

# Expert Content Strategy Guide

*Self Serve Templates*

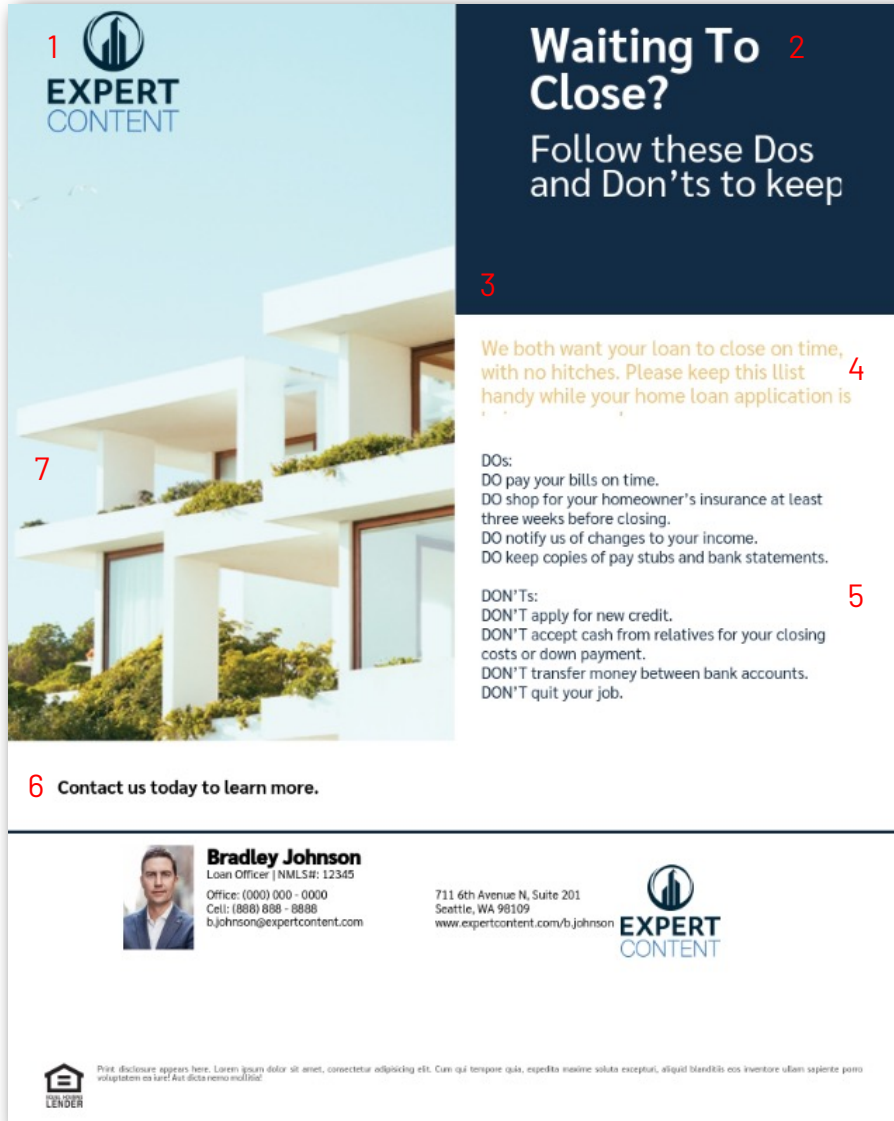



# Expert Content Templates

## Print Flyers, Social Media

The Expert Content library has been redesigned to make the creation of assets more efficient by adding flexibility options that were previously considered “custom” for content creation.

# Self Serve Print Flyers



**1**  **EXPERT**  
CONTENT

## **2** Waiting To Close?

Follow these Dos and Don'ts to keep


**3**

**4** We both want your loan to close on time, with no hitches. Please keep this list handy while your home loan application is

**7**

**5**

**6** Contact us today to learn more.

 **Bradley Johnson**  
Loan Officer | NMLS#: 12345  
Office: (000) 000 - 0000  
Cell: (888) 888 - 8888  
b.johnson@expertcontent.com

711 6th Avenue N, Suite 201  
Seattle, WA 98109  
www.expertcontent.com/b.johnson



Print disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cur quis tempore quis, expedita inavine sikuta exceptat, aliquid blanditis eos inventore ullam sapiente porro voluptatem ea sunt. Aut dicta venio mollit.

 LENDER

- 1 - Ability to switch logo on/off, color/monochrome
- 2 - Fill to fit headline/sub-headline, change text color
- 3 - Background color default is brand primary color
- 4 - Font default color is brand secondary color
- 5 - Font default color is brand primary color
- 6 - Editable CTA and font color
- 7 - Swappable image, but created to use as is

# Self Serve Print Flyers

- 1 - Ability to switch logo on/off, color/monochrome
- 2 - Fill to fit headline/sub-headline, change text color
- 3 - BG color default is brand primary color
- 4 - Font default color is brand secondary color
- 5 - Font default color is brand primary color
- 6 - Editable CTA and color
- 7 - Swappable image, but created to use as is
- 8 - Editable image block - QR code will populate from Enhanced Marketing Profile

## Headline Text

Subhead Text  
Goes Here

4 Preheader messaging should go in this block and is formatted to company secondary color.

Body copy should go in this block and is company primary color.

5 Lorem ipsum dolor sit amet, consectetur adipisicing elit. Hic voluptatem laudantium numquam atque, corrupti vel optio. Blanditiis voluptates dicta at est dolorem, earum vero a accusamus fugit architecto obcaecati reprehenderit nobis minima necessitatibus quibusdam! Ipsam esse, officiis aspernatur impedit ratione cum cumque ea corporis nihil, praesentium rerum voluptatibus! Ex labore tenetur odio aspernatur, rem. Praesentium optio, quo.



8



1



7

3

---



**Bradley Johnson**  
Loan Officer | NMLS#: 12345  
Office: (000) 000 - 0000 | Call: (888) 888 - 8888  
b.johnson@expertcontent.com  
www.expertcontent.com/b.johnson  
711 6th Avenue N, Suite 201 Seattle, WA 98109






**Jonathan Realtor**  
Agent | License#: 12345  
Office: (444) 444-4444 | Cell: (555) 555-5555  
jonathan.realtor@example.com  
totalexpert.com  
123 Main Street Any Town, MN 55555



# Self Serve Print Flyers



1



2 **Headline Text Goes Here**  
Subhead Text Goes Here

3


4 Preheader messaging should go in this block and is formatted to company secondary color.

Body copy should go in this block and is company primary color.

5 Lorem ipsum dolor sit amet, consectetur adipisicing elit. Hic voluptatem laudantium numquam atque, corrupti vel optio. Blanditiis voluptates dicta at est dolorem, earum vero a accusamus fugit architecto obcaecati reprehenderit nobis minima necessitatibus quibusdam! Ipsam esse, officii aspernatur impedit ratione cum cumque ea corporis nihil, praesentium rerum voluptatibus! Ex labore tenetur odio aspernatur, rem. Praesentium optio, quo.

6 Prefill CTA text in template code. CTA can be editable for end users.

---

|   |  |
|---|--|
|  <p><b>Bradley Johnson</b><br/>Loan Officer   NMLS#: 12345<br/>Office: (000) 000 - 0000   Cell: (888) 888 - 8888<br/>b.johnson@expertcontent.com<br/>www.expertcontent.com/b.johnson<br/>711 6th Avenue N, Suite 201 Seattle, WA 98109</p> |  <p><b>Jonathan Realtor</b><br/>Agent   License#: 12345<br/>Office: (444) 444-4444   Cell: (555) 555-5555<br/>jonathan.realtor@example.com<br/>totalexpert.com<br/>123 Main Street Any Town, MN 55555</p> |
|---|--|

- 1 - Ability to switch logo on/off, color/monochrome
- 2 - Fill to fit headline/sub-headline, change text color
- 3 - Swappable image, but created to use as is
- 4 - Font default color is brand secondary color
- 5 - Font default color is brand primary color
- 6 - Editable CTA and color

# Self Serve Print Flyers



**2** **Headline Text**

**3**

**4**

Subhead Text Goes Here

**5** Preheader messaging should go in this block and is formatted to company secondary color.

Body copy should go in this block and is company primary color. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

**6**

**7** Editable CTA. Prefilled text should read: Contact us today to learn more.

---

|   |  |
|---|--|
|  <p><b>Bradley Johnson</b><br/>Loan Officer   NMLS#: 12345<br/>Office: (000) 000-0000   Cell: (888) 888-8888<br/>b.johnson@expertcontent.com<br/>www.expertcontent.com/b.johnson<br/>711 6th Avenue N, Suite 201 Seattle, WA 98109</p> |  <p><b>Jonathan Realtor</b><br/>Agent   License#: 12345<br/>Office: (444) 444-4444   Cell: (555) 555-5555<br/>jonathan.realtor@example.com<br/>totalexpert.com<br/>123 Main Street Any Town, MN 55555</p> |
|---|--|

- 1 - Ability to switch logo on/off, color/monochrome
- 2 - Fill to fit headline/sub-headline, change text color
- 3 - Default to brand primary color
- 4 - Default to brand secondary color
- 5 - Font default color is brand secondary color
- 6 - Font default color is brand primary color
- 7 - Editable CTA and color

# Self Serve Print Flyers

1 - Ability to add your own image

2 - Fill to fit headline/sub-headline, change text color

3 - Default to brand primary color

# Self Serve Print Flyers



**Headline text goes here.** 1  
Secondary headline text goes here. It will wrap to another line as needed.

TITLE HERE ON SINGLE LINE

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. 2

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

3

4

5

6

7

**Bradley Johnson**  
Loan Officer | NMLS#: 12345  
Office: (000) 000 - 0000 | Cell: (888) 888 - 8888  
b.johnson@expertcontent.com  
www.expertcontent.com/b.johnson  
711 6th Avenue N, Suite 201 Seattle, WA 98109

**Jonathan Realtor**  
Agent | License#: 12345  
Office: (444) 444-4444 | Cell: (555) 555-5555  
jonathan.realtor@example.com  
totalexpert.com  
123 Main Street Any Town, MN 55555

 **EXPERT**CONTENT

 **TotalExpert**

 Print disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum qui tempore qua, expedita maxime solute exceptant, aliquid blanditibus eos inventore ullam sapiente porro voluptatem ea tunc. Aut dicta venio mollitia.

- 1 - Fill to fit headline/sub-headline, change text color
- 2 - Editable body copy
- 3 - Default to brand primary color
- 4 - Editable headline and body copy text
- 5 - Default to brand secondary color
- 6 - Editable headline and body copy
- 7 - Editable CTA and color



# Self Serve Print Flyers



- 1 - Ability to switch logo on/off, color/monochrome
- 2 - Fill to fit headline/sub-headline, change text color
- 3 - Swappable image, but created to use as is
- 4 - Default block color is brand primary
- 5 - Editable headline and body copy
- 6 - Default block color is brand secondary
- 7 - Editable headline and body copy
- 8 - Editable CTA and color

# Self Serve Print Flyers

**Headline text goes here.** 2

Secondary headline text can be entered here. It will wrap to a second line as needed.


1
  

3

**TITLE HERE** 4

Subtitle here

5
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat

**Secondary title goes here.** 6

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut.

**Call-to-action goes here. It defaults to allow text editing by end users.** 7

---



**Bradley Johnson**  
 Loan Officer | NMLS#: 12345  
 Office: (000) 000 - 0000 | Cell: (888) 888 - 8888  
 b.johnson@expertcontent.com  
 www.expertcontent.com/b.johnson  
 711 6th Avenue N, Suite 201 Seattle, WA 98109





**Jonathan Realtor**  
 Agent | License#: 12345  
 Office: (444) 444-4444 | Cell: (555) 555-5555  
 jonathan.realtor@example.com  
 totalexpert.com  
 123 Main Street Any Town, MN 55555





Print disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum qui tempore quis, expedita exsine soluta excepturi, aliquid blanditiis eos inventore ullam sapiente porro voluptatem ea iure? Aut dicta nemo mollitia!

- 1 - Ability to switch logo on/off, color/monochrome
- 2 - Fill to fit headline/sub-headline, change text color
- 3 - Swappable image, but created to use as is
- 4 - Block color is defaulted to brand primary
- 5 - Editable headline and body copy
- 6 - Editable headline and body copy
- 7 - Editable CTA and color

# Self Serve Print Flyers

- 1 - Ability to switch logo on/off, color/monochrome
- 2 - Swappable image, but created to use as is
- 3 - Fill to fit headline/sub-headline, change text color
- 4 - Font default color is brand secondary color
- 5 - Editable CTA and color



1600 Utica Ave, suite 800 St. Louis Park, MN 55426  
[www.TotalExpert.com](http://www.TotalExpert.com) | 000-000-0000



**Title goes here.**

4 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

**Call-to-action text goes here. It defaults to allow text editing by end users.**



**Bradley Johnson**  
 Loan Officer | NMLS#: 12345  
 Office: (000) 000 - 0000 | Cell: (888) 888 - 8888  
 b.johnson@expertcontent.com  
[www.expertcontent.com/b.johnson](http://www.expertcontent.com/b.johnson)  
 711 6th Avenue N, Suite 201 Seattle, WA 98109



**Jonathan Realtor**  
 Agent | License#: 12345  
 Office: (444) 444-4444 | Cell: (555) 555-5555  
 jonathan.realtor@example.com  
 totalexpert.com  
 123 Main Street Any Town, MN 55555





Print disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum qui tempore qua, expedita maxime soluta excepturi, aliquid blanditia eos inventore ullam sapiente porro voluptatem ea iure? Aut dicta verro mollitia!

# Self Serve Print Flyers



**3** **Headline text goes here.**  
 Secondary headline text goes here and will wrap to additional second and third lines as the text input requires.

**+** **Title here**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia

**+** **Second title here**  
**Subtitle here**  
 Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat

**Another subtitle here**  
 Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat

**6** **Call-to-action text here. It defaults to allow text editing by end users.**



**Bradley Johnson**  
 Loan Officer | NMLS#: 12345  
 Office: (000) 000 - 0000  
 Cell: (888) 888 - 8888  
 b.johnson@expertcontent.com

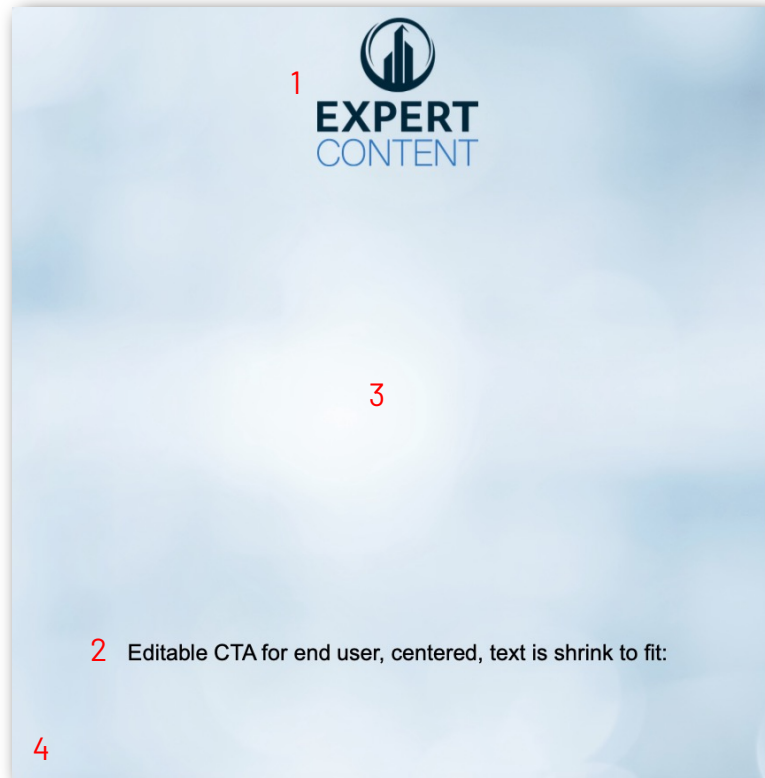
711 6th Avenue N, Suite 201  
 Seattle, WA 98109  
 www.expertcontent.com/b.johnson



Print disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum qui tempore quis, expedita maxime soluta excepturi, aliquid blanditis eos inventore ullam sapiente porro voluptatem ea tunc. Aut dicta netto mollitia!

- 1 - Ability to switch logo on/off, color/monochrome, L-R-C
- 2 - Swappable image, but created to use as is
- 3 - Fill to fit headline/sub-headline, change text color
- 4 - Editable headline and body copy
- 5 - Editable headline and body copy
- 6 - Editable CTA and color

# Social Media Self Serve



- 1 - Ability to switch logo on/off, color/monochrome, R-L-C
- 2 - Fully editable CTA
- 3 - Editable background image
- 4 - Disclaimer - Transparent, none, white, black block with editable text color

**SQUARE 1080x1080**

# Social Media Self Serve



- 1 - Ability to switch logo on/off, color/monochrome, R-L-C
- 2 - Fully editable CTA
- 3 - Editable testimonial block
- 4 - Disclaimer - Transparent, none, white, black block with editable text color
- 5 - Populated from marketing profile

**SQUARE 1080x1080**

# Social Media Self Serve



- 1 - Ability to switch logo on/off, color/monochrome, R-L-C
- 2 - Fully editable CTA
- 3 - Editable background image
- 4 - Disclaimer - Transparent, none, white, black block with editable text color
- 5 - Populated from marketing profile, toggle on/off headshot

**SQUARE 1080x1080**

# Social Media Self Serve



- 1 - Ability to toggle logo on/off, color/monochrome
- 2 - Fully editable CTA and headline
- 3 - Color blocks are brand secondary color
- 4 - Editable fields
- 5 - Swappable image based on asset
- 6 - Transparent, none, white, black block



# Social Media Self Serve



1



3



**Bradley Johnson**  
Loan Officer  
NMLS # 12345  
Phone: (888) 888 - 8888  
[www.expertcontent.com/b.johnson](http://www.expertcontent.com/b.johnson)

4

## *What our customers are saying*

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."

5

*Firstname Lastinitial*

2 **Editable CTA - [www.mywebsite.com](http://www.mywebsite.com)**

6

Adjust this disclaimer (Standard\_Social\_Disclaimer) to display text that will populate on Expert Content social pieces. This is your default social disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.

- 1 - Ability to switch logo on/off, color/monochrome
- 2 - Fully editable CTA and headline
- 3 - Color blocks are brand secondary color
- 4 - Editable fields
- 5 - Swappable image based on asset
- 6 - Transparent, none, white, black block