



Matt Mayo
MORTGAGE MAYO

AI ADVANTAGE SERIES

— THE FRIDAY 15

The Weekly AI Workflow.

15 minutes a week. Every piece of content you need. Done.



Three five-minute blocks. One Claude Project. A full week of content shipped before your inbox catches up with you.

Cadence beats heroics. Show up weekly, win the year.



● 3 × 5 MIN

CREATED BY MATT MAYO
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15:00
PER WEEK · ALL YEAR

**USE** 15 MINUTES · 3 BLOCKS · 1 PROJECT

Show up weekly. *Win the year.*

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

01 The Friday 15.

THREE 5-MIN BLOCKS

5 MIN

BLOCK 01

Batch your listing content.

Open your Claude Project. Paste your listing details and run the Content Multiplier prompt. Get your MLS description, social captions, email, and text message in one shot.

WHAT YOU GET

A full week of listing content, done.

5 MIN

BLOCK 02

Write your market update email.

Grab 3–4 local stats from your MLS. Paste them into your market update prompt inside your Claude Project.

WHAT YOU GET

A ready-to-send email your database actually reads.

5 MIN

BLOCK 03

Write and schedule 3 social captions.

Run your social caption prompt for the week's listings or a market insight inside your Claude Project. Schedule them in your tool of choice.

WHAT YOU GET

Your social presence handled before the weekend.

12.5 hrs.*15 minutes a week is 12.5 hours of content created per year. At your hourly rate, that's money back in your pocket.*

02 Which tool for *what*.

CLAUDE · CHATGPT · PERPLEXITY

Heads up — all three tools have a strong deep-research feature. Use whichever you're already in when you need current market data, neighborhood stats, or comp summaries.

Claude.

claude.ai**BEST FOR**

- Writing in your voice — long-form, listings, email sequences
- Analyzing your writing style for nuance
- Building & storing your voice profile in a Project
- Everything in this resource suite

ChatGPT.

chatgpt.com**BEST FOR**

- Voice interviews — Prompt 1 of Clone Your Voice in voice mode
- Quick brainstorms & drafting when you want options fast
- Image & flyer generation
- Infographic creation

Perplexity.

perplexity.ai**BEST FOR**

- Fast web search with cited sources
- Current news & market updates
- Quick fact-checking without leaving the browser
- Sanity-checking numbers before you publish