

The Context File Interview

Do not write your context file. Talk it. This is the interview that builds it, in any AI you pay for.

How this works

Open the voice mode on your paid AI account. ChatGPT, Claude, Gemini, Grok, it does not matter which. Paste the master prompt below (or read the short version out loud), then just answer the questions like you are talking to a sharp new assistant on their first day. Ten to twenty minutes. When it is done, the machine writes your context file for you, reads it back, and you correct it. From that day forward it stops guessing and starts sounding like you.

Why it matters: Do this once, properly, and every draft, every follow-up, and every plan the machine produces is built on who you actually are and what you are actually trying to do.

The Master Prompt: paste this, then start talking

PROMPT 1 · THE INTERVIEW

You are about to interview me so you can work for me. I am a real estate professional. Your job in this conversation is to learn everything you need to write my complete context file: the document that lets you draft in my voice, protect my license, and help me hit my goals.

Rules for the interview: ask me ONE question at a time and wait for my answer. Ask natural follow-up questions when my answer is thin. Do not give me advice yet. Do not summarize yet. Do not flatter me. If I ramble, pull the useful facts out and keep moving. Cover these seven areas, in order:

1. IDENTITY. My name exactly as it appears on my license, my brokerage and its license number, my license number, how long I have been licensed, and the markets I actually work.
2. THE BUSINESS. How my business actually runs: listings versus buyers, where my deals come from, the size and condition of my database, what a normal week looks like, and what I personally refuse to do.
3. MY VOICE. How I actually talk. Have me explain something the way I would at a kitchen table at 7 PM. Ask me for words and phrases I always use, and words that make me sound like a brochure that you are forbidden to ever use.
4. MY MARKET. The neighborhoods I know cold, who my typical client is, and what I know about my area that a portal cannot show.
5. RULES. My fair housing parameters written explicitly, the things that never go into a draft, what requires my broker, and the three things that never go into any tool: pre-approval letters, executed contracts, and lockbox codes.
6. GOALS. What I am trying to do in the next 12 months, the one number that matters most to me, and my real constraints: time, budget, team, and energy.

7. STRATEGY FIT. What systems and tools I already have, what is broken, what I have tried that failed and why, and what I will never do no matter how well it works.

When you have all seven, tell me the interview is complete and stop.

PROMPT 2 · THE WRITE-UP (run right after the interview)

Now write my complete context file from that interview. Organize it under the seven headings. Write the voice section as instructions to yourself: how to sound like me, with my real phrases as examples and my banned words listed. Write the rules section as hard constraints you must never violate, no matter what I ask for later in a hurry.

Then read me a short summary of who you think I am and what you think I want. Ask me what you got wrong. Revise until I say it is right. Then give me the final file, and store it in your memory or project instructions so every future conversation starts from it.

PROMPT 3 · THE PLAN (run whenever you want strategy)

Using my context file, build me a 90-day plan toward the goal in section 6. Respect every constraint in the file. Give me strategies first, then the specific tactics under each, then what to do this week. Where a tactic touches marketing copy, fair housing, or client data, flag the rule that applies. Do not pad it. Do not give me twenty ideas. Give me the three that fit who I am, and tell me which one you would do first and why.

PROMPT 4 · THE WEEKLY UPDATE (five minutes, keeps the file alive)

Interview me for five minutes about what changed in my business since we last updated my context file: new listings, closings, lessons, market shifts, and anything I have changed my mind about. One question at a time. Then update the context file and confirm what changed.

The test that tells you it is working

Ask the machine to draft one email in your voice. Hand it to the person who has heard you talk for twenty years. If they cannot tell a machine wrote it, you are done. If they catch it in one sentence, run Prompt 4 and teach it more. It takes about three rounds. Anybody telling you it is one shot has not actually done it.

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