# CREATORS CLUB CONTENT PACK

November 2026

## Theme: Solve it at scale

*Find the problem. Build the solution. Fill the room.*

### The goal of this content pack:

Stop guessing what to post. This month, you'll find one real problem your buyers or agents are facing, build a simple webinar that solves it, and use your social media, database, and traditional marketing to fill the seats. The webinar is your lead generator. Everything else in this pack is how you get people there.

We're in month two of our 90-day sprint to 2027. Hosting one educational session positions you as the advisor, not just the rate, and it gives you content you can keep using long after it's over.

### This month, your objective is to:

- Find a problem people are already asking you about
- Build a short, simple webinar that solves it
- Promote it across social, your database, and in person
- Choose the delivery format that fits you and your topic
- Follow up with every registrant and repurpose the recording

This content pack includes five areas of focus we'll refer to as pillars.

- **Pillar 1: Find the problem**
- **Pillar 2: Build the solution**
- **Pillar 3: Fill the seats**
- **Pillar 4: Deliver it your way**
- **Pillar 5: Follow up and repurpose**

*Plus: What to do when it doesn't go the way you hoped*

## Pillar 1: Find the problem

The best webinars aren't built around a product. They're built around a problem people already have. Do a little discovery first, then reverse engineer the solution.

### Where to look:

- **Your own pipeline:** What have you explained three or more times this month?
- **Stalled or lost deals:** What actually got in the way: payment, cash to close, qualification, or confidence?
- **Your agent and builder partners:** What are their buyers getting stuck on? Which listing are they worried about?
- **Your comments and DMs:** What questions keep showing up under your posts?
- **The headlines:** Rates, buydowns, loan limits, first-time buyer myths.
- **Past clients:** "What do you wish you'd known before you bought?"

### Discovery activities:

- Post an Instagram Story poll or question box: “What’s the most confusing part of buying right now?”
- Text five agent partners one question: “What’s one thing slowing your deals down right now?”
- Keep a running list of client questions for two weeks, then pick the one that comes up most

### Is it webinar-worthy? Ask yourself:

- Does more than one person have this problem?
- Can I explain the solution in 20–30 minutes?
- Does solving it naturally lead to a loan conversation?

### Topic starters:

| The problem | The webinar that solves it |
|---|---|
| **Listings sitting and taking price cuts** | Price cut or seller help? What actually moves buyers (for agents) |
| **Buyers waiting on rates to drop** | Buy now or wait: The real cost of sitting on the sidelines |
| **Self-employed buyers getting turned away** | Own a business? How to qualify when your tax returns don’t tell the whole story |
| **Renters who think they can’t afford to buy** | Renting vs. buying: Let’s run the numbers |
| **Investors stuck on qualifying** | How DSCR loans work for your next rental |
| **Buyers confused by buydowns** | Temporary vs. permanent buydowns, explained simply |

### Prompts:

- *“I’ve been asked about _____ five times this month, so I’m doing something about it.”*
- *“Agents, what’s the one thing your buyers keep getting stuck on?”*
- *“What’s the most confusing part of buying a home right now? Tell me below.”*

> **Tip:** Your October strategy guides (rates, seller credits, buydowns, buy now or wait) are ready-made webinar topics. You’ve already done half the work.

## Pillar 2: Build the solution

Keep it simple: one problem, one framework, one next step. You don’t need a production; you need clarity.

### The simple webinar outline:

1. **The problem:** “Here’s what I keep seeing.”
2. **Why it matters:** What it’s costing them in dollars, stress, or missed opportunities.
3. **The solution:** A framework, a side-by-side comparison, or a real scenario.
4. **A real example:** An anonymized deal or a “what if” with real numbers.
5. **Q&A**
6. **One next step:** “Send me your scenario,” “Book a strategy call,” or “Send me one listing.”

### Make it easy to build:

- Use Copilot or ChatGPT to turn your topic into a slide outline or talking points.
- Use MortgageCoach to create buyer-friendly visuals that show the math in plain terms.
- Ask yourself: Could a simple calculator or tool make this interactive?
- Keep it to 20–30 minutes. Shorter sessions get better attendance.

### Decide who it's for:

- **Agents:** Partner education that positions you as their go-to advisor.
- **Buyers:** Consumer education that builds trust before they're ready to apply.
- **Co-hosted:** An agent or builder brings the audience; you bring the expertise.

### Prompts:

- *"Building something for my agent partners this week. Here's a sneak peek."*
- *"Here's the one slide I keep coming back to in my presentation."*
- *"Taking a question I get every week and turning it into a free session."*

> **Tip:** Diagnose before you prescribe. The question at the center of every webinar should be: What has to change for the buyer to say yes?

## Pillar 3: Fill the seats

This is where most of your content lives this month. Every post, email, text, and flyer has one job: Get people registered. Every registration is a lead.

### Social media marketing

#### Your promotion timeline:

| When | What to post |
|---|---|
| **2 weeks out** | The problem post, no pitch: "Here's what I keep seeing…" |
| **10 days out** | The announcement: "So I'm hosting a free session on it." |
| **1 week out** | A teaser stat or "one thing you'll learn" |
| **3 days out** | Behind the scenes of you building the slides |
| **Day before** | Last call: "Comment SEAT for the link." |
| **Day of** | "Going live in one hour" on Stories with a countdown sticker |

#### Formats to try:

- Talking-head Reel
- Carousel: "3 things you'll learn"
- LinkedIn or Facebook event page
- Instagram Story countdown sticker
- Collab post with your co-host so it lands on both feeds

#### Capture the lead:

Use a ManyChat comment-to-DM automation so the registration link is sent automatically when someone comments your keyword.

### Prompts:

- *"Agents, if you have a listing that won't move, I built something for you."*
- *"Most buyers don't know this about _____. I'm breaking it down live."*
- *"Free 20-minute session. No sales pitch. Just answers."*
- *"I've had this conversation five times this month, so I'm doing something about it."*

## Database marketing

- **Personal invite email** to past clients, your sphere, and leads who never closed.
- **Agent version** that explains how the session helps their listings or buyers.
- **Personal texts** to your top 10–20 agent partners; a personal text beats a flyer every time.
- **Reminder sequence:** invite, one week out, and the day before.
- **Bring a friend:** Ask past clients to forward it to someone who's renting or thinking about buying.

## Traditional marketing

- Flyer with a QR code for open houses, agent offices, and closings.
- Ask a brokerage for five minutes at its weekly sales meeting to invite agents in person.
- Builder or model home handouts for co-hosted sessions.
- Community partners: chambers of commerce, churches, HR and employee benefits teams (great for first-time buyer topics).
- Mention it on every client call that week: "I'm actually hosting a session on that."

> **Tip:** The hook should always be about the problem, not the event. "Struggling with _____?" gets more sign-ups than "Join my webinar."

# Pillar 4: Deliver it your way

Not every webinar has to be a big live event. Pick the format that fits your comfort level and your topic.

| Format | Best for | How it works |
|---|---|---|
| **Live on Teams or Zoom** | Agent sessions and co-hosted events | Registration list, live Q&A, recorded for later |
| **Go live on social** | Quick, casual topics | Instagram or Facebook Live; lower lift, and your audience is already there |
| **Unlisted YouTube video** | Topics that aren't time sensitive | Only people with the link can watch, so it feels like a private resource for each lead. |
| **Record once, run as a campaign** | Evergreen topics: buydowns, DSCR, self-employed buyers, renting vs. buying | Promote anytime: "Comment WATCH to get my free session." |

### Why the evergreen campaign is so powerful

Record it once and promote it for months. Your unlisted YouTube link goes to everyone who comments or replies, so it keeps working as a lead magnet long after you hit stop.

### Low-tech setup:

- Phone or laptop camera and natural light
- One simple slide deck
- A practice run with a colleague
- Film behind the scenes while you set up; that's promo content too

**Prompts:**

- *"Going live in an hour. Here's my very low-tech setup."*
- *"Recorded a quick session on _____. Comment WATCH and I'll send it to you."*
- *"My first webinar is today, and yes, I'm a little nervous."*

## Pillar 5: Follow up and repurpose

The webinar creates the leads. The follow-up turns them into conversations.

**Follow up:**

- **Within 24 hours:** Thank you email to everyone with the replay and one clear next step.
- **Registered but didn't attend:** "Sorry we missed you. Here's the replay."
- **Attended:** A personal text: "Thanks for coming! Want me to run your scenario?"
- **Agents:** "Want me to do a version of this for your team?"

**Repurpose the recording:**

- 3–5 short clips using Opus Clip
- The best Q&A question as its own Reel
- A carousel from your strongest slide
- A LinkedIn recap post
- A newsletter or blog recap
- A quote graphic

**Prompts:**

- *"The question everyone asked during my session…"*
- *"Missed it? Comment REPLAY."*
- *"I hosted my first webinar. Here's what I learned."*

## When it doesn't go the way you hoped

Even with great promotion, some webinars will get a small turnout, few questions, or quiet follow-up. That's normal, especially the first time. The work still counts; you now have a recording, a tested topic, and a better understanding of what your audience needs.

**Count more than attendance:**

- **Registrations:** Everyone who signed up raised their hand and is now a lead.
- **Comments and DMs** from your promotional posts.
- **Conversations** it started with agents, past clients, or new contacts.
- **Content** you now have for the next several weeks.
- **What you learned** about your topic, audience, and delivery.

**What happened and what to try next:**

| What happened | What it might mean | What to try next |
|---|---|---|
| **Few people registered** | The topic or promotion didn't connect | Rework the hook around the problem, not the event. Try a different audience. Promote in more places, especially personal texts. |
| **People registered but didn't show** | Timing, reminders, or follow-through | Send the replay right away. Add a day-of text reminder. Try a lunch or after-work time slot. |
| **Only two or three people came** | Small, but these are your most interested leads | Treat it like a small group session and follow up personally with each person. |
| **Nobody asked questions** | People felt shy or the content was clear | Seed questions ("What I get asked most is…") or collect them on the registration form. |
| **Follow-up went quiet** | The next step was unclear or too big | Make the ask smaller: "Want me to run your numbers?" Send one useful clip instead of the full replay. |
| **The tech didn't cooperate** | It happens to everyone | Record a clean version afterward and send it as the official replay. |

### Get value from it anyway:

- **Make it evergreen:** Upload it as an unlisted YouTube video and run a "Comment WATCH" campaign.
- **Send it one-on-one:** When someone asks about the topic, send the replay instead of explaining it again.
- **Clip it:** Even a session no one attended can become a month of Reels, carousels, and posts.
- **Take it to an agent's team:** Present the same content at a brokerage sales meeting where the audience is already in the room.
- **Run it again:** Adjust the hook, time, or audience. The second version is usually better.
- **Partner up:** Co-host the next one with an agent, builder, or another loan officer.
- **Ask for feedback:** "What would have made this more helpful or easier to attend?"

### Prompts:

- *"I hosted a webinar and three people showed up. Here's why I'm glad I did it."*
- *"Most people missed my session on _____, so here's the two-minute version."*
- *"I'm running this one again. Comment if you want a seat this time."*

> **Tip:** Your first webinar is practice for your best one. Every session makes the next one easier and builds a library of content that keeps working for you.

## Suggested posting plan

| | Foundation Creator | Spotlight Creator | Brand Ambassador |
|---|---|---|---|
| **Posting goal** | 3–4+ posts/month | 8+ posts/month | 12+ posts/month |
| **Webinar format** | Recorded session or social Live | Live on Teams or Zoom | Co-hosted with a partner, plus an evergreen campaign |

| | Foundation Creator | Spotlight Creator | Brand Ambassador |
|---|---|---|---|
| **Promotion** | 3 posts + 1 email | Full social timeline + database emails | All three channels + agent office visits |
| **Follow-up** | Send the replay link | Replay + personal texts | Full sequence + repurposed content series |
| **Goal** | Host your first session | Turn education into leads | Own your authority |

## Before you post

Webinar slides, promotional posts, and any content with rates, payments, or seller-credit and buydown figures must go through the standard Cornerstone marketing and compliance approval process. Keep it educational: We teach first and lead with how we help people.