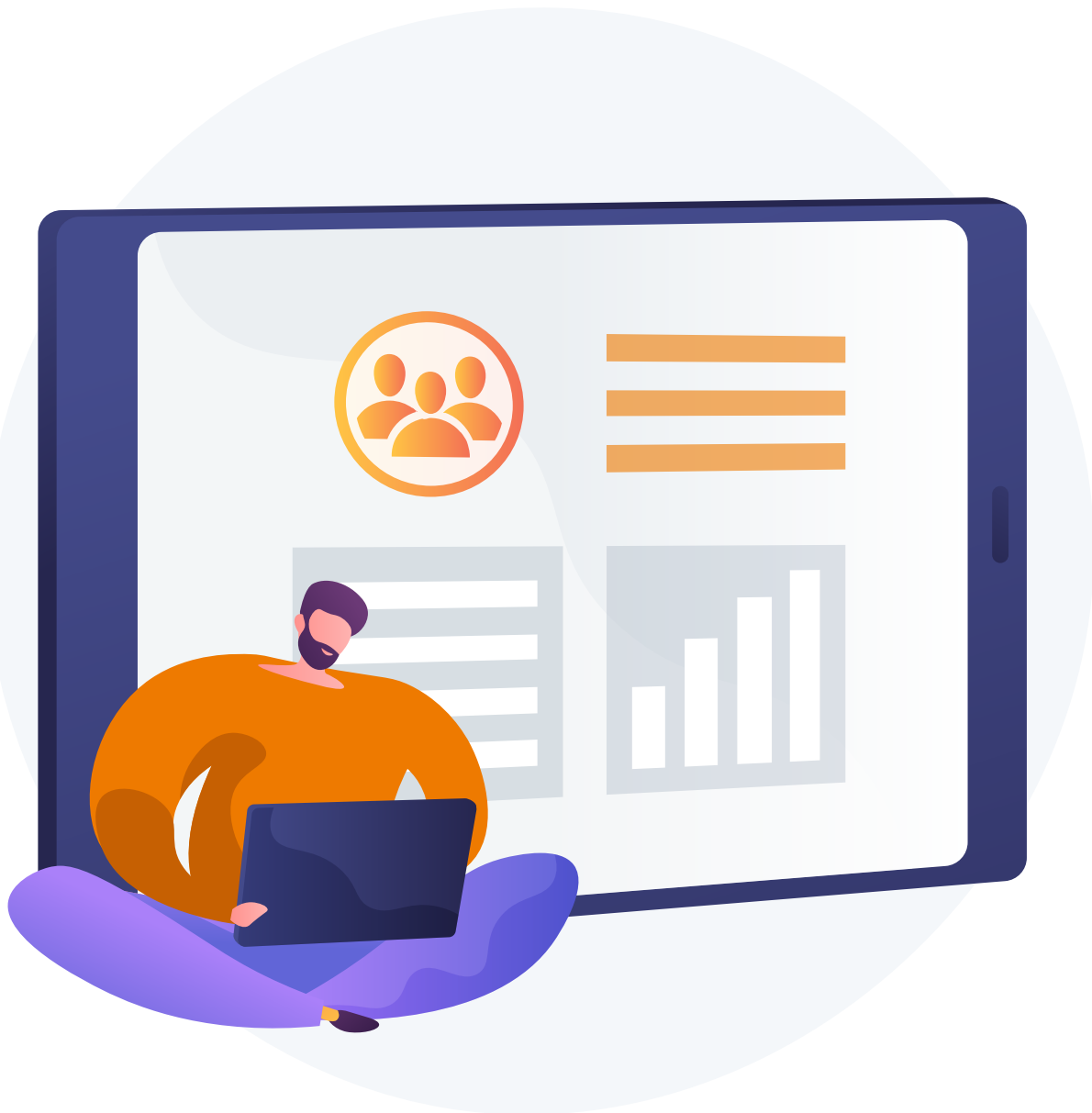



MORTGAGE **CUSTOMER PERSONAS**

A STEP BY STEP GUIDE FOR BUSY LOs





If you've ever heard the terms **customer personas, consumer archetypes, persona profiles, or ideal customer avatars**, they all refer to the same thing.

Essentially, customer personas are **detailed descriptions of your target audience** that help you understand their:

- > **Unique challenges/Fears/Pain Points**
- > **Goals/Motivations**
- > **Behaviors**

When creating a persona, you want to **gather data on your existing clients, such as their age, income, location, goals, pain points, and communication preferences**. Then, you use this info to create an imaginary client that represents your ideal customer.

By doing this, you'll be able to **improve your services and build stronger relationships** with your clients by **understanding them on a deeper level**. Think of a **customer persona as a target to aim your marketing efforts** at! So, if you haven't already, consider creating some customer personas for your business and see how it can help you better connect with your target audience.

HERE'S THE STEP-BY-STEP TO CREATE YOUR PERSONAS TODAY:

1. IDENTIFY YOUR DESIRED AUDIENCE

Who do you want to work with? Start by identifying the groups of people who are most likely to use your loan services and who has worked with you in the past. You could collect info based on factors such as age, income, credit score, or specific loan products.

2. GATHER INFORMATION

Gather data on your target audience, including demographics, goals, pain points, and communication preferences. This can be done through surveys, interviews, and analyzing customer data.

3. LOOK FOR PATTERNS

Identify common characteristics and behaviors among your target audience.

4. CREATE YOUR CUSTOMER PERSONAS

Use the information you gathered to create detailed descriptions of your ideal customers. This may include demographic information, such as age and income, as well as more detailed information such as their financial goals, motivations, and fears.

5. DIAL-IN YOUR PERSONAS

Fine-tune and polish your customer personas as so they accurately represent your target audience. It is a good idea to regularly update and edit your personas to make sure they're useful.

6. USE THEM

Once you have created your customer personas, use them to aim your marketing strategies, sales efforts, and services offered. By tailoring your services to your target audience, you can better connect with potential customers and build stronger relationships with existing ones.

DON'T KNOW WHERE TO START?

Have ChatGPT give you a place to start using this prompt:



<https://chat.openai.com/chat>

I need your help to build client personas for my mortgage loan origination business which specializes in [SERVICES/OFFERS/VALUE PROPOSITIONS]. I need you to pretend to be a client acquisition marketing expert. My market is composed of [DESCRIBE YOUR TARGET MARKET]. I need these personas to help me gain a better understanding of my target audience's unique challenges, obstacles, motivations, and emotional drivers so that I can create marketing content that strongly resonates with them. These personas should be both demographic and psychographic.

Instructions: Please create [NUMBER] of unique client personas including demographic information like name, age, and personal interests. For each persona briefly describe their top obstacles and pain points. Please also identify two core emotional drivers for each persona and provide a brief description of each. Each also needs to have their top two values/beliefs that will be relevant to [YOUR OFFER/SERVICE]. Outline the top three objections each persona may hold against my offer.

Format your response as follows:

Persona Name:

Age:

Hobbies/Interests:

Obstacles/Pain Points:

Emotional Drivers:

Values/Beliefs:

Objections To Offer:

Remember the power in these personas comes from accurately representing YOUR target audience, not just the generalized ones here.

HERE ARE SOME EXAMPLE PERSONAS IN A FEW DIFFERENT STYLES:



Jake The Young Professional

This persona is in their late 20s or early 30s, with a college degree and a stable job in a growing industry. They are interested in buying their first home and have a good credit score, but may be struggling to save for a down payment due to high student loan debt.



Simone The Small Business Owner

This persona owns a small business and is looking for a loan to expand their operations or purchase new equipment. They have a good credit score and a solid business plan, but may be hesitant to take on too much debt or risk.



Ined The Retiree

This persona is in their 60s or 70s and has retired from their career. They are interested in a reverse mortgage to supplement their retirement income, but may be hesitant to take on debt in their retirement years.



Richard The Self-Employed Freelancer

This persona is a freelancer or contractor who is self-employed and has an irregular income. They may be looking for a personal loan to cover unexpected expenses or a line of credit to help manage cash flow.



Juan The First-Time Homebuyer

This persona is in their mid-20s to mid-30s and is interested in buying their first home. They have limited credit history and may be struggling to save for a down payment while also paying off student loans or other debt. They may be interested in programs that offer down payment assistance or flexible loan terms.



ELIZABETH THE MEDICAL PROFESSIONAL

Fears: The fear of not being approved for a loan due to high student loan debt, the fear of taking on too much debt while still in residency, and the fear of not being able to afford a home in their desired location.

Motivations: The motivation to invest in their future and build equity, the motivation to establish a home base in a new location, and the motivation to take advantage of low interest rates and favorable housing market conditions.

Behaviors: This persona is likely to be very busy and may prefer a loan officer who can work around their schedule. They may also be more interested in specialized loan products designed for medical professionals, such as physician loans or medical resident loans.



PAUL THE SINGLE PARENT

Fears: The fear of not being able to afford a home on a single income, the fear of not being approved for a loan due to lack of financial resources, and the fear of not being able to provide for their children.

Motivations: The motivation to provide stability and security for their family, the motivation to invest in their future, and the motivation to establish a sense of community and belonging.

Behaviors: This persona may be more interested in loan products that offer low down payments or flexible repayment terms. They may also seek out resources such as down payment assistance programs or grants specifically for single parents.



MARIE THE REAL ESTATE INVESTOR

Fears: The fear of not being approved for a loan due to lack of financial resources or poor credit history, the fear of taking on too much debt and risking their investments, and the fear of not being able to find profitable investment opportunities.

Motivations: The motivation to build wealth through real estate investments, the motivation to diversify their investment portfolio, and the motivation to take advantage of low interest rates and favorable market conditions.

Behaviors: This persona is likely to be very knowledgeable about real estate investing and may have specific criteria for their investment properties. They may also be more interested in loan products designed for real estate investors, such as hard money loans or fix-and-flip loans.



IVAN THE RECENT IMMIGRANT

Fears: The fear of not being approved for a loan due to lack of credit history, the fear of not being able to navigate the complex loan application process, and the fear of not being able to afford a home in their new country.

Motivations: The motivation to establish roots and a sense of belonging in their new country, the motivation to invest in their future and build equity, and the motivation to provide a stable home for their family.

Behaviors: This persona may benefit from a loan officer who can explain the loan process in their native language and help them navigate any cultural differences. They may also be more interested in loan products that offer low down payments or flexible repayment terms.



VICTOR THE MILITARY SERVICE MEMBER

Fears: The fear of not being approved for a loan due to their service-related income, the fear of taking on too much debt and risking their financial stability, and the fear of not being able to afford a home in their desired location.

Motivations: The motivation to establish a sense of stability and community, the motivation to take advantage of VA loan benefits, and the motivation to invest in their future and build equity.

Behaviors: This persona may be more interested in loan products specifically designed for military service members, such as VA loans or other military-specific loan options. They may also benefit from a loan officer who has experience working with military families and understands their unique needs and challenges.



Redbear The Young Entrepreneur

Age 25-35

Income \$50,000-\$100,000

Education College degree or higher

Goals Start or expand a small business

Pain Points Limited credit history, lack of collateral

Motivations Seeking financing options to achieve business goals

Behaviors Active on social media and mobile banking apps, prefers digital communication



Mary The Homeowner in Need of Repairs

Age 40-60

Income \$60,000-\$100,000

Education Some college or higher

Goals Make necessary repairs or improvements to their home

Pain Points Limited funds, difficulty obtaining financing

Motivations Improving their living conditions and increasing the value of their home

Behaviors Researches loan options online, may prefer in-person meetings to discuss financing



Allision & Jamaal The Newlyweds

Age 25-35

Income \$50,000-\$100,000

Education College degree or higher

Goals Purchase a home or start a family

Pain Points Limited funds for down payment, navigating the home-buying process

Motivations Establishing a home and starting a life together

Behaviors Active on social media and online review sites to research loan options,
may prefer face-to-face meetings to discuss loan options with loan officers.

ABOUT EMPOWER LO

At Empower LO, we're here to change the way the mortgage game is played.

We're a hands-on, innovation-focused mortgage lead generation company. And we're quite literally changing the game by bringing you, the individual loan officer, the lead secrets the big guys have been hiding for years.

Why should you work with us? Good question.

Here's how we're different:

Transparency and Value-based on measurable ROI.

We don't charge for information, in fact, we share most of our research right in our blog. We bring value based on measurable ROI to our clients with our best in class implementation and management of your search network funnel.

For starters, we use search networks instead of social media advertising to generate mortgage leads because we know that social leads generally do not have high intent. You need business now, not years from now.

Next, we help you convert that traffic into leads through highly-effective landing pages and lead forms.

In order to help you scale your business with all these new leads, we setup proven automated follow-up campaigns for you so so you only spend time talking with the people who are most serious about actually getting a mortgage.

Lastly, we provide monthly coaching and strategy sessions with our in-house lead-gen specialists who will help you maximize your leads to close more deals!

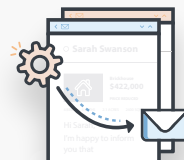
We're your mortgage lead generation partner from start to finish and we GUARANTEE you'll generate intentional leads at a reasonable cost. It's a win-win.



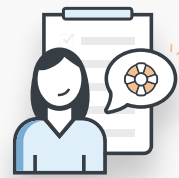
PROVEN LANDING PAGES



LEAD GENERATION



AUTOMATED FOLLOW-UP



CONVERSION COACHING

To learn more about Empower LO and how we can help you drive your business, visit <https://empowerlo.com>.