



OWN YOUR VOICE

STANDING OUT WHEN EVERYONE'S CONTENT IS AI

with Edmund Bogen

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OWN YOUR VOICE

COMPLETE IMPLEMENTATION WORKBOOK

Standing Out When Everyone's Content Is AI — the Voice Print, the Slop Filter, and the Attention Engine

"Because Sounding Like Everyone Else is NOT an Option!"

YOUR MONEY-MAKING MISSION

THE FLOOD

98%

of brokerages now use AI — the tool itself no longer differentiates anyone

THE TRAINED EAR

82%

of consumers use AI themselves — they spot generic AI copy on sight, and scroll past it

THE INPUT

10

samples of your real writing are enough to teach AI your voice — most agents have never fed it one

THE RITUAL

15m

one weekly voice memo becomes a full week of content only you could have made

The 3 Systems Built Today

1 The Voice Print

Extract your voice DNA from writing you already have, and compile the Voice Card — the one-paste document that makes any AI write like you instead of like everyone. Built once, used in every chat forever.

2 The Slop Filter

The 90-second quality gate between "AI drafted it" and "I published it": detect the generic, rewrite contrastively, inject your real week, and pass the read-aloud test.

3 The Attention Engine

The Monday Memo ritual: one five-minute voice note becomes a week of content across four pillars — local authority, honest opinion, personal story, proof of work — every post unmistakably yours.

Generic vs. Yours

THE MOMENT	GENERIC	YOURS
The feed	Scrolled past	Stopped on
The listing copy	"Nestled... boasts..."	The detail visitors remember
The opinion	"Both sides" mush	A take they repeat
The story	Doesn't exist	Your Tuesday, verbatim
The first meeting	Cold intro	"I feel like I know you"

Serhant's math: "If we are all using AI and have the same level of expertise, who wins? It's the game of attention." Attention goes to the voice they remember.

What You'll Leave With Today

- ☐ **The Voice Card method** — your voice, portable to any AI, built tonight
- ☐ **All 18 voice prompts** — print, filter, and engine
- ☐ **The anti-style ban list** — the slop, named and banned

- ☐ **The four-pass Slop Filter** — 90 seconds per post, forever
- ☐ **The Monday Memo ritual** — 15 minutes → a week of content
- ☐ **The 30-day plan** — print week 1, engine running week 3

How to use this workbook: page 3 is the core idea and the five places sameness costs you money. Pages 4–15 are the three systems (overview → prompts → worksheet). Page 16 is the rules of the game. Pages 17–21 are the build order, the plan, the math, the contract, and the manifesto.

THE SEA OF SAMENESS

Two years ago, using AI for your content made you an early adopter. Today 98% of brokerages run on it, and something strange happened to every feed in your market: it all started sounding the same. The same "exciting news!" openers. The same "in today's fast-paced market." The same fluent, frictionless, forgettable paragraphs — because a thousand agents are typing nearly identical prompts into identical models and publishing the statistical average that comes back. The tools stopped being the edge the day everyone got them. What's left is the game AI can't play alone: **being a specific, recognizable human**. Your voice — your rhythm, your takes, your Tuesday — is the one asset in your business no competitor can prompt their way into.

The Five Sameness Traps

TRAP	WHAT IT LOOKS LIKE	WHAT IT COSTS	YOUR MOVE
 The wallpaper feed Posts any agent could have made	Market updates with no read, holiday graphics, "tips for buyers" listicles	Invisibility — the algorithm and the human both scroll past	The Voice Print + four pillars: every post passes the cover-the-name test (S1, S3)
 The cloned listing copy "Nestled... boasts... stunning..."	Descriptions interchangeable with every other listing in the MLS	Your marketing looks like everyone's — sellers notice	The Listing De-Slopper — the detail a visitor actually remembers (S2)
 The opinion vacuum Never taking a position	"Great question! It depends!" — summaries where takes should be	Forgettable — positions are what people repeat at dinner	The Opinion Sharpener — your actual takes, pressure-tested (S3)
 The uncanny valley Fluent but nobody's-home copy	Perfect grammar, zero fingerprints — readers feel the absence	Trust erosion: 82% of consumers use AI and recognize its default voice	The Slop Filter's four passes — detect, contrast, inject, read aloud (S2)
 The borrowed persona Performing someone you're not	Copying the loud influencer's style because it "works"	The first phone call exposes the gap — and the trust never recovers	Amplify, don't act: the Voice Print turns YOU up (S1 + Rules)

Why Voice Wins Now

Scarcity moved. Information is free, fluency is free, volume is free — AI made sure of all three. The scarce assets left are *trust and recognition*: a voice people know, attached to a person they believe. In a synthetic feed, verified humanity reads like a signal flare.

The Compounding Effect

Generic content depreciates instantly — wallpaper today, forgotten tomorrow. Voice compounds: every on-voice post teaches your market who you are, so the next one lands harder. Six months in, listings walk in "pre-sold" — "I felt like I already knew you."

The one-sentence thesis: AI didn't kill authenticity — it repriced it. When everyone can generate the average, the premium goes to the agent whose content could only have come from one person. This workbook makes you that person, at scale.

1

The Voice Print

Teach AI to sound like you — from writing you already have · Built once in an evening, used forever

Why This Works

Generic output isn't an AI problem — it's an input problem. Ask for "an engaging post about spring listings" and you get the statistical average of every agent post ever written, because that's exactly what you asked for. But these models are extraordinary mimics: show them ten samples of how you **actually** write — the emails clients reply to, the texts that un-stick deals, the one post that popped — and they can map your fingerprint: sentence rhythm, favorite phrases, how you open, how you land, what you never say.

The Voice Print captures that map in a **Voice Card**: a document under 350 words defining your tone, cadence, vocabulary, opinions, and — just as important — your **anti-style**: the words and moves that instantly don't sound like you. Paste it into any chat, or load it once into ChatGPT custom instructions or a Claude Project, and every draft starts 80% you instead of 0% you. That's the difference between editing your own voice and fighting someone else's.

What Goes Into the Print

The Samples — your raw DNA

- Your 5 best client emails (the ones that got replies)
- Texts that moved a deal forward
- Your top 3 social posts ever
- A voicemail or listing-video transcript — how you SOUND
- Anything someone said "love how you put this" about

The Interview — what samples can't show

- Your 3 strongest market opinions
- The advice you give every client
- Pet peeves about how agents talk
- Phrases you say out loud weekly
- The stories you keep retelling

The Anti-Style — the slop shield

- Words you'd never use ("nestled," "boasts," "oasis")
- Your real emoji policy
- Hype levels you never reach
- Openers and closers that would feel off-brand
- The agent-cliché list, banned by name

The Build Sequence

- **Analyze** — AI maps your fingerprint from 10+ samples (P1)
- **Interview** — 12 questions capture what samples can't (P2)
- **Ban** — the anti-style list gets extracted (P3)
- **Compile** — everything becomes the Voice Card (P4)
- **Test** — the blind taste test calibrates it (P5)
- **Deploy** — custom instructions, project, quick loader (P6)

Done Right, You'll Know Because...

- Drafts need edits for facts, not for voice
- You pass your own blind test 3 out of 3
- A colleague reads a post and says "that's SO you"
- Writing time drops while sounding MORE like you, not less

The key insight: you're not asking AI to be creative. You're asking it to be *faithful* — to a voice you've already spent years building, one email and one open house at a time. The samples are the asset. AI just learned to read them.

Next: the six Voice Print prompts — run them in one sitting, in one chat

SYSTEM 1 — VOICE PRINT PROMPTS I

Run the whole sequence in ONE chat — each prompt builds on the last. Use your main tool: ChatGPT, Claude, or Gemini.

PROMPT 1 — THE VOICE ANALYSIS

I'm a real estate agent and I want you to learn my authentic writing voice. Below are [N] samples of my real writing — emails, texts, and posts I actually sent [PASTE 10+ SAMPLES]. Analyze them like a linguist: my tone and energy level, sentence length and rhythm, how I open and close, signature words and phrases I repeat, punctuation and emoji habits, how formal or casual I run, how I handle humor, and what I talk about when nobody assigns me a topic. Then summarize my voice in 10 specific, quotable observations — with an example from my samples for each. Don't flatter me; be precise.

Expected output: your linguistic fingerprint, mapped — most agents have never seen their own voice described and find 2–3 observations they didn't know about themselves.

Pro move: include at least one TRANSCRIPT (video or voicemail) — your spoken voice is usually stronger than your typed voice, and it pulls the whole profile toward how you actually sound.

PROMPT 2 — THE VOICE INTERVIEW

Now interview me to capture what writing samples can't show. Ask me 12 questions, ONE at a time, covering: my three strongest opinions about my market and this business, the advice I give every client, my pet peeves about how agents talk, phrases I say out loud every week, the stories I find myself retelling, what I want people to feel after reading my content, and how my closest client would describe the way I talk. Push for specifics — if I give you a vague answer, ask the follow-up. At the end, summarize what the interview adds to my voice profile.

Expected output: the opinion layer — the part of your voice that samples alone can't capture, because most agents have been too careful to publish it.

Pro move: answer by voice dictation, not typing. The whole point is capturing how you talk — don't let the keyboard sand it down.

PROMPT 3 — THE ANTI-STYLE EXTRACTION

Based on my samples and interview, build my ANTI-STYLE list — the negative space that makes my voice recognizable. Include: 15 words and phrases that appear constantly in AI-generated real-estate content but never in mine (start with "nestled," "boasts," "stunning," "dream home," "look no further," and find the rest from contrast with my samples), sentence patterns I never use, an emoji policy based on my actual habits, hype levels I never reach, and openers/closers that would instantly feel off-brand on my feed. Format it as a hard ban list I can attach to any content prompt.

Expected output: your slop shield — the single highest-leverage component of the Voice Card. Voice is defined as much by what you'd never say as what you would.

Pro move: add to it forever. Every time a draft contains a phrase that makes you wince, it goes on the list — the ban list is a living document.

SYSTEM 1 — VOICE PRINT PROMPTS II

Prompt 4 produces the deliverable; Prompt 5 is what makes it actually accurate. Don't skip the blind test.

PROMPT 4 — THE VOICE CARD COMPILER

Compile everything — the analysis, the interview, the anti-style list — into my VOICE CARD: a document under 350 words that I can paste at the top of any AI chat to make it write as me. Structure: WHO I AM (one line), TONE (3 precise adjectives with a sentence on each), RHYTHM (sentence length, pacing, paragraph habits), SIGNATURE MOVES (my openers, closers, and repeated phrases — quote them), OPINIONS I HOLD (so content can take my positions), HARD BANS (the anti-style list, condensed), and A CALIBRATION SAMPLE (my single most representative paragraph, quoted in full). Make every line specific enough that a stranger could impersonate me convincingly.

Expected output: THE deliverable of System 1 — one page that carries your voice into every AI conversation you'll ever have.

Pro move: the calibration sample matters more than the adjectives. Models imitate examples far better than they follow descriptions.

PROMPT 5 — THE BLIND TASTE TEST

Calibration test. Write the same short post about [TOPIC — e.g., what buyers get wrong about our fall market] three ways: Version A with no voice guidance at all, Version B using only my Voice Card, Version C using my Voice Card plus mimicking my calibration sample directly. Label them randomly as 1, 2, 3 and don't tell me which is which. I'll pick the one that sounds most like me and tell you what's off about the others. Use my feedback to update the Voice Card — specifically the parts that let the wrong version fool me.

Expected output: proof the card works — or the exact diagnosis of where it doesn't yet. Either way you win.

Pro move: have your spouse or a colleague take the test too. If they can't spot the real you, the card is done. If they can, ask them HOW — that's your next card update.

PROMPT 6 — THE DEPLOYMENT

Turn my finished Voice Card into three deployment formats: 1) a version trimmed to fit ChatGPT's custom instructions fields (with exact instructions for where to paste it), 2) a system-prompt version for a Claude Project or custom GPT dedicated to my content, and 3) a one-paragraph "quick loader" for when I'm in a random chat and just need 70% of my voice fast. Then give me the maintenance rule: what kinds of new writing to add to the card, and a calendar reminder text for re-running the blind taste test quarterly.

Expected output: your voice, installed everywhere you write — permanent infrastructure, not a one-off trick.

Pro move: the dedicated Project/GPT is the power play — drop in your Monday Memo transcript each week and it already knows who's talking.

The pattern: harvest the samples → map the fingerprint → capture the opinions → ban the slop → compile the card → test blind → deploy everywhere. One evening of work; every AI you touch sounds like you from then on.

YOUR VOICE CARD — 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 10 SAMPLES — WHERE I'LL HARVEST THEM

3 PHRASES I ACTUALLY SAY EVERY WEEK

MY 3 STRONGEST MARKET OPINIONS

3 WORDS THAT DESCRIBE HOW I TALK (BE PRECISE)

WORDS & PHRASES I WOULD NEVER USE

THE STORY I KEEP RETELLING (MY SIGNATURE ANECDOTE)

The Blind Test Scorecard

ROUND	DID I SPOT ME?	WHAT GAVE THE FAKE AWAY	CARD UPDATE MADE
Test 1			
Test 2			
Test 3 (colleague)			

Before I Leave This Page

- ☐ Sample harvest scheduled — one evening, this week, calendar blocked
- ☐ Voice Card home chosen: custom instructions / Claude Project / custom GPT
- ☐ Quarterly blind-test reminder set

The card is the foundation — Systems 2 and 3 both assume it's loaded.

2

The Slop Filter

The quality gate between "AI drafted it" and "I published it" · 90 seconds per post

Why This Works

Even with a great Voice Card, raw AI output regresses to the mean — the model's gravity always pulls toward the average post. The Slop Filter is the standing 90-second pass that pulls it back: **detect** every phrase that could appear under any agent's name, **rewrite contrastively** (showing AI the generic version and demanding distance from it), and apply the **read-aloud test** — if you wouldn't say the sentence across a kitchen table, it doesn't ship.

Then the move no model can replicate: **story injection**. AI knows the market; only you know what happened to you on Tuesday. The showing where the buyer cried in the driveway. The seller who almost took the hallucinated estimate to the bank. Sixty seconds of your real week, fused into the draft, makes content literally impossible to duplicate — because nobody else lived it.

The Four-Pass Filter

PASS	THE QUESTION	WHAT HAPPENS
1 • DETECT	"Could any agent in my zip have posted this?"	AI flags every generic phrase and scores the draft's genericness 1–10
2 • CONTRAST	"What would the average post say — and how do I not?"	The contrastive rewrite: same message, maximum distance from the average
3 • INJECT	"What did I actually see this week that proves this point?"	Your real story fuses with the market point — now it's unduplicatable
4 • READ ALOUD	"Would I say this sentence to a human at a kitchen table?"	Every sentence you wouldn't speak gets rewritten as you'd say it

What the Filter Catches

- The cliché openers ("Exciting news!" "In today's market...")
- The listing-speak nobody talks in ("nestled," "boasts")
- LinkedIn-voice creep — performative professionalism
- Both-sides mush where your take should be
- The em-dash-everywhere, perfectly-balanced AI cadence

What the Filter Protects

- Your fragments, if you'd actually use them
- Contractions and the way you really talk
- Your spoken phrases from the memo — verbatim
- Specifics over adjectives — the detail that proves you were there
- The reader's trust that a human is home

The key insight: slop is what everyone can generate. Your Tuesday is what nobody else can. The filter's whole job is making sure every post contains at least one thing that could only have come from your actual week.

SYSTEM 2 — SLOP FILTER PROMPTS I

Every prompt on this page assumes your Voice Card is already in the chat. That's the point of System 1.

PROMPT 1 — THE SLOP DETECTOR

Here's a draft post [PASTE]. Audit it for slop: highlight every word, phrase, and sentence that could appear in ANY real-estate agent's content — the interchangeable parts. Score the draft 1–10 on genericness (10 = pure wallpaper). Then tell me: which single sentence is most mine, which is most nobody's, and what percentage of this post would survive if a reader covered my name and had to guess who wrote it.

Expected output: a genericness score and a highlighted autopsy — run it on your last five posts tonight for a brutal, useful baseline.

Pro move: the "cover the name" percentage is your north-star metric. Watch it climb month over month.

PROMPT 2 — THE CONTRASTIVE REWRITE

Take this message I want to communicate: [POINT]. First, write the AVERAGE version — exactly what a thousand agents' AI would produce for this topic. Then write MY version using my Voice Card, with one instruction dominating: maximum distance from the average version while keeping the message true. Different opener, different structure, different vocabulary, my rhythm. Show both side by side, then list the five specific choices that separate mine from the average — so I learn my own fingerprint.

Expected output: the same message twice — wallpaper vs. you — plus a five-point lesson in what your voice actually does differently.

Pro move: showing the model what NOT to write is one of the most powerful prompting techniques there is. The average version isn't waste — it's the fence.

PROMPT 3 — THE STORY INJECTION

Here's the market point I want to make: [POINT]. And here's what actually happened in my business this week, raw and unpolished: [TELL THE STORY IN 3–5 SENTENCES — names anonymized]. Fuse them: the story carries the post, the market point lands as its lesson. Keep my real spoken phrases from the story intact — don't smooth them into writing-speak. My voice, under 150 words, no moral-of-the-story cheese, fair-housing compliant. The reader should finish it knowing something happened to a real person this week.

Expected output: the unduplicatable post — same market insight every agent has, carried by a story only you have.

Pro move: keep a "story bank" note on your phone. Two lines per incident, captured in the car after it happens. Your Monday Memo will thank you.

SYSTEM 2 — SLOP FILTER PROMPTS II

Prompt 4 is the last gate before publishing. Prompt 6 runs monthly — voice erodes quietly if nobody's watching.

PROMPT 4 — THE READ-ALOUD PASS

Run the kitchen-table test on this draft [PASTE]. Go sentence by sentence and flag every line I would never actually SAY out loud to a client sitting across from me — writing-voice constructions, LinkedIn-isms, anything performative. For each flagged sentence, rewrite it as I'd speak it, using the rhythm and phrases in my Voice Card. Keep contractions, keep the fragments if I'd use them. When you're done, the whole post should read like a transcription of me talking on a good day.

Expected output: a post that sounds like you talking — which is the version of you people hire.

Pro move: literally read the final draft out loud once before posting. Your mouth catches what your eyes forgive.

PROMPT 5 — THE LISTING DE-SLOPPER

Rewrite this listing description [PASTE] with every real-estate cliché banned: no "nestled," "boasts," "stunning," "oasis," "dream home," "look no further," "won't last long," or anything from my anti-style list. Instead: lead with the one detail about this home a visitor actually remembers [TELL ME WHAT IT IS], write like I'm describing it to a friend on the phone, and let specifics do the selling — the afternoon light, the walk to coffee, the thing the sellers will miss most [IF KNOWN]. My voice, fair-housing compliant, under 120 words. Every listing in my market sounds the same; this one shouldn't.

Expected output: listing copy sellers screenshot and send to their friends — which is exactly how your next listing appointment happens.

Pro move: ask the sellers "what will you miss most?" at the listing appointment. Their answer is the opening line and it costs you nothing.

PROMPT 6 — THE DRIFT MONITOR

Monthly check-up. Here are my last 10 published posts [PASTE] and my Voice Card. Compare them honestly: where is my published content drifting back toward generic — which banned phrases crept in, which posts fail the cover-the-name test, and is my voice getting stronger or weaker over time? Rank the 10 posts from most-me to least-me. For the bottom three, diagnose exactly what went wrong (skipped the filter? no story? rushed?). Give me one specific correction to apply next month, and note anything new I'm doing well that should be ADDED to the Voice Card.

Expected output: a drift report and one correction — voice maintenance in fifteen minutes a month.

Pro move: drift isn't failure; it's data. The month you drifted is usually the month you were busiest — which tells you exactly when to lean harder on the ritual.

The pattern: detect the generic → contrast away from the average → inject your week → read it aloud → de-slop the listings → audit the drift monthly. Ninety seconds per post. Nothing interchangeable ships under your name again.

THE SLOP GLOSSARY

The starter ban list — tape it next to your monitor. Your personal anti-style list (S1-P3) extends it.

BANNED (THE SLOP)	WHY IT'S DEAD	WHAT YOU SAY INSTEAD
"Nestled in the heart of..."	Appears in half the MLS — means nothing	Where it actually is: "three blocks from the Saturday farmers market"
"This stunning home boasts..."	Homes don't boast; agents on autopilot do	The one detail a visitor remembers: "the kitchen window faces the sunset"
"Exciting news!" / "I'm thrilled to announce..."	The universal AI opener — instant scroll-past	Start mid-story: "The inspection almost killed this deal on Tuesday."
"In today's fast-paced market..."	Filler that delays the point	The point, immediately, with a number
"Look no further!" / "Won't last long!"	Pressure clichés nobody believes	The honest read: "priced where the last three on this street actually closed"
"Your dream home awaits"	Generic to the point of parody	Whose home it actually suits, described by lifestyle — fair-housing safe
"Whether you're buying or selling..."	The hedge that addresses no one	Pick the reader. One post, one person.
"Don't hesitate to reach out!"	The limp AI closer	Your real closer — a question you'd actually ask, or nothing
"Elevate" / "unlock" / "delve" / "game-changer"	2024's AI tells, still everywhere	Plain verbs: raise, open, look at, "this changed how I price"
Both-sides mush ("It depends!")	A summary where a take should be	Your position, one honest caveat, done

Before / After — One Real Example

✗ THE AVERAGE VERSION

"Exciting news! This stunning 3-bedroom home nestled in the heart of [Town] just hit the market! Boasting an updated kitchen and a spacious backyard oasis, this dream home won't last long. Whether you're buying or selling, don't hesitate to reach out!"

✓ THE ON-VOICE VERSION

"The sellers' daughter learned to ride a bike in this driveway. Thirty-one years, one kitchen renovation they argued about for a decade (she was right), and a backyard that hosted every graduation party on the block. Somebody's about to get very lucky on Maple Street. Showings start Friday."

Notice what changed: zero adjectives were harmed. The second version sells harder BECAUSE it's specific — story, humor, humanity. That's not better writing talent; it's a better system: real details in, clichés banned, read-aloud pass at the end.

3

The Attention Engine

One voice memo · four pillars · a week of content that's unmistakably yours · 15 Monday minutes

Why This Works

Serhant's math is brutal and correct: when every agent has the same AI and the same information, **"it's the game of attention"** — and attention compounds to whoever shows up most consistently while sounding least like everyone else. The problem was never that you had nothing to say. It's that typing is where your voice goes to die. So the engine starts where your voice actually lives: **talking**.

Every Monday, five minutes, phone voice memo: what happened last week, what you're seeing, what's annoying you, what a deal taught you. Transcribe it, hand it to AI with your Voice Card loaded, and extract the week's content — your actual spoken phrases preserved, because those ARE the voice. Then spread it across the **four pillars** that make a feed feel like a person instead of a brand account.

The Four Pillars

PILLAR	WHAT IT SOUNDS LIKE	WHY IT WINS ATTENTION
 Local Authority	"Here's what actually closed on Maple last month — and why the number surprised me"	Real data + your read = the post AI-only agents can't fake
 Honest Opinion	"Unpopular take: open houses aren't for selling YOUR house"	Positions are memorable; summaries are wallpaper
 Personal Story	"My buyer cried in a driveway Tuesday. Here's what the tears were actually about"	Stories are the only fully AI-proof content — nobody else lived them
 Proof of Work	"What 14 days of prep looked like before this listing went live"	Receipts beat claims — showing the work sells the next client

The Weekly Loop

- **Monday, 5 min:** record the memo (in the car counts)
- **Monday, 10 min:** transcribe → seeds → week drafted (P1, P2)
- **Tue–Thu:** one post/day ships after the 90-second filter
- **Friday:** best post translated to other platforms (P4)
- **Monthly:** Resonance Review — double down on what landed (P6)

Why the Memo Beats the Blank Page

- You talk in your voice automatically — no blank-page paralysis
- Last week's real events = built-in story injection
- Spoken phrases survive into the posts — the fingerprint ships
- Five minutes of talking is sustainable forever; an hour of typing is not

The key insight: consistency without distinctiveness is wallpaper; distinctiveness without consistency is a rumor. The engine delivers both — the same recognizable voice, showing up every week, made of that week's real material.

SYSTEM 3 — ATTENTION ENGINE PROMPTS I

Voice Card loaded first, always. Record the memo before you open the laptop — talking first, typing second.

PROMPT 1 — THE MONDAY MEMO

Here's the transcript of my Monday voice memo about last week [PASTE TRANSCRIPT]. Extract every usable content seed and sort them into my four pillars: local authority, honest opinion, personal story, proof of work. For each seed: the hook (using MY actual spoken words from the transcript wherever possible — don't polish them into writing-speak), the pillar, the platform it fits best, and what's missing (a number, a photo, a permission) before it can ship. Flag the single strongest seed of the week and tell me why it's the one.

Expected output: 5–8 seeds from five minutes of talking — most memos contain more content than agents plan in a month.

Pro move: record in the car after your most interesting appointment of the week. Fresh beats reflective — the details are still hot.

PROMPT 2 — THE WEEK BUILDER

From this week's seeds [PASTE PROMPT 1 OUTPUT], draft my content week: 4 posts, one per pillar, each in my voice per my Voice Card. Vary the energy — not everything is a lesson; some posts are just me noticing something. Each post: hook in the first line, under 150 words, ends in a way that invites replies without engagement-bait ("comment YES below" is banned). Run your own slop check before showing me: if any sentence could appear in another agent's post, rewrite it first. Deliver as a Monday–Thursday schedule with a one-line note on why each post fits its day.

Expected output: your publishing week, drafted and pre-filtered — you do the final read-aloud pass and ship.

Pro move: asking the model to run its own slop check first cuts your editing time in half — it knows what generic looks like better than anyone.

PROMPT 3 — THE OPINION SHARPENER

I hold this opinion about my market: [STATE YOUR ACTUAL TAKE]. Play devil's advocate first — give me the three strongest counterarguments a smart colleague would make. Let me respond to each out loud [I'LL TYPE MY RESPONSES]. Then write the opinion post from MY responses — my position, my reasoning, my words, sharpened by the pushback. Rules: never soften my take into "there are two sides" mush, never add opinions I didn't state, acknowledge the strongest counterpoint in one honest line because that's what confident people do. My voice, under 150 words.

Expected output: an opinion post that's genuinely yours AND battle-tested — the confidence shows because you already survived the pushback.

Pro move: one real opinion post outperforms ten tips posts on comments — opinions give people something to agree or argue with, and both are engagement.

SYSTEM 3 — ATTENTION ENGINE PROMPTS II

Prompt 5 is where a content habit becomes a franchise. Prompt 6 is how you learn what only your audience can teach you.

PROMPT 4 — THE PLATFORM TRANSLATOR

Take this week's strongest post [PASTE] and translate it natively for: Facebook (conversational, room to breathe), Instagram (tight caption, hook first line, line breaks for air), LinkedIn (the professional-lesson angle, but still ME — no corporate voice creep), and a 30-second talking-head video script in my spoken rhythm with my actual phrases. The voice stays identical across all four — only the format changes. Flag which platform this particular story will hit hardest on and why.

Expected output: four native versions of one idea — a week of cross-platform presence from a single strong seed.

Pro move: the video script is the sleeper hit — reading YOUR spoken rhythm off a card to camera is 10× easier than improvising, and it sounds exactly like you because it is.

PROMPT 5 — THE SIGNATURE SERIES

Design my signature recurring series — the thing people in [MY AREA] associate with MY name. Based on my Voice Card, my four pillars, and what I most enjoy talking about [TELL IT], propose three series concepts with names in my voice (not "Market Monday" — something only I would call it). For each: the format, the weekly source material it runs on (ideally my Monday Memo), an example first post, and why it's defensible — meaning another agent copying it would obviously look like they copied me. I'll pick one; then write its first three installments.

Expected output: a franchise, not a post — the recurring format that makes your content an appointment instead of an accident.

Pro move: "defensible" is the filter that matters. If a competitor could run the same series without looking like a copycat, the concept isn't yours enough yet.

PROMPT 6 — THE RESONANCE REVIEW

Monthly review. Here are my posts from the last 30 days with their results [PASTE POSTS + rough numbers: reach, comments, DMs, and — most important — any real-world mentions: "someone brought up my post at a showing"]. Analyze what RESONATED, not just what performed: which pillar earned the most genuine replies, which post sounded most like me AND hit hardest, what the DMs and in-person mentions have in common. Attention that leads to conversations beats reach that doesn't. Give me: my top resonance pattern, one pillar to double down on, one experiment for next month, and the post from this month I should turn into a series.

Expected output: your resonance pattern — the specific intersection of your voice and your audience that deserves double the investment.

Pro move: track real-world mentions religiously. "Someone at an open house quoted my post" is worth more than a thousand impressions — it means the voice stuck.

The pattern: talk on Monday → seed the pillars → build the week → sharpen the takes → translate the winner → review the resonance monthly. Fifteen minutes of talking; a permanent, unmistakable presence.

THE MONDAY MEMO — FIELD GUIDE

Five minutes, phone in hand, nobody listening. Answer whichever of these have juice this week — three is plenty.

The Eight Trigger Questions

- 1. What surprised me in the market last week?
- 2. What did a client ask that made me think?
- 3. What almost went wrong — and what saved it?
- 4. What am I seeing that the headlines aren't saying?
- 5. What's annoying me about how this business works?
- 6. What did I do last week that took real effort nobody saw?
- 7. What moment reminded me why I do this?
- 8. What do I keep explaining over and over? (That's a series.)

Memo Rules

- Talk like you're leaving a voicemail for a friend — not presenting
- Names out, details in: "a seller in [neighborhood]," never "the Johnsons"
- Don't self-edit mid-memo — rambling is raw material
- Say the numbers out loud — real figures make real posts
- If you laugh or groan while saying it, flag it — that's the post

Transcription

- iPhone: Voice Memos → tap the transcript icon
- Or: record straight into your AI's voice mode
- Paste raw — typos and "um"s included; the model handles it

My Week Template

DAY	PILLAR	THIS WEEK'S POST (FROM MY SEEDS)	SHIPPED?
Mon	(record + build)		Memo done ☐ · Week drafted ☐
Tue	Local authority		Filtered ☐ · Posted ☐
Wed	Honest opinion		Filtered ☐ · Posted ☐
Thu	Personal story		Filtered ☐ · Posted ☐
Fri	Proof of work / translate		Filtered ☐ · Posted ☐

Sustainability rule: the engine is designed to survive your busiest month. If a week collapses, ship ONE post — the story. One real story a week beats seven generic posts, every time.

THE RULES OF THE GAME

This whole system is about authenticity at scale — which means the fastest way to destroy its value is to fake any part of it. AI amplifies your voice; it must never invent your life. Six rules, non-negotiable:

RULE	WHAT IT MEANS IN PRACTICE
Your stories must be true	AI scales your voice — it never fabricates your experiences. Every anecdote you publish happened. The moment a neighbor spots an invented story, every authentic post you ever wrote gets re-read as fake.
Your opinions are yours	AI sharpens takes you actually hold; it never generates a position for you to wear. If you wouldn't defend it out loud at a closing table, it doesn't get published under your name.
Client stories: permission + anonymity	Real stories often involve real clients. Get permission, strip identifying details, or generalize ("a seller I worked with this spring"). Confidentiality outranks content — every time.
Fair housing applies to personality too	A "voicey" post is still a regulated post. Humor, opinions, and neighborhood color describe property, price, and lifestyle — never who "belongs" where. Add the compliance line to every standing prompt; scan every output anyway.
Follow your brokerage's AI policy	Know your brokerage's and state's rules on AI-assisted content. And if a client directly asks whether you wrote something by hand, tell the truth: "I write with AI — but every word is mine before it ships." Said plainly, it builds trust instead of costing it.
Amplify, don't act	Voice work turns YOU up — it doesn't build a character. Exaggerating a persona you can't sustain in person creates a gap the first phone call exposes. The test: would the in-person you recognize the online you?

The Disclosure Question

"Did you write that yourself?" is coming — probably from a tech-savvy client, possibly with a smile. The winning answer is confident and true: *"I use AI the way I use a great assistant — it drafts, I decide. The stories and opinions are all mine; the hours saved go back into my clients."* Rehearse it once. Never get caught improvising it.

The Trust Ledger

Every true story deposits trust. Every real opinion deposits trust. One fabricated anecdote, one borrowed persona, one compliance slip — and the ledger doesn't just zero out; it goes negative, because now everything else gets audited. In a synthetic-content era, **being verifiably real is the entire moat**. Protect it like a license.

The point, stated plainly: in a feed full of synthetic voices, verified humanity is the scarcest asset in your market. These six rules are what keep yours verifiable.

THE BUILD ORDER

Everything connects: the samples feed the card, the card feeds the filter, the memo feeds the engine. Build in this order and nothing is wasted.

#	BUILD	TIME	FEEDS	DONE WHEN
1	Sample harvest — 10+ pieces of real you	30 min	Everything — this is the raw DNA	Samples in one doc, dated
2	Voice analysis + interview (S1-P1, P2)	25 min	The Voice Card's substance	10 observations + opinion layer captured
3	Anti-style ban list (S1-P3)	10 min	The Slop Filter's teeth	15+ banned phrases, printed
4	Voice Card compiled + blind-tested (S1-P4, P5)	20 min	Every AI chat you'll ever open	You pass your own blind test
5	Card deployed (S1-P6)	10 min	Custom instructions / Project / quick loader	New chats sound like you by default
6	Baseline slop audit — last 5 posts (S2-P1)	10 min	Your before/after proof + motivation	Genericness scores recorded
7	First Monday Memo + week build (S3-P1, P2)	15 min	The publishing habit itself	First 4-pillar week drafted
8	Signature series picked (S3-P5)	15 min	Long-term recognition — the franchise	First installment published

File It Like a Pro

- **OYV- prefix** in your prompt library (Own Your Voice) — all 18 prompts from this workbook
- **Voice Card:** one master copy, dated versions — v1, v2, v3 as it evolves
- **Story bank:** a phone note — two lines per incident, captured same-day

The Maintenance Loop

- **Weekly (15 min):** Monday Memo → seeds → week drafted
- **Per post (90 sec):** the four-pass filter, then ship
- **Monthly (15 min):** Drift Monitor + Resonance Review
- **Quarterly (10 min):** blind taste test → card update

Total build: about two hours, one evening. After that the whole system runs on 15 Monday minutes plus 90 seconds per post — less time than you currently spend fighting generic drafts into shape.

Next: the 30-day plan — the build order on a calendar

THE 30-DAY VOICE PLAN

From "any agent could have posted this" to unmistakable — in four weeks, on 15 Monday minutes plus 90 seconds per post.

WEEK 1 — THE PRINT

- 10+ writing samples harvested into one doc
- Voice Analysis + Interview + Anti-Style run (P1-P3)
- Voice Card compiled and blind-taste-tested
- Card deployed: custom instructions / Project live
- Brokerage AI + disclosure policy confirmed

WEEK 2 — THE FILTER

- Slop Detector on my last 5 posts — baseline scored
- First contrastive rewrite shipped
- First story-injection post published
- Read-aloud pass now standard pre-publish
- Next listing description de-slopped, in my voice

WEEK 3 — THE ENGINE

- First Monday Memo recorded, transcribed, seeded
- Full 4-pillar week drafted, filtered, published
- First honest-opinion post shipped (the scary one)
- Best post translated natively to all platforms
- Signature series picked; first installment live

WEEK 4 — THE COMPOUND

- Monday Memo now a calendar-blocked habit
- First Resonance Review — pattern identified
- Drift Monitor run — Voice Card updated to v2
- One "that sounded exactly like you" comment collected
- Generic posting; permanently retired

The Scoreboard

METRIC	BASELINE	DAY 30	WHAT IT PROVES
Genericness score of my average post (S2-P1)			The filter is working
"Cover the name" survival % on my content			The voice is recognizable
Posts published per week (consistency)			The engine is sustainable
Genuine replies + DMs + real-world mentions			Attention is converting to conversations
Minutes spent per post, start to ship			Voice and speed rose together

Day 30 test: pull up your feed next to any other agent's in your market. If a stranger could tell within three posts which one is a person — you've won the game most agents don't know is being played.

YOUR VOICE ROI CALCULATOR

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

The Attention Math

LINE ITEM	MY NUMBER
Hours/week currently spent fighting generic AI drafts into something usable → with the Voice Card: ~30 min	Hours back per year:
Consistent 4-post weeks vs. my current sporadic posting — weeks/year I'll actually show up	weeks × 4 posts
"I felt like I already knew you" listings — appointments won before I arrived (voice-driven trust)	One per year = \$
Referrals that start with someone SHARING my content ("this is so him/her") — wallpaper never gets forwarded	Per year:

The Moat Math

QUESTION	HONEST ANSWER
What happens to agents whose entire presence is generic AI content by 2027?	Interchangeable — and interchangeable competes on price
Can a competitor copy my system?	The system, yes. My stories, my takes, my Tuesday? Never.

What is a recognizable voice worth at listing appointments in year 3?

The Cost Side

- **Build:** one evening (~2 hours), once
- **Run:** 15 min/week + 90 sec/post
- **Tools:** \$0 beyond the AI you already pay for

The honest math: if ONE listing per year walks in pre-sold by your content, everything past that is margin on 15 minutes a week.

My Bottom Line

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

MY VOICE COMMITMENT CONTRACT

Signed today. Voice Card this week; the engine runs within thirty days.

I commit to:

- ☐ **Harvest my 10 writing samples and build my Voice Card** — analysis, interview, anti-style, blind test. Date:
- ☐ **Run the Slop Filter on everything I publish** — nothing generic ships under my name again. Starting:
- ☐ **Record my first Monday Memo and publish my first 4-pillar week** by:
- ☐ **Publish one honest-opinion post I'm slightly nervous about** within 30 days — the take I've been sitting on.
- ☐ **Launch my signature series** — named, defensible, running on the Monday Memo. First installment:
- ☐ **Keep every story true, every opinion mine, every client protected** — the trust ledger only compounds if it never goes negative.

The One I'm Building First



The Voice Card



The Slop Filter Pass



The Monday Memo



The Opinion Post



The Signature Series

My Biggest Risk — and My Pre-Decision

(Skipping the memo when busy? Afraid of opinions? Letting "good enough" generic posts slide? 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 VOICE MANIFESTO

**Everyone has the same AI now.
Nobody else has my voice.**

The feeds in my market are filling with content that is fluent, polished, and instantly forgettable — a thousand agents typing the same prompt and publishing the same average. I understand the temptation. Generic is fast, generic is safe, and generic is invisible.

I choose the other road. I taught the machine to sound like me — from my real emails, my real texts, the way I actually talk when a deal is on the line. I filter everything it drafts until it passes one test: would I say this, out loud, to a person I respect? And I feed it the one thing no model can generate — what actually happened to me this week. My Tuesday. My market. My take.

The tools stopped being the edge the day everyone got them. What's left is what was always the edge: **a recognizable human being, showing up consistently, saying true things in their own words.** AI didn't kill that game. It cleared the field for whoever still plays it.

Printed. Filtered. Injected. Published. Repeated.
The game of attention goes to the voice they remember.

"Because Sounding Like Everyone Else is NOT an Option!"

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

MY PERSONAL VOICE STATEMENT

THE FIRST OPINION I'LL PUBLISH
