

One listing. A clear plan.

Let's make your next piece of marketing mean something.

THE FREE WORKING KIT

Pick a useful question. Make one good asset. Check what happens. Use what you learn.

A practical guide from Edward Suriel

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Okay. Let's make this listing make sense.

I built this to help you stop staring at a listing wondering what to say. We'll choose one useful question, make one piece of marketing, and check what happens.

You bring the listing. I'll give you the steps.

01 Check the facts

02 Pick the point

03 Make the asset

04 Check it

05 Count the result

06 Use the lesson

EDDIE NOTE

Use the browser worksheet or write in this guide. Want AI help? Copy a prompt from pages 11-15 and add your facts. AI is optional. You choose what gets published.

No App or purchase needed. Keep private client details out.

01

First, what's true?

Start with a listing you have permission to market. Check the details before you write.

What do you need this campaign to do?

Example: help people understand the outdoor layout.

Which listing, and what facts will you use?

Check status, features, and any price you plan to mention.

Where did you check? When?

Write your approved listing record or source, plus the date.

EDDIE NOTE

If you cannot check a detail, leave it out or mark it as a question. A confident AI answer is not proof.

DONE WHEN

Your useful facts are checked and your sources are recorded.

02

Pick the point.

Give this campaign one clear job. You can answer another question in the next campaign.

What question are you helping someone answer?

Example: how does the patio connect to the home?

What do you want them to do next?

Example: click through to the full listing details.

Where will you share it? What will you make?

Example: a three-slide Instagram carousel.

What will you say? Where does the link go?

Write one main message and the actual destination.

EDDIE NOTE

Choose a property question or a real need. Do not guess who belongs in a neighborhood based on personal traits.

DONE WHEN

You have one question, one message, one channel, and one next step.

03

Now make the thing.

Write the copy. Add the right visuals. Make the next step easy to find.

OPEN	Name the useful question.
SHOW	Answer it with checked facts.
NEXT	Tell them where to go.

Draft your asset here.

Include the full caption, script, or every slide. Add your CTA: the action you ask them to take.

Which approved photos or design will you use?

Use your real asset or production reference, not just an idea.

DONE WHEN
Your copy and creative are ready for the channel you chose.

04

Give it one good check.

Before you hit publish, review the full piece - copy, visuals, link, and approvals.

- [ ] The facts match the current listing.
- [ ] I have permission to use the listing and images.
- [ ] Required brokerage review and disclosures are complete.
- [ ] The copy and visuals work on the chosen channel.
- [ ] I checked the text size on a phone.
- [ ] The link opens the right page.

Who will publish it, where, and when?

Use your normal approved publishing process.

EDDIE NOTE

A beautiful post with a broken link creates extra work for the person trying to take the next step. Test the link.

DONE WHEN

The asset, approvals, link, and publishing plan are ready.

05

What are we counting?

Pick a number that matches the job you gave this campaign.

VIEWS

Exposure to content

CLICKS

Action on a link

INQUIRIES

A person asks for help

What number? Where will you find it?

Example: clicks on the campaign link, from the actual tracking report.

What will you compare it with?

Use a similar past campaign, or write: no baseline yet.

When will you check? What result guides your next move?

Write a date and a target or decision rule. Test tracking first.

EDDIE NOTE

Views, clicks, and inquiries are different. Blank means unmeasured. Zero means you checked and found zero. Claim sales only when you have evidence.

DONE WHEN

You know what to count, where to find it, and when to review.

06

So, what happened?

Come back after publishing. Use what actually happened to choose the next move.

Where and when did you publish?

Record the actual post or publishing reference and date.

What result did you observe?

Value, units, source, and dates. If tracking failed, say so.

What does that tell you?

Name what the evidence supports and what is still unclear.

What will you keep or change next time?

Choose one specific change to bring into the next campaign.

EDDIE NOTE

Zero is useful information. Look at the goal, message, link, and tracking before deciding what to change. A result is a clue, not a full explanation.

DONE WHEN

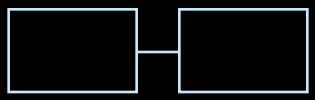
You recorded a real result and one lesson for the next cycle.

EX

Here's how it connects.

This is an invented listing example. The drawings below are layout sketches, not property photos.

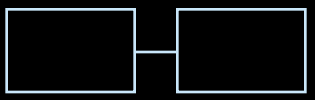
01



THE QUESTION

How do these spaces connect?

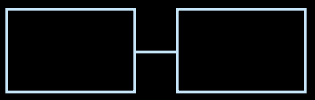
02



THE FACT

Kitchen and covered rear patio.

03



THE NEXT STEP

View the full listing details.

THE CAPTION

The photos show the connection between the kitchen and covered rear patio. Explore the full listing details to see the rest of the layout.

BEFORE YOU USE THIS

Replace the sketches with matching authorized photos. Check the facts, add required brokerage details, and insert the real listing link before publishing.

Measure: tracked listing-link clicks over a chosen seven-day window after publication. No past baseline? Use this cycle to establish one.

Results: not recorded. This example claims no clicks, leads, or sales.

07

A week with a plan.

Use this as a suggested sequence. Adjust the dates to your review and publishing process.

1. **Check the facts**
   Get your listing details and permissions.

2. **Pick the point**
   Choose the question, message, and next step.

3. **Make the asset**
   Write the copy and assemble the creative.

4. **Check the whole piece**
   Review, approve, and test the link.

5. **Publish when ready**
   Save the real post reference and date.

6. **Watch the tracking**
   Capture useful questions and spot missing data.

7. **Review and choose a change**
   If the review window is not over, set a later date.

Seven days is a working map. It is not a promise of seven posts or results.

01

Check my facts.

Copy this into your AI tool. Add your real inputs. Keep private client details out.

COPY THIS

Check my listing facts against the sources I provide. Sort them into: checked facts, missing details, and assumptions. Suggest useful questions someone may have about the property. Do not invent features, location claims, availability, or prices. If you cannot open a source, say so. Do not target people by protected personal traits. Ask for needed facts before writing.

ADD YOUR INPUTS

Listing facts + current status

Sources + dates checked

Question you want to answer

DONE WHEN

Check the answer. Fill gaps. You decide what to keep.

02

Help me pick a direction.

Copy this into your AI tool. Add your real inputs. Keep private client details out.

COPY THIS

Help me choose one useful question, one campaign goal, one message, one channel, and one next step. Use only my checked facts. Give two possible directions and explain the difference. Let me choose. Show any missing evidence. Keep views, link clicks, inquiries, and sales separate.

ADD YOUR INPUTS

Checked facts + audience question

Goal + channel + destination

Constraints or approvals

DONE WHEN

Check the answer. Fill gaps. You decide what to keep.

03

Help me make one asset.

Copy this into your AI tool. Add your real inputs. Keep private client details out.

COPY THIS

Make one complete asset for my chosen channel and plan. Include the opening line, full copy or script, visual directions, and next step. Leave clear fields for any required brokerage details. Use only my checked facts. Tell me if a photo, link, or required detail is missing. Do not call the asset approved or published.

ADD YOUR INPUTS

Brief + checked facts

Channel + format + brand voice

Approved visuals + destination + brokerage rules

DONE WHEN

Check the answer. Fill gaps. You decide what to keep.

04

Give this a careful review.

Copy this into your AI tool. Add your real inputs. Keep private client details out.

COPY THIS

Review this asset against my plan and checked facts. Point out unsupported claims, confusing wording, channel-format problems, missing or broken next-step requirements, and approval questions. Suggest specific changes. Do not certify legal compliance or give brokerage approval. Tell me what a person must check. End with READY FOR HUMAN REVIEW or REVISE and explain why.

ADD YOUR INPUTS

Brief + facts + sources

Full asset + visuals + destination

Known permissions + approval requirements

DONE WHEN

Check the answer. Fill gaps. You decide what to keep.

05

What can we learn?

Copy this into your AI tool. Add your real inputs. Keep private client details out.

COPY THIS

Compare the real result with my goal, starting point, target, and dates. Keep what I made, what happened, and any measured effort separate. Explain tracking limits and possible reasons without claiming causation. Suggest one change for my next campaign and one thing to keep. If there is too little evidence, tell me what to collect. Do not promise better results or rewrite my brand rules automatically.

ADD YOUR INPUTS

Goal + output + metric definition

Baseline + target + real result + dates

Tracking limits + feedback + measured effort (optional)

DONE WHEN

Check the answer. Fill gaps. You decide what to keep.

You've got something to use.

A checked idea. A useful asset.
A clear next step. A way to learn.

READY
Need, facts, plan, asset, checks, and measurement are complete.

PUBLISHED + REVIEWED
You published and captured a real result.

NEXT CYCLE
You start again using something you learned.

Want to run this across more of your marketing? The Marketing Agent Playbook being built teaches the broader method.

Explore the Playbook: smseddie.com/playbook/

Keep using this Kit if it meets your need. No further purchase required. Templates are separate; the App is optional.