY-MAKING MISSION

THE PROOF

#4

team in America — Kenny Truong built that reach in part on hyperlocal AI images neighbors share

THE CURRENCY

1,000s

of shares on a single hyperlocal image — shares + saves are what the 2026 algorithm pays

THE PRICE

\$0

to start — ChatGPT generates images on the tier you already have; the edge is the library, not the tool

THE RITUAL

20m

one weekly batch session generates your entire local image week

The 3 Systems Built Today

1 The Landmark Library

Inventory your farm area's visual DNA — landmarks, rituals, in-jokes, deep cuts — then lock the Style Card: one signature art direction that makes every image recognizably yours before anyone reads your name.

2 The Image Engine

Six recipe families, 18 copy-paste prompts: postcards, only-in-town scenes, seasonal landmarks, market-stat art, quiz corners, and listing love letters — consistent style, correct lettering, right size per platform.

3 The Share-to-Lead Amplifier

The 30-day local calendar (80% pride, 20% market), group-posting etiquette, and the DM keyword capture that turns neighbors sharing your art into conversations — and conversations into appointments.

Generic vs. Local

THE MOMENT	GENERIC	LOCAL
The image	AI mansion, no place on earth	The Saturday bagel line
The reaction	Scrolled past	"Tag Maria — this is US"
The reach	Paid, cold	Shared by neighbors, \$0
The brand	Another agent	"The [Town] agent"
The barbecue	Nobody thinks of you	Your name comes up first

The math that matters: feeds are drowning in anywhere-content. The one thing people still stop for is the place they actually live — and only a local can make it.

What You'll Leave With Today

- ☐ **The Landmark Library method** — your farm's visual DNA, captured tonight
- ☐ **All 18 prompts** — library, recipes, and amplifier
- ☐ **The Style Card** — one look that signs every image

- ☐ **The six image recipes** — postcard to love letter, copy-paste
- ☐ **The 30-day local calendar** — 3 images/week, 80/20 mix
- ☐ **The DM keyword capture** — shares become conversations

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

THE INVISIBLE LOCAL

Here's the strange thing about most agents' feeds in 2026: they're technically better than ever — AI-polished graphics, perfect grammar, professional layouts — and less visible than ever. Because everyone's content comes from nowhere. The AI mansion exists in no town. The market update could run in any city in America. Meanwhile the #4 team in the country is pulling thousands of shares per post with AI images of **their own neighborhood** — because when the whole feed is anywhere-content, the place you actually live is the only thing that stops the scroll. You already own the scarcest asset in this game: you know where the light hits Main Street in October. The library, the style, and the recipes in this workbook are how you turn that knowledge into images only you could post.

The Five Invisibility Traps

TRAP	WHAT IT LOOKS LIKE	WHAT IT COSTS	YOUR MOVE
 The stock mansion AI art of a house from nowhere	"Dream home" graphics, generic SOLD posts, stock-photo energy	Reads as advertising — zero shares, zero memory	The Postcard series: real local landmarks, in YOUR style (S1+S2)
 The anywhere post Content with no place in it	Market tips that could run in any zip code in America	Interchangeable with two million other licensees	The Landmark Library — every image is unmistakably HERE (S1)
 Style roulette Every image a different AI look	Watercolor Monday, 3D render Wednesday, anime Friday	No identity — nothing compounds, nobody recognizes your work	The Style Card: one locked look that signs everything (S1)
 The random drop A great image once a month	Bursts of inspiration, then silence	The algorithm — and the neighborhood — forget you between posts	The 20-minute weekly batch + 30-day calendar (S3)
 The dead-end viral post Applause without capture	1,400 shares, zero conversations started	Attention that never becomes an appointment	The DM keyword + Insider Guide capture (S3)

Why Local Wins Now

Scarcity moved. Fluency is free, polish is free, volume is free — AI made sure of all three. What's left is what can't be generated from elsewhere: *knowing a place*. Industry watchers call hyperlocal the strongest engagement play of 2026 for exactly this reason — local insight feels impossible to replace, because it is.

The Compounding Effect

Every postcard teaches your zip code whose feed this is. Six months in, you're not an agent who posts — you're "the [Town] agent," the one whose art is on refrigerators, whose quiz the neighborhood plays, whose name comes up first when someone at a barbecue mentions moving.

The one-sentence thesis: AI handed every agent the same paintbrush — but it can only paint what you tell it about. Two million licensees can prompt "beautiful home." Only you can prompt the Saturday bagel line at Maple & Main. This workbook is the machine that turns that advantage into share-of-mind, every week.

1

The Landmark Library

Your neighborhood's visual DNA + the style that signs your work · Built once in an evening

Why This Works

Most agents ask AI for "a beautiful modern home with a SOLD sign" and get a mansion that exists nowhere, in a style that belongs to no one. Technically impressive, emotionally empty — because there's no **place** in it. Your neighbors don't stop scrolling for real estate; they stop for *their* corner, *their* Saturday market, *their* ridiculous six-way intersection. The AI can paint anything. The Landmark Library is what tells it to paint the things only your neighborhood loves.

The second half is the **Style Card** — one locked art direction (palette, mood, technique, one signature element in every image) so your work is recognizable at a glance, the way you'd spot a national park poster across a room. Style roulette is why most agents' image feeds never compound. One style, repeated, becomes a brand your zip code recognizes before they read your name.

What Goes Into the Library **The Places — everyone knows them**

- The landmarks everyone photographs
- The main-street storefronts and the market
- The park, the pier, the fountain, the field
- The four seasonal moments that mark the year
- Where you'd take a friend from out of town

 The In-Jokes — locals nod, outsiders miss it

- What locals complain about lovingly (THAT intersection)
- "You know you're from here when..."
- The friendly rivalries (north-side bagels vs south)
- Micro-neighborhood names only residents use
- The 5pm train horn, the parking truths

 The Style Card — your signature

- One art direction (poster / watercolor / retro-minimal)
- A 2–3 color palette, named
- The mood in three words
- One signature element in EVERY image
- What you never do (clutter, photoreal people)

The Build Sequence

- **Interview** — AI extracts 25+ entries from your local knowledge (P1)
- **Score** — the Local's Test ranks postcard layer vs deep cuts (P2)
- **Style** — three sample directions, one locked Style Card (P3)
- **Series** — the library becomes 4 named franchises (P4)
- **Gaps** — blind spots become a Saturday walk (P5)
- **Refresh** — monthly ritual keeps it alive (P6)

Done Right, You'll Know Because...

- Your images are recognizable with the name covered
- Deep-cut posts earn "how do you KNOW that" comments
- Residents correct you when a detail is off — engagement gold
- A neighbor asks where they can buy the print

The key insight: the library isn't research — it's what you already know, organized. Ten years of living here is the asset. AI just learned to paint it.

SYSTEM 1 — LANDMARK LIBRARY PROMPTS I

Run the whole sequence in ONE ChatGPT chat — you'll generate the images there too, so the library and style stay loaded.

PROMPT 1 — THE NEIGHBORHOOD INTERVIEW

You're my creative director for hyperlocal real-estate content. I'm a real estate agent in [MY FARM AREA] and I want to become the agent whose images this neighborhood shares. Interview me, ONE question at a time — 12 questions covering: the landmarks everyone photographs, the weekly rituals (markets, game nights, the dog-park hour), the micro-neighborhood names only locals actually use, the things residents complain about lovingly (the intersection, the train horn, the parking), the four seasonal moments that mark the year here, the hidden gems I'd show a friend from out of town, and the friendly local debates (best slice, north vs south). Push past my first answers — "what else?" is your favorite question. Then compile everything into my LANDMARK LIBRARY: entries sorted by category, each with a one-line visual description I can drop straight into an image prompt.

Expected output: 25+ library entries, prompt-ready — most agents discover they know their farm far better than they've ever shown it.

Pro move: answer by voice dictation on a walk through the neighborhood. The details you see out loud beat the ones you remember at a desk.

PROMPT 2 — THE LOCAL'S TEST

Score every entry in my Landmark Library on the Local's Scale, 1-10: 1-3 = tourist postcard (anyone who visited once would know it), 4-7 = resident nod (you'd know it if you live here), 8-10 = deep cut (only real locals get it — the kind of detail that makes someone comment "how do you KNOW that"). Sort the library by score, then give me the strategy read: which postcard-layer entries will earn the widest reach, which deep cuts will earn the most intense shares from actual residents, and the ideal mix for a month of posting. Flag my 3 strongest deep cuts — those are gold.

Expected output: your library, sorted into a reach layer and a devotion layer — you need both, in the right mix.

Pro move: the deep cuts are what make residents claim you as THEIR agent. A tourist can love the lighthouse; only a local knows the bench where the sunset actually hits.

PROMPT 3 — THE STYLE CARD BUILDER

Design my signature visual style — the look that makes my images recognizable across a room. Here's my market's personality and mine: [DESCRIBE: coastal/historic/suburban, my vibe, colors I love]. Propose 3 candidate art directions (for example: vintage travel poster, soft architectural watercolor, bold retro-minimal — but choose what fits ME), each with: a 2-3 color palette, the mood in three words, the illustration technique, how in-image text should be lettered, and one small signature element that appears in every single image (a sun, a bird, a corner stamp). Generate one sample image of the SAME landmark in each of the three styles so I can compare. I'll pick one; then compile my final STYLE CARD as a single paragraph I paste at the top of every image prompt from now on.

Expected output: the three-way bake-off, then THE deliverable of System 1 — one paragraph that signs every image you'll ever generate.

Pro move: the signature element is the sleeper — a tiny recurring sun or corner stamp is what makes someone say "oh, this is one of YOURS" before reading a word.

SYSTEM 1 — LANDMARK LIBRARY PROMPTS II

Prompt 4 turns a library into franchises. Prompt 6 runs monthly — a stale library paints last year's town.

PROMPT 4 — THE SERIES ARCHITECT

Package my Landmark Library and Style Card into 4 recurring image series — recognizable franchises, not random posts. For each series: a name my neighborhood would actually say out loud (in the spirit of "Greetings from [Town]," "Only in [Town]," "Guess the Corner," "[Town] Seasons" — but tuned to MY area and voice), which library entries it draws from, the posting cadence, the platform it fits best, and what makes it defensible — meaning another agent copying it would obviously look like they copied me. Then give me the launch order: which series starts first and why.

Expected output: four franchises with a launch order — series turn posting from a daily decision into a schedule.

Pro move: a named series is an appointment. "Is it Guess-the-Corner day?" is the sentence you're engineering toward.

PROMPT 5 — THE GAP FINDER

Audit my Landmark Library for blind spots. Check coverage across: micro-neighborhoods (am I over-serving one corner of my farm and ignoring another?), seasons (do I have entries for all four, plus the local holidays and festival weeks?), audiences (long-time residents vs newcomers vs the just-moved-in — each shares different things), and times of day (morning rituals vs evening scenes). List what's missing as specific research questions I can answer on one Saturday walk with my phone — and remind me: the walk itself is content.

Expected output: your blind-spot list as a walking itinerary — one Saturday closes most library gaps.

Pro move: photograph reference shots on the walk. Real reference photos make the AI's rendition of a spot dramatically more faithful — and residents notice faithfulness.

PROMPT 6 — THE REFRESH RITUAL

Monthly library refresh. Here's what's happening in my area right now [PASTE: local news items, upcoming events, new business openings, anything closing or changing]. Update my Landmark Library: add new entries with visual descriptions, flag timely image opportunities for the next 30 days (the festival, the opening, the seasonal shift), and retire anything stale. A closed beloved business deserves one respectful farewell image — those become the most-shared posts of the year, because that's the town's actual life. Give me the month's 3 best timely image ideas, recipe-ready.

Expected output: a living library plus this month's three timeliest images — the town changes; your art keeps up.

Pro move: the farewell image for a closing business is the most human post in this entire system. Print one for the owner. That story travels farther than any listing ever will.

The pattern: interview → score → style → series → gaps → refresh. One evening of build, one Saturday walk, fifteen minutes a month — and the AI now paints YOUR town, in YOUR style, on schedule.

YOUR LANDMARK LIBRARY — WORKSHEET

Start on paper before you touch the AI — what you write here becomes the raw material and the fact-check for Prompts 1–4.

MY FARM AREA (THE NEIGHBORHOOD I WANT TO BE FAMOUS IN)

5 LANDMARKS EVERYONE HERE PHOTOGRAPHS

3 WEEKLY RITUALS (MARKETS, GAMES, THE DOG-PARK HOUR)

3 THINGS LOCALS COMPLAIN ABOUT LOVINGLY

2 DEEP CUTS ONLY REAL LOCALS KNOW

MY STYLE IN THREE WORDS + MY 2–3 COLORS

MY SIGNATURE ELEMENT (IN EVERY IMAGE)

My Four Series

SERIES NAME	DRAWS FROM	CADENCE	PLATFORM

Before I Leave This Page

- ☐ Neighborhood Interview scheduled — one evening, this week, calendar blocked
- ☐ The Saturday library walk scheduled (reference photos on my phone)
- ☐ Brokerage AI-content policy + MLS advertising rules checked

2

The Image Engine

Six recipe families that turn library entries into scroll-stopping art · 20 minutes a week

Why This Works

Every recipe has the same four-part anatomy: **[STYLE CARD] + [LIBRARY ENTRY] + [FORMAT SPEC] + [EXACT TEXT]**. The Style Card keeps every image unmistakably yours. The library entry supplies the place. The format spec sets the size for the platform. And the text — kept under six words, in quotes, spelled exactly — is what modern image models finally do well, as long as you zoom in and check every letter before shipping, and regenerate on any typo. AI-mangled lettering is the "nestled in the heart of" of image content: one glance and the magic dies.

The six families cover every job a local image can do — reach, shares, timing, authority, comments, and listings. Master one family first (start with the Postcard), then add the others as your series launch.

The Six Recipe Families

RECIPE	THE JOB	WHAT IT LOOKS LIKE
 POSTCARD	Reach — hometown pride at its widest	Vintage travel-poster of the farmers market: "Greetings from Maple & Main"
 ONLY-IN	Shares — the tag-a-neighbor engine	Affectionate illustrated scene of THAT intersection: "Only in [Town]"
 SEASONAL	Timing — the year, marked in art	The lighthouse path in first-snow light — same spot, four seasons, one style
 SNAPSHOT	Authority — the stat they remember	Elegant local scene + clean card: "Median sale: \$612K · August" (real, dated)
 QUIZ	Comments — the game your feed plays	A stylized close crop of a familiar detail: "Where in [Town] is this?"
 LOVE LETTER	Listings — sell the life around the house	The neighborhood's best moment in your style: "Coming to [Neighborhood]"

The In-Image Text Rules

- Under six words, always — text is a title, not a caption
- Put the exact wording in quotes in the prompt
- Zoom in and check every letter before shipping
- Any typo → regenerate, never ship
- Your logo corner: add it in Canva after, not via AI

The Batch Ritual (20 min/week)

- Open the standing chat — library + Style Card already loaded
- Run this week's 3 recipes from the calendar
- QA the text, regenerate what needs it
- Caption via the Amplifier prompts, schedule, done

The key insight: consistency of style beats brilliance of any single image. A recognizable postcard every week builds the brand; a masterpiece once a quarter builds nothing.

Next: the six image recipes — Style Card pasted first, always

SYSTEM 2 — THE IMAGE RECIPES I

Run in ChatGPT with image generation. Every recipe starts with your STYLE CARD pasted in — that's what makes the output yours instead of the internet's.

RECIPE 1 — THE NEIGHBORHOOD POSTCARD

Using my style card above, create an image: a vintage travel-poster postcard of [LIBRARY ENTRY — e.g., the Saturday farmers market on Main Street: striped awnings, crates of oranges, morning light]. Hand-lettered text across the top reading exactly "Greetings from [NEIGHBORHOOD]" — spell it exactly as written, and make the lettering part of the art. Warm, nostalgic, frame-worthy — the kind of image a resident would actually print and hang. No recognizable people's faces, no houses presented as listings. Square 1:1.

The job: reach. This is your flagship series — hometown pride wide enough for everyone in the zip code to share.

Pro move: offer the print file via your DM keyword. A postcard on a neighbor's wall is a business card that never gets thrown away.

RECIPE 2 — THE ONLY-IN-TOWN SCENE

Using my style card above, create an image: an affectionately funny illustrated scene of [LOCAL QUIRK from my library — e.g., the six-way intersection at Elm & Grove, with polite drivers all waving each other through, nobody moving]. Small caption text reading exactly "Only in [TOWN]". The humor is warm and loving, never mocking — this is an inside joke between neighbors, drawn by someone who clearly lives here and waits at that light too. No real people's likenesses. 4:5 portrait.

The job: shares. The in-joke is the tag-a-neighbor engine — residents tag residents, and every tag is \$0 reach into your exact farm.

Pro move: the affection is the compliance. If the joke could read as mocking the town or anyone in it, pick a different quirk. You're teasing family, not roasting strangers.

RECIPE 3 — THE SEASONAL LANDMARK

Using my style card above, create an image: [LANDMARK from my library] in [SEASONAL MOMENT — e.g., the first cool morning of fall: long shadows, one scarf, coffee steam]. Same composition and angle I'll reuse each season so the series is instantly recognizable — this is installment [N] of four. Small text reading exactly "[TOWN] · [SEASON] [YEAR]" in the corner, lettered in my style. The image should make a resident feel the season arriving in THEIR town, not a generic autumn. 1:1 square.

The job: timing. Four fixed dates a year when your art marks the season — collectible by design.

Pro move: same spot, same angle, every season. By installment three, residents are waiting for it — that's an appointment, not a post.

SYSTEM 2 — THE IMAGE RECIPES II

Recipe 4 is your 20% — the market authority layer. Recipes 5–6 are the comment engine and the listing play.

RECIPE 4 — THE MARKET SNAPSHOT

Using my style card above, create an image: an elegant scene of [LANDMARK from my library] with a clean, minimal stat card integrated into the composition, reading exactly: "[MY REAL, VERIFIED STAT — e.g., Median sale price: \$612,000 · [NEIGHBORHOOD] · August 2026]". The stat must appear exactly as written — spell and punctuate it precisely; I have verified this number against [SOURCE] and it stays on the image with its date. The art makes the number feel like it belongs to this place. Nothing else on the card — one number, one place, one month. 4:5 portrait.

The job: authority. One real number on beautiful local art outperforms a ten-slide market carousel — because people remember it.

Pro move: the date ON the image is your integrity feature. Screenshots travel; a dated stat can never age into a lie.

RECIPE 5 — THE GUESS-THE-CORNER QUIZ

Using my style card above, create an image: a stylized close crop of one distinctive detail of [SPOT from my library — e.g., the green awning and gold lettering of the old pharmacy, the gate hinge at the community garden]. The crop shows enough that anyone who has walked past it a hundred times will recognize it, but not so much that it's obvious — this is a quiz. No text in the image; the question lives in the caption. Make the detail feel loved: this is a portrait of something everyone sees and nobody looks at. 1:1 square.

The job: comments. The quiz turns your feed into a weekly game — and comment streaks tell the algorithm your page is where the neighborhood talks.

Pro move: reveal the answer next day in Stories with one real detail about the spot's history. The reveal is a second post from the same image — free.

RECIPE 6 — THE LISTING LOVE LETTER

Using my style card above, create an image announcing a new listing WITHOUT depicting the property: an artistic rendering of its neighborhood's best moment — [NEARBY LIBRARY ENTRY — e.g., the tree-lined stretch of Maple in golden hour, two blocks from the house]. Text reading exactly "Coming to [NEIGHBORHOOD]". Important: never draw the actual house — the MLS photos do that job truthfully; this image sells the life around it. The feeling: someone is about to be lucky enough to live near THIS. 4:5 portrait.

The job: listings — the 20% layer. The love letter announces without misrepresenting: AI paints the neighborhood, the camera shows the house.

Pro move: sellers LOVE these. "Here's the artwork I made for your neighborhood" is a listing-appointment differentiator no other agent in your market is walking in with.

The pattern: postcard for reach → only-in for shares → seasonal for timing → snapshot for authority → quiz for comments → love letter for listings. Six jobs, one style, one library — that's the whole engine.

THE PLATFORM SPEC SHEET

Tape this next to your monitor — the right size and the right behavior for every place your images travel.

PLATFORM	FORMAT	WHAT WINS THERE
Instagram feed	1:1 or 4:5	The postcard and the quiz. Hook in the first caption line; 12–15 hyperlocal hashtags (town, neighborhood, community tags — not #realestate spam).
IG / FB Stories	9:16	The quiz reveal, polls on only-ins ("which intersection is worse?"), behind-the-scenes of the art. Stickers do the engagement work.
Facebook groups	Native photo	THE share engine. Post as a neighbor, never as an ad: no links, no branding push, pure hometown pride. Read each group's rules first.
Facebook page	1:1 / 4:5	The full series archive lives here — this is what a neighbor scrolls after someone tags them into your postcard.
Nextdoor	Native photo	Extra-plain, helpful-resident tone. The quiz and the seasonal do well; anything that smells like marketing dies instantly.
Print / IRL	High-res file	The secret weapon: postcards at the coffee shop counter, a framed print for the featured business, the giveaway file via DM keyword.

Before / After — One Real Example

✗ THE GENERIC VERSION

An AI render of a glossy white mansion under a purple sunset, "DREAM HOME ALERT 🔥" in gradient letters, posted to the feed with fifteen #realestate hashtags. Technically flawless. Belongs to no town. Scrolled past by the exact neighbors it was meant to reach.

✓ THE NEIGHBORHOOD-FAMOUS VERSION

A vintage-poster postcard of the Saturday bagel line at Maple & Main — striped awning, steam off the coffee, "Greetings from Maple & Main" hand-lettered across the top. Caption: "If you know, you wait in it. Tag the person you always run into here." Shared by the bagel shop. Then by half its regulars.

Notice what changed: same tool, same effort, opposite outcome. The second image has a place, a style, and an invitation — and it hands the neighborhood a reason to distribute it for you. That's the entire engine in one comparison.

3

The Share-to-Lead Amplifier

Shares are applause — this is how applause becomes appointments · 80/20 mix, one capture a week

Why This Works

The 2026 algorithm pays for one thing above all: **shares and saves** — and nothing on earth gets shared like hometown pride. But a viral postcard with no system behind it is just applause. The amplifier adds three layers: **distribution** (platform-native captions, and the local groups where a good image travels fastest — posted as a neighbor, never as an ad), **rhythm** (three images a week, 80% pride and fun, 20% market and listings — a love letter with a business card tucked inside, never the reverse), and **capture**.

Capture is the quiet engine: **"Comment POSTCARD and I'll send you the print file."** The neighbor who wants your art on their wall just started a DM conversation with a real estate agent — no form, no funnel, pure goodwill. From there it's conversations, not campaigns — and the hard rule that makes all of it work: **nobody gets pitched before they bring up real estate themselves.**

The Four Amplifier Plays

PLAY	HOW IT RUNS	WHAT IT PRODUCES
 The Postcard Drop	Weekly series post + local group share + "comment POSTCARD for the print file"	Shares, saves, and a DM list of neighbors who own your art
 The Quiz	Guess-the-Corner weekly; answer revealed next day in Stories	Comment streaks and repeat visitors — "my feed plays this game"
 The Guide Giveaway	The [Town] Insider Guide — genuinely good, in your art style — via DM keyword	The warm list: people who asked YOU for the neighborhood
 The Local Salute	Monthly artwork celebrating a local business — tagged, gifted, printed	Cross-audience reach + the best B2B relationships in town

Local Group Etiquette

- Give 10:1 before any ask — you're a neighbor with art, not an ad
- Read the group rules; message admins first when unsure — admins become allies
- No links, no logos, no listing-spam in group posts
- Answer every comment in hour one — the algorithm and the humans both notice

The Conversation Ladder

- **Share** → a neighbor's endorsement, \$0
- **Comment** → answered warm, in the hour
- **Keyword DM** → art delivered, zero strings
- **Mover-hint** → the gentle DM pivot — and only then, business

The key insight: the art earns the relationship; the relationship earns the business. Every play above is a gift first — which is exactly why it converts.

SYSTEM 3 — AMPLIFIER PROMPTS I

These run in your regular AI chat — they turn each finished image into captions, calendars, and conversations.

PROMPT 1 — THE CAPTION COMPOSER

I just generated this image: [DESCRIBE — e.g., vintage postcard of the Saturday farmers market, "Greetings from Maple & Main"]. Write platform-native captions: 1) the local Facebook group version — pure neighbor voice, invites memories ("how long have you been waiting in this bagel line?"), zero selling, no links; 2) Instagram — hook in the first line, room to breathe, 12–15 hyperlocal hashtags mixing town names, neighborhood names, and community tags; 3) a Story version with a poll or question sticker text; 4) Nextdoor — helpful-resident tone, extra plain. Where it fits naturally (not every post), end with a tag invitation like "tag the person you always run into here." No caption mentions real estate unless I say this is a market or listing post.

Expected output: four native captions per image — the same art, dressed correctly for each room it walks into.

Pro move: the group caption is the one that matters most. One selling word in a neighborhood group undoes a month of goodwill.

PROMPT 2 — THE 30-DAY LOCAL CALENDAR

Build my 30-day hyperlocal image calendar for [MONTH]. Inputs: my Landmark Library, my 4 series, and this month's local happenings [PASTE: events, festivals, season changes, my upcoming listings if any]. Rules: 3 images per week (sustainable beats heroic), the 80/20 mix — 80% hometown pride and fun (postcards, only-ins, seasonals, quizzes), 20% market and listings (snapshots, love letters) — and ONE capture moment per week maximum (the keyword or the guide), never more. For each entry: the day, the series, the library entry, the recipe to run, the platform(s), and a one-line caption angle. Mark the two posts this month most likely to be the big share — and tell me why.

Expected output: the month, planned — twelve images, each with its recipe and destination, generated in four 20-minute batches.

Pro move: anchor the calendar to real local dates first (the festival, the first day of school traffic, the season flip) — timeliness is what makes local art feel alive instead of scheduled.

PROMPT 3 — THE ENGAGEMENT PLAYBOOK

Write my comment-reply playbook for hyperlocal posts. Cover the five commenter types with 2–3 reply templates each, all in a warm neighbor voice: 1) the memory-sharer ("my kids grew up going here") — honor the memory, ask one more question; 2) the tagger ("@Maria this is US") — join the moment, never pitch; 3) the enthusiast ("I LOVE these, who makes them?") — own the AI answer confidently: the art is AI, the love is local; 4) the print-requester — fulfill fast, keep it generous; 5) the mover-hint ("we're actually thinking about selling this spring") — the ONE type that gets a gentle pivot: acknowledge in-thread like a neighbor, then take it to DM. Write that DM pivot line too — one sentence, zero pressure. Rule for every reply: answer within the first hour, be a person, never turn a comment thread into a pitch.

Expected output: reply templates for the five conversations every hyperlocal post starts — warmth, systematized.

Pro move: the mover-hint pivot is the highest-value sentence in this workbook. Rehearse it until it sounds like you — because it will happen in public, in a thread, with the neighborhood watching.

SYSTEM 3 — AMPLIFIER PROMPTS II

Prompt 4 builds the gift. Prompt 5 builds the flow around it. Prompt 6 is how the machine learns.

PROMPT 4 — THE INSIDER GUIDE MAGNET

Outline and draft my "[TOWN] Insider Guide" — the \$0 giveaway locals genuinely want and newcomers treasure. Structure: the 10 spots (from my Landmark Library, with my one-line takes — not TripAdvisor's), the local rituals calendar (what happens weekly and seasonally, and when to show up), the newcomer cheat sheet (parking truths, the deli order, which beach lot fills by 9), and the "only locals know" page — my deep cuts. Written in my voice, illustrated with my postcard art, and it ends with exactly ONE soft line about me: who I am, why I made this, how to reach me. Then write the delivery DM for when someone comments GUIDE — warm, fast, generous, no follow-up pitch attached.

Expected output: the neighborhood's favorite PDF — the giveaway that makes newcomers your fans before they need an agent.

Pro move: give copies to the businesses in it. The coffee shop keeps a stack by the register; every one handed out carries your name in a context of pure trust.

PROMPT 5 — THE KEYWORD CAPTURE SCRIPT

Design my DM keyword capture flow end to end. The offer: [e.g., comment POSTCARD for the print-quality file / comment GUIDE for the Insider Guide]. Write: 1) the caption line that makes the offer feel like a gift, not a funnel; 2) the instant fulfillment DM — generous, zero strings; 3) the one follow-up, three days later — a genuine question about the neighborhood ("how long have you lived near the market?"), NOT a market pitch; 4) the value-first cadence from there: what I send monthly (the new postcard, the seasonal guide update) so staying in my DMs is a gift that keeps arriving; 5) the graduation moment — the natural, non-sleazy line for when someone eventually mentions moving, buying, or selling. Hard rule: nobody gets pitched before they bring up real estate themselves. The art earns the relationship; the relationship earns the business.

Expected output: the whole capture flow, written — from "comment POSTCARD" to the graduation moment, with the pressure removed at every step.

Pro move: track keyword DMs in your CRM from day one, tagged by which image brought them. Twelve months later that list is your farm's warmest audience — and you'll know exactly which art built it.

PROMPT 6 — THE SHARE AUDIT

Monthly share audit. Here are my posts from the last 30 days with results [PASTE: per post — shares, saves, comments, reach, plus DM keyword requests and any real-world mentions ("someone at the coffee shop asked if I make the postcards")]. Analyze by what the algorithm and the neighborhood actually rewarded: which series earned the most shares and saves (not likes — likes are polite, shares are love), which library entries and which style choices the winners share, how deep-cut vs postcard-layer performed, and whether my 80/20 mix held. Count conversations started: keyword DMs, mover-hints, guide requests. Give me: the series to double down on, the one to retire or rework, one experiment for next month, and this month's winner to reprint as the next Local Salute or giveaway.

Expected output: your resonance pattern in shares and saves — plus the conversation count, which is the number that actually pays.

Pro move: real-world mentions are the win condition. "Are you the postcard person?" asked at the coffee shop means the machine is working — log every one.

The pattern: caption natively → calendar the month → answer everything in hour one → give the guide → capture by keyword → audit by shares. Gifts out, conversations in, every single week.

THE 30-DAY CALENDAR — TEMPLATE

Three images a week, 80/20 mix, one capture moment maximum. Fill it from Prompt 2's output — or by hand, from your library.

WEEK	MON — PRIDE	WED — PRIDE/FUN	FRI — ROTATES	CAPTURE MOMENT (1×)
1	 Postcard:	 Only-in:	 Quiz:	☐ POSTCARD keyword
2	 Postcard:	 Seasonal:	 Snapshot (real stat):	☐ GUIDE keyword
3	 Postcard:	 Only-in:	 Quiz:	☐ POSTCARD keyword
4	 Postcard:	 Local Salute:	 Love Letter (if listing):	☐ GUIDE keyword

The Weekly Loop (20 min)

- **Sunday or Monday:** batch-generate the week's 3 images
- **Same sitting:** QA every letter of in-image text
- **Same sitting:** captions via Prompt 1, scheduled
- **Daily, hour one:** answer every comment
- **Friday:** quiz answer revealed in Stories

Conversation Tracker

THIS MONTH	COUNT
Keyword DMs (POSTCARD / GUIDE)	
Mover-hints moved to DM	
Real-world mentions ("the postcard person")	
Appointments traced to the machine	

Sustainability rule: the machine is designed to survive your busiest month. If a week collapses, ship ONE image — the postcard. One postcard a week keeps the brand alive; silence resets it.

THE RULES OF THE GAME

This system runs on affection for a real place — which means the fastest way to destroy it is to let AI fake anything that matters. Six rules, non-negotiable:

RULE	WHAT IT MEANS IN PRACTICE
Listing photos are sacred	Never AI-generate or AI-alter imagery presented as the property. MLS accuracy rules and misrepresentation law both apply — and one "enhanced" photo can undo years of trust. AI art celebrates the neighborhood; the camera shows the house. Keep the two universes separate, always.
Real numbers only on stat art	A beautiful graphic makes a wrong number MORE damaging — more people see it, share it, and remember it. Every figure on a Market Snapshot is real, sourced, and dated on the image itself. Verify before you generate.
Fair housing applies to imagery too	Images speak louder than copy — and the same rules govern them. Depict places, lifestyle, and property; never imagery that suggests who "belongs" in a neighborhood. When a scene includes people, run it through the same fair-housing lens a sentence would get.
No real people without a yes	The bagel-cart owner, the neighbor with the famous garden, kids at the market — stylized or not, don't put recognizable people in AI scenes without permission. Default to people-free compositions; the place is the star anyway.
Businesses are partners, not props	Celebrating the local coffee shop in your art? Tag them, tell them, and when in doubt ask first. Done right this is the best networking you'll ever do — done carelessly it's using someone's livelihood as a backdrop.
Own the AI question	"Did AI make this?" is coming, usually as a compliment. The confident answer is the true one: "The art is AI — the love is local. I make these because I live here." Obvious art isn't deception; passing it off as photography would be. Never do the second thing.

The Brokerage Check

Before the first post: confirm your brokerage's AI-content policy, your MLS's advertising and photo rules, and your state's marketing regulations. Five minutes of checking protects a year of art — and "I checked" is a sentence that sounds very good in a compliance conversation.

The Trust Ledger

Every honest postcard deposits trust. Every real stat deposits trust. One doctored listing photo, one invented number, one cynical use of the town — and the ledger doesn't just zero out; it goes negative, because now everything gets audited. **Being the agent whose images are always honest is the entire moat.**

The point, stated plainly: your neighbors will forgive an AI paintbrush instantly. They will never forgive a fake number, a doctored listing photo, or their town used cynically. Honest art about a real place is the whole brand.

THE BUILD ORDER

Everything connects: the interview feeds the library, the library feeds the recipes, the recipes feed the calendar. Build in this order and nothing is wasted.

#	BUILD	TIME	FEEDS	DONE WHEN
1	Neighborhood Interview (S1-P1)	25 min	Everything — this is the raw DNA	25+ entries, prompt-ready
2	Local's Test + Gap Finder (S1-P2, P5)	15 min	The posting strategy + the Saturday walk	Deep cuts flagged; walk scheduled
3	Style Card bake-off (S1-P3)	20 min	Every image you'll ever generate	One style locked, in one paragraph
4	Series named + launch order (S1-P4)	10 min	The calendar's skeleton	4 franchises, first one chosen
5	First batch: 3 postcards (S2-R1)	20 min	Your launch week	Text QA'd, ready to post
6	Captions + first posts live (S3-P1)	15 min	The feed + one local group	First postcard posted both places
7	Insider Guide drafted (S3-P4)	25 min	The capture layer	Guide finished in your art style
8	30-day calendar + keyword live (S3-P2, P5)	15 min	The month ahead, on rails	Calendar filled; "comment POSTCARD" live

File It Like a Pro

- **NF- prefix** in your prompt library (Neighborhood Famous) — all 18 prompts from this workbook
- **One standing chat:** library + Style Card loaded — every batch runs there
- **Asset folder:** every generated image, named by series and date — your reprint archive

The Maintenance Loop

- **Weekly (20 min):** batch the 3 images, caption, schedule
- **Daily (hour one):** answer every comment
- **Monthly (15 min):** Refresh Ritual + Share Audit
- **Quarterly:** the Seasonal drops — same spot, new season

Total build: about two and a half hours, one evening plus one Saturday walk. After that the whole machine runs on 20 minutes a week — less time than most agents spend deciding what to post.

THE 30-DAY NEIGHBORHOOD FAMOUS PLAN

From invisible in your own zip code to the agent whose art neighbors share — in four weeks, on 20 minutes a week.

WEEK 1 — THE LIBRARY

- Neighborhood Interview run — 25+ entries captured
- Local's Test scored; 3 deep cuts flagged
- Style Card locked from the 3-way bake-off
- 4 series named; launch order set
- Brokerage AI policy + MLS rules confirmed

WEEK 2 — THE ENGINE

- First batch generated: 3 postcards in my locked style
- First postcard posted — feed + one local group
- First Only-in-Town scene shipped (the in-joke)
- First Guess-the-Corner quiz, answer in Stories
- Text QA habit live: every letter checked

WEEK 3 — THE AMPLIFIER

- 30-day calendar built — 3/week, 80/20 mix
- Insider Guide finished in my art style
- First keyword capture live ("comment POSTCARD")
- Every comment answered in hour one
- First Market Snapshot — real stat, dated, sourced

WEEK 4 — THE COMPOUND

- First Share Audit — winning series identified
- First Local Salute shipped — business tagged & gifted
- First mover-hint conversation moved to DM
- Library refreshed with next month's happenings
- One neighbor owns my art on their wall

The Scoreboard

METRIC	BASELINE	DAY 30	WHAT IT PROVES
Shares + saves per post (not likes)			The neighborhood is distributing you
Keyword DMs + guide requests			Applause is becoming conversations
Comments answered within hour one (%)			The neighbor reputation is real
Posts per week (consistency)			The 20-minute ritual is sustainable
Real-world mentions ("the postcard person")			You're becoming neighborhood famous

Day 30 test: post a Guess-the-Corner with no explanation. If the comments fill with answers before lunch — the neighborhood is playing your game, and you've won the position most agents don't know exists.

YOUR NEIGHBORHOOD ROI CALCULATOR

Hometown pride compounds. Here's where it lands in the P&L — fill in your honest numbers.

The Reach Math

LINE ITEM	MY NUMBER
One neighbor's share reaches their local network — average friends × % who live in my farm	Per share: perfect-fit impressions, \$0
What I currently pay per 1,000 local impressions on ads — vs. a shared image (which carries a neighbor's endorsement)	\$ CPM vs \$0
Keyword DMs per month — neighbors who started a conversation with me over art	× 12 = my warmest list
One listing per year from a neighbor who "sees my stuff everywhere"	Average commission: \$

The Moat Math

QUESTION	HONEST ANSWER
Can the agent across town copy my system?	The tool, yes. My library, my style, ten years of knowing the pumpkin corner? Never.
When a neighbor mentions moving at a barbecue, whose name comes up first?	That position is the whole game — and this machine is how it's won.

What is being "the [Town] agent" worth in year three?

The Cost Side

- **Build:** one evening + one Saturday walk, once
- **Run:** 20 min/week + comments in hour one
- **Tools:** \$0 beyond the AI you already have

The honest math: if ONE neighbor per year lists with the agent whose art is on their fridge, everything past that is margin on 20 minutes a week.

My Bottom Line

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

MY NEIGHBORHOOD FAMOUS CONTRACT

Signed today. Library this week; the machine runs within thirty days.

I commit to:

- ☐ **Run the Neighborhood Interview and build my Landmark Library** — 25+ entries, scored by the Local's Test. Date:
- ☐ **Lock ONE Style Card and use it on every image** — no style roulette. Starting:
- ☐ **Post my first Neighborhood Postcard** — feed plus one local group — by:
- ☐ **Launch the 30-day calendar and my first keyword capture** within 30 days. My keyword:
- ☐ **Publish the [Town] Insider Guide** — genuinely good, art-directed, one soft line about me. By:
- ☐ **Keep every stat real, every listing photo untouched by AI, and every image honest about what it is** — the trust ledger only compounds if it never goes negative.

The One I'm Building First

[The Landmark Library](#)[The Style Card](#)[The First Postcard Batch](#)[The 30-Day Calendar](#)[The Insider Guide](#)

My Biggest Risk — and My Pre-Decision

(Perfectionism on the art? The posting rhythm collapsing in a busy month? Nervous about the local group? 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 NEIGHBORHOOD MANIFESTO

**Every agent has the same AI.
Nobody else has my neighborhood.**

The feeds in my market are filling with content from nowhere — AI mansions that exist in no town, market updates that could run in any city in America, polished graphics with no place in them. I understand the temptation. Generic is fast, generic is easy, and generic is invisible.

I choose the other road. I made a library out of the place I actually live — the Saturday market, the impossible intersection, the corner everyone sees and nobody looks at. I gave it one style, so my work is recognizable across a room. And I put it where my neighbors gather, as a neighbor first: art before asks, pride before pitches, a gift before a business card. The numbers on my art are real. The listing photos stay sacred. The love is local, and everyone can tell.

The tools stopped being the edge the day everyone got them. What's left is what was always the edge: **knowing a place deeply, and loving it out loud, consistently.** AI didn't kill that game. It handed a paintbrush to the one agent who actually knows where the light hits Main Street in October.

Inventoried. Styled. Generated. Shared. Captured.

When a neighbor mentions moving at a barbecue, one name comes up first.

"Because Being Invisible in Your Own Neighborhood is NOT an Option!"

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

THE SPOT I'M PAINTING FIRST

THE NEIGHBOR I HOPE SHARES IT



Bogen.AI

EDMUND'S MASTERMIND

NEIGHBORHOOD FAMOUS

THE HYPERLOCAL AI IMAGE MACHINE

Wednesday, September 16th, 2026 • 9:00 AM ET • 60 minutes

Generic gets scrolled. Local gets shared –
become the agent whose art your
neighborhood puts on its refrigerator.



#4

team in America
runs on hyperlocal



1,000s

of shares on
one local image



\$0

in new tools



Build the Library



Lock Your Style



Generate the Art



Win the Neighborhood

SEE YOU WEDNESDAY, SEPTEMBER 16, 2026 • 9:00 AM ET

Register: reignation.com/neighborhood-famous • Workbook: bogen.ai/masterminds/neighborhood-famous

"Because Being Invisible in Your Own Neighborhood is NOT an Option!"