

THE PLAN

Your 12-Week *Run.*

One focus per week, so you roll the system out at a sustainable pace instead of all at once. In the back half you craft each amplifier, then launch it.

ALWAYS ON From **Week 2**, Clara works your sphere every day and GEO posts blogs twice a week, both on their own. From **Week 5**, Origin audits your brand every week. You never have to remember any of it.

- 1 **SET UP** Install Clara, GEO, and Origin. Join the community.
- 2 **BUILD** Start running Clara daily and get on your first coaching call. GEO begins posting blogs on its own.
- 3 **BUILD** Finish your 3Ps: niche, offer, and mechanism.
- 4 **BUILD** Update your online profiles and launch your brand from Origin.
- 5 **BUILD** Build your perfect week. Origin starts its weekly brand audit.
- 6 **CRAFT** Craft your website messaging.
- 7 **LAUNCH** Launch your personal website.
- 8 **LAUNCH** Host and launch your 5-star review system, then request a review every Friday.
- 9 **CRAFT** Write your VSL script and shoot your video.
- 10 **LAUNCH** Launch your listing appointment VSL.
- 11 **CRAFT** Craft your niche email messaging.
- 12 **LAUNCH** Launch email marketing for your niche.

FOR REAL ESTATE AGENTS

The Always-On System *Roadmap.*

Sixteen steps from day one to a business that markets itself. Install the three systems, build your foundation with coaching, let the system run on its own, then add the amplifiers that scale it.

01 Install the *System.*

SET UP · DONE ONCE



01 Install Clara AI

Your sphere manager. Clara installs on your phone, syncs with Follow Up Boss, and works your database for you.



02 Install GEO

Your generative engine optimization employee. GEO connects to your site so AI search starts citing you.



03 Install Origin

Your brand engine. Origin learns your voice, then builds and maintains your online brand so it sounds like you.



04 Join YourInnerCirql.com

Your community. Wins, questions, call replays, and the agents running the same system you are.

02 Build the *Foundation.*

BUILD · WITH COACHING



05 Coaching Call & Workshop

Get on the standing Wednesday call. We fix sticking points and work the system together, live.



06 Craft Your Niche, Offer, Mechanism (3Ps)

The three decisions everything else is built on. Who you serve, what you offer, and how it works.



07 Update Online Profiles with the 3Ps

Push the 3Ps to every public profile. Google, Zillow, Realtor.com, and socials all say the same thing.



08 Brand Launch from Origin

Origin publishes your brand. Your story, positioning, and presence go live in your voice.



09 Build Your Perfect Week

Time-block the week that makes the system run. Lead-gen, appointments, and your ten minutes with Clara each get a spot on the calendar.

THE SYSTEM, RUNNING

Run it. Then *scale it.*

Phase 3 is what your business does every week without you. Phase 4 is what you launch to amplify it, once each, when you are ready.

03 Always *On.*

RUN · WORKS ON ITS OWN



10 Work with Clara Daily

Ten minutes a day. Clara works your sphere, you approve and go. The habit that compounds.



11 GEO Posts Blogs Twice a Week

Two posts a week, written to get you cited by AI search. You never touch a keyboard.



12 Origin Audits Your Brand Weekly

A weekly audit checks your brand everywhere it lives and fixes drift before anyone notices.

04 Launch the *Amplifiers.*

SCALE · ONE AT A TIME



13 Launch Your Personal Website

Your home base, not the brokerage's. A site that turns visitors into appointments and gives Clara, GEO, and Origin one place to send everyone.



14 Launch Your 5-Star Review System

Every closing becomes public proof. An automatic ask fills your Google profile with reviews while you are on to the next deal.



15 Launch Your Listing Appointment Engine

One short VSL does the pre-selling. Sellers watch, warm up, and show up to the appointment ready to sign.



16 Launch Email Marketing for Your Niche

One email a week to the niche from your 3Ps. You stay top of mind with the exact people you want to work with.

THE ONE RULE

Install once. Show up Wednesdays. *The system does the rest.*