

# 3 Proven Content Formulas for Loan Officers

STEAL THESE TEMPLATES TO NEVER RUN OUT OF CONTENT IDEAS

## FORMULA 1: The Hook, the Problem, the Solution

HOOK

PROBLEM

SOLUTION

☐ Curiosity or bold claim

Example: "Why do first-time buyers get denied?"

☐ Name the pain point

Example: "Small credit mistakes months before..."

☐ Provide the fix

Example: "Here's what to do instead..."

## FORMULA 2: Quick Solution to Desired Outcome

"Want to [OUTCOME] in less than [TIMEFRAME]? Do this one thing: [ACTION]"



Your outcome: \_\_\_\_\_



Your timeframe: \_\_\_\_\_



Your action: \_\_\_\_\_

*Example: "Want to increase your buying power by \$50K in 90 days? Pay down THIS type of debt first."*

## FORMULA 3: Flip the Negative

"[NEGATIVE SITUATION] isn't bad news. Here's why it's actually an opportunity."

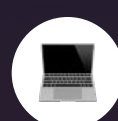


Your negative: \_\_\_\_\_



The opportunity: \_\_\_\_\_

*Example: "Rates went up—but here's why that's good news for serious buyers."*



Check out our Content Playbook



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