

YOUR MONEY-MAKING MISSION

TOUCHES BEFORE THE DOOR

7

between "booked" and "knock" —
each with exactly one job

SELLER BRIEF

5

lines of input — the whole
personalization engine

ASSEMBLY TIME

15m

per appointment, once your
master templates exist

COLD WALK-INS LEFT

0

the number of appointments
you'll walk into cold again

The 3 Systems Built Today

1 The Sequence Architecture

Seven touches mapped to the days before the appointment — what, when, which channel, and the single job of each. Plus the 48-hour compressed version.

2 The Touch Factory

The AI assist for every touch: master templates built once, then a 5-line seller brief personalizes all seven — in your voice, in fifteen minutes.

3 The Walk-In Advantage

Read the engagement signals, prime the morning of, walk in lighter — and the save plays for ghosts and postponements.

Cold Walk-In vs. Sequence

MOMENT	COLD	SEQUENCED
They open the door	A stranger	A familiar face
First 10 minutes	Your bio	Their home
Your credibility	Claimed live	Already shown
Their questions	Unknown	Harvested (Touch 6)
The decision	Made after	Mostly made before

The Rule: every touch is short, useful to THEM, personalized by AI from one brief — and approved by you before it sends. Seven previews of what working with you is like.

What You'll Leave With Today

- ☐ **The Master Map** — 7 touches × timing × channel × AI assist
- ☐ **All 7 template builders** — your masters, built tonight
- ☐ **The 48-hour compressed version** — for short-notice bookings
- ☐ **The Walk-In kit** — signal read, lighter opener, save plays
- ☐ **The Sincerity Rules** — what keeps seven touches professional
- ☐ **The 30-day plan** — masters week 1, live fire week 3

How to use this workbook: page 3 is the core idea and the Master Map. Pages 4–14 are the three systems (overview → prompts → reference). Pages 15–17 are the full-page map, the sincerity rules, and the build order. Pages 18–21 are the plan, the math, and the contract.

LISTINGS ARE WON BEFORE THE DOOR OPENS

By the time you sit at the kitchen table, the seller has formed most of their opinion of you — from everything that happened since they booked. Most agents send nothing, so the opinion forms from silence (or from the other agent's sequence). The seven touches answer the questions the seller was going to ask anyway — *who are you, can you sell MY house, what happens at this meeting?* — so the appointment stops being an audition and becomes a working session.

The Master Map — Touches, Timing, and the AI Assist for Each

#	TOUCH	WHEN	CHANNEL	ITS ONE JOB	AI ASSIST
1	The Welcome — confirmation + invite + "what to expect"	Minutes after booking	Text	Signal professionalism instantly	Drafts the 60-word text from the brief
2	The Package — story, process, results	Same day	Email	Answer "who are you?"	Assembles your evergreen package, personalized
3	The Street Snapshot — their street's data	Day 2	Email + one-pager	Answer "can you sell MY house?"	Market Brain pulls numbers; AI writes the note
4	The Face — 2-minute personal video	Day 3	Text + link	Be familiar before you arrive	Scripts it; you film once (or your AI double)
5	The Proof — matched success story	Day 4	Email	Let a past client vouch for you	Matches the story; writes it in 120 words
6	The Agenda — 3 points + "what should I research?"	Night before	Either	Micro-commitment + intelligence	Drafts agenda + the reply-magnet question
7	The Primer — "your home's story is ready"	Morning of	Text	Arrive expected and prepared	Writes it; references Touch 6's reply

The One-Job Rule

If a touch tries to do two jobs, it does zero. Touch 3 doesn't sell you (that was Touch 2). Touch 6 doesn't preview pricing (that's the appointment). Seven small arrows, one target each — that's why seven short messages outperform one long pitch.

The Question Order

The sequence follows the seller's mind: *did I choose a professional?* (1–2) → *do they know MY market?* (3) → *do I like them?* (4) → *do people like me trust them?* (5) → *what happens at this meeting?* (6–7). Right order, and each touch lands on an open question.

The sincerity bar: every touch passes "would I send this to a friend selling their house?" Short. Warm. Useful. Nothing inflated — the sequence works because it's a preview of what working with you is actually like.

1

The Sequence Architecture

Timing · Channels · Compressed versions · Built once, runs on every appointment

Why This Works

The sequence isn't seven pieces of content — it's seven answers, delivered in the order the seller's mind asks the questions. Get the order right and each touch lands on a question that's already open. Get it wrong — proof before personality, agenda before authority — and the same content feels like spam.

The channel pattern: **text for speed and warmth** (1, 4, 7), **email for substance** (2, 3, 5), and **one reply-magnet** (6). Three texts, three emails, one question — over five days it reads as attentive, never as a campaign.

Send-Time Rules

- **Texts:** business hours only; morning texts for logistics, early-evening for the video
- **Emails:** 8–10 AM lands best for substance pieces
- **Touch 6:** 7–8 PM the night before — when they're talking about tomorrow anyway
- **Touch 7:** 3–4 hours before the appointment, never at 7 AM

Compressed Versions

RUNWAY	PLAN
 48 hours	4 touches: Welcome now · Package+Snapshot merged same evening · Video next morning · Agenda+Primer merged
 3–4 days	Drop Touch 5 into the package as a P.S. — never drop the video or the agenda question
 A week+	Full 7 + one mid-gap market clip. Never more — eight is attentive, ten is stalking

Never drop: the video (familiarity) and the agenda question (engagement + intelligence). Every compression keeps those two alive.

The Sequence as a Competitive Position

YOUR SLOT	STRATEGY
First appointment of their interviews	Set the standard — your sequence becomes the yardstick every other agent gets measured against
Middle	Differentiate — the street snapshot and the agenda question are the touches nobody else sends
Last	Stay present while they meet others — the sequence keeps arriving; you're in the room before you're in the room

SYSTEM 1 — ARCHITECTURE PROMPTS I

Prompt 1 runs the moment an appointment books — it converts your actual runway into the exact send calendar.

PROMPT 1 — THE SEQUENCE SCHEDULER

My listing appointment is [DAY/TIME]; it was booked [WHEN]. Map my 7-touch pre-listing sequence onto this exact runway: for each touch — Welcome, Package, Street Snapshot, Video, Proof, Agenda, Primer — give me the send day and time (respecting business hours and their likely schedule as [WORKING COUPLE / RETIRED / etc.]), the channel, and its one job. If the runway is under 5 days, compress intelligently: tell me which touches merge and which never get dropped. Output as a checklist I can execute or paste into my task system.

Expected output: the exact send calendar for this appointment, compression handled.

Pro move: run it before you've even hung up the booking call — the Welcome goes out while you're still smiling.

PROMPT 2 — THE SELLER BRIEF BUILDER

Here's everything I know about the sellers from the booking call: [BRAIN-DUMP — names, address, why selling, timeline, how they found me, anything they mentioned]. Distill it into my 5-line Seller Brief: 1) names + address, 2) the real reason they're selling (stated and likely), 3) their timeline and pressure level, 4) how they found me and what that implies about trust, 5) the one detail to personalize around. Then list what I DON'T know that Touch 6's question should try to surface.

Expected output: the 5-line brief that powers all seven touches — plus your intelligence gaps.

Pro move: the "one detail to personalize around" is what separates a sequence from a mail-merge.

PROMPT 3 — THE CHANNEL CALIBRATOR

My sellers are [DESCRIBE: 70s downsizers who answer the landline / a young family that lives on WhatsApp / a busy executive]. Adjust the channel mix of my 7-touch sequence for exactly these people: which touches move from text to email or to a printed drop-off, whether the video should be a link or an attachment, and what send times fit their life. Keep all seven jobs intact — only the delivery changes.

Expected output: the same sequence, tuned to how these humans actually communicate.

Pro move: for older sellers, a printed street snapshot dropped in their mailbox is the most memorable touch in the set.

SYSTEM 1 — ARCHITECTURE PROMPTS II

The audit keeps the sequence honest; the wiring makes it survive busy Tuesdays.

PROMPT 4 — THE ONE-JOB AUDIT

Audit my drafted sequence: [PASTE ALL 7 TOUCHES]. For each touch: what job is it actually doing, does it match its assigned job, and is it trying to do more than one? Flag any touch that sells when it should inform, previews pricing before the appointment, or exceeds its length budget (texts under 60 words, emails under 150). Also flag repetition across touches — each fact gets said once in the sequence, in the right place.

Expected output: the discipline check — seven arrows, one target each.

Pro move: run it once on your masters, then again on any touch you "improve" later. Improvements usually add a second job.

PROMPT 5 — THE COMPETITOR-AWARE VARIANT

The sellers told me they're interviewing [N] agents, and mine is the [FIRST / MIDDLE / LAST] appointment. Adjust my sequence strategy for this position: what to emphasize when I'm first (setting the standard), middle (differentiation), or last (staying present while they meet others — and the extra touch that's appropriate if days pass between their appointments). Never mention the other agents in any touch; the sequence competes by being better, not by talking about them.

Expected output: position-aware strategy without a whiff of desperation.

Pro move: when you're last, Touch 3's street snapshot lands mid-way through their other interviews — perfectly timed.

PROMPT 6 — THE SYSTEM WIRING

Design how this sequence lives in my systems: a checklist template in my [NOTION COMMAND CENTER / CRM] that spawns when an appointment books, with each touch as a dated task; where the 7 master templates live in my prompt library (PLS-prefix); and what gets logged after each send (sent time, any reply, signal strength). Keep it simple enough that I'll actually do it on a busy Tuesday — if it needs more than 15 minutes per appointment, cut steps.

Expected output: the sequence as infrastructure — spawned per appointment, logged per touch.

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

The pattern: schedule from the real runway, personalize from a real brief, audit for one-job discipline, and wire it into the systems you already run. Architecture first — the words come next.

SYSTEM 1 — SETUP REFERENCE

STEP	WHAT YOU DO	TIME
1 • The trigger	Decide the rule: appointment books → sequence spawns. No exceptions, no judgment calls	1 min
2 • The checklist	Build the 7-task template in your Command Center/CRM (Prompt 6's design)	15 min
3 • The brief habit	After every booking call: brain-dump → Prompt 2 → 5-line brief saved to the deal	3 min/booking
4 • The scheduler	Prompt 1 converts runway → send calendar; dates go on the checklist	2 min/booking
5 • The log	One line per touch after sending: time, reply, signal. Feeds the walk-in read	ongoing

WORKSHEET — MY ARCHITECTURE

MY TYPICAL BOOKING RUNWAY (DAYS BETWEEN BOOKED AND APPOINTMENT)

WHERE THE SEQUENCE CHECKLIST WILL LIVE

MY SEND-TIME DEFAULTS (TEXTS / EMAILS / TOUCH 6 / TOUCH 7)

THE SELLER TYPE I MEET MOST (CALIBRATE CHANNELS FOR THEM FIRST)

MY MOST COMMON COMPETITIVE POSITION (FIRST / MIDDLE / LAST)

THE TOUCH I'M MOST LIKELY TO SKIP WHEN BUSY — AND MY COUNTERMEASURE

Reality check: the architecture is a one-evening build. After that, every appointment costs three minutes of brief plus the factory's fifteen — and no appointment is ever cold again.

2

The Touch Factory

Master templates built once · A 5-line brief personalizes all seven · 15 minutes per appointment

Why This Works

The reason agents don't send seven touches isn't laziness — it's that writing seven good messages per appointment is real work. The Factory kills the work without killing the warmth: each touch has a **master template** (built once, in your voice, with personalization slots), and the AI fills the slots from your Seller Brief. The seller receives what feels like seven hand-written messages. You spent fifteen minutes approving drafts.

The quality bar for every draft: **"would I send this to a friend selling their house?"** Short. Warm. Useful. Zero marketing-speak. If a draft fails the test, fix the master — not just the draft — and the factory gets better forever.

The Raw Materials (Gather Once)

- **Your story in 5 lines** — for the Package
- **3 results you're proud of** — woven, never listed
- **Your process in 5 steps** — plain words
- **Proof stories** — one line each, permission status marked
- **Your voice profile** — the same one from the prompt-library session

Template × Personalization

TOUCH	EVERGREEN %	PERSONALIZED
1 Welcome	70%	Name, time, one call detail
2 Package	85%	Opening + why-selling angle
3 Snapshot	20%	Their street's actual data
4 Video	60%	Name, area, one line
5 Proof	40%	Story matched to situation
6 Agenda	80%	The research question
7 Primer	50%	Street + Touch-6 reply

The 20% is everything. Sellers can't tell evergreen from bespoke — but they instantly feel a name pasted into a form letter. The AI's job is making the seams invisible; yours is checking they are.

The Per-Appointment Flow

MINUTE	WHAT HAPPENS
0–3	Booking call ends → brain-dump → Prompt 2 builds the Seller Brief
3–5	Prompt 1 maps the runway → send calendar on the checklist
5–13	The factory run: brief + masters → all 7 drafts generated
13–15	Your editorial pass — approve, tweak, queue. Touch 1 sends now

SYSTEM 2 — BUILDERS I (TOUCHES 1-3)

Run each once to build your masters; file under PLS- in your prompt library. Builder 3 pulls from your NotebookLM Market Brain.

BUILDER 1 — THE WELCOME TEXT (TOUCH 1)

Build my master Welcome Text template for the minutes after a listing appointment books. Under 60 words: warm thanks, confirmation of [DAY/TIME] in their words, one line on what to expect ("I'll send over a few useful things before we meet — no homework"), and my sign-off. Personalization slots: [NAME], [DAY/TIME], [ONE DETAIL FROM THE CALL]. My voice: [WARM AND DIRECT / RELAXED / POLISHED]. Also give me the calendar-invite description text (2 lines, includes my cell).

Expected output: the first data point they get about you — professional, warm, immediate.

Pro move: "no homework" is doing quiet work: it frames every later touch as generosity, not assignments.

BUILDER 2 — THE PRE-LISTING PACKAGE (TOUCH 2)

Build my master Pre-Listing Package email from these raw materials: [MY STORY IN 5 LINES, YEARS/AREAS, 3 RESULTS I'M PROUD OF, MY PROCESS IN 5 STEPS, ONE THING CLIENTS SAY ABOUT ME]. Structure: a personal opening slot, "how I work" in 5 short steps, proof woven in naturally (never a brag list), and a closing that promises the street snapshot tomorrow. Under 150 words of body — sellers skim. Personalization slots: [NAME], [ADDRESS], [WHY-SELLING ANGLE]. This is evergreen: I build it once and the AI personalizes per seller.

Expected output: "who are you?" answered before they google the other agent.

Pro move: the closing promise ("street numbers tomorrow") makes them watch for Touch 3 — sequenced anticipation.

BUILDER 3 — THE STREET SNAPSHOT (TOUCH 3)

[RUN AGAINST THE MARKET BRAIN OR WITH PASTED DATA:] Using current data for [NEIGHBORHOOD/STREET]: what sold nearby in the last 6 months, what's active now, and average days on market. Write the Touch-3 note to [NAME]: two sentences of what's happening around [ADDRESS] specifically, one genuinely interesting number, and "I'll walk you through what this means for your home on [DAY]." No price opinion of their home — that's the appointment. Under 100 words + a 5-line mini-table I can paste or print as a one-pager.

Expected output: the touch no other agent sends — their street, their data, zero pitch.

Pro move: fact-check the numbers like a CMA. This touch builds the authority the pricing conversation will stand on.

SYSTEM 2 — BUILDERS II (TOUCHES 4–7)

The video is the highest-leverage touch in the sequence — and the one most agents will never send. That's exactly why you will.

BUILDER 4 — THE 2-MINUTE VIDEO SCRIPT (TOUCH 4)

Write my Touch-4 video script — 150 words, 60–90 seconds, filmed once on my phone: greet [NAME] by name, one line of genuine anticipation about [ADDRESS/AREA], what we'll do together at the appointment (see the home through a buyer's eyes, walk the numbers, answer everything), one human line about why I love this part of the job, and "see you [DAY]." Conversational, smiling, zero salesmanship. Give me a delivery note: where to pause, what NOT to re-record over (imperfect beats polished), and the 15-word text that carries the video link.

Expected output: the touch that makes a familiar face knock on the door.

Pro move: record the evergreen 80% once a month; only the greeting gets re-shot per seller. (Or send your AI double — with the disclosure line.)

BUILDER 5 — THE MATCHED PROOF STORY (TOUCH 5)

Here are my past-client wins in one line each: [LIST — situation, what happened, result, and whether I have permission to share]. My upcoming sellers are [SITUATION — downsizing after 30 years / relocating on a deadline / selling an inherited home]. Pick the story that will resonate most and write the Touch-5 email: the client's situation (anonymized unless permitted), what worried them, what we did, how it ended — told in 120 warm words, ending with "their situation reminded me a little of yours." Only use stories marked shareable; if none match well, tell me instead of stretching one.

Expected output: a past client saying what you can't say about yourself.

Pro move: the "tell me instead of stretching one" clause protects the whole sequence's sincerity. Honor it.

BUILDER 6 — THE AGENDA + THE PRIMER (TOUCHES 6 & 7)

Build my final two masters. TOUCH 6 (night before): the three things we'll cover tomorrow — your home through a buyer's eyes, what the market says, your options and timeline — plus the reply-magnet question: "Is there anything you'd like me to research before I come — the HOA, a specific renovation's value, anything?" Under 90 words. TOUCH 7 (morning of): under 40 words — "I've spent the morning on [STREET]'s numbers; your home's story is ready. See you at [TIME]." If they replied to Touch 6, give me the variant that references [THEIR QUESTION] as already researched.

Expected output: the micro-commitment and the morning-of edge, as one master pair.

Pro move: a Touch-6 reply converts at the door — you'll open the appointment answering a question they asked. Nobody else does that.

The pattern: six builders, seven masters, one evening. From then on the factory runs on briefs — and every seller gets the seven-touch experience your competitors can't be bothered to build.

SYSTEM 2 — SETUP REFERENCE

STEP	WHAT YOU DO	TIME
1 • Raw materials	Story, results, process, proof list with permissions, voice profile — one page	30 min
2 • Builders 1-6	Generate all seven masters; edit each until it passes the friend test	45 min
3 • File them	Prompt library, PLS-welcome-v1 through PLS-primer-v1	5 min
4 • The video	Film Builder 4's script once — phone, daylight, one take that's good enough	20 min
5 • Dry run	Fictional seller brief → full factory run → time it (target: under 15 min)	15 min

WORKSHEET — MY RAW MATERIALS

MY STORY IN 5 LINES (START IT HERE)

3 RESULTS I'M PROUD OF

MY PROCESS IN 5 PLAIN STEPS

PROOF STORIES + PERMISSION STATUS

THE ONE THING CLIENTS ALWAYS SAY ABOUT ME

Reality check: the first factory run takes an evening. The payoff is permanent: every appointment for the rest of your career starts with seven touches that took fifteen minutes. Few evenings return more.

3

The Walk-In Advantage

Read the signals · Walk in lighter · Confirm the decision — don't unsell it

Why This Works

The sequence produces something most agents never have: **data before the appointment**. Did they reply warmly? Open the package twice? Ask Touch 6 about the HOA? Every signal tells you what they care about and how sold they already are — which changes how you open, what you skip, and how fast you reach the working conversation.

And it demands one discipline: **don't unsell**. Walking into a warmed appointment and delivering the full 45-minute pitch anyway tells the seller you weren't paying attention. The sequence's last job is teaching you to walk in lighter: acknowledge what they've seen, ask what resonated, and go straight to their home and their numbers.

The Signal Scale

- 🔥 **Hot:** replies to 2+ touches, a Touch-6 question — walk in and work; skip everything biographical
- 🌟 **Warm:** a thanks or two, video watched — normal lighter walk-in
- 😊 **Silent:** no signals — innocent until proven otherwise; carry the fuller presentation as backup
- ⚠️ **Cooling:** a postponement, one-word replies — run the save plays before the door

The Save Plays

SITUATION	THE PLAY
Total silence, appointment holding	Ghost Protocol: innocent-until-proven read · light Touch-7 variant · fuller presentation in the bag · never "did you get my emails?"
Postponed	Gracious + effortless rebooking · maintenance cadence of one useful touch per interval · no drip of check-ins
Cancelled (chose someone else?)	The classy exit that makes you the obvious second call when that listing agreement expires — and log the sequence learnings

What the Lighter Walk-In Skips

OLD HABIT	SEQUENCE COVERED IT
10 minutes of bio	Touch 2, the Package
"Let me tell you about the market"	Touch 3, the Snapshot
Testimonial recitals	Touch 5, the Proof
"So here's how today works"	Touch 6, the Agenda

The replacement line: "You've seen how I work — today is about your home." Ten minutes returned to the conversation that actually wins the listing.

SYSTEM 3 — WALK-IN PROMPTS I

Prompt 1 runs in the car outside. Two hundred words, then you knock.

PROMPT 1 — THE SIGNAL READ

Read my sequence signals before I walk in. Touch by touch: [WHAT HAPPENED — replied warmly / silence / question about X / "thanks!" / watched the video twice per the link stats]. Tell me: 1) their warmth level and the evidence, 2) what they clearly care about, 3) the doubt or question likely still open, 4) how I should adjust the first ten minutes — what to skip, what to lead with, 5) one thing NOT to bring up unless they do. Two hundred words; I'm reading this in the car.

Expected output: the pre-game read no competing agent has.

Pro move: make it a ritual — engine off, two minutes, read, then knock. It changes how you carry yourself through the door.

PROMPT 2 — THE LIGHTER WALK-IN OPENER

Write my walk-in opener for sellers who received the full sequence: a warm greeting, one natural reference to the sequence ("did the street numbers surprise you at all?") that invites them to tell me what resonated, and the transition that moves us to walking the home within five minutes. Include what I explicitly SKIP because the sequence covered it (my bio, my track record, my process) — and the one line that replaces those ten minutes: "you've seen how I work; today is about your home."

Expected output: the opener that converts sequence warmth into working momentum.

Pro move: "what resonated?" is a diagnostic disguised as small talk — their answer tells you which touch to build the appointment around.

PROMPT 3 — THE QUESTION HARVEST (TOUCH 6 REPLIES)

The sellers replied to my agenda question with: "[THEIR REPLY]." Decode it: what does this question tell me about their real concern (price anxiety? timing pressure? a past bad experience? spousal disagreement?), how do I research it properly before tomorrow [WHAT DATA/DOCS I'D NEED], and how do I open that topic at the appointment in a way that shows I took them seriously — including the exact first sentence.

Expected output: their question turned into your best-prepared moment.

Pro move: open the appointment WITH their answer. "You asked about the HOA — I pulled the docs. Let's start there." Game over.

SYSTEM 3 — WALK-IN PROMPTS II

The review makes the sequence self-improving; the save plays keep the relationship when the appointment wobbles.

PROMPT 4 — THE POST-APPOINTMENT SEQUENCE REVIEW

Appointment debrief: I [WON / LOST / PENDING] the listing at [ADDRESS]. The sequence signals were [SUMMARY]; at the table, [WHAT HAPPENED — what they referenced, what surprised them, where it got hard]. Which touches demonstrably worked (they mentioned or reflected them), which landed silently, and what should change in my templates before the next appointment? One concrete edit per touch that needs it — my sequence should be sharper every five appointments.

Expected output: the feedback loop — masters that improve with every appointment.

Pro move: track which touches sellers mention unprompted. Those are your keepers; edit around them.

PROMPT 5 — THE GHOST PROTOCOL

Every touch has landed in silence — no replies, no signals, appointment still on for [DAY]. Give me the read: the innocent explanations (busy, not a texter, absorbing quietly) vs. the warning signs, and how the silence changes my walk-in — fuller presentation, since I can't assume anything was absorbed. Then the one pre-appointment move that's appropriate (a light Touch-7 variant that doesn't guilt them for not replying) and what I should NOT do (no "did you get my emails?" — ever).

Expected output: silence handled with grace — and a backup plan in the bag.

Pro move: plenty of listings are won from silent sequences — some sellers absorb everything and say nothing until the table. Never let silence rattle you.

PROMPT 6 — THE POSTPONEMENT SAVE

The sellers just [POSTPONED / CANCELLED] the appointment, saying "[THEIR REASON]." Write my response: gracious, zero pressure, rebooking made effortless — plus the right maintenance cadence until the new date (one useful touch per [INTERVAL], drawn from my sequence, not a drip of check-ins). If the reason hints they chose another agent, give me the classy version that keeps me their clear second call when that listing agreement expires.

Expected output: the wobble handled so well it becomes its own proof of professionalism.

Pro move: expired-listing sellers remember exactly one agent: the one who was classy when they said no. Be that call.

The pattern: read before you knock, walk in lighter, harvest the questions, review after — and handle silence and wobbles with the same warmth as wins. The sequence doesn't end at the door; it ends at the signature.

THE MASTER MAP — PRINT THIS PAGE

The whole system on one page: touch, timing, channel, job, AI assist, and length budget.

#	TOUCH	WHEN	CHANNEL	ONE JOB	AI ASSIST	BUDGET
1	The Welcome	Minutes after booking	Text + invite	Instant professionalism	PLS-welcome master + brief	<60 words
2	The Package	Same day	Email	"Who are you?"	PLS-package master + brief	<150 words
3	The Street Snapshot	Day 2	Email + one-pager	"Can you sell MY house?"	Market Brain data + PLS-snapshot	<100 words + table
4	The Face (video)	Day 3	Text + link	Familiarity before arrival	PLS-video script; film once	60–90 sec
5	The Proof	Day 4	Email	Borrowed trust	PLS-proof + story matcher	<120 words
6	The Agenda	Night before, 7–8 PM	Either	Micro-commitment + intel	PLS-agenda + question	<90 words
7	The Primer	Morning of, T-3h	Text	Arrive expected & ahead	PLS-primer + Touch-6 reply	<40 words

Compressed Runways

RUNWAY	TOUCHES
48 hours	1 · 2+3 merged · 4 · 6+7 merged
3–4 days	All but 5 (folds into 2 as a P.S.)
Week+	All 7 + one mid-gap market clip, max

Per-Appointment Flow

MIN	STEP
0–3	Brain-dump → Seller Brief
3–5	Scheduler → send calendar
5–13	Factory run → 7 drafts
13–15	Editorial pass → Touch 1 sends

Never-drop list: Touch 4 (the face) and Touch 6 (the question). Every compression, every busy week, every "they seem sold already" — those two always go out.

THE SINCERITY RULES

Seven touches earn trust only if every one of them deserves it. Six rules, held without exception:

RULE	WHY	THE HABIT
1 • Appointment-relevant only	They shared their number to manage THIS appointment	The seven touches serve it; marketing broadcasts need separate consent
2 • Proof is true and permitted	A stretched story reads as one	Shareable stories only, anonymized unless agreed; no match → skip Touch 5
3 • The data is real	The snapshot builds the authority pricing stands on	Same fact-check as a CMA — every number verified before it sends
4 • No manufactured urgency	Pressure before you've met reads as exactly that	Zero "the market won't wait!" — usefulness is the persuasion
5 • Your eyes on every draft	The sequence is seven samples of your standards	Fifteen minutes of approving IS the job; nothing sends unread
6 • Brokerage rules apply	Advertising rules don't pause for pre-listing	Package claims, branding, printed pieces — broker-checked once, then evergreen

The Tone Test (Every Touch, Every Time)

- | | |
|---|---|
| → Would I send this to a friend selling their house? | → Does it respect that they might be talking to other agents? |
| → Is it useful to THEM, or convenient for me? | → Does it sound like me on my best day — not "a marketer"? |
| → Could it be shorter? (Yes. Make it shorter.) | → If they never reply, does it still leave a good taste? |

THE RULE I'M MOST AT RISK OF BENDING WHEN A BIG LISTING IS ON THE LINE (PRE-DECIDED)

The long game: half the sellers who receive your sequence won't list with you this time. Every one of them will remember what working with you looks like. The sequence is marketing to this seller — and to everyone they mention it to.

BUILD ORDER & THE SYSTEM KILLERS

The Build Order

WHEN	BUILD
Tonight	Raw materials page + Builders 1–3 (Welcome, Package, Snapshot)
This week	Builders 4–6 · film the video · wire the checklist
Next booking	Full factory run — no exceptions, even if the masters feel 80% done
Every 5 appointments	Template v2 from the review prompt's learnings

The Compounding Effect

MILESTONE	WHAT CHANGES
Appointment 1	They mention a touch at the table — you feel the difference
Month 2	The lighter walk-in is habit; appointments run shorter and warmer
Month 6	Win-rate delta is visible in your tracker
Year 1	"The agent who sent me a video before we even met" is your referral story

The 5 System Killers

KILLER	ANTIDOTE
"This seller seems sold — skip it"	The rule is EVERY appointment. Sold sellers un-sell in the days you go quiet
The video never gets filmed	One take, good enough, this week. Imperfect beats absent forever
Touches sent without reading	The 2-minute editorial pass — the factory drafts, you publish
The sequence becomes eight, nine, ten touches	Seven. The restraint IS the professionalism
No log, no review, no learning	One line per touch + the review every appointment — sharper every five

Remember: any agent can copy the seven touches. Almost none will build the masters, wire the checklist, and run it on every single booking. The moat is the consistency, and the consistency costs fifteen minutes.

THE 30-DAY SEQUENCE PLAN

From cold walk-ins to a system that wins before the doorbell. Five checkboxes a week.

WEEK 1 — THE MASTERS

- Raw materials page written (story, results, process, proof + permissions)
- All 7 masters built via Builders 1–6, in my voice
- Templates filed: PLS-welcome-v1 ... PLS-primer-v1
- Every master passes the friend test
- One-Job Audit run on the full set

WEEK 2 — THE WIRING

- Sequence checklist template live in Command Center/CRM
- Video filmed — one take, good enough, done
- Street Snapshot flow tested against the Market Brain
- 48-hour compressed version mapped and saved
- Dry run on a fictional seller: under 15 minutes

WEEK 3 — LIVE FIRE

- Full sequence run on a real booked appointment
- Signal Read in the car · lighter walk-in used
- Touch-6 reply harvested and researched
- Post-appointment review → one template edit
- Result logged: won / lost / pending, and why

WEEK 4 — THE SYSTEM

- Sequence on EVERY booking — the no-exceptions rule holds
- Ghost/postponement plays used or ready
- Win-rate tracking vs. my old baseline started
- Templates v2 after five appointments
- The sequence story added to my listing presentation

Day-30 Scorecard

QUESTION	YES / NO	IF NO — THE FIX
Did every booked appointment get the sequence?		Find the skipped one and the excuse — kill the excuse, not the rule
Is the video filmed and in rotation?		One take tonight. Imperfect beats absent
Did a seller mention a touch at the table?		Check your personalization — seams may be showing
Is assembly still under 15 minutes?		Something got gold-plated — run the One-Job Audit again
Do I know my sequence-era win rate?		Start the tracker — the delta is your proof story

Next: the ROI calculator — fifteen minutes against your win rate

YOUR SEQUENCE ROI

The Win-Rate Math

LINE	YOUR NUMBER	EXAMPLE
Listing appointments in the last 12 months		14
Won (my baseline win rate)		8 of 14 = 57%
My average listing-side GCI		\$14,000
Value of winning 2 more per year		\$28,000 — for 15 min per appointment

The Time Math

LINE	YOUR NUMBER	EXAMPLE
One-time build (masters + video + wiring)		~2 evenings
Per appointment thereafter		15 minutes
Time returned AT the appointment (the bio you skip)		~10 min, spent on their home instead

The Compounding Math

Every seller — won or lost — experienced seven touches of exactly how you work. What is that worth in referrals, in second calls when another agent's listing expires, in reputation?

Read the spread: the listing appointment is the highest-stakes ninety minutes in your business, and the sequence is the only preparation that happens on the seller's side of the door. Two evenings to build, fifteen minutes to run — against a five-figure commission per additional win.

MY COMMITMENT CONTRACT

I commit to:

- ☐ Build all 7 master templates (Builders 1-6) by: _____ (this week)
- ☐ Film my Touch-4 video — once, imperfect, done — by: _____
- ☐ Run the full sequence on my very next booked appointment: _____ (whenever it books — no exceptions)
- ☐ Do the Signal Read in the car and walk in lighter, starting: _____
- ☐ Approve every AI draft before it sends, and track my win rate, starting: _____

THE TOUCH I'M BUILDING FIRST

 Welcome

 Package

 Snapshot

 Video

 Proof

 Agenda

 Primer

MY BIGGEST OBSTACLE — AND MY PRE-DECIDED RESPONSE

MY ACCOUNTABILITY PARTNER + CHECK-IN CADENCE

MY NO-EXCEPTIONS RULE, IN MY OWN WORDS

The Stakes

This contract has no penalty clause, because it doesn't need one — it's a promise to your future self: no more auditions, no more cold doors, no more hoping the presentation lands. Sign it while the momentum is real.

Signature

Printed Name

Date

Accountability move: screenshot this signed page and post it in the REIGNation community thread for this session. Public commitments get built; private ones get postponed.

THE PRE-LISTING MANIFESTO

**I don't audition at appointments.
I arrive already chosen.**

Most agents believe the listing is won at the kitchen table — so they pour everything into the presentation and treat the days before it as a waiting room. But sellers don't decide in ninety minutes. They decide in fragments: the speed of the first text, the usefulness of the street numbers, the face in a two-minute video, the story of someone just like them, the agent who asked "what should I research for you?" when no one else asked anything.

Seven touches. Five days. Fifteen minutes of your time, once the machine is built — because AI writes each one from five lines about the seller, and you approve like an editor. What the seller experiences isn't marketing. It's a preview of being your client. And previews sell what pitches can't.

The agents who win listings consistently aren't better presenters. They're better preparers — and now preparation takes fifteen minutes. The waiting room was the arena all along.

Booked. Warmed. Won.

Walk in to confirm the decision — not to ask for one.

"Because Walking In Cold is NOT an Option!"

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

Workbook & resources: bogen.ai/masterminds/pre-listing-sequence

Community: reignation.com · Edmund's Mastermind & Group Coaching