

CreditRepair.com Influencer Media Kit

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“ Who is CreditRepair.com?

Q1 _____

Our name is 100% literal. We help people repair their credit and we've been crushing it for the better part of a decade.

Okay, but what is credit repair?

Credit repair is the process of identifying and addressing unfair, inaccurate or unverified negative items on a consumer's credit report.

Negative what now?

Right, sorry. For legal reasons, we have to use some pretty specific language. Negative items are anything on a credit report that could hurt your score, like a collection or late payment. While some of these credit dings are legitimate, others are not. We help our members with the latter.

Unfortunate fact:

Millions of Americans have inaccurate or unfair negative items wrongfully hurting their score.



Also, this is a great stat to use in your article.

Q2 —————

“ So what can CreditRepair.com help with?

- ✓ Inaccurate collections
Without a doubt
- ✓ Unfair late payments
Yep
- ✓ Unverified charge offs
Of course
- ✓ Unsubstantiated liens
Most definitely
- ✓ Erroneous bankruptcies
You bet
- ✓ Incorrect repossessions
For sure

Q3 —————

“ Are there any guarantees with credit repair?

Unfortunately, no. We legally cannot promise any results, although we can talk about previous success we've had with clients.

What kind of success?

Past CreditRepair.com members have seen an average increase of **40 points** in their first six months

Disclaimer:

71% of CreditRepair.com members saw their score improve, with 85% seeing a 40-point increase over six months



Q4

“Anything else I’m not allowed to say?”

Probably. We can’t list everything you shouldn’t say, but know that the credit repair space is heavily regulated. Here’s a list of good and bad examples for you to consider.



Good examples:

This post is sponsored by...

Your credit won't fix itself.

Kickstart the comeback on your credit with help from CreditRepair.com

Repairing your credit can be hard.

Calling CreditRepair.com? That's easy.

Call a credit advisor today

It's not just their name. It's literally what they do.

Better credit. Better life.

Great days follow good credit.

The most recognized name in credit

Don't let denied turn into defeated
Everyone deserves an accurate and fair credit report. But getting there without help? Yikes.



Bad examples:

No slang acronyms like TBH, WTF, LOL, etc.

This post is in partnership with...

Repair your credit, guaranteed

Raise your credit score/ get your score up

Call a credit expert today

Remove your negative items

You can delete negative items from your credit

Get approved for a home loan when you...

Fix your score and drive any car you want

CreditRepair.com once defeated Keanu Reeves in hand-to-hand combat (at least, not yet)

Q5

“Do you provide a credit report or a score?”

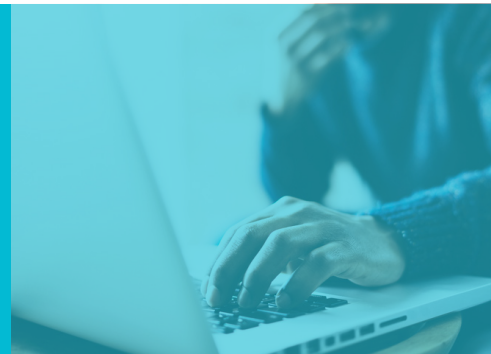
Yes!

That doesn't even make sense—

During the initial phone call, consumers get a TransUnion Summary Report and FICO® Score for free. While it only shows up to five of their negative items, this should give callers a clear idea of what their credit is and what's impacting it.

“Wow—a free summary report and FICO® Score? What value!”
– You, probably

After they sign up for our service, members get all three credit reports from all three credit bureaus, updated regularly. Those who don't sign up can still access their free TransUnion report online (sent via email), but no FICO® Score.

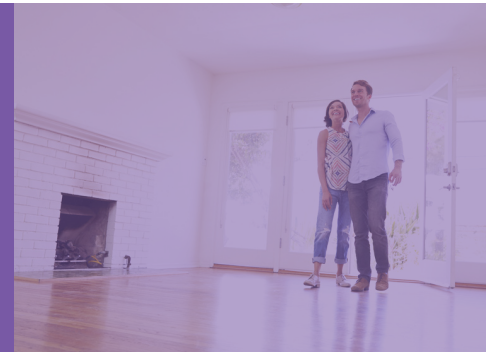


“ What else do members get?

Q6

Credit monitoring is only a small part of the service we offer. The main chunk is, unsurprisingly, credit repair. Depending on their service level, we send out monthly creditor interventions and bureau challenges on behalf of our members.

Our credit repair service is so effective, that we've helped with over 7.5 million removals on our members behalf since 2012.



This stat is also approved for use, just don't forget this disclaimer:

Your results will vary and are not guaranteed.

Members also get the following:

- ✓ An inquiry assist tool to challenge hard inquiries on their reports
- ✓ Identity theft insurance up to \$1 million
- ✓ Credit repair recommendations and score improvement analysis
- ✓ Online and mobile support, chat, email and more
- ✓ Free high fives from Jeremy

Q7

“ What else can you tell me about CreditRepair.com’s language?”

CreditRepair.com’s voice is confident and clear. It is friendly, accessible and full of personality. CreditRepair.com is helpful, charming and conversational.

The use of humor is encouraged, but remember that a forced joke, bad pun or over-reaching headline may create more problems than it solves. When in doubt, choose clarity.

Okay, but what if you could only pick three words to describe your brand?



Humanity

Credit repair may not sound exciting, but for a lot of people, it’s an absolute life-changer. We aren’t just selling a product—we’re helping people.



Humor

Credit repair is serious business, but that doesn’t mean our customers want to hear a serious message. We try not to lecture potential customers.



Hope

Our members have enough on their plate, and they aren’t looking for doom and gloom. Our messaging needs to show a light at the end of the tunnel.

Got it. Any final tips?

We’d recommend you pretend you’re writing for fourth graders. Keep your ideas concise and grouped together. Using smaller blocks of content will help users retain what they read.

Q8 —————

“ Does CreditRepair.com have a boilerplate?

Yes, see below.

CreditRepair.com is a leading provider of credit report repair services in the United States. CreditRepair.com's team of credit advisors educate and empower individuals to achieve the credit scores they deserve. CreditRepair.com's technology provides members a personal online dashboard, a credit score tracker and analysis, creditor and bureau interactions, text and email alerts, mobile apps and credit monitoring. For more details about CreditRepair.com, please visit www.CreditRepair.com.