



TIPS TO GETTING COURSES SELECTED



Tips To Getting Your Sessions Chosen

Whether you're a veteran instructor or a rising star, getting booked as a real estate speaker in 2026 isn't just about what you know—it's about how you package that presentation. I've spent two decades sharing knowledge, and if there's one thing I've learned, it's that the people hiring you (those hard-working Professional Development Directors and Association Executives) are looking for a partner, not just a presenter.

If you want to fill seats and become the rockstar of the association circuit, you need to treat your course development like a world tour. Here is the ultimate toolkit for getting your name on the marquee.

1. Don't Just Teach—Solve a Problem

The days of "Ethics 101" are over. Your audience is distracted by a "dopamine drip" of emails and social media. To get chosen, your course must be more interesting than their inbox.

- **Lead with the Outcome:** Don't sell the process; sell the result. Instead of "Buyer Agency Training," try "Winning the Buyer Agreement: How to Secure Your Commission in a Shifting Market."
- **Use Power Words:** Trigger curiosity or emotion. Your title should make an agent feel like they're missing out if they aren't in that room.
- **Name Your Target As If You Know Them Personally:** Really think about your learner persona and address a problem they have a solution you have.
- **The Storytelling Arc:** Every great course needs an exposition, a climax (the "aha!" moment), and a "happily ever after" where the agent sees exactly how this makes them more money or protects their clients.
- **The Hook:** Include a number, time frame or bold promise in your description and or title. "3 Tools To Keep Your Clients Loyal"
- **Description Elements:** These are the elements of a course description that create a hook and will tease a learner to want to know more.
 - Start With the Pain or the Promise
 - Be Crystal Clear on the Transformation
 - Speak Like a Human, Not a Textbook
 - Name Drop Outcomes or Deliverables
 - Close With a Call to Action That Hits FOMO

Title Examples (I'm using Ethics, because it's the most challenging class to get students interested in...)

“The Ethical Edge: Winning Clients Without Losing Your Soul”
“Reputation is Revenue: Ethical Strategies for the Modern Agent”
“The Code: How to Stay Out of Trouble and Ahead of the Game”
“Trust Me, I’m a REALTOR®: Ethics That Actually Work in Real Life”
“Nonnegotiables: Mastering Ethical Boundaries in Real Estate”

Description Example:

“Think Fair Housing is just a list of rules to memorize? Think again. In today’s market, agents who truly understand the why behind the law — and how to navigate gray areas with clarity — are the ones building trust, winning referrals, and sleeping soundly at night. This session breaks down real-world scenarios, unconscious bias traps, and compliance blind spots that even experienced agents miss. You’ll walk away with strategies to serve every client fairly, confidently, and legally — plus tools you can use immediately in your business. If you think Fair Housing is boring... you’ve never taken it with me. Let’s get this right, together.”

2. Build Your "Green Room" Request List

Professionalism is in the details. When you make it easy for an association to host you, you become their first call for the next event. Create a Speaker Resource Page on your website that includes:

- **High-Res Headshots:** Give them options that fit their vibe.
- **Bio & Resume:** Include a "marketing-friendly" bio and a full resume for CE submission.
- **Tech Specs:** Be specific. Do you need HDMI? A lapel mic? A 3000-lumen projector?
- **The "Hostage Letter":** If you’re doing a hybrid class, send a clear list of requirements. Hybrid is a different beast, and the tech—not just the instructor—determines its success.

Pro Tip: Ask for room-temperature water. Cold water constricts your throat, making it harder to speak for three hours straight.

Here's an example of mine: www.matthewrathbun.com/promotematthew

3. Partner with the Association (The "Roadie" Mentality)

You and the Professional Development Director are on the same team. If the class doesn't fill, you both lose.



- **Provide a Marketing Toolkit:** Don't wait for them to design a flyer. Give them a Canva template with your branding already in place.
- **Create Promo Videos:** Send a 60-second teaser they can post on Facebook or Instagram. Seeing you in action helps "sell" the education committee on your value.
- **Pre-Class "Teasers":** Offer a free 30-minute webinar a month before your big ABR or SRS class. It builds trust and proves you're the authority they need to see in person.

Example of my Marketing Resource page:

www.matthewrathbun.com/marketing-a-real-estate-class

Example of my Hybrid Course Guidelines:

<https://www.matthewrathbun.com/wp-content/uploads/2023/07/Hybrid-Course-Setup-Recommendations-Rathbun.pdf>

4. Exceed the Expectations

Most agents walk into a classroom with low expectations. When you "blow their minds" with something they haven't heard in 47 other ethics classes—like the nuances of confidentiality in multiple offers—you create **fans**.

- **The Post-Class Toolkit:** Education shouldn't end when the clock stops. Provide a link to a resource page with video tutorials, PDFs, and AI prompts. This keeps your name in their "second brain" long after the class.

Example: www.matthewrathbun.com/ai