

EVOLVE OR EVAPORATE

Your Leadership Action Guide

“All truth passes through three stages. First, it is ridiculed. Second, it is violently opposed. Third, it is accepted as being self-evident.”

— Arthur Schopenhauer

That quote describes exactly where AI sits in real estate leadership right now. And here is the opportunity: the leaders in this room who move first will not just win. They will set the standard that every leader who comes after them will be measured against.

“Leaders who serve get forgotten. Leaders who inspire, provide value, and create an amazing experience get recruited, quoted, and live on forever.”

— Terry Watson, CSP

THE EXPERIENCE ECONOMY

You have a window of time in this role that most people never fully use. Everything in this guide is designed to help you squeeze every drop of opportunity out of your leadership experience — to be more effective, face less resistance, and build something that improves the quality of your members' lives long after you have passed the gavel. It starts here: your members do not want more services. They want to feel something. They want a story they can tell. The leaders who understand this will grow, advance, and get picked for higher leadership opportunities. The ones who do not will never tap their full potential.

The Three-Thing Rule: What Makes a Meeting Feel Worth Their Time

Research and experience confirm what most leaders already sense: the majority of people do not leave a meeting feeling it was valuable unless they learned at least three new things. Not one. Not two. Three.

One insight can feel like a coincidence. Two feels like a decent use of time. Three tells the brain: I got something real today. I made a good decision by showing up. That is the threshold between a meeting your members tolerate and one they promote.

Before every meeting, ask yourself: What are the three things attendees will walk out with that they did not have when they walked in? This single question, asked consistently, will transform how your members talk about you — and how they show up. Because if they cannot name three, that is a perfectly good reason they will not come back — and they will make sure to tell everyone else the same.

Real-World Proof: People Pay More for an Experience

DISNEY

Disney does not sell theme park tickets. They sell the feeling of being inside a story. Every cast member, every detail, every surprise is engineered to make you feel something you cannot get anywhere else. People plan for years, spend thousands, and come back again — not for the rides, but for the experience.

COSTCO

Costco makes people pay just to walk in the door — and members do it happily, year after year. Here is what most people do not know: Costco makes almost nothing on the products it sells. The margins are razor thin by design. The real profit — the money that runs the entire operation — comes almost entirely from paid memberships. The experience, the treasure hunt, the feeling that your membership pays for itself many times over — that is what keeps people renewing year after year without hesitation. Members do not just shop at Costco. They belong to it. That is what your association must become.

PAPI STEAK + LAMBERT'S CAFE

A \$1,000 steak in a “beef case” with dry ice and a branding iron — 300 sold in one Super Bowl weekend. Lambert's Cafe throws rolls, and people travel from other countries for it. The product is average. The experience is unforgettable. That is the entire point.

REALTORS® CRAVE TWO THINGS: COMMUNITY & PROFITABILITY

Think about the full potential of what your leadership could mean. Not just for the people in the room right now, but for every REALTOR® who will carry what they learn from you into every deal, every client conversation, and every career decision they make for years to come. That kind of impact is only possible when your members are profitable. A REALTOR® who is not profitable does not stay and push through it. They get out. They leave the industry, let their membership lapse, and take their potential somewhere else. Your leadership has the power to prevent that.

Profitability is not a perk of membership. It is the foundation that makes everything else possible. And to be clear, not every meeting, every event, or every conversation needs to be about making more money. Community matters. Recognition matters. Connection matters. But underneath all of it, your members need to be able to look their spouse, their kids, and their closest friends in the eye and say: this career is worth it. This association is worth it. The time I invest, the dues I pay, the weekends I give up — it is all worth it. Your job as a leader is to give them the proof that makes that conversation easy. Every leader who has ever created a lasting legacy did it by making the people around them more capable, more confident, and more successful. When you do that consistently, you do not just retain members. You produce professionals who stay in the business, grow their careers, and tell everyone they know that your leadership changed the trajectory of their life.

Here is something most leaders never say out loud, but every experienced professional knows is true: ethics and professionalism matter deeply in this industry. The REALTOR® Code of Ethics is one of the most respected standards in any profession. But here is the reality nobody wants to talk about — desperate people are more likely to do desperate things. Not because they are bad people. Not because they lack integrity. But because financial pressure changes decision-making in ways that even good people do not always see coming. An agent who cannot pay their bills, cannot close a deal, and cannot see a way forward is far more likely to make choices they would never make from a position of strength. Keeping your members profitable is one of the most powerful things you can do to protect the ethics and professionalism of this industry. You are not just building careers. You are protecting the integrity of the profession.

The Power of Community: What Harley, Jeep, and Sports Teams Know

Harley-Davidson riders do not just buy motorcycles — they join a brotherhood. Jeep owners wave at each other on the road. Sports fans paint their faces, travel across the country, and organize their weekends around their team. None of that is about the product. It is about belonging to something bigger than yourself.

Your association has the same opportunity. When your REALTORS® feel that connection — when they brag about belonging — retention goes up, referrals go up, and your events sell out. The leaders who build genuine community do not just fill seats. They create movements that outlast their tenure. Community is not a soft goal. It is the foundation of a legacy.

WHAT MEMBERSHIP CRAVES

- A community they are proud to belong to
- Tools and training that make them more profitable
- Proof that their dues produce real business results
- Connection, recognition, and memorable moments
- A leader who is in the trenches alongside them
- Experiences that give them a competitive edge
- A tribe with shared identity and shared wins

WHAT IS COSTING YOU MEMBERS

- Treating membership like a transaction, not an investment
- Providing services that do not connect to income
- Communicating only when you need something from them
- Running the same meeting format every year
- Hiding your work behind closed doors
- Assuming members know how hard you work for them
- Forgetting that when they stop being profitable, they leave

REWRITE YOUR BIO AND STAGE INTRODUCTION TODAY

⚠ DO THIS BEFORE YOU DO ANYTHING ELSE

One of the fastest ways to reduce resistance to your message and get people leaning toward you before you even open your mouth is to change how you are introduced. Your current bio almost certainly talks about what you have accomplished. It lists your years of service, your titles, your committees, your credentials. And it tells your audience absolutely nothing about why their lives are about to get better because of you.

People do not follow a list of accomplishments. They follow a leader who makes them believe something better is possible for them. When you walk into a room and your introduction communicates the transformation you create instead of the resume you have built, the entire energy shifts. The resistance drops. The curiosity rises. And you spend your time leading instead of convincing. Your bio and your stage introduction are your first impression — make them earn your audience before you say a word.

ACCOMPLISHMENT BIO (What Most Leaders Have):

“Jane Smith has served as President of her local board, chaired four committees, and has been a licensed REALTOR® for 22 years.”

VALUE BIO (What Gets You Recruited and Remembered):

“Jane Smith helps REALTORS® build businesses that actually give them their life back. In every room she walks into, agents leave with one thing they can use that week to close more deals with less stress.”

HOW CLAUDE REWRITES YOUR BIO IN MINUTES:

- Go to claude.ai and paste in your current bio
- Type: "Rewrite this bio so it focuses entirely on the value I provide and the transformation I create for my audience — not my accomplishments or titles"
- Then ask Claude to do the same for your stage introduction
- Use the result everywhere: your website, your conference profiles, your email signature, your social bios

THE FIVE-MINUTE GESTURE THAT CHANGES A LEADERSHIP JOURNEY

Long after your term ends, people will not remember your budget decisions or your committee assignments. They will remember how you made them feel. They will remember whether you saw them, valued them, and took five minutes to say so in a way that was impossible to ignore. A handwritten note with a wax seal is one of the most powerful investments you can make in your leadership legacy. It does not just get noticed. It gets kept. It gets photographed. It gets framed. And the person who receives it from you — their leader — carries that moment with them for the rest of their career.

“Your approval and appreciation mean far more than you think to the members who look up to you. Five minutes of your time could change someone’s entire leadership journey.”

Why Handwritten Notes with a Wax Seal Work

Anyone can send an email in 10 seconds. A handwritten note tells the recipient that you slowed down, thought about them specifically, and made an effort that no algorithm can replicate. In a world drowning in digital noise, that deliberate human gesture cuts through everything. That is rare. That is the kind of leadership that gets you quoted, recruited, and remembered long after your position has been filled by someone else.

Add a wax seal and you have created a keepsake — not just a card. People display wax-sealed notes. They put them in memory boxes. They post photos of them. Your five minutes of effort becomes a permanent symbol of the kind of leader you chose to be. That symbol outlasts your term, your title, and your tenure.

WHO DESERVES ONE THIS WEEK:

- The committee member who showed up to every single meeting
- The volunteer who handled a tough situation with grace
- The first-year leader who is quietly finding their footing
- The staff member who never gets thanked publicly
- The member who took a risk and stepped up when it was not easy

What to get: Quality notecards, a wax seal stamp with your initials or association logo, and a stick of blue or gold wax. Total cost: under \$40. Impact: priceless.

DOCUMENT YOUR WORLD — LET MEMBERSHIP SEE IT

Your leadership story is happening right now — and most of it is going undocumented. Every meeting you attend on their behalf, every early morning call, every airport delay, every handshake and breakthrough moment — that is the evidence of a leader who is all in. When you document it and share it, you do not just build transparency. You build a following. You reduce the friction in your messaging because people trust what they can see. And you create a record of your leadership that continues to inspire members long after you have moved on.

“If your members do not know how hard you work, that is a communication problem — not a workload problem.”

DOCUMENT THIS	HOW TO SHARE IT	WHY IT WORKS
<ul style="list-style-type: none">• Board meetings and prep sessions• Legislative visits and advocacy trips• Travel delays and airport chaos• Side-by-side moments with members• Early mornings and late nights on their behalf• The handwritten notes you send	<ul style="list-style-type: none">• 15-second Instagram and Facebook Reels• Behind-the-scenes Stories• Monthly photo recap in your newsletter• Humor — share the travel disasters• Candid photos, not just posed ones• Photo of your wax-sealed note going out	<ul style="list-style-type: none">• Members feel included, not just invoiced• Transparency builds deep loyalty• Renewal feels like a no-brainer• You become the person they trust most• Your story outlasts your term in office• Soundbites from your content get shared

SOUNDBITES GET REMEMBERED — SERVICES GET FORGOTTEN

The most effective leaders in history did not lead with policies or procedures. They led with language that made people feel something and remember it. Every presentation you give, every meeting you open, every email you send is an opportunity to leave a line that travels further than the room. Think in soundbites. Craft them intentionally. The ones who do this build movements. The ones who do not are forgotten the moment the meeting ends.

“What your membership craves is not another service. It is an experience that makes them feel like they belong to something worth talking about.”

— Terry Watson, CSP

“The goal is not to just serve. The goal is to create such an amazing experience that you live rent free in their head forever.”

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“Leaders who serve get forgotten. Leaders who inspire, provide value, and create an amazing experience get recruited, quoted, and live on forever.”

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STOP CHASING YES. SWITCH TO THE NO FRAMEWORK IMMEDIATELY.

One of the fastest ways to become a more effective leader and face dramatically less resistance is to stop doing what every average leader does. The most effective leaders in the world and the world's best hostage negotiators share one counterintuitive secret: they never go for yes. Master this framework and watch how much easier it becomes to get real commitment, real buy-in, and real follow-through from the people you lead.

Why Yes Is the Wrong Target

When someone says yes, they are often doing it to end the conversation, buy time, or avoid conflict. Yes can mean maybe. Yes can mean I will get back to you. Yes can mean I am just agreeing so you will stop asking. Leaders who chase yes spend enormous energy getting commitments that evaporate the moment the pressure is off.

No is different. No is a decision. When someone says no, they feel in control. They feel safe. They feel heard. And paradoxically, a well-positioned no is often the beginning of a real conversation rather than the end of one. The world's top hostage negotiators understand this. Getting the other party to say no is not a failure. It is a breakthrough.

The No Framework in Leadership: How to Use It

INSTEAD OF ASKING: *“Would you be willing to join the committee?”*

ASK: *“Would it be a bad idea for you to get involved in this work?”*

INSTEAD OF ASKING: *“Can we count on your support for this initiative?”*

ASK: *“Is there any reason this initiative would not be worth your time?”*

INSTEAD OF ASKING: *“Do you think this is a good direction for the association?”*

ASK: *“Would it be wrong to say this direction could work for us?”*

When people say no to a no-oriented question, they are actually saying yes to the underlying idea — and they own that decision in a way they never would have if you pushed them toward yes. That ownership is what creates genuine follow-through, real commitment, and the kind of culture where people feel like they chose to be there. That is how you lead without resistance. That is how you build something that lasts.

“Getting someone to say no is incalculable compared to trying to get them to say yes. Switch to the No Framework immediately and watch what changes.”

— Terry Watson, CSP

GO ALL IN: CLAUDE AI FOR ASSOCIATION LEADERS

Every leader in this room has more to give than the hours in the day currently allow. Claude changes that equation. It is not a chatbot. It is the closest thing to having a brilliant senior staff member available every hour of the day who never gets tired, never misses a detail, and never charges overtime. The leaders who integrate Claude into their daily workflow will accomplish more, communicate better, and have more energy left over for the moments that require a human touch. That is not a small advantage. That is a legacy-building advantage.

What Claude Can Do for You Right Now

PROJECTS Upload your association's documents, member context, and brand voice. Claude learns who you are and never starts from scratch.

SKILLS Pre-built AI capabilities for specific tasks — writing member communications, board reports, data analysis, and content calendars.

CO-WORK Your entire team working alongside Claude simultaneously. Coordination time drops. Output quality goes up.

CONTRACT REVIEW Paste any contract, vendor agreement, or service document into Claude and ask it to identify missing protections, unfavorable terms, vague language, and clauses that could cost you. Claude reads contracts faster than any attorney and gives you a plain-language summary of what to watch out for — before you sign.

BIO & INTRODUCTION REWRITES Paste your current bio into Claude and ask it to rewrite it around the value you provide and the transformation you create — not your titles and accomplishments. Do the same for your stage introduction. Claude will give you 3–5 variations in under two minutes.

⚠️ A Word of Caution: ChatGPT, MDAs, and Copy That Sounds Like a Robot

ChatGPT is experiencing severe financial problems and has been burning through cash at an unsustainable rate. Its long-term stability is genuinely uncertain. Building your entire workflow on a platform that may not exist in its current form in two to three years is a serious business risk.

Beyond the financial concerns, ChatGPT is simply not as good as Claude when it comes to writing that sounds human. It defaults to robotic sentence structures, overuses certain patterns, and produces copy that experienced readers immediately recognize as AI-generated.

STOP USING CHATGPT FOR:

- Member communications, newsletters, or anything with your name on it
- Marketing copy, social media posts, or any public-facing content
- Board presentations or leadership messaging where your credibility is on the line

AVOID MDAs (Most Dangerous Assumptions):

- Assuming all AI tools are created equal — they are not
- Assuming your members cannot tell when something was AI-generated without care
- Assuming that pasting AI copy directly into an email is the same as writing with AI support

Claude writes at a higher level of nuance and sounds far more natural. Use it for your copy. Your members will feel the difference even if they cannot name it.

What You Can Do Right Now with Claude

START DOING	STOP DOING
<ul style="list-style-type: none">• Rewrite your bio and stage intro today — value, not accomplishments• Have Claude review every contract before you sign it• Draft all member communications in minutes• Build your monthly e-newsletter in under 10 minutes• Research and summarize legislative updates overnight• Create board agendas, minutes, and follow-up emails• Build a 12-month content calendar for social channels• Write proposals, sponsorship decks, and event summaries• Generate talking points for every board presentation• Analyze member engagement data and spot trends	<ul style="list-style-type: none">• Keeping a bio that lists titles instead of value• Signing contracts without having Claude review them first• Using ChatGPT for copy that represents your brand• Pasting AI output directly without reviewing for tone• Spending 3 hours writing one email newsletter• Letting your social channels go dark for weeks• Forwarding the same question 10 times to your staff• Losing institutional knowledge when staff turns over• Treating AI as a tech experiment instead of a workflow tool• Being the only leader in the room who is not using it

“Claude does not replace your judgment. It amplifies it. You bring the strategy. Claude brings the bandwidth.”

YOUR 30-DAY ACTION PLAN

Your leadership window is open right now. Not next quarter. Not when things slow down. Right now. The actions below are not theoretical — they are the specific moves that separate leaders who are remembered from leaders who were simply present. Pick three and execute them before you get home from this conference. Your legacy starts with what you do in the next 72 hours.

WEEK 1 — Set Up Your Tools

- ✓ Create a Claude account at claude.ai (free tier gets you started today)
- ✓ Set up a Project and load it with your association’s key documents and member context
- ✓ Invite your top staff members to Co-Work
- ✓ Do one real task with Claude this week — a draft email, a social post, a meeting summary

WEEK 2 — Rewrite Your Bio and Document Your Work

- ✓ Paste your current bio into Claude and ask it to rewrite it around your value, not your accomplishments

- ✓ Do the same for your stage introduction — get 3 variations and pick the one that feels most like you
- ✓ Update your bio everywhere: your website, conference profiles, social channels, and email signature
- ✓ Start taking photos at every meeting, event, and travel moment this week and share one per week

WEEK 3 — Send Three Handwritten Notes

- ✓ Order notecards and a wax seal this week (under \$40, ships in 2 days)
- ✓ Identify three people who deserve a personal thank-you note from you right now
- ✓ Handwrite three notes, seal them, and mail them before the end of the week
- ✓ Take a photo of one going out and share it — it models the culture you want to build

WEEK 4 — Build Your Community Strategy

- ✓ Ask Claude to build a 90-day content calendar for your social and email channels
- ✓ Identify your top 10 most engaged members and create a recognition moment for them
- ✓ Run your next vendor contract or agreement through Claude before signing
- ✓ Write down your community-building goal for the next 6 months and commit to it

RESOURCES

CLAUDE AI	TOOLS FOR LEADERS	BOOKS TO READ
<ul style="list-style-type: none"> • claude.ai — start free today • claude.ai/team — Co-Work for staff • Projects: load your association’s context • Skills: pre-built task workflows • Available on desktop, mobile, browser • Ask Terry for a live walkthrough 	<ul style="list-style-type: none"> • GoHighLevel (GHL) — CRM and automation • Canva — fast graphics for social posts • Gamma — AI-built presentations in minutes • Loom — async video updates to members • LinkedIn — leadership visibility platform • Wax seal starter kits — Amazon, under \$40 	<ul style="list-style-type: none"> • “Never Split the Difference” — Voss • “Building a StoryBrand” — D. Miller • “The Experience Economy” — Pine & Gilmore • “Influence” — Robert Cialdini • Walmart + Pop-Tarts data case study • Costco membership model (research it)

“The membership already believes in what you can become. Your job is to become it — and make sure they feel every bit of it every single time they interact with you.”

Terry Watson, CSP

Leadership Training | Keynotes | Workshops | Strategic Planning
Claude AI Workplace Implementation & Training for Leaders
TerryWatson.com | 773-880-0777
Evolve or Evaporate | It's Not My Monkey | Recharge, Refocus, Re-Engage