



AI for Video Marketing

A Practical Training for Loan Officers

Create. Publish. Convert.

The Fabulous Mortgages Team | LendingHouse | Free Tools Only



What We're Covering Today



Why Video Matters Right Now

5 min



Your 5-Minute Video System

6 min



AI Tools That Are Actually Free

8 min



Live Prompt Practice

5 min



Scripting with ChatGPT & Claude

8 min



Q&A

5 min



Creating Videos with Sora

8 min

Total: ~45 minutes including Q&A

Why Video Is Your #1 Recruiting & Lead Tool

82%

of internet traffic
will be video by 2025

3x

more leads generated
by video vs. text posts

5 min

average AI video
creation time

0\$

cost with free
AI tools

Loan officers with consistent video content
build referral pipelines more efficiently.

Realtors and borrowers trust faces. Video
humanizes you before the first call ever
happens.

AI eliminates the biggest barrier: time. You
don't need a studio — you need a system.

Your Free AI Video Toolkit



ChatGPT (Free)

chat.openai.com

Script writing, hooks, captions, hashtags, email follow-ups

💡 Use the free GPT-4o tier — no subscription needed.



Claude (Free)

claude.ai

Long-form scripts, email sequences, recruiting messages, blog posts

💡 Excellent for professional tone and nuanced mortgage content.



Sora (Free Tier)

sora.com

AI-generated video from text prompts — no camera needed

💡 Free account includes limited monthly video generations.



CapCut (Free)

capcut.com

Auto-captions, templates, quick edits, talking-head polish

💡 Mobile + desktop. Best free video editor with AI features.



Canva (Free)

canva.com

Video templates, thumbnails, animated social posts

💡 Drag-and-drop with brand kit support.



InVideo AI (Free)

invideo.io

Text-to-video with stock footage and voiceover

💡 Free tier generates short videos with AI narration.

Scripting Your Videos with AI

The HOOK-VALUE-CTA Framework

1 HOOK (0–3 sec)

Stop the scroll. State a problem or bold claim.
"Most loan officers lose Realtor referrals in the first 60 seconds."

2 VALUE (4–45 sec)

Deliver one clear tip, story, or insight. Stay focused — one idea per video.

3 CTA (last 5 sec)

One clear next step: follow, DM, comment, book a call, or apply to your team.

Copy-Paste Prompts That Work

ChatGPT — 60-sec Reel Script

"Write a 60-second Instagram Reel script for a mortgage loan officer. Hook: [your topic]. Audience: first-time buyers. End with a CTA to DM me 'READY'."

Claude — Recruiting Video

"Write a 90-second video script for a loan officer recruiting reel. Highlight: flexible schedule, work from anywhere, and strong team support. Tone: warm and real."

ChatGPT — Realtor Tip Video

"Give me 5 short (45-sec) video script ideas that would help me add value to Realtors. Format each as: Hook / 1 tip / CTA."

Creating Videos with Sora (Free)

What is Sora?

OpenAI's free text-to-video tool. Type a description → get a short video clip. No camera, no editing skills, no equipment required. Available at sora.com with a free OpenAI account.

Best Uses for Loan Officers

B-roll for talking-head videos • Animated explainer clips • "Lifestyle" recruiting visuals • Social media filler content • Background for testimonial overlays

Sora Prompt Examples for Loan Officers

Recruiting Reel B-Roll

"A smiling woman working on a laptop at a sunny café, tropical background, relaxed and professional, cinematic style"

Homebuyer Content

"A happy family receiving keys to their new home, golden hour lighting, suburban neighborhood, warm and cinematic"

Mortgage Education

"An animated graph showing a mortgage payoff timeline going down over 30 years, clean white background, modern style"

Realtor Partner Value

"A realtor and loan officer shaking hands in front of a sold sign, professional and welcoming, real estate office"

Polishing Videos with CapCut (Free)

Your 4-Step CapCut Workflow

1

Import Your Clip or AI Video

Upload your talking-head video or paste in your Sora clip.

2

Auto-Captions

Tap "Captions" → "Auto-generate". Edit for accuracy. Captions increase watch time by 40%.

3

Apply a Template

Use CapCut's trending templates to auto-sync cuts to music.

4

Export & Post

Export at 1080p. Download to phone → post directly to Instagram, Facebook, or TikTok.

CapCut's Best Free AI Features



Auto Captions

Transcribes and styles captions automatically



Background Remover

One click to replace your background



AI Enhance

Sharpens low-quality footage automatically



Text-to-Speech

Adds a professional voiceover from your script



Smart Cut

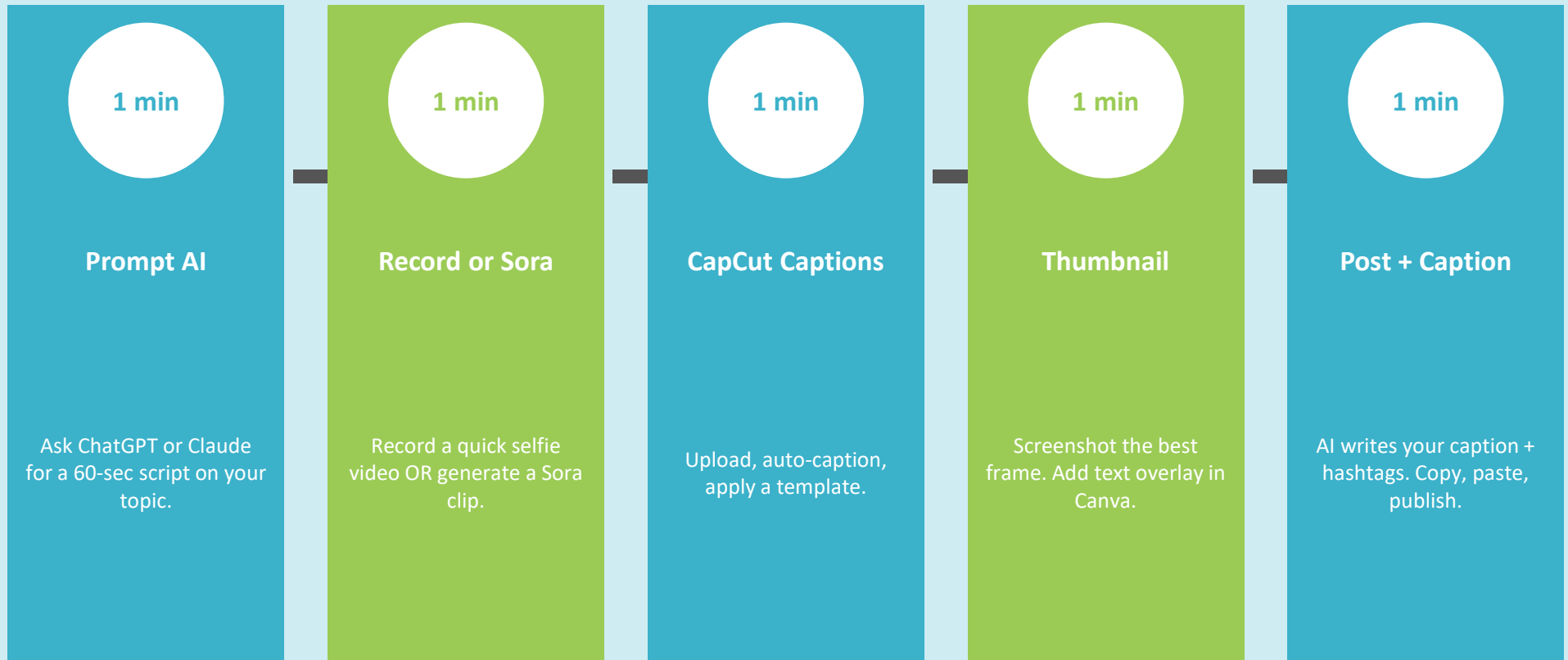
Auto-removes silences and filler words



Trending Templates

Copy viral video styles in 60 seconds

Your 5-Minute Video System



Goal: 3 videos per week. That's 12 touchpoints per month — completely automated.

30 Video Ideas — Never Run Out of Content

For Buyers & Borrowers

- 1. What your credit score REALLY needs
- 2. Why pre-approval ≠ pre-qualification
- 3. FHA vs Conventional — which is right?
- 4. How to win in a competitive market
- 5. 5 things buyers wish they knew
- 6. What happens at closing — step by step
- 7. Down payment myths debunked
- 8. When to lock your rate
- 9. How to read a Loan Estimate
- 10. What NOT to do after pre-approval

For Realtor Partners

- 1. Why your clients need a local LO
- 2. How I protect your closing date
- 3. 3 reasons deals fall through (and how I prevent them)
- 4. Same-day pre-approval: how we do it
- 5. How to talk to buyers about rates
- 6. My communication promise to your clients
- 7. How I help you win the listing
- 8. New program that helps first-time buyers
- 9. Rate buydown strategy explained
- 10. Why I'm the LO your clients will refer

For Loan Officer Recruits

- 1. A day in my life as a remote LO
- 2. How I close loans from anywhere
- 3. What W-2 vs 1099 LO really means
- 4. How I built my pipeline from scratch
- 5. Tools that run my mortgage business
- 6. Why I left my last company
- 7. How our team supports you
- 8. The commission structure explained
- 9. What great culture feels like in mortgages
- 10. Why NOW is a great time to join



Live Prompt Practice

Try these right now — open ChatGPT, Claude, or Sora on your phone:

ChatGPT

Task:

Write a 60-second Instagram Reel script

Prompt:

"Write a 60-second Instagram Reel script for a loan officer explaining why NOW is a good time to buy. Hook: buyers who waited in 2023 are now paying more. Include a CTA to DM me 'READY'."

Claude

Task:

Write a recruiting video script

Prompt:

"Write a 90-second recruiting video script for a mortgage team leader. Audience: experienced loan officers considering switching companies. Tone: honest, empowering. Highlight: flexibility, income growth, real support."

Sora

Task:

Generate a lifestyle B-roll clip

Prompt:

"A confident woman working on a laptop from a rooftop terrace overlooking a city at sunset, cinematic and warm, professional lifestyle."

Where & When to Post Your Videos



Instagram Reels

Best For:

Recruiting + Realtor outreach

Format:

9:16 vertical, 15–60 sec

Best Times:

Tue–Thu, 9–11 AM or 6–8 PM EST

Pro Tips:

Auto-captions ON • Use 5–8 niche hashtags • CTA in caption



Facebook / FB Groups

Best For:

Recruits + Realtor partners

Format:

16:9 or square, 1–3 min

Best Times:

Mon, Wed, Fri — 10 AM–12 PM EST

Pro Tips:

Post natively (not YouTube links) • Pin recruiting videos • Tag partners



YouTube Shorts

Best For:

Buyer education + evergreen content

Format:

9:16 vertical, under 60 sec

Best Times:

2–3x/week, any time

Pro Tips:

Keyword-optimized title • Custom thumbnail • Links in description

Your Action Plan

1

THIS WEEK

Pick 1 topic. Prompt ChatGPT for a 60-sec script. Record on your phone.

2

THIS WEEK

Open CapCut. Add captions. Post to Instagram Reels.

3

NEXT 30 DAYS

Publish 3 videos per week using the 5-Minute System.

4

NEXT 30 DAYS

Try Sora for one B-roll clip. Use it as a recruiting visual.

5

ONGOING

Track which video types generate the most DMs, follows, and referrals.

Questions?

Free Tools Quick Reference:

- ✓ chat.openai.com — ChatGPT (free)
- ✓ claude.ai — Claude (free)
- ✓ sora.com — Sora video (free tier)
- ✓ capcut.com — editing + captions (free)
- ✓ canva.com — thumbnails + graphics (free)
- ✓ invideo.io — text-to-video (free)

The Fabulous Mortgages Team | LendingHouse