



— THE 1 → 7 SYSTEM

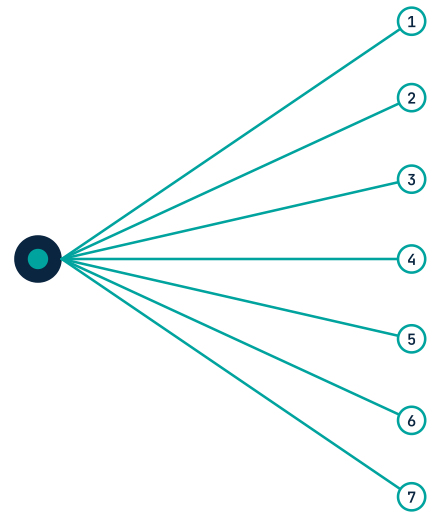
The Content Multiplier.

One listing. Seven pieces of content. Under five minutes.



One property. One workflow. Seven channel-ready assets — written in your voice, ready to ship before your coffee gets cold.

Multiply your output without diluting your sound.



ONE LISTING — SEVEN ASSETS



SYSTEM

ONE INPUT, SEVEN OUTPUTS

One listing. *Seven channels.*

PREREQ

Run all of these prompts inside your *Claude Project* so your voice profile is always active.

INPUT · 01

One *listing.*

ADDRESS

[paste address]

SPECS

beds · baths · sqft

KEY FEATURES

3-5 standout details

NEIGHBORHOOD

lifestyle · vibe

PRICE

list price · range

TARGET BUYER

who this is for

01 MLS Description

250 words, lifestyle-led, specs woven in.

ZILLOW · REALTOR.COM · MLS

02 Instagram Caption

Lifestyle hook, under 150 words, ends with a question.

INSTAGRAM FEED

03 Facebook Post

Neighborhood-story angle. Conversational. Slightly longer.

FACEBOOK

04 Email to Database

Personal and warm, not salesy. 150-200 words.

CRM DRIP

05 Text Message

2-3 sentences max. Casual. Direct. No fluff.

WARM LEADS

06 Neighborhood Story

3 sentences capturing what it feels like to live there.

EVERYWHERE

07 Open House Invitation

Date, time, and one compelling reason to actually show up.

TEXT · EMAIL · SOCIAL



COPY PASTE EACH INTO YOUR CLAUDE PROJECT

Seven prompts. *One workflow.*

PREREQ

Run all of these inside your *Claude Project* so your voice profile is always active.

01 MLS DESCRIPTION

mls.txt

You are a real estate copywriter. Property details: *[paste details]*. Write a 250-word MLS description that opens with a lifestyle statement, covers the key features naturally, and closes with a neighborhood hook. *My voice profile is saved in my project documents – use it for everything you write.*

02 INSTAGRAM CAPTION

instagram.txt

Write an Instagram caption for this listing: *[paste MLS description]*. Lead with a lifestyle hook, keep it under 150 words, end with a question that invites comments. *My voice profile is saved in my project documents – use it for everything you write.*

03 FACEBOOK POST

facebook.txt

Write a Facebook post for this listing: *[paste details]*. Take a neighborhood story angle – what kind of life does someone live here? Conversational, slightly longer than Instagram. *My voice profile is saved in my project documents – use it for everything you write.*

04 EMAIL TO DATABASE

email.txt

Write a listing announcement email to my database for this property: *[paste details]*. Personal and warm, not a flyer. 150-200 words. End with a soft CTA to reach out if they know anyone. *My voice profile is saved in my project documents – use it for everything you write.*

05 TEXT MESSAGE

text.txt

Write a 2-3 sentence text message about this new listing for warm leads who are actively looking: *[paste details]*. Casual and direct. No emojis. *My voice profile is saved in my project documents – use it for everything you write.*

06 NEIGHBORHOOD STORY

neighborhood.txt

Write 3 sentences that capture what it actually feels like to live in *[neighborhood]*. Focus on lifestyle – Sunday mornings, walkability, community feel. No statistics. *My voice profile is saved in my project documents – use it for everything you write.*

07 OPEN HOUSE INVITATION

openhouse.txt

Write a short open house invitation for *[address]* on *[date]* at *[time]*. One compelling reason to show up beyond just seeing the house. Works for text, email, and social. *My voice profile is saved in my project documents – use it for everything you write.*

END OF GUIDE

One workflow. *Seven channels.*

Run the input through prompts 01-07 inside your Claude Project. You'll have a full week of content before your coffee gets cold.

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Part of the AI Advantage resource suite.