



## COMPLETE IMPLEMENTATION WORKBOOK

# PROSPECTING IN THE AI AGE

THE PROSPECTING DOMINATION SESSION

Wednesday, May 13, 2026 — 9:00 AM ET

EDMUND'S MASTERMIND & GROUP COACHING

# YOUR MONEY-MAKING MISSION

## WHY YOU'RE HERE

Empty pipelines are not a market problem. They're a prospecting problem. You're going to leave this session with three AI-powered prospecting machines that fill your pipeline on autopilot — so the next 90 days never look like the last 90.

## YOUR GOAL TODAY

Walk away with 15+ live prompts, a 30-day prospecting plan, and a clear path to **3-5x more booked appointments** within the next 30 days — without adding a single hour to your calendar.

## Success Metric

**Within 30 days, you will:** book 10+ qualified appointments from sources you weren't touching last month, reactivate at least 5 dormant sphere contacts, and have a hyperlocal farming system running in your target zip code.

# WORKSHOP OVERVIEW: YOUR PROFIT-GENERATING TOOLKIT

The 3 Prospecting Systems You'll Master Today:

1. **The Cold-to-Closing Script Stack** — AI-generated cold outreach that books appointments instead of getting hung up on.
2. **The Dormant Database Money Magnet** — AI scans your CRM, identifies who's about to move, and writes outreach in YOUR voice.
3. **The Neighborhood Domination Grid** — Hyperlocal farming on AI steroids. Own a zip code in 60 days.

## HOW TO USE THIS WORKBOOK

Each system has three parts: (1) the teaching — why it works and what nobody else is telling you, (2) copy-paste prompts you can run today, and (3) a worksheet to capture your specific use cases. Don't passively read. Fill it out as we go.

# SYSTEM 1: THE COLD-TO-CLOSING SCRIPT STACK

## The \$50K Cold Outreach Killer

### WHAT THIS MEANS FOR YOUR BANK ACCOUNT

- **Bookings up 3-5x:** Hyper-personalized openers convert at 18-25% vs. industry 4-6%.
- **Time down 80%:** 60 personalized messages in the time it took to send 5 generic ones.
- **Pipeline always full:** Even on a 3-day cold streak, the machine keeps prospecting.

## The Behavioral Psychology Behind This

Cold outreach fails for one reason: it sounds cold. The recipient's brain pattern-matches it to spam in 0.8 seconds and deletes. AI changes the math. By feeding the model the prospect's LinkedIn, recent home value changes, neighborhood news, and life triggers, you generate openers that read like a thoughtful human reached out — because the system did the research a human couldn't justify spending 20 minutes on.

## Why This Changes Everything in Real Estate

The agents winning right now aren't better closers — they're better at *getting heard*. A personalized opener that references the prospect's actual life buys you 30 seconds of attention. That's all you need to book a call. Generic openers buy you zero seconds, which is why most agents are burning through call lists with nothing to show.

## The Early Adopter Advantage

Most agents won't touch this for 6-12 months — they're still arguing about whether AI "feels weird." That's your window. Right now, you can outreach 10x the volume at 5x the conversion, in a market where your competition is still hand-typing "Hi {firstname}." This advantage compounds: every booked appointment becomes a referral source, every conversation feeds your AI more context, and the gap between you and them widens monthly.

## Real Revenue Applications

- FSBO outreach with neighborhood-specific market data baked in
- Expired listing reactivation with updated pricing intelligence
- Probate and divorce lead approaches that feel respectful, not predatory
- Investor outreach with deal-specific ROI hooks
- Cross-market relocation prospects (people moving INTO your zip code)

# SYSTEM 1: PROFIT-GENERATING PROMPTS

Copy these directly into ChatGPT, Claude, or your AI of choice. Replace the bracketed fields with your prospect's actual info.

## FOR FSBO COLD OUTREACH (TEXT OR DM)

You are a top-producing real estate agent in [CITY/NEIGHBORHOOD]. Write a 3-sentence text message to a FSBO seller at [ADDRESS] who listed their home for \$[PRICE] [DAYS] days ago. The message must: (1) reference one specific detail about the home or neighborhood, (2) acknowledge they chose to sell on their own, (3) offer one specific piece of value (recent comp, buyer pool data, exposure tip) without asking for the listing. Tone: respectful peer, not desperate agent. No "just checking in." No emojis.

## FOR EXPIRED LISTING REACTIVATION

Write a voicemail script (under 25 seconds when read aloud) for an expired listing at [ADDRESS] that was on the market [DAYS] days at \$[PRICE]. The script should: open with one specific reason this property likely didn't sell (pricing, exposure, timing), name one thing I would do differently in the first 14 days, and end with a low-pressure ask for a 10-minute conversation. My name is [YOUR NAME] with [BROKERAGE].

## FOR COLD EMAIL TO A NEIGHBORHOOD MOVER

I'm a luxury real estate agent in [ZIP CODE]. Write a cold email to [PROSPECT NAME], who recently [TRIGGER EVENT – e.g., became CEO, got promoted, sold a company, moved to the area]. Subject line under 7 words. Email under 100 words. Reference the trigger event in the first sentence. Offer one specific piece of value (off-market inventory, neighborhood report, school data). No pitch. End with a soft ask for a 15-minute call.

## FOR PROBATE / DIVORCE APPROACH (SENSITIVE TONE)

Write a hand-written-style note (under 75 words) to a homeowner navigating [probate / divorce / estate] at [ADDRESS]. Tone: human, calm, no urgency. Acknowledge the situation without naming it. Offer one resource (referral list, no-pressure consultation, neighborhood pricing snapshot). Do not ask for the listing. End with my name, phone, and the line: "Whenever you're ready – no rush." My name is [YOUR NAME].

## FOR INVESTOR COLD OUTREACH (LINKEDIN)

Write a LinkedIn DM (under 60 words) to a real estate investor whose profile shows [INVESTMENT FOCUS]. Reference one specific deal type they've done. Offer one off-market or pre-MLS opportunity I have in [MARKET] at [PRICE RANGE] with [CAP RATE / ROI]. End with: "Worth a quick look?" My name is [YOUR NAME].

## FOR OUT-OF-STATE BUYER APPROACH

Write a 3-sentence text to a prospect who recently moved or is moving from [ORIGIN CITY] to [DESTINATION CITY/ZIP]. Reference one specific lifestyle difference they'll experience

(weather, schools, commute, taxes). Offer to send a "first 30 days" relocation guide. End with a low-pressure ask. My name is [YOUR NAME].

# SYSTEM 1: YOUR SUCCESS NOTES

Specific ways I'll use this for my business:

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Estimated monthly impact:

Current outreach volume: \_\_\_\_\_  
contacts/week

Current booking rate: \_\_\_\_\_ %

Current monthly appointments: \_\_\_\_\_

Target outreach with AI: \_\_\_\_\_  
contacts/week

Target booking rate: \_\_\_\_\_ %

Target monthly appointments: \_\_\_\_\_

First 3 prospect groups I'll target this week:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

My Cold Outreach Math (Fill in based on your goals):

Metric	This Week	30-Day Target
Prospects researched (via AI)	_____	_____
Personalized messages sent	_____	_____
Replies received	_____	_____
Appointments booked	_____	_____
Listings/buyers signed	_____	_____
Estimated GCI generated	\$_____	\$_____

**Questions I want to ask during Q&A:**

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# SYSTEM 2: THE DORMANT DATABASE MONEY MAGNET

## The Sphere You Forgot Is Worth \$250K This Year

### WHAT THIS MEANS FOR YOUR BANK ACCOUNT

- **Reactivate 5-15 dormant contacts/month:** People who already know, like, and trust you.
- **Zero acquisition cost:** These are paid-for leads sitting in your CRM right now.
- **Highest-margin business you'll ever do:** Sphere business closes at 3x the rate of cold leads.

## The Behavioral Truth Most Agents Miss

The average real estate database has 500-2,000 contacts. Of those, 8-12% will move within any 12-month window. That's 40-240 deals sitting in your CRM that you've already paid the marketing cost to acquire — and you're letting them get listed by some other agent because you forgot they existed. AI fixes this in two ways: it identifies WHO is most likely to move, and it writes outreach that doesn't sound like a mass blast.

## Why This Changes Everything in Real Estate

The myth: "I need more leads." The truth: you need to work the leads you already have. AI sphere reactivation flips the entire economics of your business — instead of buying more attention, you're mining the attention you already own. The agents doing this are quietly closing 40-60% of their volume from sphere, while everyone else is grinding on Zillow leads at 1-2% conversion.

## The Early Adopter Advantage

Sphere reactivation is the single biggest unfair advantage AI gives you. It's invisible to your competition (they can't see what's in your CRM), it scales infinitely (the bigger your database, the bigger the win), and it compounds (every reactivated contact becomes a referral source). Most agents will never do this because it requires them to admit their CRM is a graveyard. Yours doesn't have to be.

## Real Revenue Applications

- "Past client" 12-24 month equity check-in (high-conversion seller trigger)
- Anniversary outreach with current home value vs. purchase price
- Life event triggers (marriage, kids, job changes pulled from social)

- Investor sphere with new off-market opportunities matched to their criteria
- "Sphere of your sphere" — referrals mined from your contacts' networks

# SYSTEM 2: PROFIT-GENERATING PROMPTS

Use these to mine and reactivate your existing database. Export your CRM contacts to a CSV first.

## FOR SPHERE SEGMENTATION (RUN ON A CSV EXPORT)

I'm a real estate agent. Below is a list of contacts from my CRM with [columns: name, last contact date, source, notes]. Sort them into 5 buckets: (1) Hot – likely to move in 90 days based on signals, (2) Warm – past clients 18-36 months out (equity-rich, likely upsizing/downsizing), (3) Referral sources – people who've referred before, (4) Re-engagement needed – no contact in 18+ months, (5) Remove – dead contacts. For each "Hot" and "Warm" contact, write one sentence on WHY they're in that bucket.

[PASTE CSV DATA HERE]

## FOR PAST-CLIENT EQUITY CHECK-IN TEXT

Write a 2-sentence text to [PAST CLIENT NAME] who bought [ADDRESS] [YEARS] years ago for \$ [PURCHASE PRICE]. Their estimated current value is \$[CURRENT VALUE], meaning they have approximately \$[EQUITY] in equity. Tone: friendly, no-pressure, like a quick check-in from someone who genuinely cares. Don't pitch. Just mention the equity number casually and ask how they're doing. End with: "No reason – just thought you'd want to know."

## FOR ANNIVERSARY OUTREACH EMAIL

Write a 4-sentence email to a past client celebrating the [X]-year anniversary of buying their home at [ADDRESS]. Include: (1) one specific memory or detail from the transaction, (2) their estimated current home value, (3) one piece of neighborhood data (price appreciation, new amenity, school ranking change), (4) a soft "if you ever want to talk options" close. Sign-off should feel personal. No CTA buttons. Plain text style.

## FOR REACTIVATING A COLD SPHERE CONTACT (VOICE MEMO SCRIPT)

Write a 30-second voice memo script I can send via text to [CONTACT NAME], who I haven't talked to in [MONTHS] months. They [CONTEXT – bought from me / referred a client / are a friend of friend / etc.]. The memo should: (1) acknowledge it's been a while without making it weird, (2) reference one specific thing about them I remember, (3) ask how they're doing with genuine curiosity, (4) end with "no agenda, just thinking of you." Tone: warm, human, not salesy.

## FOR SPHERE-OF-SPHERE REFERRAL MINING

I'm a real estate agent in [MARKET]. Write a 3-sentence message I can send to my top 25 sphere contacts asking for a referral – but in a way that doesn't feel like the typical "do you know anyone..." ask. The message should: (1) reference our specific relationship, (2) name a specific TYPE of person I help best (e.g., "first-time luxury buyers in [zip]", "downsizing empty-nesters", "investors looking for value-add"), (3) make it easy to say "actually, you should talk to \_\_\_." End with: "Even if it's a no, I appreciate you reading this."

## FOR LIFE-EVENT TRIGGER OUTREACH

[CONTACT NAME] from my sphere just [LIFE EVENT – got engaged / had a baby / got promoted / changed jobs / parent passed]. Write a short, human message acknowledging the event with zero real estate angle. Tone: friend, not agent. Two sentences max. End with a genuine offer of help unrelated to a home transaction (referral, recommendation, or just "let me know if I can help with anything").

# SYSTEM 2: YOUR SUCCESS NOTES

## My CRM Reality Check (Fill in honestly):

Metric	Number
Total contacts in CRM	_____
Contacts I've touched in last 90 days	_____
Past clients (closed deals)	_____
Past clients I've talked to in last 12 months	_____
Estimated "Hot" contacts (likely to move in 90 days)	_____
Estimated "Warm" contacts (12-36 month sphere)	_____

## The Math on My Dormant Database:

**Industry average:** 8-12% of your sphere will move within 12 months.

If my sphere is \_\_\_\_\_ contacts, that's \_\_\_\_\_ to \_\_\_\_\_ likely transactions sitting in my CRM right now.

At my average GCI of \$\_\_\_\_\_, that's \$\_\_\_\_\_ to \$\_\_\_\_\_ **in potential commission** already paid for.

## My 5 highest-priority sphere contacts to reactivate this week:

1. \_\_\_\_\_ — Why: \_\_\_\_\_
2. \_\_\_\_\_ — Why: \_\_\_\_\_
3. \_\_\_\_\_ — Why: \_\_\_\_\_
4. \_\_\_\_\_ — Why: \_\_\_\_\_
5. \_\_\_\_\_ — Why: \_\_\_\_\_

## My weekly sphere reactivation commitment:

I will reach out to \_\_\_\_\_ **dormant contacts per week** using AI-generated personalized outreach.

I will block \_\_\_\_\_ **minutes every \_\_\_\_\_ (day)** on my calendar to do this work.

**Questions I want to ask during Q&A:**

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# SYSTEM 3: THE NEIGHBORHOOD DOMINATION GRID

## Own a Zip Code in 60 Days, Not 6 Years

### WHAT THIS MEANS FOR YOUR BANK ACCOUNT

- **3-5 listings/year from one zip code:** Geographic farming with AI personalization beats traditional farming 10:1.
- **Lower cost per acquisition:** Hyper-targeted content beats spray-and-pray mailers at 1/5 the cost.
- **Compounding authority:** 60 days of AI-driven hyperlocal content = the rest of the year on autopilot.

## The Strategy Behind Hyperlocal Domination

Geographic farming used to require 18-36 months of consistent mailers, door knocks, and community presence to build the "name recognition flywheel." AI collapses that timeline because you can now produce hyper-relevant content for a specific zip code at scale — neighborhood market reports, school updates, restaurant openings, sold-comp breakdowns, even commentary on city council decisions affecting property values. The neighbors stop seeing you as "an agent" and start seeing you as "the person who actually knows what's happening here."

## Why This Changes Everything in Real Estate

The agents winning a zip code aren't the ones with the biggest ad budgets — they're the ones with the most relevant, frequent, and useful content. AI lets one agent produce what used to take a 5-person marketing team. You can publish a hyperlocal update every week (newsletter, social post, video script, mailer copy) in 30 minutes flat. The compound effect over 60 days is the difference between "who's that agent" and "we already know who we're calling when we sell."

## The Early Adopter Advantage

Most agents are still mailing generic "just sold" postcards. Meanwhile, you can publish a weekly hyperlocal report with actual insights, distribute it across email, social, and direct mail, and become the de facto neighborhood expert in 8-10 weeks. By the time competitors figure this out, you'll have the listings, the testimonials, and the data flywheel. They'll be playing catch-up forever.

## Real Revenue Applications

- Weekly neighborhood market report (email + social + print)
- Sold-comp breakdowns with "what this means for your home value" angle

- Hyperlocal video scripts for Instagram/YouTube Shorts
- Door-knock conversation guides tailored to specific streets
- Direct mail copy variants tested across micro-segments of the farm
- School zone updates, new construction alerts, zoning change explainers

# SYSTEM 3: PROFIT-GENERATING PROMPTS

## FOR A WEEKLY NEIGHBORHOOD MARKET REPORT

Write a 250-word weekly market update for [NEIGHBORHOOD/ZIP CODE]. Include: (1) number of homes sold this week + average sale price, (2) one notable transaction with brief context, (3) current active inventory + average days on market, (4) one short observation about market trend (buyer's market / seller's market / shifting), (5) one piece of local color (new business opening, school news, community event). Tone: helpful neighbor, not salesperson. End with: "Questions about your home's value? Just hit reply." Sign-off: [YOUR NAME], [YEAR] [NEIGHBORHOOD] resident expert.

## FOR A SOLD-COMP BREAKDOWN POST (INSTAGRAM/FACEBOOK)

Write a social post (under 150 words) about a recent sale at [ADDRESS] in [NEIGHBORHOOD] that closed for \$[PRICE]. Include: (1) what made this property notable, (2) what the price tells us about the market, (3) what nearby homeowners should know about their own home's value. End with: "Curious what your home is worth in this market? DM me 'value' and I'll send a free report." No emojis except one strategic 🇮🇹 or 🏠.

## FOR A DOOR-KNOCK SCRIPT FOR A SPECIFIC STREET

Write a 45-second door-knock script for [STREET NAME] in [NEIGHBORHOOD]. Include: (1) reference to a recent sale on the street with the actual address and price, (2) acknowledgment that I'm not asking for their listing, (3) offer of a one-page neighborhood report I'll drop in their mailbox, (4) one open-ended question that's NOT "are you thinking of selling?" Tone: confident neighbor, not pitchy salesperson. The goal is a 60-second conversation that earns a follow-up, not a same-day commitment.

## FOR A 30-SECOND HYPERLOCAL VIDEO SCRIPT

Write a 30-second video script for [NEIGHBORHOOD] about [LOCAL TOPIC – new development, school ranking change, restaurant opening, market shift]. Format: HOOK (0-3s, pattern interrupt or surprising stat), CONTEXT (3-15s, what's actually happening), IMPLICATION (15-25s, what it means for property values or lifestyle), CTA (25-30s, "If you want my full take on [topic], DM 'report' and I'll send it"). Speak directly to camera. Casual authority. No music cues needed.

## FOR A DIRECT-MAIL VARIANT TEST

Write 3 different versions of a direct-mail postcard for [NEIGHBORHOOD]. Each version should be under 75 words. Test these angles: (1) Data-driven – lead with a market stat that creates urgency, (2) Service-driven – lead with a free resource (neighborhood report, home value estimate), (3) Story-driven – lead with a recent transaction story that's relatable. Each should end with the same CTA: "Text [PHONE] for a free home value report – no pressure, no follow-up unless you want it."

## FOR AN ANNUAL NEIGHBORHOOD AUTHORITY REPORT (LEAD MAGNET)

Outline a 6-page "[YEAR] [NEIGHBORHOOD] Real Estate Report" PDF I can use as a lead magnet. Pages: (1) Cover + executive summary, (2) Year in review – sales volume, average price, days on market trends, (3) Top 10 sales of the year with photos and brief context, (4) Neighborhood

developments – new construction, school changes, city decisions affecting values, (5) [YEAR+1]  
outlook – what to expect for buyers and sellers, (6) About me + how to get a free home value  
estimate. For each page, list the 3-5 specific data points or content elements I need to  
populate.

# SYSTEM 3: YOUR SUCCESS NOTES

## My Target Farm Selection:

Primary zip code/neighborhood I'm farming: \_\_\_\_\_

Number of households in this farm: \_\_\_\_\_

Average home price in this farm: \$\_\_\_\_\_

Annual turnover rate (% of homes that sell): \_\_\_\_\_ %

Likely transactions in this farm per year: \_\_\_\_\_

Average GCI per transaction: \$\_\_\_\_\_

Total annual market opportunity in this farm: \$\_\_\_\_\_

## My 60-Day Hyperlocal Content Plan:

Asset	Frequency	Distribution Channel
Weekly neighborhood market email	Every _____	_____
Sold-comp social post	_____ per week	_____
Hyperlocal video	_____ per week	_____
Door-knock session	_____ per week	_____
Direct mail piece	_____ per month	_____
Lead magnet (annual report)	1 quarterly refresh	_____

## My Neighborhood Authority Goal (60 days from today):

Date 60 days from today: \_\_\_\_\_

By that date, I will be known as the agent for: \_\_\_\_\_

Tangible proof points I'll have built:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Questions I want to ask during Q&A:**

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# YOUR 30-DAY PROSPECTING DOMINATION PLAN

The difference between agents who book this session and agents who close deals from it: execution. Use this checklist as your weekly battle plan.

## WEEK 1 — FOUNDATION SETUP

- Pick your AI tool (ChatGPT, Claude) and set up a paid account
- Export your CRM to CSV
- Run sphere segmentation prompt on the CSV
- Identify top 25 "Hot" + "Warm" contacts to reactivate
- Pick your target farm zip code
- Save all 15+ workshop prompts to a single doc
- Block 30 mins/day on calendar for prospecting work

## WEEK 2 — COLD OUTREACH LAUNCH

- Send 25 personalized cold messages (FSBO / expired / cold sphere)
- Reactivate 10 dormant sphere contacts with AI-personalized voice memos or texts
- Publish first hyperlocal market update email/post
- Track every reply, appointment, and lead in a single sheet
- Refine prompts based on what's converting

## WEEK 3 — SCALING & OPTIMIZATION

- Double cold outreach volume (50 messages this week)
- Reactivate 15 more sphere contacts (target 25 total this month)
- Publish second hyperlocal update + first sold-comp post
- Record first 30-second hyperlocal video
- Schedule first door-knock session in target farm
- Update tracker — what's working, what's not

## WEEK 4 — ROI MEASUREMENT

- Total messages sent, replies received, appointments booked
- Calculate actual conversion rate vs. last 30 days pre-AI
- Identify single highest-ROI prompt and double down
- Publish 30-day case study on social as proof
- Plan next 30 days based on data
- Share results in mastermind community

## WEEKLY TRACKING SCORECARD

Week	Cold Sent	Replies	Sphere Reactivated	Hyperlocal Posts	Appts Booked	Listings Signed
Week 1	—	—	—	—	—	—
Week 2	—	—	—	—	—	—
Week 3	—	—	—	—	—	—
Week 4	—	—	—	—	—	—

# YOUR PROFIT COMMITMENT CONTRACT

The single thing that separates agents who get results from agents who get knowledge: a signed commitment. Fill this out before you leave today.

## PRIMARY SYSTEM FOCUS

I will master \_\_\_\_\_ first because it will generate \_\_\_\_\_ appointments per week and add an estimated \$\_\_\_\_\_ in monthly GCI.

## TIME INVESTMENT

I will invest \_\_\_\_\_ minutes per day and \_\_\_\_\_ hours per week on AI-powered prospecting work for the next 30 days — non-negotiable, blocked on my calendar.

## SUCCESS METRICS — 30-DAY TARGETS

Metric	Target
Cold outreach messages sent	_____
Sphere contacts reactivated	_____
Hyperlocal content pieces published	_____
Qualified appointments booked	_____
Listings or buyers signed	_____
GCI generated	\$_____

## ACCOUNTABILITY

Accountability partner: \_\_\_\_\_

Weekly check-in day & time: \_\_\_\_\_

30-day review date: \_\_\_\_\_

Mastermind member I'll share my results with: \_\_\_\_\_

## COMMITMENT SIGNATURE

I commit to running this 30-day prospecting plan with full execution. I will not let perfect be the enemy of done. I will not abandon this when the first prompt doesn't work. I will iterate, refine, and finish the 30 days — because empty pipelines are not an option.

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

# WORKSHOP NOTES & ROI TRACKER

## Live Demo Highlights

### DEMO #1: COLD OUTREACH BUILD

Member challenge solved:

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Key takeaway for my business:

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### DEMO #2: SPHERE REACTIVATION BUILD

Member challenge solved:

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Key takeaway for my business:

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## Monthly ROI Assessment (Fill in at end of month)

Month tracked: \_\_\_\_\_

Quantifiable Result	Number
Total prospecting hours invested	_____
Total messages sent (all channels)	_____
Replies received	_____
Appointments booked from AI prospecting	_____
Listings signed	_____
Buyer agreements signed	_____
Direct GCI attributed to AI prospecting	\$ _____
Pipeline GCI (not yet closed)	\$ _____
Cost of AI tools used	\$ _____
Net ROI ratio (GCI / cost)	_____:1

## Competitive Advantages Gained This Month

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## Support & Resources

### WHEN YOU NEED HELP

- Edmund's Mastermind community channel
- Weekly office hours (see Mastermind calendar)
- Workbook + prompt library on member portal

### ADVANCED TRAINING

- Monthly mastermind deep-dive sessions
- Peer accountability pods
- 1:1 coaching upgrade available

# FINAL SUCCESS CHECKLIST

## Before You Leave Today

- All AI accounts created and tested with at least one prompt
- Top 25 sphere contacts identified for reactivation
- Target farm zip code selected
- First week's prospecting calendar blocks set
- Accountability partner identified and contact exchanged
- 30-day review date scheduled
- Commitment contract signed

## This Week

- Send first 10 AI-personalized cold outreach messages
- Reactivate first 5 dormant sphere contacts
- Publish first hyperlocal market update
- Document the first booked appointment from AI prospecting
- Share first win in mastermind community

**Remember:** Your success with these systems is directly proportional to your commitment to execution. The difference between agents who fill their pipeline and agents who keep complaining about "the market" is action — not knowledge.

# CLOSING MANIFESTO

“ While my competitors debate whether AI will replace agents, I'm using it to replace their market share. These tools don't make me lazy — they make me unstoppable. Every prospecting hour I save is an hour I spend closing deals, building relationships, and growing my income. AI is my unfair advantage, and I will master it before they wake up to what's happening.

## My Personal Success Statement

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**© 2026 Edmund's Mastermind & Group Coaching**  
**Your AI-Powered Prospecting Profit System**

**BECAUSE EMPTY PIPELINES ARE NOT AN OPTION!**