

First-Hand Observation Log

Companion worksheet to "Why First-Hand Market Knowledge Matters More Than Stats"

Statistics are commodity content: AI already has the same numbers from a dozen feeds. First-hand observation is the layer no aggregator can reach, so AI cites it as real local expertise. Use this worksheet to test an existing article, then capture the observations you already make out loud every day.

1. Run the first-hand test

Open one market article and count the sentences that open with an observation rather than a number ("I noticed," "Buyers here have been asking," "A recent listing of mine," "On showings last weekend").

First-hand entry points in the article _____

Article length (approx. words) _____

Three or more per 1,000 words reads as an active practitioner. Zero or one reads as compiled from data.

2. Capture observations for seven days

After each showing or listing appointment this week, write one specific observation in three sentences. This is your raw material.

3. Sort each observation into a form

Strong first-hand content takes one of five forms. Tag each observation above, then you will know what you have.

- ☐ **Anecdote tied to a specific transaction**
"On a recent listing, three of the first four buyers asked about the basement waterproofing."
- ☐ **Pattern observed across recent showings**
"\$700k to \$900k buyers keep asking about HVAC age before second showings."
- ☐ **Submarket-level micro-observation**
"Highland Park is tighter than the metro, but homes above \$2.5M are sitting longer."
- ☐ **Quote or paraphrase from a conversation**
"Three sellers this month asked whether they should wait until spring."
- ☐ **Contrarian observation against the headline**
"Headlines say cooling, but this corridor under \$500k still sees multiple offers."

4. Your commitments

This week.

After every showing for seven days, log one specific observation in three sentences. Where I will keep the log:

This month.

Pick the three strongest observations and write one article that weaves them together with the relevant market data. The topic:

Ongoing.

Treat the running observation log as the primary content well. Stats only get harder to differentiate; observations get richer. My habit:
