

# Hook, Caption, Convert: The Content Writing Crash Kit

For Mortgage Agents & Real Estate Professionals

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## Why Writing Matters (Even If You Hate It)

Let's be real: most agents aren't writers. And you don't need to be.

But if you want people to stop scrolling, read what you say, and trust you enough to message or click your link? You need to write like a human who *gets it*.

This kit will show you how to craft better captions, bios, and CTAs that sound like *you* — clear, confident, and helpful. No fluff, no cringe, no writing degree required.

Let's get into it.

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## What you'll find in this guide:

- **Headline Formulas That Stop the Scroll**
- **CTAs That Don't Sound Desperate**
- **Hook Rewrites for Old Content**
- **The Weekly Caption Builder**

## Headline Formulas That Stop the Scroll

### 1. The Question Hook

*Why it works:* It invites the reader to answer or reflect instantly.

- “Are you actually getting the best rate on your mortgage?”
- “Is homeownership still realistic in 2025?”

### 2. The You-Focused Statement

*Why it works:* People pay attention to content that speaks directly to them.

- “You deserve a mortgage that works for you—not the lender.”

### 3. The Myth Buster

*Why it works:* Contradicting common beliefs sparks curiosity.

- “No, you don’t need 20% down to buy a home in Canada.”

### 4. The Bold Claim

*Why it works:* It stands out with confidence.

- “The biggest mistake buyers make in this market? Waiting.”

### 5. The Curiosity Gap

*Why it works:* It makes the reader *need* to know what comes next.

- “This one mortgage tip could save you \$30K over time.”

### 6. The Short Shock

*Why it works:* Short + surprising = instant attention.

- “Fixed rates just dropped.”

### 7. The Relatable Pain Point

*Why it works:* Calls out what people are silently struggling with.

- “Sick of feeling lost in the homebuying process?”
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## CTAs That Don't Sound Desperate

Break your call-to-actions into approachable categories:

### DM Invites

- “Got questions? Slide into our DMs anytime.”
- “We’re just a message away if you want clarity before your next step.”

### Soft Pitch Lines

- “We offer free 15-min consultations if you want to game-plan options.”
- “Our inbox is open if you’re ready to explore what you qualify for.”

### Comment Prompts

- “Ever been unsure about your rate? Comment ‘yes’ if that’s you.”
- “Tag someone who needs to see this before house hunting.”

### Engagement Starters

- “What’s one thing you wish you knew before buying?”
  - “First-time buyer or investor — what are *you* planning this year?”
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## Hook Rewrites for Old Content

### Original:

"Here's a listing we're excited about in Mississauga!"

### Rewritten:

"This \$0-down option in Mississauga might change the game for first-time buyers."

### Original:

"Rates update for this week: 5-year fixed at 5.49%."

### Rewritten:

"Rates just dipped—and that means more buying power than last month."

### Original:

"New blog post up about mortgage renewals!"

### Rewritten:

"Renewing your mortgage soon? Here's what most homeowners get wrong."

## The Weekly Caption Builder

Use this structure for any post:

1. **Hook** (grab attention)
  2. **Value** (what they'll learn or gain)
  3. **Optional Insight or Story** (make it relatable)
  4. **CTA** (soft ask or open invite)
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### Example 1: Rate Update

**Hook:** Fixed rates just dropped again.

**Value:** That shift could unlock more affordability for buyers this summer.

**Insight:** Every quarter point matters when it comes to monthly payments.

**CTA:** Not sure how this impacts you? We're here to help.

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### Example 2: First-Time Buyer Tip

**Hook:** Think you need 20% down? Think again.

**Value:** Many Canadians buy with as little as 5% down.

**Insight:** We help first-time buyers map out real options every week.

**CTA:** DM us your city & budget and we'll show you what's possible.

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## Final Word

If you can talk to a client, you can write a caption.

Keep it simple. Keep it real. Stay consistent.

And remember: your words aren't just filling space — they're building trust before the conversation even starts.

Now go hook, caption, and convert — one post at a time.