

Thoughts and ideas from RAPDD attendees during Marketing Magic in Wichita, KS.



- Promote designations through veteran designation holders – like referring a friend
- Provide additional websites so they can research on their own (Gen X students)
- Entertainment in the classroom! (music, games, cartoons)
- “Attend this course and gain skills to not only be more productive and profitable, but to work less and play more.”
- Don’t like math: GRI Finance give you the ‘answers’.
- Attend this BPO class and you’ll gain more clients.
- (For Boomers) “Attend Fair Housing and you’ll be state compliant”
- (For Xers) “Attend Fair Housing and we’ll have balloons” (*hey, I just type them up!*)
- Bring a buddy, if the Realtor (buddy) hasn’t attended the convention in the past 5 years, they get ½ off their registration.
- “Got GRI?” The background is black, the text is white, then send out as an e-mail or put it as a link on a website.
- We do 20-minute webinars, then GENTLY promote the full class being conducted on the subject.
- “We’re going to Disneyland! Learn how to make enough money to take yourself & your family to Disneyland.” (for marketing a Business Planning course)
- “Negotiate your way to financial success and receive a nationally recognized designation” (Xers like money, Boomers like the ‘success’ and ‘recognized’ in this message.)
- “Build and grow your business”
- Ask the instructor to do a quick video stating: 1 thing students will learn and 1 reason to attend.
- “Attend this SFR course you will learn the most up to date information on Short Sales in this market.”
- “Enhance your career and have fun with _____ while learning about Short Sales & Foreclosures to help you succeed in today’s market!”
- “Attend this class and you will walk away more confident in your daily work and activities. This class is fuel for life!”