August Creators Club Content Pack

Theme: Known well > well known
Forward Event-inspired content for loan officers

The goal of this content pack:

Get "known well" - help people understand what you do, who you help, what you stand for, and why they would choose you.

This month your objective is to:

Focus on clarity of messaging

- Get specific
- Reframe messaging
- Provide solutions

This content pack is going to include four areas of focus that we will refer to as pillars

Pillar 1: Specific over generic
The market cannot refer what it cannot describe.

Generic content gets you compared. Specific content helps you get chosen.

Instead of trying to speak to everyone, use content to become more memorable to the right people.

Exercise - Start here:

I help [audience] [achieve outcome] without [common fear, obstacle, or confusion].

Prompts:

I do not just help people get mortgages. I help people ______.

Most buyers think ______, but what they actually need to know is ______.

One group of buyers I love helping is ______ because ______.

If you are ______, here is what I want you to know about buying a home.

The biggest misconception I hear from ______ is ______.

I want to be known as the loan officer who helps people ______.

A lot of people come to me feeling ______. My job is to help them ______.

Pillar 2: Come with me content

Don't just share the win; share the story behind the win.

Exercise - Start here:

Come with me caption formula

1. Start with the situation
 "A buyer recently came to me thinking ______."

2. Share the shift
 "What they learned was ______."

3. Explain the lesson
 "This matters because ______."

4. Give the audience a next step
 "If you are in a similar situation, start by ______."

Prompts:

A buyer came to me thinking their credit score automatically disqualified them. Here's what we talked through.

A realtor partner called me because their buyer was nervous about the payment. Here's how we approached the conversation.

A past client reached out because they have a low rate but need more space. Here's where we started.

A first-time buyer asked me what they should do six months before buying. Here's the checklist I gave them.

A buyer was focused only on the interest rate, but we needed to talk about the full monthly payment. Here's why.

Pillar 3: Sell the destination, not the flight

Buyers don’t care about the program or the loan details; they care about what the program makes possible.

Prompts:

You don’t need to understand every mortgage term. You just need to know ______.

The first step is not ______. The first step is ______.

If you’re waiting until you have 20% down, here’s what I want you to know.

Before you count yourself out because of your savings, ask this first: ______.

If your income doesn’t look simple on paper, that doesn’t mean your options are automatically simple either.

Your tax return does not always tell the full story of your financial life. That’s why strategy matters.

A lot of business owners have strong income, but complicated documentation. That’s exactly why early planning matters.

If your money is tied up in other places, you may still have a path worth exploring.

Sometimes the question isn’t “Do I have enough cash?” Sometimes the question is “What resources do I actually have access to?”

The goal isn’t to buy the most expensive home you qualify for. The goal is ______.

Before you focus only on purchase price, get clear on ______.

If your house no longer works for your family, the first step isn’t deciding to move. The first step is ______.

Pillar 4: The second door

Create content for the ones who aren't ready to buy… YET.

Referred to as lead magnets.

Prompts:

If buying a home feels far away, here's one thing you can do this month to get closer.

CTA:
Comment START, and I'll send you the first three numbers to know before buying.

You don't have to be ready to apply to start getting prepared.

CTA:
DM me PLAN, and I'll send you a simple homebuying prep checklist.

If your first thought is "I probably don't qualify," this is for you.

CTA:
Message me START, and I'll send you a few questions to help you understand where to begin.

If you're waiting to buy until you have 20% down, you may be waiting longer than you need to.

CTA:
Comment MYTH, and I'll send you the first questions to ask before counting yourself out.

If your income doesn't look simple on paper, please don't assume buying is impossible.

CTA:
Comment BUSINESS, and I'll send you a few questions to help you prepare.

Low rate, but your home no longer fits your life? You're not the only one.

CTA:
DM me MOVE, and I'll send you the questions to ask before deciding whether to stay, sell, or rent.

If the monthly payment is what makes you nervous, you're asking the right question.

CTA:
DM me PAYMENT, and I’ll send you the factors that can impact your monthly payment.

The max you qualify for isn’t always the number you want to shop with.

CTA:
Message me COMFORT, and I’ll send you a payment comfort worksheet.