

CHANGE YOUR REAL ESTATE BUSINESS OVERNIGHT WITH AI

PART 2 OF 3 BUILD THE CLIENT EXPERIENCE

From one approved source item to a coordinated set of useful assets

LENGTH
60 MINUTES

PRIMARY SKILL
WORKFLOW DESIGN

FINISHED ASSET
THREE CLIENT ASSETS

WHY THIS MATTERS

One approved set of facts can become several useful client assets - when every output has a defined reader, purpose and verification step.

THE SOURCE-TO-ASSETS WORKFLOW

- 1 DEFINE**
Identify the reader and decision
- 2 COLLECT**
Gather approved facts and sources
- 3 ANALYZE**
Calculate, compare and organize
- 4 DRAFT**
Explain the information plainly
- 5 TRANSFORM**
Adapt it into useful formats
- 6 VERIFY**
Check facts, dates and claims
- 7 DELIVER**
Make the next step clear

THE 60-MINUTE COURSE MAP

- | | |
|-----------|---|
| 0:00-0:05 | RESULTS CHECK-IN
Share one lesson from Part 1. |
| 0:05-0:13 | SOURCE-TO-ASSETS WORKFLOW
Define the full professional process. |
| 0:13-0:27 | LIVE REPORT DEMONSTRATION
Build a client-friendly summary. |
| 0:27-0:39 | REPURPOSE WITH PURPOSE
Create related formats for real needs. |
| 0:39-0:51 | PARTICIPANT WORKFLOW LAB
Turn one source into three assets. |
| 0:51-0:56 | VOICE AND QUALITY REVIEW
Check usefulness and consistency. |
| 0:56-1:00 | ASSIGNMENT AND CLOSE
Save the assets and name their next use. |

THE PROFESSIONAL ASSET-BUILDING CHAIN

DEFINE → COLLECT → ANALYZE → DRAFT → TRANSFORM → VERIFY → DELIVER

PART 2 FINISHED RESULT

THREE COORDINATED CLIENT OR MARKETING ASSETS

built from one approved source item for one clearly defined audience

BEFORE YOU SHARE
FACTS CONSISTENT

• VOICE AUTHENTIC

• NEXT STEPS CLEAR