

FOR REAL ESTATE AGENTS

Set Up Claude Pro.



Your content engine, done right.

Claude Pro writes your GEO blog content in minutes, in your voice. Set up wrong, it sounds like generic AI. Set up right, it sounds like **you** and compounds into AI citations. Most agents stop at a free account and miss the part that matters. Here is the right way. Every link is clickable.

01 Create your account

Go to claude.ai and sign up with Google or your email.

WHY This is your AI workspace. One login for everything that follows.

02 Upgrade to Pro DO NOT SKIP

Open Settings, then Billing, and upgrade to Pro (\$20/mo). claude.ai/settings/billing

WHY IT MATTERS Free runs out of messages fast and locks you out of the best models and Projects. Pro is the difference between a toy and a content engine.

03 Switch on the best model

In the model menu at the top, pick the **most capable model**, not the default fast one.

WHY IT MATTERS The top model writes the most natural, GEO-ready content. The wrong model is the number one reason agents get mediocre output.

04 Create a Project DO NOT SKIP

Open Projects and create one called **My GEO Blog**. claude.ai/projects

WHY IT MATTERS A Project remembers your voice, market, and specialty across every chat, so you never re-explain yourself. This is the step almost everyone skips.

05 Load your brand into the Project DO NOT SKIP

Paste your bio, your market, your specialty, your entity statement, and a few samples of your writing into the Project knowledge.

WHY IT MATTERS This is how Claude writes in **your** voice instead of generic AI. Skip it and your blog reads like everyone else's.

06 Get the apps

Install the desktop and mobile app so Claude is one click away. claude.ai/download

WHY IT MATTERS Easy access is what makes the daily content habit actually stick.

07 Write your first post

Inside your Project, ask Claude to draft a **GEO blog post** that answers a real buyer question for your market.

WHY IT MATTERS This is the payoff. Every post you publish becomes a new chance for AI to cite you by name.



WHY YOU CANNOT SKIP THIS

Claude Pro is the engine. The **upgrade, the Project, and your voice** are what make it yours. Get those three right and every post sounds like you and works while you sleep.