



STOP BEING THE BEST-KEPT SECRET IN YOUR MARKET

THE LOCAL AUTHORITY BLUEPRINT (GET KNOWN, GET TRUSTED, GET CHOSEN)

If you're good at your job but not getting consistent clients, this is why and what to do next.

The Problem (What's Really Happening)

Most agents aren't losing because of skill. They're losing because the market doesn't see proof.

In 2026, consumers are cautious. Buyer confidence is shaky, sellers are unsure, and people want an agent who feels:

- consistent
- credible
- local
- clear

If you're not showing up with proof weekly, you become invisible—even if you're excellent.

This guide fixes that by turning you into the agent people mention before they need you.

The Local Authority Blueprint (4 Parts)

1) Pick Your "Local Lane"

Goal: Be known for something specific in your area.

Choose 1 lane:

- First-time buyers in [City]
- Move-up families in [Neighborhood]
- Luxury / custom build guidance
- Downsizers / relocations
- Investor strategy

Example positioning lines:

- "I help Charlotte move-up buyers buy smart even when rates are weird."
- "I help sellers net more by using prep + marketing systems, not just pricing."

AI Prompt:

Act as a real estate brand strategist. Based on my market [CITY] and my strengths [LIST], write 10 positioning statements that make me sound like the obvious local expert. Keep them simple and confident.

2) Run the Weekly Proof System (Your Market Presence)

Goal: Show up weekly with “authority content” that builds trust.

Your weekly proof system includes:

A) 1 Market Proof Post (weekly)

Examples:

- “What \$500k buys in [Neighborhood] right now”
- “3 things buyers are negotiating again in 2026”
- “Why inventory isn’t surging—and what that means for sellers”

B) 1 Local Proof Post (weekly)

Examples:

- “Best schools + neighborhoods for [type of buyer]”
- “Weekend guide: [City] events”
- “Neighborhood spotlight”

C) 1 Process Proof Post (weekly)

Examples:

- “What happens after you go under contract”
- “Inspection negotiation playbook”
- “How we price homes to create demand”

AI Prompt:

Act as my real estate content director. Create a 4-week schedule (3 posts/week) using Market Proof, Local Proof, and Process Proof. Include titles, caption outlines, and a CTA for each post.

3) The “Top-of-Mind” Follow-Up Loop

Goal: Stay relevant without being annoying.

Weekly rhythm that works:

- 1 short email (market insight + 1 CTA)
- 3–5 story posts
- 10 personal touches (text/DM) using a simple script

Copy/paste personal touch:

“Hey [Name]—quick question: are you still planning to stay put next year, or is a move still on the table?”

AI Prompt:

Act as a follow-up strategist. Write 12 weekly nurture messages I can rotate (text + email). Make them value-based, local, and designed to spark replies—not just “check in.”

4) Convert Attention into Leads (Simple Lead Magnet System)

Goal: Don't just post, capture.

Pick ONE lead magnet: (These are examples)

- "Seller Net Sheet Worksheet"
- "2026 Buyer Game Plan"
- "What Your Home Could Sell For" guide
- "Relocation Checklist"
- "Downsizing Plan"

CTA examples:

- "DM me NET and I'll send it."
- "Comment PLAN and I'll message you the guide."
- "Want the checklist? I'll send it—just reply YES."

AI Prompt:

Act as a funnel builder. Create 5 lead magnet ideas for my niche in [CITY], plus the CTA wording for Reels, Stories, and Carousels. Include the first DM message I should send after someone requests it.

The 30-Day Authority Sprint (So Simple Anyone Can Do It)

Week 1: Lane + Proof

- Choose lane
- Post 1 market proof + 1 local proof + 1 process proof

Week 2: Visibility + Conversation

- 5 stories with polls
- 10 personal touches
- 1 lead magnet CTA post

Week 3: Trust + Proof Library

- Create 3 saved templates
- Post 2 client stories / lessons learned
- Run a "question box" story

Week 4: Capture + Convert

- Repeat proof posts
- Push consult CTA (two-time close)
- Follow-up cadence on all engaged people

Key Performance Indicators

- 3 proof posts/week
- 5 story touches/week
- 10 personal touches/week
- 1 lead magnet CTA/week
- 1-2 consults/week