



The Architecture of Leverage

Teach it once. Then let it go to work.



You ask,
it answers

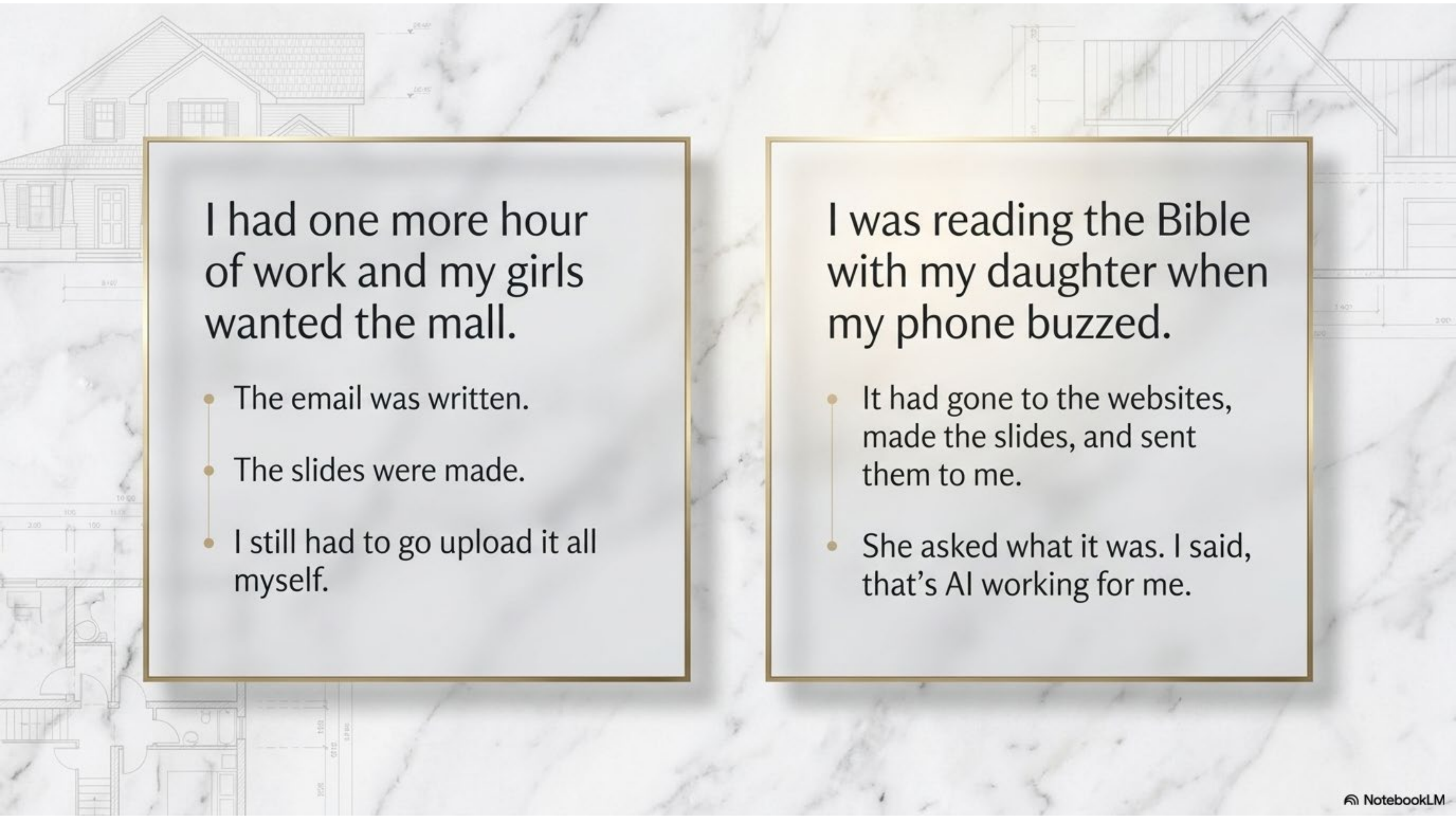


It runs on
a schedule



It goes and
does the work.

**Today is the
third one.**

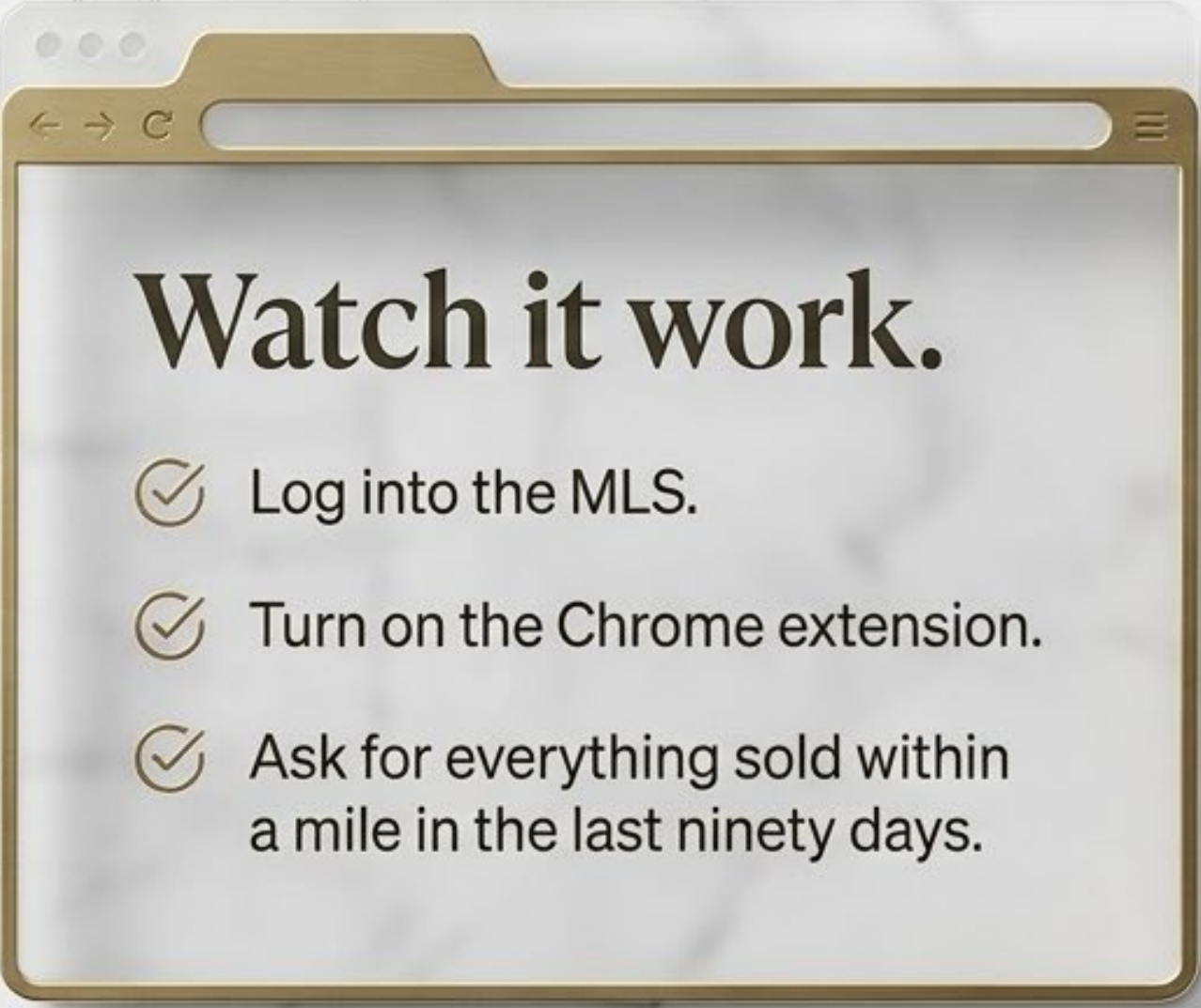


I had one more hour of work and my girls wanted the mall.

- The email was written.
- The slides were made.
- I still had to go upload it all myself.

I was reading the Bible with my daughter when my phone buzzed.

- It had gone to the websites, made the slides, and sent them to me.
- She asked what it was. I said, that's AI working for me.



Watch it work.

- ✓ Log into the MLS.
- ✓ Turn on the Chrome extension.
- ✓ Ask for everything sold within a mile in the last ninety days.

We'll come back to it.



I paid for a program and never opened it.

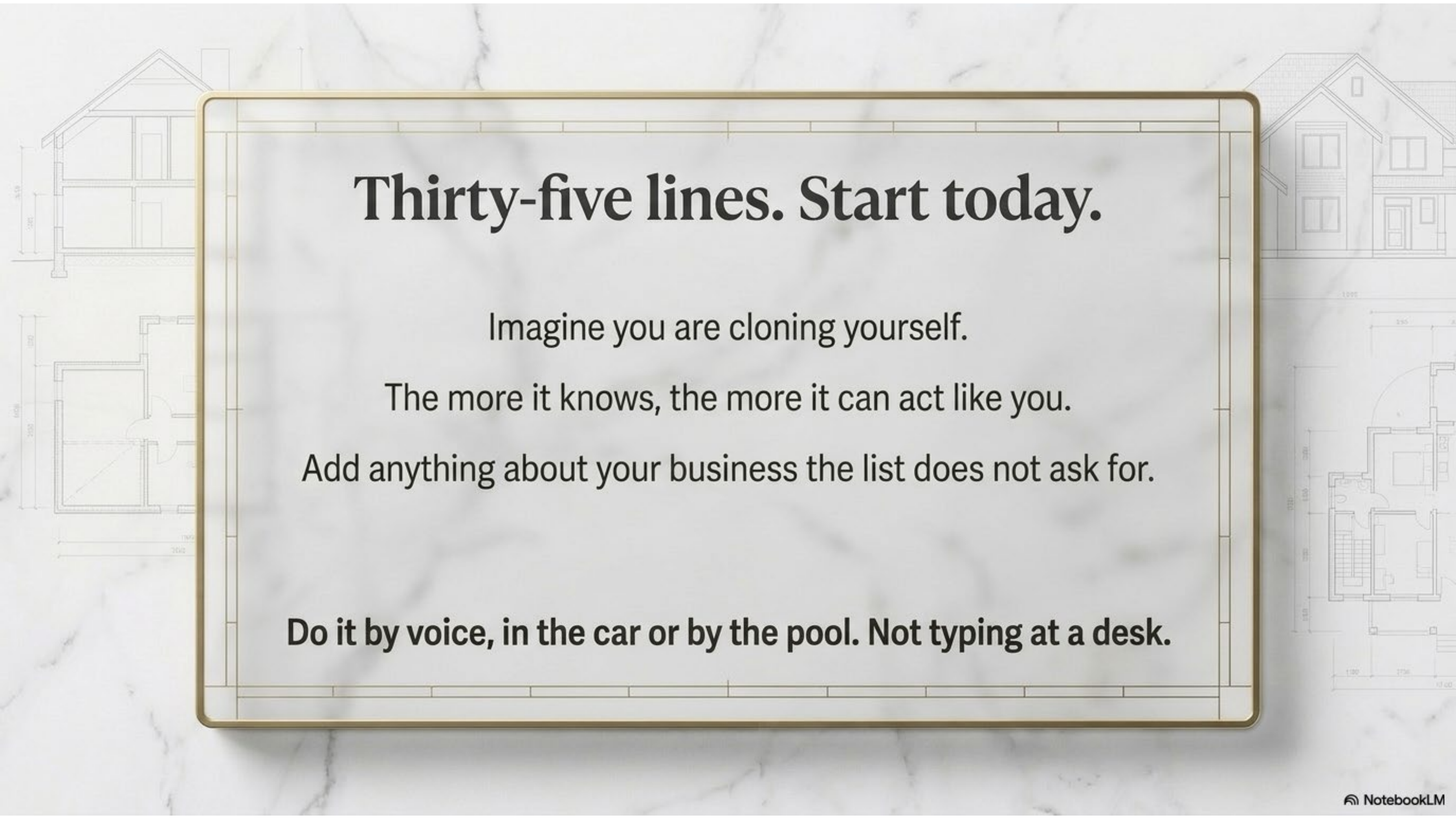
- It read every lesson while I slept.
- Transcripts, notes, and the downloads.
- Sorted into must watch, skim, and skip.

I read the summary at the pool in an hour.



It is slow, and it uses your capacity.

So give it the big jobs at bedtime.
Wake up and it is done.



Thirty-five lines. Start today.

Imagine you are cloning yourself.

The more it knows, the more it can act like you.

Add anything about your business the list does not ask for.

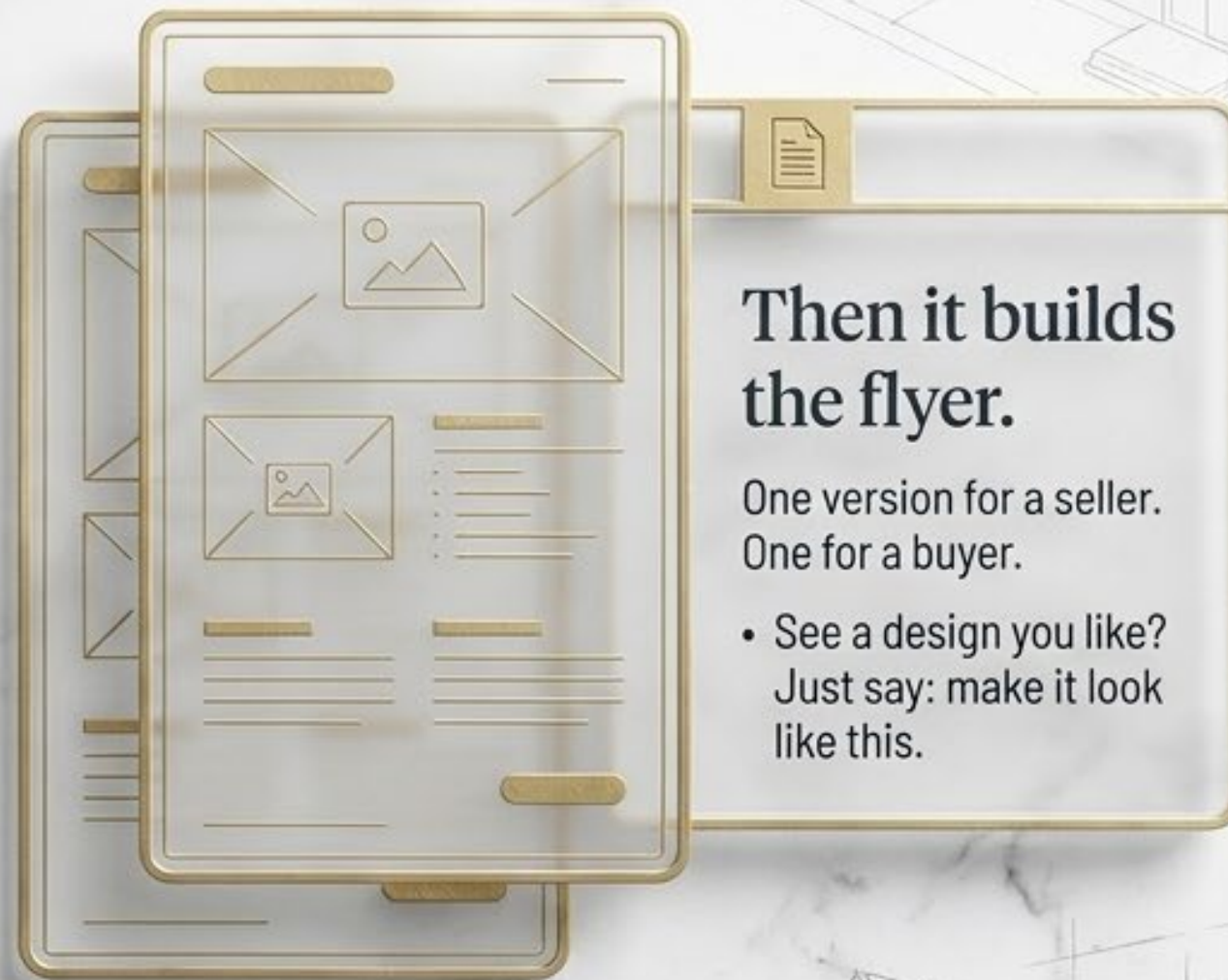
Do it by voice, in the car or by the pool. Not typing at a desk.



Teach it your method once.

Tell it how you comp: your radius, your square-footage band, the block where the neighborhood changes.

- It turns that conversation into a reusable playbook.
- Next time, you do not explain it again.



Then it builds the flyer.

One version for a seller.
One for a buyer.

- See a design you like?
Just say: make it look like this.

Two problems in this room.

You are posting, and it is not turning into business.

You are not posting, because you do not have the time.

I used to pay someone three thousand a month for this.



Teach what
you know



Show your
habits



Drop the
highlight reel



Tell your
story, again

You get tired of your story long before your audience does.

Five new conversations a day.

[New followers]

[Story viewers]

[Commenters]

[Likers]

[Past leads]

Have you messaged every single one of your followers? Neither had I.

Thanks for the follow. Are you here for the content, or are you thinking about buying or selling in the next six months?

Then you are just having a conversation.



```
graph LR; A[A rule changed] --- B[A text to your sphere]; B --- C[An email to your list]; C --- D[A carousel]; D --- E[Posted];
```

A rule
changed

A text to
your
sphere

An email
to your list

A carousel

Posted

One line in a morning brief I did not write



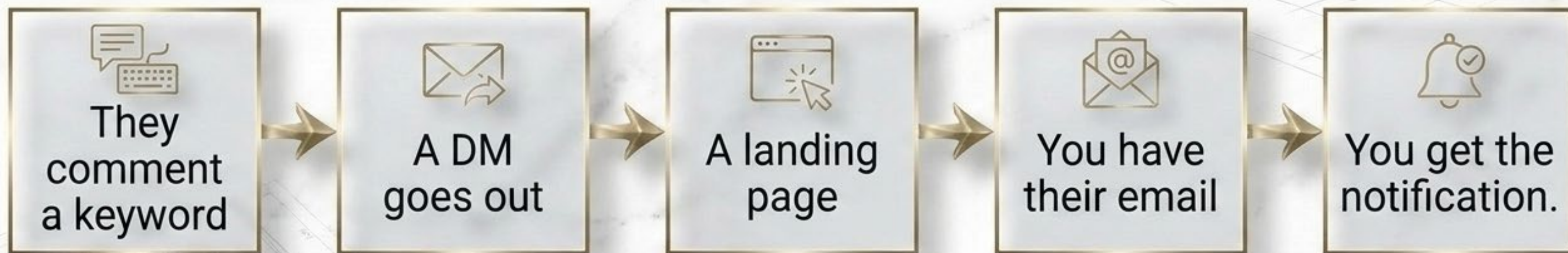
**Five takes in the car.
One finished video.**

It cuts the bad takes.

It adds the captions and the zooms.

It writes the post.

The editing was never the value. You were.



I described what I wanted. It walked me through building it.



It hands you the list, and the message.

It sees who
engaged
with you
today.



It tells you
who they are
and why they
matter.



It writes
the opener.
You send it.

(Note: It never sends anything. That part stays yours.)

The arbitrage

An example. Plug in your own numbers.

\$100,000 a year. 50 hours a week.

Your hour is worth about \$38.

\$20 a month

10 hours back a week

**About 46 cents
an hour**

\$125 a month

10 hours back a week

**About \$2.88 an
hour**

\$250 a month

10 hours back a week

**About \$5.77 an
hour**

Even at the top plan, you are buying an hour for under six dollars and reselling it for thirty-eight.