ETHOS PLAYBOOK SYSTEM · VOL. 002 · AUDIENCE: MORTGAGE ADVISOR

The Social Media Mayor

Six plays for owning your local market on social – so the whole zip code knows your name before they ever need a loan.

Most advisors treat social like a billboard: post, wait, hope, quit. The winners run it like a campaign for local office — they show up, serve, and earn the vote one conversation at a time. **Drew Gillett has a name for the advisor who does it right: the Social Media Mayor of their market.**

ETHOS

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*Based on a conversation with **Drew Gillett**, Vice President of Marketing at Guild Mortgage, on **The Way with Dino Katsiametis**.*

START HERE

The Short Version

- **Pick three to five pillars and hold them for a year.** At least one personal, at least one business.
- **Film at the agent's open house.** Give away a Saturday before you ask for anything.
- **Film once, post everywhere.** You do not need more content. You need more mileage.
- **Fix the first three seconds.** Record the hook separately, after the video is shot.
- **Get found by AI.** Mentions are the new backlinks — including Reddit and local Facebook groups.
- **Stay off the two landmines.** Never post rates or fees. Never pick a side on politics or religion.

WHY THIS MATTERS

A billboard hopes.
A campaign earns votes.

A billboard goes up, sits there, and waits. A campaign shows up, serves, and earns votes one conversation at a time.

There is an advisor who posts a rate graphic, waits a week, gets nothing, blames the algorithm and quits. And there is an advisor running for something — three pillars held for a year, showing up in the community with a camera, becoming the familiar face people trust long before they need a mortgage.

Drew has watched hundreds of both from his seat at Guild, where he leads marketing for thousands of originators. **Everything in this playbook is the second advisor's campaign, in six plays you run in order.**

Jake Lambro runs exactly three content pillars and built a **$40-million-a-year business in six years** — without ever buying a lead. The discipline is the strategy.

> **Nobody elects a stranger.** The advisor the whole zip code already knows never has to prospect. The business comes to the name people recognise.

PLAY 01

Pick your pillars — then refuse to deviate

Posting about everything gets you remembered for nothing. The advisor who owns three topics becomes the answer when those topics come up at a kitchen table.

Choose three to five content pillars and stay there — local market, client stories, mortgage education, community. At least one pillar is personal: family, faith, the gym. At least one is business.

Then hold the line for twelve months.

> THE MOVE
> Constraint creates memory. People do business with people, so the personal pillar is not a break from the strategy — it is half of it.

PLAY 02

The open house content hack

Most advisors ask agents to coffee. **The Mayor shows up to the agent's open house with a camera and gives away a Saturday.** Value before the ask.

Film a sixty-second financing scenario inside the actual house — *here is what it takes to own this one.* Then film a second video with the agent and send it to them. They now have content, and a reason to remember you.

> THE MOVE
> You delivered before you asked. The agent gets co-branded exposure, you get a marketing asset and a warmer relationship — at a cost of exactly zero.

> PRO TIP
> In Drew's words: *"Way easier than randomly asking people, wanna go to coffee?"*

THE PRINCIPLE

*"Followers are vanity. Familiarity is currency.
The mayor of your zip code never buys a lead."*

PLAY 03

Film once, post everywhere

The advisors who look like they are everywhere are not filming every day. **They film once and distribute everywhere.** You do not need more content. You need more mileage.

Pick a home base — for most advisors, Instagram. One filming session becomes Reels, TikTok, Shorts, LinkedIn and Facebook, with native captions written per platform.

Keep short-form under 110 seconds. Put the eight-to-twelve-minute long-form on YouTube, where depth builds authority.

> THE MOVE
> Consistency across platforms is how strangers become familiar — and familiarity is the whole game.

PLAY 04

Fix the first three seconds

Your content is not bad. **Your first three seconds are.**

Two numbers tell the truth: skip rate and average watch time. Everything else is noise. If they bail in three seconds, minute two never had a chance.

Record the hook separately. Film the video, then film one killer opening line and put it on the front. A fresh hook on an old video is a brand-new post — which is exactly how this playbook's own episode got re-cut.

> THE MOVE
> It is the highest-leverage edit in short-form: one sentence, filmed last, decides whether the other ninety seconds get seen at all.

PLAY 05

Get found by AI

Search is moving from Google links to AI answers, and **AI does not rank your backlinks — it reads your reputation.** The advisors being cited are playing a different game.

Build proof of **E-E-A-T**: experience, expertise, authority, trustworthiness.

Mentions now beat backlinks. Being talked about in articles, communities and Reddit threads is the new currency.

The underused play: **show up helpfully in local subreddits and Facebook groups**, because AI reads those too.

> THE MOVE
>
> Mentions are the new backlinks. The advisor talked about across the web becomes the advisor AI recommends — and nobody argues with a recommendation.

PLAY 06

Stay off the two landmines

Some topics grow your audience. Some end your career. The Mayor does not need shock value — **familiarity compounds, controversy detonates.**

LANDMINE ONE — RATES AND FEES

Never post rates or fees on social. One number on screen is a compliance problem you cannot unpin.

LANDMINE TWO — POLITICS AND RELIGION

A knife edge. Strong opinions win engagement, but once you go there you cannot back away.

> THE MOVE
>
> The whole strategy is being known and trusted by everyone in your market — and you cannot be everyone's advisor if you have picked a side half of them cannot cross.

FROM THE FIELD

The mayor of a zip code

Jake Lambro did not build a $40-million-a-year business by going viral.

He built it by running three pillars — home buying, investment strategy, and his own life — for six straight years, so consistently that his market simply knows him.

No purchased leads. No thirty-topic scramble. Just the same three notes, played until the whole neighbourhood could hum them.

That is what owning a zip code actually looks like.

THE PRINCIPLE

"Nobody elects a stranger.
Show up, serve, and repeat until your market knows your name."

Related playbooks

- **The 4 AM Advisor** — the morning discipline that makes room for any of this
- **Never Wait for the Close** — the client gifting system that turns familiarity into referrals

YOUR NEXT MOVE

Three pillars. Tonight.

Pick your three pillars tonight — one personal, one business, one your call — and commit to them for the next twelve months.

YOUR NEXT MOVE

Write down your three pillars tonight and hold them for a year. Then see how Ethos advisors turn a local following into a referral engine.

See How Ethos Advisors Do This →

ro.am/Dino/mortgageadvisor

LISTEN TO THIS EPISODE

The Social Media Mayor: Own Your Local Market

The Way with Dino Katsiametis · Episode 61 with Drew Gillett

Tap to play on DinoKatsiametis.com →

A FINAL THOUGHT

The advisors who win their market are not the loudest or the most viral. They are the most familiar — the ones who showed up, served, and stayed consistent until the whole zip code knew their name.

Run for office. Who can we serve today?
– *Dino*

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#WhoCanWeServeToday