
SCOFIELD GROUP TRAINING

The Ylopo Adaptive Search Daily Posting Machine

Build it once. Recycle forever.

THE
SCOFIELD
GROUP



What You'll Have When You Finish

20

Ylopo adaptive search campaigns

Real Vegas buyer searches

140

Posts per platform

5/day × 7 days × 4 weeks

6

Platforms covered

FB, IG, LinkedIn, Pinterest, TikTok,
YT

∞

Infinite recycle queue

Set once, runs forever

Every click funnels back to your Ylopo site, FUB CRM, AI voice, and AI SMS — all paid by Scofield Group.

The System Flow

- 1** **Ylopo Site**
yourname.scofieldgroup.com
- 2** **Branded Short Link**
scofieldgroup.live/slug
- 3** **AI Builds Campaign**
Claude / ChatGPT
- 4** **Canva Builds Creative**
Images + MP4s
- 5** **Publer Bulk Schedules**
5/day × 4 weeks
- 6** **Recycle Forever**
Infinite content loop

THEN SCOFIELD GROUP'S PAID SYSTEMS TAKE OVER

- **Ylopo paid retargeting**
- **Follow Up Boss CRM (SOI)**
- **AI voice calling**
- **AI SMS follow-up**
- **80% Split as Self Generated**

You feed the funnel. The stack closes the loop.

Know Your Ylopo Site

Two URLs to memorize before anything else:

COMPANY

find.scofieldgroup.com

The brokerage IDX site. Use for general company campaigns.

AGENT (YOU)

yourname.scofieldgroup.com

Your subdomain. Every adaptive search you run goes here so leads attribute to YOU.

DO NOT SKIP: Test your subdomain. Play with it first liek a client, know your platform

Choose Your AI Tool

Pick one and stick with it. Claude + Cowork is the only AI that can actually log into Publer and run the setup for you.

AI Tool	Plan	Cost	Best For
Claude (Anthropic) ★	Pro / Max	\$20 – \$200/mo	Cowork runs the setup IN your browser
ChatGPT	Plus	~\$20/mo	Captions, CSV building
Gemini	Advanced	~\$20/mo	If you live in Google Workspace
Perplexity	Pro	~\$20/mo	Local Vegas market research

★ RECOMMENDED: Claude Pro with Cowork

Cowork actually executes the steps — logs into Publer, uploads media to your folders, bulk-imports your CSVs as drafts. Other AIs only give you text.

Get a Short Link Account

Ylopo URLs are long and ugly. Two paths to make them clickable, branded, and trackable:

PATH A – TinyURL

Fastest. Live in 10 minutes.

- Free: tinyurl.com/xxxxx (not branded)
- Pro: ~\$9.99/mo — branded slugs + analytics
- Best if you want to ship today

PATH B – Buy a Domain ★

Branded forever. ~\$25/year.

- Namecheap / GoDaddy / Porkbun
- Kirby uses scofieldgroup.live
- Any slug after / — fully yours, never competing

Branded short links get 30–40% more clicks. Your \$25 domain pays for itself the first time it generates a lead.

Get Publer

The engine. Bulk imports CSVs, schedules across every platform, runs the infinite recycle.

Plan	Accounts	Monthly (annual)	Annual	Best For
Free	3	\$0	\$0	Test only — no bulk import
Professional	~3	~\$10/mo	~\$120/yr	Solo agent, 1–3 platforms
Business — 5 acct ★	~5	~\$25/mo	~\$300/yr	BEST: 3–5 platforms
Business — 8 acct ★	~8	~\$40/mo	~\$480/yr	BEST: 6–8 platforms
Business — 10 acct	~10	~\$50/mo	\$605/yr (Kirby's)	Power user, full coverage

★ RECOMMENDED: Business 5-8 accounts, billed annually

Covers FB, IG, LinkedIn, Pinterest, TikTok, YouTube. Annual saves ~30% vs monthly. Verify pricing at publer.com/pricing.

Run the Master Prompt

Paste this into Claude. The AI builds your 20 campaigns, captions, and bulk-upload CSVs.

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"Create a Ylopo adaptive search campaign for me. My agent site is
yourname.scofieldgroup.com. Branded short link: scofieldgroup.live.

1. Give me 20 Las Vegas home searches a real consumer would type
   (neighborhoods, price bands, lifestyle: pool, RV, gated, 55+, etc.)

2. Build the Ylopo adaptive search URL for each, shortened on my domain.

3. Build a bulk-upload CSV per platform (FB, IG, LinkedIn, Pinterest,
   TikTok, YouTube) – 5 posts/day × 7 days × 4 weeks = 24 CSVs.

4. Captions = platform-specific. FB/LinkedIn long-form, IG/TikTok punchy,
   Pinterest SEO-rich, YouTube title + chapters.

5. Images for FB/LinkedIn/Pinterest. MP4 for IG/TikTok/YouTube.
   Pull from Publer folders 'Ylopo Images' and 'Ylopo MP4'.
   For FB, convert link preview to uploaded image.

6. Stay within MLS, NVRED, and Scofield Group rules."
```

PRO MOVE: Add 'Then log into Publer for me and bulk-import each CSV as drafts.' Cowork executes.

Your 20 Las Vegas Searches

Real searches Vegas buyers type into Google and Zillow. Use as starting point — let your AI tune for season + market.

1	Single-story homes under \$500K	2	Summerlin homes with pools	3	Henderson 55+ communities	4	Luxury homes over \$1M
5	Homes with RV parking	6	New construction Summerlin West	7	Gated communities in Henderson	8	Homes with casitas / guest houses
9	Mountain view homes Summerlin	10	Homes with 3-car garages	11	First-time buyer in N. Las Vegas	12	Townhomes under \$400K
13	Homes near Red Rock Canyon	14	Henderson mountain views	15	Homes with no HOA	16	Strip view condos
17	Summerlin smart-home features	18	Homes with detached workshops	19	Henderson new build w/ backyard	20	Priced to sell this month

Build the Creative

Two approaches — Canva master template wins for batch. Always overlay the approved Scofield Group logo.

OPTION A — AI Image

- Claude / ChatGPT / Midjourney / Firefly
- Photorealistic Vegas/Summerlin scenes
- Listing-photo style, golden hour
- Overlay Scofield logo + your contact

OPTION B — Canva Template ★

- 1080×1080 (FB/IG square)
- 1080×1920 (Reel/Story/TikTok)
- 1000×1500 (Pinterest)
- 1200×627 (LinkedIn) + 1280×720 (YT)

LOGO RULE — HARD STOP

Only approved Scofield Group logos from the Drive logo folder. Never let AI generate one. Never imply LPT affiliation. If unsure, ask Kazi.

Stay Compliant: MLS / NVRED / Scofield

Every post needs to clear these checks before it goes to draft. AI will miss things — you're the final filter.



Broker Visible

Scofield Group named on every post — independent Nevada brokerage.



No Guarantees

No 'best deal in town,' no price guarantees, no 'guaranteed sold.'



Equal Housing

Use Equal Housing Opportunity language where required.



MLS Attribution

If using listing photos that aren't yours, attribute the source.



No LPT Affiliation

Scofield Group is fully independent. Auto-correct any draft that implies otherwise.



Fair Housing on 55+

Lead with amenity ('age-qualified community'), not exclusion ('no kids').

Convert Images to MP4

IG, TikTok, and YouTube outperform on video. You don't need a camera — animate your images.

Canva

Free / \$15 Pro

Drop image, add 3-second pan/zoom, export MP4. Free.

CapCut

Free

Free, faster batch video. Web + mobile.

Adobe Express

~\$10/mo

Built-in animation presets. Two-click image-to-video.

Runway / Kling / Pika / Holo etc.

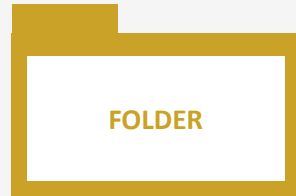
\$10–\$20/mo

AI motion generation. Cinematic results.

TARGET: 7–15 seconds • Lead with the headline • End with the branded short link visible on screen

Upload to Publer Media

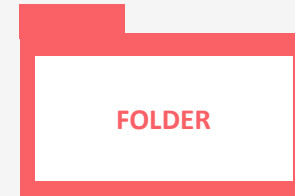
Build two folders in Publer's media library. Tell your AI to pull from these by filename when building the CSVs.



Ylopo Images

FB • LinkedIn • Pinterest

~80 files (20 searches × 4 ratios)



Ylopo MP4

Instagram • TikTok • YouTube

~60 files (20 searches × 3 ratios)

Tip: Use clear filenames like 'summerlin_pool_1080sq.png' so the CSV maps cleanly to the right asset.

Bulk Import in Publer

Six steps. Repeat for each platform × each week (24 imports total).

1

Open Publer → Create → Bulk Import

2

Upload one CSV (e.g. Week 1 Facebook)

3

Publer parses — review every post

4

Confirm FB link converted to uploaded image

5

Schedule the week

6

Repeat for each platform × each week

SCOFIELD POSTING RULE: Push everything to DRAFT first. Never queue without your approval.

Set the Infinite Recycle

Once weeks 1–4 are scheduled, set Publer to recycle. The same 140 posts loop forever — Publer rotates timing each cycle so it never feels stale.

- 1 Publer → Calendar → find the last scheduled post (Week 4, Day 7)
- 2 Click 'Recycle' or 3-dot menu → 'Add to Recycle'
- 3 Set frequency: every 28 days (preserves weekly cadence)
- 4 Bulk-apply recycle to ALL posts in the campaign
- 5 Confirm. Your queue is now infinite.

REFRESH EVERY 90 DAYS: Swap in 5–10 fresh posts per quarter for seasonal hooks. Recycle keeps volume — refresh keeps relevance.

Why the Math Works

That 20% to Scofield Group is the cheapest team split in the country once you count the stack:

Paid by Scofield Group	Cost If You Paid Yourself
Ylopo IDX site + adaptive searches	~\$500/mo
Ylopo paid retargeting ads	~\$300 – \$1,000/mo
Follow Up Boss CRM	~\$70/mo per user
AI voice calling	~\$200 – \$500/mo
AI SMS follow-up	~\$50 – \$150/mo
Sure Send drip + database revival	~\$100/mo
TOTAL covered for you	~\$1,200 – \$2,300+ per month

On a \$400K sale at 2.5%, the 20% is ~\$2,000. You'd burn that in a single month paying for the stack yourself.

Your Out-of-Pocket Cost

This is what you actually pay to run the system. Pricing approximate — verify before purchase.

TOOL	MONTHLY	ANNUAL
AI Tool (Claude Pro)	\$20	\$240
Branded Domain (.live or .com)	~\$2	\$20–\$30
Publer Business 5–8 acct	\$25–\$40	\$300–\$480
Canva Pro (or similar)	~\$15	~\$155
TOTAL INVESTMENT	\$60–\$80 / mo	\$715–\$905 / yr

One closing pays for the whole year — twice. Most agents see 3–5x more closings by month 6.

Quick-Start Checklist

- Confirm yourname.scofieldgroup.com is live
- Choose AI tool (Claude Pro recommended)
- Buy domain OR start TinyURL Pro
- Subscribe Publer Business (annual)
- Connect 6 platforms to Publer
- Run the Master Prompt in Claude
- Get 20 searches + 24 platform CSVs
- Build creative in Canva (6 ratios)
- Convert images to MP4
- Verify MLS/NVRED/Scofield compliance
- Upload to 'Ylopo Images' folder
- Upload to 'Ylopo MP4' folder
- Bulk import 24 CSVs to Publer
- Convert FB link previews to images
- Push EVERYTHING to draft first
- Get your approval, then schedule
- Set infinite recycle on last post
- Refresh 5–10 posts every 90 days

REMEMBER

Five Rules That Make This Work

1

Your Subdomain, Always

Every link goes through yourname.scofieldgroup.com so leads attribute to YOU in Ylopo and FUB.

2

Branded Short Link

Buy a domain (.live or .com). \$25/year. 30–40% more clicks than TinyURL generic.

3

Drafts First — Always

Push to draft. Get Kirby's approval. THEN schedule. No exceptions.

4

MUST USE COMPANY APPROVED BRANDING/LOGOS

Scofield Group — fully independent Nevada brokerage. Never use unbranded approved logos.

5

Refresh Quarterly

Recycle keeps the volume. Adding 5–10 fresh posts every 90 days keeps the relevance.

BUILD ONCE
RECYCLE FOREVER
FEED THE FUNNEL

Questions, blockers, or want a live walkthrough?

Watch me post Week 2 NOW!