

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."



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