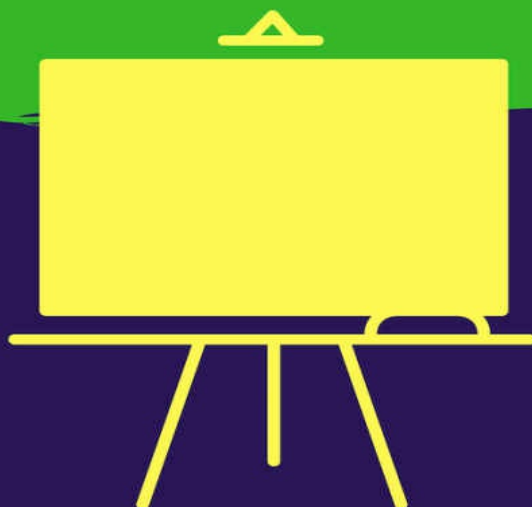




UDEMY MASTERCLASS THE COMPLETE GUIDE

Earn money teaching your passions



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Udemy MasterClass

The complete guide

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Introduction

Udemy is a marketplace platform accessible to all to sell online courses. Online course platforms offer the opportunity to publish courses using ergonomic tools. Udemy is simply one of the best online course publishing platforms. That's why I invite you to read the rest of this book now in order to start selling online courses on Udemy.

In the digital age, there is an ever increasing demand for access to online information. Individuals tend more and more to want to train quickly and simply. For this they are moving towards the dissemination of online training on dedicated platforms. And this demand will not stop increasing in the future years, so it's a profitable niche.

At first it may seem difficult to create and publish online courses but we will make it much easier than it seems. For this you have to have the right tools, the right pieces of information, and the motivation.

Why do you have to create online courses? To earn money by teaching what you love and generating passive income, these revenues will be able to persist in time passively once you have published your course.

Today may be you want to create an income supplement to your business, maybe you want to create a total income, maybe you want to travel full time and earn your financial independence. So many legitimate reasons that can push you to selling online training. And you are right, thanks to that you will be able to create your profitable business in the long term. Indeed we must

aim for the long term to develop its success and thus earn money in the future years.

Chapter 1

The platform Udemy

1- Description of the Udemy platform

Udemy is the number one online course platform in the world. It is the leading company. Millions of students from all over the world are registered on Udemy with several thousand trainers. Udemy acts as an intermediary between trainers and students. They work for you and allow you to use their platform to promote your online courses. As an entrepreneur, expert in a field or simply an individual who wants to share his knowledge, you can learn how to create your courses with them. The platform deals with offering an ergonomic tool to create attractive courses.

There is a 24h / 24h support. Today, it can be said that thousands of instructors have been able to have passive income for or less and earn a living with Udemy.

Regarding language, Udemy hosts courses in nearly 50 languages. English is obviously the most used main language, but also with the most competition. The number of courses in other languages are growing rapidly for a booming market.

Know that teaching an online course gives you a great sense of autonomy. When you sell your first Udemy course, you will be really proud and you will probably want to publish more.

You can create courses on a vast number of topics. You need to have a passion or expertise that you want to share and monetize. As long as you are competent on a subject and you want to share it, the desire to teach, you can create your courses on Udemy.

Be careful because some areas are more popular than others. So more or less profitable. Do not forget that you have competition on Udemy so you have to create the best courses with the most detail, quality, advice to differentiate you from other trainers.

And the big plus is that your subject does not even need to be very technical, as long as you bring in answers and pieces of information that add value.

The main categories of courses include:

- Development
- Business
- Computer and software
- Office productivity
- Personal development
- Conception
- Marketing
- Way of life
- Photography
- Health and fitness
- Teacher training
- The music
- The academics
- Language
- Test preparation

2- Why choose Udemy

You will probably ask yourself why Udemy is a priority and not other platforms like Skillshare, Teachable etc ...

I will give you the reasons why you must choose Udemy.

- It's a free platform, there is no registration fee. Of course, in return Udemy takes 50% of the commissions, which is not nothing actually. But what a pleasure to host and sell courses for free, without the need to pay a monthly subscription. From there you are sure to make a profit as soon as you sell a

course.

- The platform is constantly expanding, there are always more students and teachers, which guarantees constant traffic and sales for future years.
- Udemy is a market place, which means that your courses are directly accessible online on the platform, they are visible in the Udemy search engine.
- You can make money and make sales without promotion, because as I just said it is a market place, and your course is directly readable and accessible.
- There is no course exclusivity with Udemy, which means you can sell a course on Udemy, and you can also offer it on another platform.
- The hosting module is really very ergonomic and well done. You have all the tools you need to host a quality course.
- You can join the Udemy promotion program and let Udemy do the necessary to promote your class.
- You can set the price of your course by slice.

3- The benefits of being a Udemy trainer

Now that I have shown you the benefits of the platform I will show you the benefits as a trainer. Why it will be beneficial for you to sell video training on Udemy.

- You will make money. The goal of any business or business online, which we undertake, is above all to earn money. With Udemy you can actually earn money, there is no scam, no fake, it is a more than serious platform that pays your income every month.
- The money you are going to earn is going to be a passive income. In other words, the money you will earn without having to work on it. You will create

your course where it will be an active period of work that will have to be done carefully. Once you publish your course you can make money without having to do anything. And you can reuse this time for other courses etc ...

- You can actually earn passive income that can allow you to have a full-time salary. And with that, you can choose to be free geographically, to work different, to travel. Of course you will not earn a full salary with just one course, but with several courses and a business getting ready, you can achieve this goal.

- You can make money on an area you like. And to earn money on an area we love is still a lot more enjoyable.

As you will be teaching about something you love, that you know, you will do your course more relaxed, with more motivation. Try to teach your passions is to make money doing what you love.

- Creating classes and teaching, it gives a deep self-esteem. There is nothing better than being proud to offer an attractive sales course and see the participants enjoying the course.

4- How much can you earn?

It is difficult to define how much you can earn on Udemy because there are several factors to consider. Be aware, however, that the best instructors earn a few thousand euros on the platform each month.

Your salary will depend on the number of students participating in your course and the fees you have set. Know that on Udemy you will sell very rarely courses at a high price. Participants who go to Udemy often look for courses at an attractive price. In addition, competition means that many courses are priced at a few euros. It is better to multiply small sales on Udemy and the number of courses.

- You can expect to earn a few hundred euros if you offer several courses of good quality, after several months of launching and a constant evolution. This can make a good income supplement. Suppose you offer a simple course that

earns you 50 € in the month. If you now create 10 courses, you can potentially earn € 500 per month. After course, it depends on the niches, the quality of your course, the evolution. Gagner € 15 per month with a course as you can earn € 300 per month.

- With good marketing strategies, and promotional work done independently, you can earn more than \$ 1,000 and have a salary through Udemy, having several active courses and after several months of launch.

- With a solid experience on the platform, a track record, several quality courses that defy the competition, lots of positive testimonials, marketing around your job as a trainer, you can reach the heights by making several thousand euros .

5- How will you pay?

Udemy collects 50% of the sale price of your course, you will get 50% of the income. If you offer a 30 € course and you sell it, you will earn 15 €. And when we look more closely I think it's absolutely right. Indeed Udemy allows you to host an unlimited number of courses on their platform, and this for free. And with all the facilities provided by Udemy, both in terms of the ergonomics of the hosting, the level of support, the analysis of the reports of income etc ... It is that it is a fair counterpart. These payments are what are called payments as organic Udemy, ie sales of courses made directly on the platform at normal prices. Then you can choose to participate in Udemy affiliate programs, as well as discount programs. In this case you will earn money on the courses through publicity programs and affiliate programs.

For payment, Udemy pays with Paypal. So, if you do not have a paypal account, open one before applying as a trainer. Udemy pays you at fixed intervals, that is to say every month.

Paypal is the first payment intermediary on the Internet. It is used by the largest companies in the world: banks, professionals, associations ... as well as individuals. It is an ultra secure payment method. You have the option to

pay and receive money through your Paypal account. In these cases you must enter your bank details and credit card numbers to withdraw your funds on Paypal.

Udemy will transfer your funds to your Paypal account. You will only have to withdraw your money directly on Paypal.

6- Define your goals on the platform

Setting your goals on the platform is what will allow you to find the motivation to create a course effectively.

Defining your goals is to ask first what is your main goal in creating Udemy training.

- Do you create your course online simply out of curiosity and try to make sales, publish it and see the results?
- Is it your goal to create sustainable passive income by selling one or more Udemy trainings?
- Do you want to create your business online, or are you already creating it, and want to grow your business by creating online courses?
- Do you want to create an online training to add to other sales products?

Several different reasons will be your source of motivation. From there you will be able to define how long you want to launch your first online course on Udemy, or you set a plan of action over a few months which will consist of publishing several courses in a row. Thanks to this you will know perfectly where you are heading and you will be able to invest the necessary time in the realization of the project.

What is also useful is to set deadlines, and I strongly advise you to give them, it allows to work more efficiently and to really advance. Remember, the more Udemy online training you have, the more likely you are to increase sales and increase your passive income.

So do not stay for months doing Udemy online training for a few hours. An online training on Udemy, this can be done in a week if you have time, it can be done in two or three weeks if you have less. It will depend on external factors. You can do quality Udemy training quickly once you have mastered

your subject, and you have the information you need to use the right tools. And often it is the first training that will take you the most time. Then once you have your tools to register, to capture your screen, you will know how to publish the training on Udemy step by step, it will go much faster. As I tell you it is strongly advised to multiply the trainings to multiply the sales, because you will not sell a training at a high cost on Udemy.

So set your goals in advance, and from there you will define how much time you will use to prepare, film and publish your training.

7- Create your profitable business

With Udemy, you will be able to launch your profitable business. A profitable business is a business that works and that will allow you to generate sales over the long term. The interest of Udemy, it is precisely to be able to aim for the long term. You are not going to create online training just to be able to make some money in the next few months, but you will be able to create training to develop passive income in the years to come. And that, you will be able to do it autonomously, it is also one of the big strengths of the sale of the courses online. To be able to automate sales only by oneself. It's up to you to fetch your own wealth. And that's why it's important to make your own decisions and start making money selling Udemy video courses.

There are indeed many online businesses to make money, but the vast majority are scams or are not profitable. And why they are scams, because some people think that you have to do almost nothing but find the trick. No it does not work like that. Making money online is not a game of banners, click on advertising bars, add affiliate links. Of course, these are all monetization strategies, but this is not where you will create a profitable business in the long run. It is not possible to succeed online without going through a profitable business where you have to work seriously, invest yourself for a certain amount of time, and then get the fruits of your work. You need to think about how you can sell digital products as an entrepreneur, and that's where the sale of online training comes in.

Selling online training is by far the most attractive online activity. Once you

have create your training. It's scalable, once the products are created, they are on sale and online for a long time, and if you do a great job promoting your trainings, you'll be on top for a while.

On Udemy, you will produce content, invest to create video training, publish, ask the right marketing questions. In short everything you need to do to succeed in a real online business that works.

Chapter 2

Start well the course creation

1- Define your skills

To create your first mega training online, you can start directly from your real skills. We must be able to offer attractive content where visitors would like to pay to have access to your course.

To create content, you must master the subject and have the necessary knowledge and skills. We agree that it will be difficult to produce content on an uncontrolled subject.

From there, it's up to you to do some research on yourself to list what you are capable of doing.

This process, you will do it in two steps:

- Í List all that you can do on a sheet, everything that goes through your head.
- Í Then, from this list, keep what you think is most materializable in course content. That is to say ideas, which, in your opinion, are the most accessible to be transmitted through a video or screenshot.

With this step, you create a tunnel in relation to what you know how to do in order to be transmitted. To create a course it is strongly advisable to master a subject. Everyone has a field of competence, so yes it is true that some will be easier to materialize in class than others, and some will be easier to do via a video than others, so it is necessary to ask the right questions. But do not forget that anything is possible.

And so depending on your time you will have two possibilities:

- You see well defined skills at home and you know that you can materialize them in class. In this case you can already plan for the future and define your action plan for your training.

- You do not see real skills, or rather you feel it will be hard to materialize and share them on an online course. In this case no panic, it will take more time, but you can learn a skill for then, once master, transmit it in a course. For example you can start learning graphic design software, you work on it for a moment and you train yourself to master it. Once this goal is reached, you will have a new skill, and you will be able to create your course from that.

Skills, this is learned, and often faster than we think. Then you will be proud of you to possess this skill, and thus to start transmitting it via training.

2- Define your niche

To define your niche to create your Udemy course, you will look for the intersection of several variables such as your skills, demand, competition, customer problems etc ... You can also offer courses on several different niches. As we have seen before the category panel is very wide on Udemy, in consequence you can produce several courses on two to three different niches without any problem.

Define your skills

As we have seen, define your skills. It's up to you to do a research on yourself to list what you can do by listing all that you can do on a sheet, everything that goes through your head. Then, from this list, keep what you think is most materializable in course content. That is to say ideas, which, in your opinion, are the most accessible to be transmitted through a video or screenshot. With this step, you create a tunnel in relation to what you know how to do in order to be transmitted. To create a course it is strongly advisable to master a subject. Everyone has a field of competence, so yes it is true that some will be easier to materialize in class than others, and some will be easier to do via

a video than others. That's why you have to ask the right questions. But do not forget that anything is possible.

From the demand

Start from the demand to find the niche of your training. It may be wise to study the demand of people to know what they are looking for, what they would be willing to buy, what they would like to know to get better.

For example, using Facebook, using forums, or using an existing email list, you can submit a short quiz. No need to send dozens of questions or people will not take the time to answer them. But why not list between five and ten important questions. These questions, they will be associated with a subject that you master, or a subject that you can master with research and a little work.

So, just with a few answers, you will be able to synthesize and gather the needs of people.

By accomplishing this step, you can directly, in the content of your course, meet these customer needs to leave with a certain advantage of making sales. Now, let's see how to produce this questionnaire. This questionnaire is as for a company that would like to launch a new product, to know if the sale of its product can be a good idea, before even having created it, it creates a questionnaire to know in advance the returns.

Here is an example of a general questionnaire:

- What is your most important thing in life?
- Would you like to change your life?
- What will you miss today to change your life?
- What is your biggest problem today?
- What problems do you find regularly?
- If you had access to online training, what would you like to learn?
- Would you be interested to buy an online training?

Through this general questionnaire, you will have a glimpse of what people can live, their problems and realities of life. Then you introduce two questions about online training, about the subject and whether they would be willing to buy online training.

Work is good, but working smarter is better, and especially it saves time. You will have targeted customer demand directly to respond effectively.

Find the problems of individuals

To sell a product, and choose the right product, you have to find the problem of people.

This problem, as seen previously, you can define it on the forums, questionnaires, researches etc ... It is also for that that it is interesting to produce a preliminary questionnaire in this type of case. For the simple reason is that the problems or fears of people may be far from what you imagine.

To be able to then create your content, you will be able to concentrate on the problem of your customers to provide an answer. We will see later when creating a sales page that the introduction of the problem will be at the heart of writing the paragraph of its sales page.

Identification of the customer problem

The buying process begins with the existence of a need. This is the gap between a current situation and a desired situation. To fill this gap, the consumer can make an act of purchase. So there is a need to satisfy. But for the passage to the act, stimuli come into play. They are the ones who will push him to proceed with the purchase. This is why it is important, in the choice of his subject of training, to specialize on the problems.

You must understand the needs of prospects to build a relevant offer and identify what motivations to play to trigger the purchase of your offer. From the problem identification, you will be able to start creating your content.

Detecting the right problem is crucial because if you make a mistake, you risk missing the sale, despite the quality of your training content.

It will be important in your course, especially at the beginning of your content, to introduce and take up the problem, to put yourself in the shoes of people.

Your customer has become aware of his problem. Your job will be to provide a solution. And this solution is the offer you want to offer:

Whether it's software, training or anything else, you have the solution.

Show your customer how your offer will solve their problem and what its

benefits will be in the short, medium and long term.

Define your niche or niches

As you can see, choosing a topic for your class is based on your ability to identify, understand, and solve a given problem better than anyone else. In other words, the best subject for your course is the one you can understand and solve.

However not all courses will be devoted to identifying a problem as such, but rather as acquiring a skill or technique.

For example, if you want to teach software, how to use software for example, it will be of the order of technical competence.

You will learn a skill that is to know how to master the software. Of course we can position ourselves as a problem. That is, the person wants to use the software but can not. Your course solves the problem because it teaches the software.

That's why I call training into two types:

- The formations of purely technical order
- Training that solves problems

Keep in mind that on the choice of your subject, you must be passionate or at least comfortable with a theme, then you can compare the courses that deal with this issue in order to become an expert in the field. You do not have to be a genius, you just have to offer something that's at least as attractive as the others.

3- Study the competition

As in all fields of action, there will be competition in the creation of online courses. This is why you should keep in mind the fact of offering a quality course. You must also study all the possibilities of publication of your course to increase your possibilities. On Udemy there are categories where the competition will be tough, but in parallel it will be the categories where there

will be the most visitors. What is needed is to be able to do at least as well as these competitors to be able to attract the participants. For this you must be qualitative and find your personal touch that will set you apart from others. Since Udemy is a market platform, participants can easily compare courses simply at a glance on the presentation pages. We will see that it is important to embellish its presentation page as much as possible in order to attract participants.

In parallel this market place is positive for you, because precisely you can see the pages of presentation of the other courses, so you can study its pages to use it to make you stand out.

In fact, to make your course better than your competitors, you must also learn the tactics and strategies used by your opponents so that you can do better to win your customers. You can start this process by doing an analysis of your competitors.

How to study your competitors?

- You can start by taking a look at their blogs if they have them and social networks if you have access.
- Start analyzing your competitors by looking more closely to understand what they are doing well and what areas need to be improved. Do not be afraid to adapt some of their ideas and make them even better to develop your own business.
- Visit each of the competitors' presentation pages. Explore them to understand their strategy and start collecting data on key phrases, mode of operation, messages and comments generated.
- Compare also the prices offered. In order not to be far from the reality, compare the selling prices of the courses to subject and equivalent length, this will give you an overview of the price you can propose.

4- The technique to create your content plan

Creating your content plan will then allow you to produce your course much more efficiently. Creating your content plan is useful for you, because you will have all your work structure, ie your module titles and your session titles, in the order of development. And this plan will obviously be useful for the quality of your course for participants.

The first step is, in relation to its subject, to reflect and list all the ideas that go through your head, without neglecting one, everything must be written. If an idea comes to you in relation to the subject, it must be useful then to develop.

In the same way as writing ideas that are a set of words or phrases, you have to list all keywords. In relation to its niche, the keywords will be all the important words related to the subject, and therefore to be reused in the content.

Then, we will have to draw up a table to reorganize these ideas and define a plan.

This work, as classic as it may be, should not be done lightly, and should not be done in a matter of minutes. Why? Because that's what will define then the whole body of your content. Nothing prevents you, of course, after, to make additions and modifications if you have new ideas. However, it is better not to forget anything directly from this step. It can be done in two or three times at two to three spaced periods (different days). So you are sure to create an idea group and a word statement as complete as possible.

In this step, you do not have to worry about the form or think about the organization. You have your subject, you have your issue related to the application, now what can I include in the content for idea, which will be useful for training. To you to list the maximum, as I explained it to you, it is better to have more contents than not enough, so all that seems to you interesting, to note it.

I will show you two examples:

Example 1, a logo designer training

From there and the work done previously, I list all the ideas that seem useful to me. It is a technical course, the customer needs at the end of the training to be able to create logos and look for work as a freelance or in a physical company. What are the key words and ideas that I would like to incorporate into my training to answer that.

Theoretical:

- The colors to use
- The rules to respect
- The position of the elements
- The proportionality of the elements
- Make a sketch
- Work platforms
- Businesses
- Who needs a logo
- Color or black and white
- The design process
- The formats
- Sell your logo
- Price of its logo

Technical:

- The Adobe Illustrator Software
- Software installation
- Presentation of the interface
- Start with illustrator
- Master the different tools
- The shape design tools
- Understand the space to work
- Understanding layers
- Use the pen tool
- Use the eraser tool
- Use the pathfinder tool
- Insert colors, borders

- Insert text
- The selection tools
- Vectorize an image
- Edit an already existing logo
- Create a color gradient
- Practice on different logo
- Create theme logos
- Save your work
- Exporting your work

Example 2, training on content creation

In this training, the problem of people is that they can not create content effectively because they have no ideas, they block, they can not concentrate, they can not find time despite a goal.

In this course I will propose elements that will allow to give keys to create content effectively, and quickly, by providing advice, methods and examples. I now list my important ideas that go through my head.

- The methods that work
- The content what is it
- The different types of content
- Write a book
- Make videos
- Equipment
- The methods that work
- The impact psychologically
- Concentration
- The breaks
- Motivation
- Creative thinking
- Create mass content
- Create content in 1 hour per day
- Choose your niche
- The quality
- List the maximum idea
- Plan your schedule

- Alternate Content Jobs
- Respect deadlines
- Go to the end of its objectives
- Create a plan from these ideas
- Why create content
- The written content
- Video content
- The environment
- The mood
- Create blog posts
- -Create video tutorials
- Build a project quickly
- Transform your mind into a creative project

5- Define your training plan

Once you have collected all of your ideas and keywords, the goal will be to first gather the words and ideas that go together, and then define a plan of its content by determining an order, and defining what ideas will serve as a module, which will serve as the session office.

Maybe after some thought, you will not use all the ideas you have listed. Maybe in the course of your plan, you will also add another one, that's quite possible.

A module is a set of sessions that relate to the same subject. Sessions are all of your content.

Any production must be structured in a logical sequence. This is how people can record things more easily and understand them. So you start from the beginning, stating the basis of the problem to gradually move you to the modules that will answer all of these problems.

Finally, at the ranking of ideas, you will see that this is usually done quite naturally. You will logically find the ranking of your ideas. It is rare to have real hesitations about the order of words.

Remember also that the plan is often the first thing your clients will look at in your training, they will see the overview of your course through the titles of your modules.

Let us now take again the two examples seen previously, here is the construction of the plan starting from the ideas.

Example 1, becoming a logo designer

Introduction

Module 1: Theory Course

- Introduction to the design logo
- Specifications
- The importance of colors
- The rules to follow
- Formats
- Freelance platforms

Module 2: Starting with Illustrator

- Create a new document
- Save a document
- Understand the space to work
- Understanding layers
- Selection tools
- Understand alignments

Module 3: The shape design tools

- Create shapes
- Feather tool
- Pathfinder tool
- Eraser tool
- Shape designer tool

Module 4: Color Management

- Insert colors

- Manage outlines
- Create a color gradient

Module 5: Integrating text

- Embed horizontal, vertical and curvilinear text

Module 6: Train the logos

- Coffee logo
- Company logo design
- Artisan logo
- Logo explorer
- Fresh market logo
- Travel Logo
- Fitness logo

Module 7: Presenting Your Logo

- How to present your logo

Conclusion

At the end of this training, the client must be able to master the technical software to create logos. He must have the theoretical foundations of graphic design. He must know where to look for job offers. At the end of the course he is able to work autonomously on this theme. The added value is real for the customer who, thanks to a video training of a few hours, will be able to work on his own to train until working as a logo designer.

Example 2, create content efficiently and quickly

Introduction

Module 1: The Content, Presentation

- The content what is it

- Why create content
- What types of content work
- The written content
- Video content

Module 2: The psychological methods that work

- Creative thinking
- Transform your mind into creative mode
- Make a barometer of his moods
- Environment
- Concentration
- The obsession with creation

Module 3: Practical methods that work

- Choose your niche
- List the maximum idea
- Create a plan from these ideas
- The breaks
- The quality
- Alternate Content Jobs
- Plan your schedule
- Respect his deadlines
- Going to the end of your objectives

Module 4: Three concrete examples

- Write a book
- Create video tutorials
- Create blog articles

Module 5: Build a project quickly

- Create a video training in 1h per day
- Writing an ebook in a short time

Conclusion

At the end of this training, the participant must be able to have assimilated a number of techniques to be able to create content efficiently and quickly. These techniques must be able to use and apply them. He will be able from the end of the training to begin a positive step to create digital content, video, writing, audio in order to offer digital sales products.

6- Create your content

Video streaming is one of the best content to produce. Why? Because it offers the reader a complete content combining visual, sound and emotion. It is however more complex to create, indeed you will need hardware such as a screen capture software, a video camera, and possibly a video editing software. You also have to be comfortable speaking in front of the camera, which is not always easy at first. So a more in-depth implementation, more work, standards to respect for a return to work much higher. Yes, the big advantage of this content in comparison to the written content will be its value. Indeed a written content offers a sales field totally tenfold compared to the written content. That's why you need to create your high-end training online.

Let's see an example. Offer you a training via a book. Then you will do this training through a video editing. Your book, you will sell it between 5 and 10 euros to the maximum, rarely more, while you can belly your online course more expensive. More production time, and more return opportunities on your investment time. For this video content is the best to achieve.

You can associate your video content with your written content as they are very complementary. This means that, through our last example, you will sell your video training on Udemy, and then you can add written support materials as an attachment. Or why not even access to a paper summary guide outlining your video training.

So you will produce your sessions one after the other in a video recording. These sessions, they will form the content of your course that you will then download on the Udemy platform. You will integrate them inside your modules.

Once your content is created, make a point to make sure everything works. Taking a step back on the content helps to optimize its offer.

For that ask yourself the good questions:

Does your content provide real added value?

Your future clients need to have a return on investment with your training. That is why it is essential for you to put forward the information and skills that they can use in their objectives.

When you give information to a participant on a new topic, you only answer half of the equation. You need the information, and you have to be able to present it in situation through examples. This simply validates your information and it proves their concrete values.

The graphic design of your content and your registration give them want to visualize the training?

No surprise, the visual quality of your content has a major impact on the enrollment rate of your training. The graphic signature of your images and videos determines the first impression of your future participants. It is therefore important to create visually pleasing content. So check your videos, sound, how to express yourself, if you have written content the quality of your writing etc ...

Is all of your content useful?

Ask yourself if all of your modules are useful for achieving the final goal of the training.

It is important to question the relevance of each of the information presented in your training. It is quite possible to offer too much content in a training. So, content, it is better to have too much than not enough, but do not go into useless information.

Review each point of your training and determine how each text, image, graphic and activity supports the specific objectives of your training.

Do you offer a varied content?

Offering a varied content, this is what will allow your customers to stay focused throughout your training. When the content is too uniform, ie too much access to numbers, statistics, when your course is too theoretical, when your videos are too similar, it can be too monotonous. If you want to boost your course, alternate the styles of your videos, alternate your content between theoretical content and concrete examples of implementation.

Check the language of your training, it should not be too technical.

Perfect training must allow the customer to understand all of your points. Remember that when you master a subject, you often forget to talk to people who do not master it. As a result our vocabulary may be out of sync with your learner's. Do not forget, put yourself in the place of the learner and ask yourself if the technical language is understandable for a novice. Using a natural tone, a simple term will help your participants to engage in your training.

Everything will then depend on the intended audience. If you are in a deepening training, intended for a clientele who already master the concepts, the vocabulary that you will use can become very technical.

Chapter 3

Save your course

1- The screenshot

The first possibility to record your course is the screenshot. As we have seen you must invest in a screen capture software. The screenshot captures what you do on your computer smoothly. The use of the screenshot will be useful for some type of software tutorial, and also for word processing or Power Point presentations.

In addition, if you feel that you are not able to show in front of the webcam, you can adapt any course in screenshot.

The advantage of the screenshot is that we do not see you, which means that you can quite have your notebooks in parallel, or a second computer that you can use in parallel to help you. The other positive thing is that you can totally do poses and resume your class afterwards. If you miss an idea for example, take a break, put your ideas clear, and resume afterwards.

For what types of Udemy courses enhance the screen capture software:

- Courses to teach software. You just have to record what you are doing on the software, so the screen shot appears logically.
- Computer and office courses. In the same way it is necessary to realize a practical course in live with its screenshot.
- Marketing, business courses with communication support. You use a communication medium like Power Point, Word, PDF, and you explain your course by recording in screenshot your communication medium.

Here is a list of screenshot software that you can use:

Camtasia

Camtasia is much more than a video recorder. It is the most advanced video recording software. You can create a professional video with this program. During the recording of your videos, it allows you to add marks. You can change the audio source with effects and effects for the mouse to your output file. Moreover, this video screen capture software offers you a recorded video of high quality. If you can invest, of course you can choose Camstasia. The small problem is that the installation package is a big size because it is a multifunctional software. The price of this screen recorder is higher than the others in the current market. It takes more than 200 € for the full version. It requires a high configuration on your computer, if your computer can not meet its need, the quality of the recorded video can be influenced.

ScreenFlow

Screenflow is only available on Mac. You can create professional desktop videos with smooth transitions, captions, captions and annotations, a color background, and audio and video filters. ScreenFlow can be set to record your entire desktop screen, and you can set up recording to include a secondary camera (such as the Mac's built-in FaceTime HD camera) and an external microphone. If you've ever seen a screencast with a presenter recording appearing in the main video, this result

was probably obtained using ScreenFlow.

It is useful for recording presentations such as PowerPoint and video games. After completing a screencast, ScreenFlow makes it easy to export your production to YouTube, Vimeo, your Facebook page, Google Drive etc ... ScreenFlow is available on the Mac App Store (\$ 99.99), and a free, full-featured trial version can be downloaded from the Telestream website. Videos produced using the trial version will be watermarked when exported or posted to a video sharing site.

Snagit

Snagit is another product of TechSmith, it allows professional quality screenshots. Although there is a free trial, Snagit is still a paid tool. It is a registration tool with many ancillary services. with cloud-based services, ability to set keyboard shortcuts, etc. are what makes Snagit a top tool when it comes to the registration screen. However, after all, it is paid for the software, but it is worth what you pay.

Frontcam

Frontcam can capture the action of your screen in standard AVI video files. The microphone sound of your system is recorded. You can use it to capture the screen in static images as well. It is an ideal tool for demonstrating software, developing videos for training and tutoring.

With Frontcam, you can develop videos to demonstrate the functionality of your new software or train new users of existing software. Create movies used in user training and tutoring. Complex procedures can be shown quickly using captured program operation sequences.

Save another video format (such as an actual media file) to a standard, editable, uncompressed AVI video file.

Record abnormal events for support and testing purposes. For example, you could record a sequence of actions to remind you later how. In summary many features with this software.

Bandicam

Bandicam is a program that allows you to capture what is happening on your

computer screen as a video or image. With Bandicam, you can record videos in high resolution, up to 2560x1600.

Bandicam allows you to change the number of frames per second, choose video codecs (MPEG-1, Xvid and MJPEG) and audio (PCM and MPEG-1 Layer II), and use keyboard shortcuts. The videos are watermarked on the free version, but this one is removed if you pay to register. With Bandicam, you can also easily capture screenshots and save them as BMP, PNG or JPG. You can also program screenshots at regular intervals.

CamStudio

CamStudio is a widely used tool for screen recording and capture and has broken a number of folders when we take the case of downloads. Despite the fact that CamStudio does not offer many features, its features are, indeed, a group of those visible. For example, while using CamStudio to capture and save your PC screen, you'll be able to hide your cursor screen, get sound from multiple sources, and more.

2- The video recording

The other possibility is to film yourself in front of the camera. For this you can use a camera, a webcam or a smartphone. Please note that you do not have to do all your lessons in video recording or in screenshot. You can also alternate altogether. It is even interesting to alternate to boost the course. You will film face to face if you want to present your course face to face. It is not easy to offer your course in webcam because you expose yourself directly, you show yourself. This means that you expose yourself much more to criticism, because the errors will be seen right away. Directly offering a face-to-face course with the webcam can cause braking. So you have to ignore these brakes to be able to free yourself and produce the course.

Why directly produce a course in front of a webcam?

- Audio and visual are intertwined, which means that some people can better record explanations by seeing the trainer speak.
- Some people also like to know who the person is talking to. They want to see the head of the trainer, it is psychological to be able to appreciate the course.
- As a trainer, you can use a table as a support you use from this table to communicate. The advantage is that you do not need to spend time creating a Power Point.

3- Power point

If you want to create a course that requires communication support, but in parallel to that you do not want to create a face-to-face webcam course, you can use Power Point as a support. Thus, you can explain your course by scrolling through your ideas through the use of Power Point. Power point is therefore commonly used for the creation of an online course. The advantage is that you will usually have Power Point installed directly on your computer, so there is no investment cost. It would be a shame to deprive oneself of it. Even if you do not have a lot of experience, you can easily familiarize yourself with and create professional presentations. The tips below should help you make sure your course is finished and ready for your audience.

Here are some tips for using Power Point in a class:

The audio

The Power Point will be associated with your word. When you talk during your PowerPoint slide show, you can explain and develop the different points without creating heavy slides. Your points can be brief because your audio part provides all the examples and the necessary elaboration. Your word offers personality to your class.

You can record audio directly into PowerPoint or insert an external audio file, and in this case use your screen capture software for this purpose.

To save directly to PowerPoint, go to the Insert tab, click the Audio menu, and select Record Audio. Use the buttons on the recording panel to create your recording, and then click OK. PowerPoint will embed your audio in the file.

To insert an external audio file, go to the Insert tab and click the Audio menu, then select Audio in the file. Locate the file and click Insert. Be sure to include the audio file when you download the content of your course.

Animation

It is interesting to boost your course by adding animations.

When you use it correctly, the animation helps your participants focus on your content and makes sure that they receive each element of your slide in the desired order.

To make sure your animation is effective, keep it simple.

To add an animation to a slide, go to the Animations tab, click Add Animation, and select the appropriate settings. You can also click the Animation pane button to see the animations you have already added.

Video

The video adds interest to your class. As a trainer, the video will be used according to the subject of the course. Some use video to demonstrate a task. Others use it to provide a support presentation.

As with audio files, there are different ways to add your video to your class. You can insert a video into a PowerPoint slide from the Insert tab. Click the Video menu and select either to insert a video file on your computer or to insert a video on the web, such as a YouTube video. When adding a web video, you will need the code needed to embed it in your PowerPoint file.

Timing

Timing is an important element to take into account. This means that it is important to synchronize his words with his slideshow so as not to be shifted. You must also make sure the video, audio, and animation are aligned properly.

You adjust the synchronization from the PowerPoint Animation pane, which

you can access from the Insert tab. Note that synchronization is set from the beginning of the slide, not from the last animation. This can be confusing, so be sure to test it.

Finalize the details

Once all the elements are correctly synchronized, you will have to refine your course with the details. Make sure everything works properly, that the fonts are readable, that the volume is correct, that the images are clear, etc.

4- The sound

Audio quality must also be a must in your course. In the course of Udemy, it must be visible and audible, one does not work without the other. Excellent audio quality is essential to ensure that participants stay engaged in the course without being distracted. When recording by video camera, your audio will be done directly by your webcam, your camera or phone. If you are using screen capture software, it will be essential to have a microphone to record the sound.

How to get good audio quality?

- Submit a test video: It is strongly recommended to submit a test video before recording all sessions. Once you have submitted a test video, a member of the Udemy team will review your audio recording settings to ensure that your Udemy quality control process is followed.
- Setting up a recording area: Setting up a dedicated space in your home or other place to live to record your videos is a great way to ensure you record optimal audio quality.
- Turn off room vents, as well as any electronic devices, including televisions and telephones.
- Be sure to record in a room away from other people. If you have a lot of

free space, take the time to soundproof your room if possible.

- Before recording, make sure your microphone is properly connected and that your recording software recognizes your microphone.

- Speak clearly and directly into the microphone: this will help you avoid all choking. Make sure the microphone is near your mouth so that all audio is picked up.

5- The video test

To ensure that your videos will be approved by the Udemy team, you must test your video material by launching a test video. with your webcam setup, and send it for test. With a platform like Udemy, you have to follow audio and video quality rules. And so you have the opportunity to know the quality of your material by sending a test video. If your yard and visible and audible, the feedback will be positive and you will know that your equipment meets the requirements requirements.

Especially if you're recording in a new location or with new equipment, it's always a good idea to record a test video.

The quality of the video is important, especially when the textual content of your video needs to be read by the viewer. There are a lot of things we can talk about when it comes to video quality, however, let's focus on a few important points. These are just guidelines and you can experiment with them. These are, however, excellent starting points for starting the process.

We must begin by respecting the minimum resolution. The extreme low of high definition (HD) resolution is 1280 pixels by 720 pixels, also called 720P. This is actually the minimum size that should be used for all video tutorials on Udemy. The higher the resolution chosen, the larger the size of your video file. This can sometimes have a dramatic effect on playback performance. For 1080P, you will be able to use a resolution of 1920 pixels by 1080 pixels.

The best source for the file will be the MP4 H.264 Coding format. It is also called MPEG-4 AVC encoding. This is the most used method for video compression. There are other methods of encoding, however, H.264 is compatible with all conventional browsers.

The Udemty test video is a free service that allows you to master the basics of production before filming your course, and to make every time you use new equipment. It's free and you can send test videos as often as you want to check the quality of your audio and video content before it's broadcast. The goal is to talk about anything you want for 1 to 3 minutes to receive personalized advice and advice from the Udemty team within 48 hours.

6- Tips for registering

You can have the best material in the world, if you are not able to correctly transcribe your sentences and your ideas, it will remain complicated. Do not panic, once again everything can work. From, we do not ask you to express yourself as a politician, simply to speak in a correct language and communicate your ideas in a fluid and attractive way.

As I say, the client will not judge you in priority on how to express yourself, he will judge you on the value of your course.

And so it is not easy, if we have never spoken alone in front of a camera, to start.

Maybe you are panicked at the thought of registering? Or maybe you trust, but are you looking to refine your technique and your presence on camera? Indeed, a presence full of confidence in front of the camera will be a mix of technique, comfort, clear communication of your message. And all of this can be learned, refined, practiced and realized.

The advantage of video recording is that you do not have to do things right the first time, so you can do several tests before you get the right result. Participants will only see what you want to publish.

And you will see that very quickly, with a little experience and videos on

your meter, you will easily succeed in expressing yourself in a clear and captivating way, and that even often on the first try. The mastery of the subject obviously takes into account the ease of the voice. This is why it is imperative to master his subject to minimize the hesitations.

Here are a few tips that will help you talk about your course, and introduce yourself:

Wear appropriate clothing during class

That means you have to wear something serious. This is not true in any case, you can also wear something that best represents you, from the moment it suits you, especially for more casual topics. Feeling good about yourself is the key. And that will be felt on your way of expressing yourself.

The posture is important

The camera exaggerates everything because there is nothing to distract the viewer. If your posture is bad, the spectators will see it quickly. Your body must transmit the energy. However, your energy and intelligence should not be rigid and robotic. Straight and casual posture at a time.

Pay attention to body language

It would take a whole course to be able to talk about body language. Body language refers to the nonverbal signals we use to communicate. These non-verbal cues are an important part of everyday communication. And so in the presentation of your course, the gestures, the expressions of the faces will improve the intensity of the course. It is therefore interesting to know some bases on the meanings of the body language.

Smile in seriousness and sincerity

A warm and genuine smile works wonders to seem so sincere and confident. The eyes can dictate whether a smile is real or forced.

Use your natural voice

You must speak as naturally as possible. For that, imagine that you have an interlocutor right in front of you and that you are explaining something to him. Forget that you are alone.

You know what you are talking about because you know your subject

From there, focus on how you talk about your subject. Stimulation matters. If you rush through your speech you throw your credibility. Your choice of words is also essential.

Do not hesitate to drink and take breaks.

When you speak for a long time, and especially via a monologue, you can experience mental fatigue. Do not hesitate to take breaks regularly and drink water to keep your mouth moist.

Be calm and have peace of mind to record your course

Do not start recording your course if you are upset or something is bothering you. Your benefit will be affected. You must record your course in a calm state of mind to be as clear as possible in the expression of these ideas. Once you are calm, relaxed and motivated, you will be in the best mental disposition to speak in front of the camera.

Pay attention to your breathing

Not only is it essential for life, but breathing is necessary to be great on camera. Take deep breaths before leaving and continue to breathe easily when the camera is on. If you breathe or talk too fast, it's time to take a break.

Do not be hard on yourself

Often people who struggle to be on camera are also very hard on themselves, as if they are their worst critic. And I would just encourage you to take a step back. Give yourself some freedom to make mistakes, to say a word wrong or anything. Get in the habit of being human in front of the camera and feel

comfortable publishing it even if you think you think your expression is not of high quality. Often we are afraid to break into the camera for lack of self-esteem. So do not be afraid and overcome the discomfort. Give more credit to yourself and show yourself without judgment.

Choose the right angle of view

Some camera angles may exaggerate your facial features and distort your appearance. In some cases the best will be to stay perfectly in front, in other cases, to tilt slightly the angle of the webcam to take you slightly in profile.

Make sure the lens of the camera is at or above eye level, no higher than your hair line. Remember, however, not to get too close to the webcam. We must find the right balance between a view too far and a view too close.

Use soft lighting

All cameras capture a better video when there is a good light source, and webcams are no exception. When selecting a recording location, avoid areas with low light or too much light. Avoid filming yourself under a neon, or having a window in the background. Poor lighting will significantly reduce the quality of your course, simply because of the visual. The best is to be in a bright room, lit by the light of day, and to position you opposite side of the windows.

Keep a neutral background

Without creating a professional studio atmosphere, and even if you have become the center of attention for the video of your webcam, you must always highlight on a neutral background. Otherwise it may distract your audience from your course. Try to keep the background simple by avoiding anything that seems busy or cluttered, and again, beware of windows that let in natural light or that may reflect your computer screen. So it's often best to choose a plain wall as a backdrop.

Connect with your audience

Eye contact is important for public speaking, and it's no different when it comes to video. While it is perfectly fine to take a look at your presentation material from time to time, as well as at your help materials, you need to remember to watch your webcam lens and smile for a while. that you make your presentation.

Use a USB microphone for better sound quality

Sounds matter more than you think. People can watch an informative recording with good sound and video quality while understanding what has been shared, but a similar recording with great videos and poor sound will not be understood.

Prepare your speech

The key element of your confidence and way of expressing yourself will depend on your mastery of your course and its preparation. With a course well mastered and prepared, no doubt you will succeed in offering an attractive speech. Preparing one's speech does not mean writing everything one is going to say. This is not necessary. To prepare one's speech means to have clear ideas about what one will say in one's chapter. It simply involves noting the important points to develop in the chapter, and in what order they should be addressed.

Chapter 4

Publish your course on Udemy

step by step

1- Schedule the course

The first section to fill in to publish your course on Udemy is the 'plan your course' section where you will find the target participants, the course structure and the configuration of the test video. It is very important to provide a solid foundation for the construction of the rest of the course. Defining the objectives and objectives of the course will help you create an excellent course structure

Target participant

Here you will target your participants. This will help you identify your target audience and what you want them to achieve at the end of your course. This gives your audience an insight into whether they can participate in the course or not. You will define the knowledge and tools required to participate in the course. Is that the participants must have knowledge for particular to participate in your course or not. Must have computer tools to be able to follow the course. For example in design graphics, if you offer a learning tutorial, you will need to put the participant must own the software to be able to take the course.

At the end you will put what the participants will be able to do at the end of your class. At the end of the apprenticeship, what will they be able to do, will they be able to reproduce what they have learned, will they be able to apply it

etc ...

Course structure

In the field 'course structure' you will have a number of pieces of information that will allow you to create the structure of your course.

Your lesson plan, thanks to my advice, you will have already created before to realize your sessions. The course must be divided into modules, also called sections. And in these sections you can download your sessions, ie the video content of your course. In these sections and sessions you will have to integrate the most representative title possible. When you have read the Udemy tips, you can validate the sequence.

Here are the tips of the Udemy platform:

- Create a frame: Choose the skills and think about how you will teach. Organize your sessions into sections. Each section should contain between 3 and 7 sessions and include an exercise or practical activity.
- Introduce yourself and create a dynamic: Internet users send their learning quickly. Create an introductory section that gets participants interested in the first 10 minutes.
- A learning objective is defined for each section: Introduce each section with a description of the objective and demonstrate its importance. Give your sessions and sections titles that broadcast their content and are logical.
- The sessions address a single concept: The ideal duration of a session is between 2 and 7 minutes to allow the participants and allow them to study the small intervals. Make sure your sessions are just one topic for participants to get to easily.
- Shuffle and combine different types of sessions: Alternate between shooting yourself and your screen, and slides or other images. Shoot for the participants to feel concerned.
- Practical activities allow for hands-on learning: Help your participants apply

your courses, projects, exercises, coding exercises or worksheets.

Configuration and video test

In this sequence, you will also just have to read the Udemty tips and send a test video. You can send a test video from the main interface, and you can do this while creating courses in this sequence. I advise you to send the test video well before, as you will not have to redo it and you will simply have to validate this sequence. The video test will allow you to check that all your material is ready to publish a course both audible and visible. Important to start your first class, and every time you test hardware. When you use the same material and you produce several courses, you do not need to repeat this step and you can validate this point directly.

Here are the tips of the Udemty platform:

- The audio and video equipment can be easy to use: No need to buy sophisticated equipment. Most smartpone cameras allow you to shoot videos in HD, and you can record audio on another phone or on an external microphone.
- The participants must be able to hear you correctly: The microphone must be efficient because it is the most important equipment you will choose. There are plenty of them at affordable prices ... make sure they are plugged in correctly and that they are 6 to 12 inches (15 to 30 cm) away from you.
- Create a studio: Store what will appear in the background and add decorations. Most small spaces can be transformed with colored paper or ironed sheets.
- Illuminate the plane, as well as your face: Turn off the ceiling lights. Try to get three lighting points by placing two lamps facing you and a lamp behind you, facing the background.
- Reduce noises and echoes: Turn off fans or air conditioners and record your video in a quiet environment. Place acoustical foam or blankets on the walls, and place carpets or furniture in your room that can reduce echoes.

- Be creative: Participants will only see what appears on the camera. Nobody will know that you are surrounded by pillows to soundproof your room ... unless you tell the other trainers in the community.

2- Download content

This is the second section to complete in order to publish your course. In this section you will find how to film and edit your course, integrate your program, ie download sessions and create sections, and then add subtitles if necessary.

Filming and editing

In this part you will have a number of tips to be able to film you in front of the camera. As we have seen it is not always easy, especially for a beginner to film themselves in front of the camera, to put all the chances on your side so it is important to have advice to use the right techniques. Remember that the advantage of video recording is that it's not live, so you can repeat the sessions as many times as you want.

Here are the tips of the Udemy platform:

- Take breaks and frequently review your catch: Be constantly on the lookout for any changes, including new noises. Be aware of your abilities in terms of energy because filming can exhaust you, which would be felt on the screen.
- Create a link: Participants want to know their trainer. Even if your course is essentially composed of video screen shots, film yourself for the introduction. Or go further: film to introduce each section.
- Know how to film requires practice: Establish eye contact with the camera and express yourself clearly. Make as many shots as necessary to get a good result.

- Put all the odds on your side to make a success of your editing: You can eliminate long breaks, mistakes and moments of hesitation. Shoot some additional activities or images that you can later add to the video to replace those cuts.
- Create audio cues: Hit your hands at the beginning of each take to easily spot the audio peak during editing. Use our guides to effectively manage your registration day.
- For video captures, organize your screen: Remove files and folders from your desktop that are not linked to the course and open the necessary tabs in advance. Set the text that appears on the screen to 24 pt or more and use the zoom to highlight items.

Program

In the program sequence, you will be able to download your content. At this point you will have made your videos by following the quality charter UdeMy. Your videos will be saved on your computer. You can in the section program download them as and when. To proceed you simply have to write the title of the session, and then click on 'add content', you will be able to import your video directly on UdeMy. Pay attention to your internet connection depending on the size of your files. Indeed, with a bad internet connection you may have trouble getting to the end of your downloads, and error messages may occur. Especially if you have large files, especially in camera recording.

With a good internet connection there will be no problem, but with a weaker connection you may have trouble downloading large files.

Then the sessions can easily be placed in the desired order. Just click on a session to move it in the desired order. We can thus download the sessions in the disorder and then adjust them.

In these sessions, you will be able to add a description. You have a description field that will allow you to describe your session to the participants. The description of the session is independent of the title. You can also add resources. Resources are additional items used to complete your course.

These resources can be any type of file, such as .JPG, .PDF, .ZIP, .XLS, .MOV, .MP3, etc ... They can also be downloaded to a .ZIP file. The maximum download size for each individual file is 1 GB, but the number of files you can download is not limited.

Subtitles

This is an optional sequence but know that you can use it. Indeed all trainers can add subtitles to their video sessions or use automatically generated Udemy subtitles for video sessions in English. These subtitles are created using voice recognition technology.

If subtitles are available for a session, a subtitle icon appears at the bottom right of the class player. Position your cursor on the icon and select the language of the subtitles you want to display. To turn off subtitles, you must select the Disable option.

You can also adjust the size of the subtitle font and the opacity of the background by clicking on Subtitle Settings. Then click Font Size or Background Opacity to make the desired settings. In the subtitle settings, you can also access the option to display subtitles under the course video.

3- Publish the course

The third section will be the publication of your course. Here you will be able to adjust the finishes of your course before you can publish it. You will have to fill the course homepage, the price and coupons, and the elements of communication.

Course Homepage

In the home page of the course you will enter all visible elements for the sale of your course. Your course will be visible on the Udemy marketplace by visitors. This will be all the elements that visitors will see. Hence the importance of being as precise as possible to fill these elements. We will then

see the importance of each of these elements in a chapter that follows.

So you will have to, among other things:

- Add a title
- Add a subtitle
- Add a course description
- Add the language used
- Add the desired level
- Add course category
- Add the subcategory
- The main subject taught
- The image of the course to download
- A video presentation of the course to download

Prices and coupons

Trainers can freely set the price of their course in this section.

Your Udemy course can be free or paid.

The minimum and maximum prices that instructors can set for courses are listed in an overall price range. That is, it is possible to set a price between 19 € 99 and 199 € 99. You can apply the rate in steps of a total of 37 steps. You can change the price of your course at any time, but you can only go once for free to pay, where you will lose your promotional benefits for the course if you join the Udemy promotion program.

When you set your price list price in a given currency, you set your list price to a particular level. The price displayed for participants in other currencies is calculated using the price level matrix, according to the level at which it corresponds.

In this field it will also be possible to manage the coupons. In these coupons you can offer a discount on the price in percentage, or fix a price directly.

You can also offer a coupon to put your course for free. You can choose the number of coupons to use each time and you can change the offer at any time.

Communication

Finally, to start and finish your course on a good note, you can create a welcome text when a participant has just selected the course. You have up to 1000 characters. This is a good way to thank the participant and encourage them to start the course. You can also create a congratulatory message at the end of the class. When the class is over you can give your congratulations and why not create an opening sentence.

Chapter 5

Marketing

make your course attractive

1- Your trainer profile

Your trainer profile will be the first element to complete when you register on Udemy. It will at least require full information once you publish your first course. Indeed, like the presentation page of your course, there will always be access to your teacher profile. This step is not negligible. And so you must already sell start selling your courses through your profile. Selling on your profile is already promoting your courses. Participants want to know who they are dealing with before selecting the course. For this, they will take a look at the trainer profile to know your area of expertise, your experience, your current situation ...

However, we must remain sober and not go into exaggeration. Why, for example, can you miss participants? Simply because you have an incomplete profile, or simply because it is not related to the courses you offer. So we often forget how important the profile can be for the image you are proposing. You are a trainer, you must present yourself as such, and show that you know things and that you have skills to share. Choose authenticity, but do not be afraid to embellish yourself and your skills. You have to give yourself a little help.

Here are my tips for creating an attractive profile:

Use your real name

Even if it makes sense to use a real name, do not hesitate and do not be afraid to actually post yourself, you produce a job and you must be recognized as such. No shame on your true identity.

Download a professional photo

Do not use a simple selfie or a photo of yourself at the beach for your profile picture, you will lose credibility. So take a picture of yourself facing the camera, just with the upper part of your body, fixing the camera. Make your photo on a neutral background. If you are afraid of not making a good photo yourself, go to the photographer and then scan your photo. Why not make a slight smile on your profile picture.

Set a title

The title will take up the general theme of the courses you offer, or your activity related to these courses. In one sentence or three to four keywords, define a title that best represents your profile page. If you offer courses on Design, you can quite put 'graphic designer' title of your profile. If you offer coding courses, you can quite put in title 'develop web and web trainer'. Here you are not on social networks, so choose a professional title.

Write your biography in the first person

This may seem logical, but not necessarily for everyone. Do not describe yourself in the third person as if you were telling a movie. Feel free to use 'I' many times to talk about yourself.

Describe your qualifications and experience

It's best to include a phrase or two about your qualifications and experience in your bio. However, talk about staying in modesty, sell yourself without doing

too much.

Talk about your skills

The main theme of the paragraph in your profile should relate to your skills. Concretely you must explain your field of competence by explaining what you master. You master a field of competence, and therefore you can offer a course. If you have a lot of experience on the subject, you can also talk about your experience. If you are competent but novice in this area, do not say that you start, prefer in this case to ignore the experience.

Do not hesitate to present a link to a portfolio for example

You can totally present a link to a site or portfolio of your creation. You write your paragraph of presentation, and at the end of your presentation you take the opportunity to introduce a blog, or a portfolio, and so allow to know more about you.

2- Create a presentation paragraph

As we saw earlier, you will need to provide a presentation paragraph when publishing your course. You may decide to make your presentation paragraph at the beginning of your class, when you have exactly where you are going, or at the end. However, I advise you to write it at the end to be perfectly clear on the objectives. This paragraph, it must be attractive to attract the maximum number of participants in your course. It is a marketing step that create a presentation paragraph. You can totally resume a small part of your profile in this paragraph. That is to say resume skills or experiences. Then you must introduce your course by presenting it. What will he treat? Which chapters will you explain? What is your teaching method used? You must arouse curiosity and desire among your readers. You must also set up a system to address a problem. And you, you will be able to meet expectations and problems. That's why visitors will go to your class. You must also stand out from your competitors. For this you must write a sentence explaining how your course will deserve to be read, and how it can stand out from other

courses.

Here's a summary of what you need to put in your paragraph.

- Take a sentence from your profile
- What is the main subject of your course
- What specific parts are you going to deal with
- What will your course bring to the participants
- What participants will be able to do in the end
- Why choose your course
- How your course stands out from other courses

Now let's see in three parts the steps to target your participants with your course presentation paragraph. It is a formula to attract participants through three distinct phases: problem, desire and solution.

Describe the problem

Remember that your course can solve a specific problem. So, to launch your launch, you have to remind people of the problem they have. This sounds negative, but you must show potential customers that you understand their problems and difficulties.

Create desire

Now, it's time to create desire by showing the contrast between the world as it is and the world as it might be after your class. It's a little exaggerated as a point of view, but in the idea it works like that. And so introduce sentences using the words 'Imagine if' for example. And then talk about the results he will have using your course.

Your solution

Your potential customers are aware of the problem and they want to find a solution. So now it's time to show them that you can help them. So talk about your class, what's covered, and how it's going to help them.

3- Create a presentation image

You will then have to focus on a presentation image. With the profile and presentation paragraph of your course, this is the third key to attracting participants. On Udemy, you do not have the right to embed text on your presentation image. The image must remain neutral.

We will certainly not judge a course on its cover image. However the presentation image can directly give a positive overview to your course. An eye-catching introductory image of your course will earn you points and stand out from other trainers.

You will have image sizes to respect. In concrete terms you will have to create an image that will be wider than it is long. This image is a kind of banner of your course. If you are definitely comfortable with your person, you can introduce a picture of yourself in your presentation image. However, we must highlight the subject of the course you offer via an image related to this course. Your image should be introduced in the background or just in a small part of your introductory image. You can also incorporate your brand or logo if you have one. This means that for each course you publish, you can develop your specificity by integrating your trademark, materialized by a logo for example. And try to keep in mind to generate excitement and attract attention. The main purpose of each cover image is to generate excitement. The cover image is one of the best marketing tools. That's why you should create something that will stop people and spark their interest.

To create a quality image here are some tips:

- Find an attractive main image that best represents your course
- Play on color schemes, create gradients
- Get in the background if it's possible
- Insert a simple title if possible
- Do not overload useless text
- Insert your brand if you have one

One of the best ways to create an attractive course image is to use graphic design or retouching software such as Photoshop or In Design. You can also

use free tools that are easier to access like Canva or Gimp.

Here are the standards to respect to download your presentation image on Udemy

- Every Udemy course must have its own image. The same image can not be used for more than one course.
- The main design of your image must respect the following rules; the minimum dimensions required are 750 x 422 pixels. There are no maximum dimensions required, however if you do not respect this proportionality, you will be forced to crop your image and thus cut parts.
- The file format must be .jpg, .jpeg, .gif, .bmp or .png.
- It is recommended that you use the RGB color model when creating your course image, not the CMYK color mode, because the RGB is designed for computer monitors and electronic devices.
- You must not include textual information or the name of the course in the image. You can use text in an iconic way as a logo or product name related to the course.
- Limit the number of visual elements and details to improve understanding. Too many unique elements and too much visual detail will compete for attention and confusion.
- Use colors that complement each other and work well together. Opposite colors may conflict and cause visual vibrations. Make sure there is enough contrast between the subject and the background to ensure readability. Images must be clear and not pixelated.

4- Create a video presentation

Udemy strongly advises to create a presentation video to introduce your training. Indeed statistically there is more chance to sell courses with an introductory video. I also advise you to offer this introductory video.

Creating a video presentation is not so simple as it looks. You have to respect a number of rules that will allow you to optimize your sales.

Let's first look at the preview of your presentation video. You must indeed cover all the essential information. Participants must know what will be

proposed and ensure a smooth and logical flow. So obviously you have all this information in your presentation paragraph, but the visual and video remains a powerful tool thanks to the visual.

Why not ask a question that makes you think at the beginning of the course. Sometimes a simple but powerful, thought provoking question can be the ideal introduction to an online course. For example, you can ask learners a question that makes them think about why they want to take the course. This helps to think about how they can benefit from learning objectives once they have finished.

The average length of your presentation video should be between 2 and 5 minutes. Udemy advocates videos of 2 minutes. I find it very short to introduce his work especially that we can integrate a large number of element. I advise you to approach rather the 5 minutes. Do not make a video too long, because we are on a presentation.

The following information may be included in the introductory video:

- Introduce your first name. It's always nicer to give your name, it gives a more casual look.
- Welcome students, presenting your title and area of expertise.
- Put yourself in the place of the participants by talking about their difficulties and their problems.
- Integrate the program of your course in an outline.
- Explain why you decided to create this course.
- Describe why this course is relevant to students.
- What will the students learn at the end of the course?
- Define the objectives of the course.

- Invite the action to continue by choosing the course.

5- Importance of SEO

SEO is the set of keywords that you will use to improve your relevance in search engines. On Udemy your courses will be positioned in categories and will be in the Udemy search engine. Also be aware that they can also be displayed directly on the google search engine if you are well positioned. But still you must have selected a title and a subtitle that will allow you to be redirected directly to your course. All of these elements are an integral part of the metadata that is the peripheral data of your course such as descriptions, keywords, title, subtitle, choice of categories. A good use of all this data will allow you to get closer to your ultimate goal, namely visibility.

How to determine the keywords?

First phase: Google

Google Adwords is the keyword planning tool. It will let you know the number of monthly searches done around a word or phrase. Discover it because it does not allow that. For example, you can suggest words from the one you entered. You can see this tool in the video.

Second phase: Search for courses on Udemy

This is the most important phase. In this phase, you need to determine in which category to place your course. To do this, in the Udemy marketplace, Udemy has a list of categories for its training. So do not be wrong in the choice of categories, because if you're wrong, for all those who will look for a course in your 'sense' category, you will not be visible because you will not choose the right category.

Some steps will help you improve your performance in Udemy search results. These three elements will help you determine if the keywords of your course are optimal:

- Relevance for your course. If a keyword does not really relate to your course, it will not generate visibility, and therefore no sales for you.
- Number of search results. You're looking for a search keyword that does not use a lot of other courses. For example, if you are looking for business on Udemy, you will get a lot of results. It is almost impossible to get noticed in so many classes where the first visible will be the most popular. You should look for targeted keywords for your course that increase your visibility by reducing the number of search results. Similar courses can be sold. For each keyword that you consider, you can view the rank of the courses following the popularity for several courses that appear in the search results.

6- Set the price

You will have to define the price of your courses. Setting the price of a course is never obvious because there are several factors to consider:

- The subject of your course is taken into account. There are course topics that will naturally be much more popular than others, and topics that will naturally be of real value to participants.
- The duration of the course is also a factor to remember. Do not sell hours and hours of work for a few euros. You offer a course that is long and attractive, so you deserve a return to its true value.
- You must search for your competitors. If you are a pioneer and no one is doing what you already do, you can be extremely proud of yourself and you will have a monopoly share because of the originality of your course. To gain a competitive advantage, you will need to find services or courses similar to yours, whether in an adjacent field or in your field, and research what they require. This will give you an idea of where to start. In each area, demand and supply can be different and commanding different prices. To offer all courses of the same duration at the same price would be to sell the books in

bookstores according to their number of pages, regardless of the content, the quality of the edition, the author, the subject or the popularity.

- See the real value of your course. From the moment you are sure to add real value to your course, do not be afraid of the price offered.

Price is only a relative indicator. We define the price as expensive or not expensive because it is relative to something else. The price defines how expensive or cheap is simply subjective. On the other hand the perceived value, we can say that precisely it has no price. The price is only part of the sale. You must show the value of your course and let participants know what value you are offering in addition to your competitors. And you will realize that the price is not a problem from the moment you know the real value of your course.

It also takes on the psychology of pricing. You may not have a degree in psychology, but you can develop an understanding of how your clients can see your prices. A little research will help you on your way. You will discover things like:

The power of 9. Used in all areas of sales, I think you do not discover it.

People perceive a price of € 99 as being better value than € 100, even if there is only € 1 difference. Price perception is therefore an important aspect.

The advantage is that on Udemy the tariff ending with a 9 is automatically set in the price range. You will have for the first price 19 € 99 and for the last 199 € 99.

Know your value and do not underestimate yourself. Knowing your value with your customers and communicating this through your prices will put you in the strongest position. After your launch, you will need to keep abreast of what your competitors are proposing, and sometimes it might mean adjusting your prices to maintain your value position. In summary, once your course is completed, you must continue to follow it in terms of the price offered.

The perceived value of a course can be influenced by presentation, organization, marketing, timing and prestige. Demand can be stimulated by factors other than price. It goes without saying that the more a multimedia course and rich, as well as a perceived value is higher and the tariff increased. If your reputation is excellent, it can justify a certain price gap and even the

price gap may be necessary to ensure the reputation ...

However we must not forget that on Udemy there are many trainers who work with the Udemy promotion program. In addition there are many low prices, so it will remain difficult to sell courses at a high price because you will have low price competition on courses that can be of good quality. It is however an interesting way to create a big price difference for example between a normal price and a price with promotion or a price using the coupons. Thus the gap is large, which can encourage the participant to make a great deal.

Chapter 6

**Optimize
the sales**

1- Offer a free course

Offering a free course is linked to the creation of a coupon. I will show you in the next chapter how to start creating coupons. You have two main solutions in the use of free courses, then you to adapt these two solutions to your needs.

First solution, you offer several courses on Udemy, and in parallel you will create one or two small courses that will be free for sale for an indefinite period. You will create these courses specifically to offer a free product. This free product, it will be your product of call. This appeal product will indeed make it possible to attract participants to your training space. By having access to a free course, you will encourage participants to see the other courses you offer. If your free course is interesting and curious, they will want to go further on other courses in the same niche. The goal is really to attract people to your trainer profile to sell your paid courses. The free course, consider it as a marketing tool to sell the rest of your courses.

I advise to offer a free course by niche. That is to say, if you have courses on 3 different niches, you can offer 3 free lessons.

Of course, in the free course, you will not offer several hours of video by deepening a topic. In the free course I advise you to do the equivalent of a thorough introduction to a niche, or a specific course. You usually introduce the basics of a subject. Do not be too vague or too precise. It is also here that readers' desire for other courses must be stimulated. Introduce vaguely other courses for more information.

For your free course, I recommend an average duration of 1h to 1h30.

Also remember to specify in the title and in your presentation that this is just a basic course, or a great introduction, or a discovery of the basics, otherwise attendees can expect more, and even for a free product they will not hesitate to put a negative comment.

Second solution, you will offer a free course via a coupon. The goal will be to

make your course free during a given period, with a defined number of coupons. You will thus arouse the urgency of the reader not to miss a product that is free. You can use this process for launching a class. In order to have some participants who will allow you to have testimonials. It is a good idea to do this step for starting a class.

2- Create coupons

Let's see the use of coupons. Coupon issuance can help grow your sales in different ways.

Getting started is always difficult. For people who do not know your trainer profile, spending money in a class can be a barrier. While free courses are ideal for getting participants easily, coupons are ideal for converting these readers into a loyal customer.

You can encourage learners to make a new purchase by offering a discount on the next purchase of one of your courses. Try, for example, to send a welcome message to anyone who bought a course by offering them a discount of 20 to 50% on a future purchase in order to engage them while they are in a buying mood.

Coupons help boost sales. When you're in a slump in sales for a variety of reasons, use the coupons to attract new people and boost sales. It is complicated to keep a course at the top without the occasional use of coupons.

Enjoy the exclusivity and urgency to make sales. This is all the interest of the coupon. This one is defined in time and in limited number. The person should not miss his chance, so he has less time to decide, so more likely to make a purchase.

You can also use coupons to reward loyal customers. If you have customers who have bought several of your courses, do not hesitate to reward them with a coupon. By keeping your price high, you maintain high perceived quality

for your products. By using coupons, you can reward a community that follows you by offering special discounts.

How to create your coupon online

After learning the importance of coupons, you need to be able to master the art of creating coupons in order to sell courses online. When creating a coupon, you should keep in mind a few options. Improving and testing the following will give the best results for your marketing strategy:

A catchy name

A coupon must have a short and catchy name, in order to attract the attention of the potential customer. It's like a title that will be directly visible to define the coupon.

The delivery of your coupon

It is not always easy to define the discount of his coupon. But offer interesting discounts, in all when it is to attract participants and not to retain. Valuate discounts of 50% 0 times even 70%. Feel free to increase the price of your course a little to make larger discounts.

Also define specific amounts. In addition, customers also appreciate the final amounts they can value, such as discounts of 5, 10 or 20 €, as they can understand these offers very quickly without having to calculate.

Expiration date and limited time offers

The expiration date of the coupon is intended to highlight the urgency of the availability of the offer. Expiration dates provide a sense of urgency and therefore encourage customers to act immediately. This can also speed up repeat shopping behavior and learners will hurry to buy more courses and more quickly. Remember to always put a deadline or expiration date on your coupons and make it visible to potential customers.

The quantity of coupons

On Udemy you can create up to 100 coupons per launch. It's up to you to define the number. This number, you will define it following the delivery of your coupon, whether it is free or not. It is probably not advisable to offer 100 coupons free as it is not judicious to offer 5 coupons at least 20%.

3- Importance of testimonials

Social proof provides a quick way to build trust without having to develop a relationship directly with your participant. Testimonials show your audience that other people have appreciated your talent, skills and teaching ability, which inspires other readers to trust.

You may not have any testimonials yet, but when you start selling courses, ask your customers to send their comments, feel free to relaunch them to write a testimonial or just give a note on your course . With each our or positive comment about your course, you gradually amplify its notoriety.

Do not hesitate to boost your class with the help of people you know. By giving them free access to your course and posting a real and positive commentary. This will obviously be a boost to promote your course. And a lot of people do it there is no harm in that. Your entourage is like your community.

How to have quick testimonials for your Udemy course?

- Begin by offering your course to your friends and your social knowledge. You will already have the opportunity to have positive testimonials by relatives.
- Make your free available via coupons and using facebook groups. For a limited period for the sole purpose of collecting notices. You will not be able to directly ask people to write testimonials. This is optional for the participant. But a certain percentage of participants will do it automatically.
- Go on social networks. On Facebook, you can participate in groups that will allow you to have testimonials about your training. There are many facebook

groups dedicated to promoting Udemy courses. The goal is simple, you offer your course with a discount or free. On these groups you can post the overview of your course with a direct link to a free coupon or coupon. This allows you to have more participants and increase your chances of having testimonials.

- You can also buy testimonials. Is this a judicious and ethical solution? Not sure. Is it useful for boosting your sales? The answer is yes. Provided that your course, here again, is a qualitative content. Because if you buy testimonials that make you sell faster and more, but your content is bad, you will very quickly contradictory comments, and in the long run it will not work. 5Euros is the ideal platform to pay € 5 for minor tasks. You can hire someone and pay \$ 5 to leave a positive comment on your course. Of course you will offer your course with a free coupon.

4- Join Udemy promotion programs

As an instructor, you have the opportunity to participate in the Udemy Deals program. The Udemy Deals program is comprised of two marketing channels that showcase your courses in different ways. Millions of students enroll in courses each year as part of the Udemy Deals program. Percentage promotions and fixed price promotions are powerful tools to help you maximize your revenue potential on Udemy. You can unsubscribe from this whenever you want from your account by modifying your promotional deals. I can advise you to participate in Udemy promotion programs. And especially when you start.

Percentage Promotions

This program allows Udemy to offer your course a discount of up to 75% of the base price. This can be an effective way to convert new students to your Udemy classes quickly.

Fixed price promotions

The "Fixed Price Promotions" program allows Udemy to offer your course at a fixed price lower than the base price, but not less than about 10 €. Please note that the sales price for fixed price promotions may represent a discount of more than 75% based on the applicable base price. If your applicable base price is high, the discount will be larger.

How to modify the promotional agreements of the instructors

As I told you, you can update your promotional agreements at any time. However, if a discount on the whole site has started while your courses have been selected in the promotional agreements, they will be eligible for promotion until the end of the campaign. Similarly, courses can not be integrated into an ongoing campaign by modifying the promotional agreement.

5- Use social networks

To develop your business, it is essential to use social networks regularly. You will not sell your training directly on social networks, but it can help you to promote your Udemy training, to attract visitors, to exchange. Social networks, this is what will allow you to get more visibility and notoriety. On Udemy, you have visibility on the platform. But it is interesting to have some outside of Udemy as well.

You will be able to create an extension of your radiation and center this radiation around your training and your Udemy trainer profile. On social networks, you can stream free content regularly, get talk about you, bring elements to your courses. Create an environment that can create desire among Internet users. Social networks are not an end in themselves to sell courses, but a complementary means not to neglect.

You will have to spend a certain amount of time regularly to add something new to your profiles.

Facebook

On Facebook we can absolutely do anything and everything. And so it is a

very powerful tool of promotion. From your Facebook account, create a Facebook page your training area. This can be a general page related to your field of activity. But this can be only on the training itself. Having a Facebook page will allow you to attract fans to your page so you can share the content related to your topic with them. It will be up to you to beautify your page via attractive images and attractive posts as well. You can include a link to your course in the description of your page, as well as in the presentation of your posts. You can also run Facebook ads from your Facebook page.

Also join some Facebook groups related to your subject. You can search for groups on your course topic in the main search bar on Facebook. For this strategy to work, focus on adding value to groups you join. Share helpful tips, answer questions, and participate in discussions. Most Facebook groups prohibit self-promotion, so be sure to read the group guidelines before sharing direct links to your class. The goal here is to build relationships with an audience, an audience that will potentially be future participants in your course.

Go to the groups dedicated to Udemy promotion and offer your classes with discount coupons, doing this work regularly and alternating the courses offered.

Instagram

The promotion possibilities on Instagram will be much more restricted than on Facebook. As a very visual social media space, Instagram mainly offers a space dedicated to photography. This does not mean that it's not useful for business purposes, you can indeed find an ever-growing user base and a highly engaged community. Consider sharing Instagram photos that relate to the content of your training, such as the cover image, a description, an image showing the link to your training. In your description of your Instagram profile, you can also include the link to your training. Again, the more people you follow, the more likely you are to make sales. Instagram will be more useful to you to create audience than to actually sell.

Twitter

In terms of use, your opportunities to promote your training on Twitter will

be closer to the promotion made on Instagram. A lot of visual with the pictures. Your goal will therefore also be to have the maximum of people following you. Likewise, the essential goal is to create an audience.

6- Use Youtube

YouTube has hundreds of millions of users. These are millions of videos that are seen every day by internet users. You can use this channel to promote your online courses. Moreover, it's simple, fast, free and with good results. Referencing on YouTube can guarantee you have potential buyers for your courses. For that, you must first, create a YouTube channel. You will publish short daily videos giving advice and showing the interests of your courses. This can be also excerpts of course. Clearly, this is to advertise your training implicitly. Then you can give a clickable link to your Udemy trainer profile, or directly to the training. However, the worry with YouTube is that the results are not going to be obtained immediately. It's a long-term job that requires patience. For this strategy to be a success, the number of subscribers in your YouTube channel should be high.

You must arouse curiosity and interest, so the reader will want to know more and therefore to access a full course.

There are many reasons to prefer full quality training rather than assembling multiple YouTube videos and spending time in research. You must therefore take advantage of this aspect. YouTube is just a way to showcase some of your work and to arouse desire among Internet users.

However, to be famous on YouTube, it will be necessary to be patient having to have numbers of views allowing to have effective results.

To generate traffic on your videos you must:

- Create good quality content
- Create a good quality video
- Use the right keywords in your video description
- Submit your YouTube channel on social networks
- Buy views on sites to get started

- Prospect manually by email address search
- Be patient

7- Multiply the formations

Selling a training on Udemy is good, but selling more is even better.

The purpose of creating a training will be to make sales, and thus to create passive income. And so the more training you offer, the more likely you are to increase your passive income. Depending on your skills, I strongly advise you to create several courses, without losing quality.

For each formation it will be necessary to redo this type of work there. But the hard part is to do it the first time because we do not know how to proceed. Once the first training is created, you will know how to proceed on Udemy, step by step, and it will go much faster.

You will also have the appropriate equipment. In summary I encourage you to multiply training. These trainings can be integral part of the same general field.

You will also see that when you are engaged in your first class, you will naturally have the urge and motivation to create another one. Re-evaluate your fields of expertise to look for new sources of inspiration.

To create new courses, there will be two solutions:

- You have other skills in different areas that you would like to share and teach. In this case you can now start again in the creation of a new course by following the same approach as we saw previously.

- You widen your field of competence by proposing additional or complementary trainings with your first course. This means that you can for example develop a whole chapter of your main training. And decline it into a new course where you will display these specificities.

I give an example, if you offer Photoshop training for example on how to master the basics of the software. In this training, you will learn about Photoshop in its entirety. And so you can create other Photoshop training but

specialize on a specific theme.

For example a training specially dedicated to image editing. A training especially dedicated to the assembly, another specially dedicated for the rendering of layout etc ...

As another example, you create a training on drawing by learning the techniques of design and creation. And after you stay in the same field but you offer a more targeted training, such as drawing with watercolor.

What is the purpose of creating multiple trainings on Udemy?

Of course to develop your passive income. It's mathematical, the more you offer training, the more you will increase your chances of income. If you offer ten online courses, you will potentially have the opportunity to earn ten times more.

Become an expert in a field by offering several courses on the same field. This is the explanation explained above. For example, people follow your main training and they still want to see more about the field, they will watch your channel for access to other more specific courses.

You affirm as a professional trainer Udemy. When you create a single training, you will simply be considered someone who offers training to other people. By offering several courses, you will immediately be seen as a trainer who focuses his energy on teaching.

Chapter 7

Bonus

1- Create an ebook of his formation

Feel free to create an ebook from your training. This ebook it will present a double interest. It will allow you to offer it as a complementary support to your course, which is a real added value, and it will also allow you to sell it on a digital book sales platform like Amazon Kindle.

So you see the value of creating a digital book from his video training. But you can also work in the opposite direction. Start by writing a digital book where you will follow content creation steps with your plan, chapter and

chapter. And this plan you will be able to use it to create your video training. Indeed the chapters will serve as modules, and the sub-chapters will serve as sessions. And you will also have direct written content to record your videos. The written content and video content can be extremely complementary, one does not go without the other. That's why I invite you to create in addition to the written content. It will always be usable.

What's better from a topic, to offer digital media type for sale on two types of platform. As I told you you can sell your book on the Amazon platform, and therefore also make book sales, certainly less lucrative than the sale of Udemy courses, but can bring you a significant complement.

2- Techniques for creating content effectively

To create content and not let your brain wander to other occupations, you have to stay focused. Staying focused allows you to stay at a level of continuous creation without having to stop every 10 minutes.

We are indeed naturally linked to distraction, that's why it's not easy to stay focused.

Here is a list of tips to help you stay focused

- Avoid multitasking on the computer when you create content. Do not have other applications open otherwise you may not be effective for lack of concentration.
- Keep your goals in mind. It's the best way to focus 100% on your work again. Remember your ultimate goal, it will help you focus.
- Do some poses and drink some water. Nothing better to stay in shape with content creation is to do regular poses and stop drinking a glass of water. I can assure you that it is very hard, for example, to link several hours of training video. You need to do some poses and quench your thirst.

- Put yourself in a bubble. Forget everything around you, forget about your activities.
- Find your best schedules. Over time you will be able to know when and under what conditions you will have the most concentration. It's up to you to use them.
- Designate your place of work. According to scientists, we have a limited amount of energy, and the concentration or decision-making makes us consume it. In order to keep this energy for concentration, you need to avoid making decisions such as choosing where to work. Keep in mind a place where you can focus.
- Stay focused on one task at a time. The brain is much more focused when it deals with one task at a time. How to focus if you have to do several things at once? It is almost impossible and it will create a lack of concentration.

Multitasking is the number one enemy of focus and efficiency.

You should also define priorities between the tasks you have to perform in order to treat them one after the other. Finish what you are doing before moving on. By staying focused on your task of the moment, you will be more effective and can address the rest with more serenity. You will feel better to control your time.

Plan your schedule

In order to carry out the realization of your content, you will be able to plan a timetable allowing you to reach your objectives. And once this schedule is worked out, you will only have to carry out each of the tasks that you must perform, in the order of priorities and according to your deadlines.

Scheduling is the time, depending on your situation, to free up time to realize your content.

Your first phase will consist of choosing your work slots and respecting them. That is, how much time can you dedicate to creating your content based on your outside activities, or your work. It may be, for example, to get up early each morning to create content, it may be to take one day a week devoted solely to that. And so you must create the plan of your course and

establish an estimate in terms of time. From this you set a deadline. Indeed it is important that the work is followed and not to cut too much in the creation of your content. It is important not to spend several months on the same project, but rather two to three weeks in which you will be motivated to move forward. Define your objectives and coordinates your time, your resources and your skills for the creation of the course.

In concrete terms, why set a timetable?

- Because it allows you to project yourself and define a system that will work with much less motivation than the one you have at the beginning of a project.

- Because the goal is to achieve faster, easier and with fewer resources a better result than a person heading blindly and getting flustered by events and changing moods.

- Because it will allow you to think of important points that would have passed under your radar if you were directly in the action.

3- Creative thinking to succeed

Let's take a look at the impact of your mind on creating your content. To be able to do this you will have to put all the chances on your side. One of the driving forces of any project is to visualize oneself in the future in the success. This is the essence of creative thinking. In other words, you have not started creating your content yet, as you already know that you will succeed in selling it or using it effectively. Of course you'll say it's a lot easier than done. And I grant you that it will be difficult to be at a 100% success rate in your projects, however you can approach it, and for that what better than to use creative thinking.

In general, with equal talents, they are the ones who are the strongest in creative visualization, who arrive at the highest peaks because being well programmed mentally, they know exactly how to do everything to make their dream come true.

Why have this way of thinking? Simply then be able to put all the chances on his side and do what is necessary to get there. Failure is not an option, failure must not exist.

In summary, to get what you want, it's about visualizing it, believing it and realizing it. Not only to visualize it. Not only to believe it. For our purpose to be realized through the power of creative visualization, it is necessary to combine the three elements: to visualize, to believe and to realize.

In order for us to believe in an objective, we must however analyze its feasibility, which you will determine according to your criteria. We will take care to choose a goal that we can believe. However, it is important to always aim a little higher than our basic objective to be able to go for another level. The golden rule for choosing targets is therefore to make sure that they are both realistic and optimistic.

To visualize oneself in the success is simply to put all the chances with oneself, and to oblige oneself to arrive to create its contents, to arrive at the end.

4- To challenge oneself to keep your training at the top

Once your training online and your sales started, it will continue to follow his training to keep it on top. And do not hesitate to question yourself in order to make changes. Over time, we can realize that we could have approached a chapter in a different way, and perhaps in a better way. By continuing to train and accumulate experience, what seemed very good when creating the training may seem less good some time later. That's why at any time you are free to make changes to your Udemy classes.

We must not lose sight of the fact that time will pass. Consequently, one must not remain idle and let one's course become obsolete. Of course your course will not be obsolete in 1 or 2 years. However, keep in mind that while your course is online, new teachers and courses will arrive in the marketplace. It is therefore necessary to regularly follow what happens on the market of

the courses and continue to learn and transmit. It must be understood that your course must continue to be necessary in the eyes of people, and for that you must follow it. Also be sure to follow the advice and notes about your course very closely. This will help you improve it and create the appropriate changes.

For example, you are offering a marketing course, after a certain you can create changes on things that you feel are changing. In the same way, if you have new ideas, you can add sessions and enrich your class.

If you offer a course on a software, your proposed version will be often old. There is certainly no big change from one year to another, but do not hesitate for example to add a chapter on the new features of the new software.

Here are a number of steps to keep your course at the top

- Always continue to develop this knowledge and learn about it
- Update content
- Add chapters
- Follow the market
- Analyze critics
- Find new ideas
- Check your price

Conclusion

Udemy offers you the real opportunity to create passive income by offering your skills and talent for learning. And what better than to be able to offer your skills through a completely free tool that will help you achieve your goals.

With Udemy you will be able to create a profitable business that you will develop over the long term, ie month after month and for future years.

Your ultimate goal will be to create your total financial independence for a freedom in the work, namely geographical freedom, freedom of working

hours, freedom of enterprise etc ...

At first glance, creating an online course seems complicated. And that's normal. But with the right information and an appropriate approach, we quickly realize that this is accessible to all. For this reason I invite you to start creating your course online. There is no need either to be a professional to create a course, there is need to master a subject, and then to invest fully in the creation of his course as well as in the promotion. For the rest Udemy platform gives you the necessary tool to host your course and to be visible on a market place.

So now, what I invite you to do is start now to create online courses on Udemy. No need to postpone what we can start now. You have seen all the key steps to follow through this book to go to the end and sell your trainings.

Then you will be gone to follow the steps one by one, from the start phase, to the sale of your course. But I can assure you that by respecting these steps and that you invest deeply in the creation of courses, you will have results soon, and results quickly, ie in the months that follow. The important thing is to get started. Too many people do not achieve their goals because they are not able to get started, or they do not invest fully in their goals.

Conclusion

Udemy vous offre la possibilité réel de créer des revenus passifs en proposant vos compétences et votre talent au service de l'apprentissage. Et quoi de mieux que de pouvoir proposer ses compétences grâce à un outil entièrement gratuit qui va vous aider à réaliser vos objectifs.

Avec Udemy vous allez pouvoir créer un business rentable que vous allez développer sur du long terme, c'est à dire mois après mois et pour les années futures.

Votre but ultime sera de créer votre indépendance financière totale pour une liberté dans le travail, à savoir liberté géographique, liberté d'horaire de travail, liberté d'entreprendre etc...

Au premier abord, créer un cours en ligne semble compliqué. Et c'est normal. Mais avec les informations adéquates et une démarche appropriée, on se rend vite compte que cela est accessible à tous. Pour cette raison je vous invite à commencer à créer votre cours en ligne. Il n'y a pas besoin non plus d'être un professionnel pour créer un cours, il y a besoin de maîtriser un sujet, et ensuite de s'investir pleinement dans la création de son cours ainsi que dans la promotion. Pour le reste la plateforme Udemy vous donne l'outil nécessaire pour héberger votre cours et pour être visible sur une place de marché.

Donc maintenant, ce que je vous invite à faire, c'est de vous lancer dès

maintenant dans la création de cours en ligne sur Udemy. Inutile de remettre à plus tard ce que l'on peut commencer maintenant. Vous avez vu toutes les étapes clés à respecter à travers ce livre pour aller au bout et vendre vos formations.

Ensuite vous serez partie pour suivre les étapes une à une, de la phase de départ, à la vente de votre cours. Mais je peux vous assurer qu'en respectant ces étapes et qu'en vous investissant à fond dans la création de cours, vous aurez dès résultats, et des résultats rapidement, c'est à dire dans les mois qui suivent. L'important c'est de se lancer. Trop de personne ne réussissent pas leurs objectifs car elles ne sont pas capables de se lancer, ou elles ne s'investissent pas totalement dans leurs objectifs.