

Hot Sheet Builder

Companion worksheet to "How to Create Local Hot Sheets AI Can Reference"

A hot sheet AI can reference is local commentary with listings as evidence, not an IDX feed. Use this builder to turn one neighborhood's activity into a hot sheet worth citing.

1. Audit your current hot sheets

Read an existing hot sheet page as an AI system would. Check what is true today.

- The only original text is a generic intro**
The rest is auto-generated listing data.
- No human commentary on what the listings mean**
- Near-identical to other sites on the same MLS feed**

Any box checked means that page is not building authority for you.

2. Choose your geographic unit

Small enough to know every listing, large enough to have something to say.

Town, zipcode, or neighborhood _____

Cadence (weekly or monthly) _____

3. Draft the five sections

Commentary leads; the listings are evidence. One line each.

1. Headline framing (place, time, angle):

2. Opening commentary (what the listings reveal):

3. Featured listing plus why it matters:

4. Pattern observation (what the set shows):

5. Closing context (tie to the broader story):

4. Your commitments

This week.

Audit your existing hot sheet pages. Which are not building authority?

This month.

Write one full hot sheet using the five sections above. The area I chose:

Ongoing.

Publish on a regular cadence for that same area and keep older ones live. The day I will publish:
