

Summary of Course Marketing

Fact: The # 1 source of students to attend a course is their Broker who promotes/requires their agents to attend because that Broker understands that educated agents are profitable agents.

- Therefore, market to Brokers who have a business model tied to the profitability and production of their agents.

Fact: An agent who attends a course and applies the information they learn to their business, WILL increase profit and production in the following 12 months.

- Therefore, market to agents who wish to increase their business in the next 12 months

Fact: A Brokerage Company that has 100 agents who attend a course and apply the information learned will increase their production.

- Therefore, market to Brokers who understand that if their per agent production increased **JUST ONE CLOSING PER AGENT in the next 12 months it would increase the income to the BROKER**
 - Average Sales price \$200,000 x 6% commission x 50% listing side commission x 30% (70/30 split with agent) = \$1,800 company dollars per closing
 - \$1,800 company dollars per closing x 100 closings = **\$180,000 increase bottom line company profit**

\$180,000 increase in bottom line company profit in the next 12 months is enough to get any Broker in the United States motivated to promote/require their agents to attend a course



Marketing the Course

Fact: There is a lot of money in courses that have lots of students. Consider sharing revenue with the instructor and get that instructor to help promote the course.

- One Day Courses (fees range from \$100 - \$250 per student)
 - 100 Students x \$150 Each = \$15,000
 - 200 Students x \$150 each = \$30,000
 - 300 Students x \$150 each = \$45,000
- Two Day Courses (fees range from \$200 - \$350)
 - 100 Students x \$250 Each = \$20,000
 - 200 Students x \$250 each = \$40,000
 - 300 Students x \$250 each = \$60,000

Fact: Agents who want to save money on the cost of their own course will help you market your course.

- Therefore, create a pricing structure that entices one agent to recruit others and requires all the applications to be turned in at once.
 - One Day Course Pricing
 - 1 Agent = \$150 each
 - 3 Agents = \$125 each
 - 5 Agents = \$99 each
 - Two Day Course Pricing
 - 1 Agent = \$250
 - 3 Agents = \$225
 - 5 Agents = \$199
 - Note: Applications must be stapled and turned in together with the exact number of applications attached i.e., 3 or 5....no more, no less!
 - Requiring 3 or 5 applications together creates a problem for those agents who do not have another application attached to theirs and must begin to search for others to save themselves money!
- NO EARLY BIRD SPECIALS!! They do not work...and actually turn agents away in the last 30 days. Typical early bird specials are 30 days out and the typical agent decides less than one week before the course to take it!



- Schedule at least 2 and a maximum of 4 courses in each year so you can market the next course at the current course

8 x 8 Course Marketing Program

To effectively market a course takes a marketing campaign. A marketing campaign requires a Champion who is willing to take on the task of directing the marketing and reaching the desired result of numbers of students and profit. A Profit sharing with the Champion is a great way to get someone motivated to do all the work necessary to promote a great course.

If you are not willing to do the work of marketing and promotion you should not attempt to sponsor a course.

9 Weeks Out

- Have the following prepared
 - Contact information on 100 top producing agents in market
 - Contact information on 10 largest Brokers in market
 - Printed Brochures for course
 - Printed Invitations for course
 - Email distribution list for all agents in market
 - Website set up for course
 - 3 click maximum from opening page
 - direct address to the page
 - No pass code entry to information
 - Shopping cart set up so agents can online sign up and pay
 - At least an application to download (pdf)

8 Weeks Out

- Save the Date email to all



7 Weeks Out

- Email all agents
- Formal Invitation **mailed** to top 100 agents and top 10 Brokers
- Distribute course brochure at all BOR and Broker meetings and association office

6 Weeks Out

- Email all agents
- Distribute course brochure at all BOR and Broker meetings and association office
- Personal visit to top 10 Brokers in market
 - Promote the Course
 - Explain the benefit of one extra Closing per agent this year
 - Promote the Broker webinar and agent webinar
 - Get a commitment for them to attend the webinar and promote their agents to attend the agent webinar

5 Weeks Out

- Email all agents
- Visit Broker Sales Meeting and pitch course to agents
 - Promote the Agent Webinar
 - Distribute course brochure at all meetings

4 Weeks Out

- Email all agents
- Distribute course brochure at all BOR and Broker meetings and association office
- Webinar for Brokers
 - Promote the Course
 - Explain the added profit for +1 Closing per agent
 - Elicit their help in getting their agents to attend



3 Weeks Out

- Email all agents
- Distribute course brochure at all BOR and Broker meetings and association office
- Webinar for Agents
 - Promote the Course and what they will learn
 - Teach information that will not be contained in the course itself

2 Weeks Out

- Email all agents
- Distribute course brochure at all meetings and association office
- Personal call to follow up on Top 10 Brokers and Key Agents

1 Week Out

- Email all Agents
- Distribute course brochure at all meetings and association office
- Personal call to follow up on Top 10 Brokers and Key Agents

Host the Course

- Arrange for sponsors
- Gather feedback from students about
 - Instructor
 - Course material
 - What they learned that they can use today!
- Keep flip video handy for videos to record and post on website for future course promotions
- Have instructor promote the next course

3 weeks after the course

- Get course critiques and post them to website to promote next course



- Follow up on success stories to promote next course
 - Find champions of this course to use for the next course

