

# Loan Officer Content Calendar Template

A weekly planning template for borrower education, market context, lead magnets, and relationship content. Use it to turn a blank week into a repeatable mortgage content rhythm.

## Monday

- Market context without rate promises
- Soft CTA: ask what changed in your scenario

## Tuesday

- Authority/process insight
- Example: what clean documents help your lender review

## Wednesday

- Borrower education graphic
- Example: costs beyond the down payment

## Thursday

- Lead magnet or checklist
- Example: first-time buyer guide PDF

## Friday

- Client-safe lesson or referral partner note
- Example: question to ask before comparing loan options

Post type	Audience	CTA	Asset	Review status
Market context	Buyers/referral partners	Ask a question	Caption + graphic	Checked