

Monetize Your Gifts Masterclass Summary Sheet

Miguel Hernandez

Creating An Online Course That Sells!

The Monetize Your Gifts LIVE Masterclass summary sheet series are my own personal highlights and observations I collected from each presenters talk. You very well may uncover others that resonate with you deeper as you listen to the accompanying MP3.

I've created a simple way for you to jot down your own observations, highlights and a-ha moments at the end of this report for your convenience. It's my Masterclass Intention Guide, as you listen to the replay make note of at least two or three things that stand out for you most and at least one action step you'll take in the next few days.

Thank you for participating in this program and investing in your business and your future ~ *Rodney Washington, Monetize Your Gifts LIVE Masterclass Host*

Miguel's Key Highlights:

If you don't have a lot a traffic to your blog or website it will be challenging to sell your course online via your own site.

Explore the variety of opportunities available to you on a platform like Udemy.com to publish and sell your online course. Udemy.com has the marketing infrastructure in place to help you market your program.

We're all an expert at something

If you're passionate about a particular subject and you're committed to creating high quality content there are many opportunities available today to develop an online course that can be packaged and sold around the world online 24-7.

Video is the #1 way to deliver content online. Second is audio (MP3's and/or PDF files)

First you must organize your content. The best way to do that is to create an outline of your program using a spreadsheet. You can use Google Documents or Excel.

Organize your content by chapters, then sub chapters (or the specific points) you want to cover within that chapter.

Seeing everything laid out in a spread sheet format will help you visually see how your course is being structured and will help you make decisions on the best way to create a specific piece content on a particular topic.

A good course on Udemy should be between an hour to 10 hours in length, and an individual recorded lecture should be around ten minutes in length. People's attention span for watching video online is roughly around 10 minutes.

Continue to refer to your spreadsheet outline as you're physically constructing the individual components of your course.

Be expressive when you deliver your lecture on video. Become an actor, have fun and allow that to come through in your video presentation.

You have the option to switch between screen shots of your computer, or a slide show presentation like Powerpoint or Keynote and you physically appearing on video.

Tools you'll need to create your course content:

1. A computer with a built in camera or a separate live cam camera attached to your computer along with plenty of memory and hard drive space
2. Desktop recording software like Camtasia or Screenflow
3. Presentation software program like Keynote for Apple or Powerpoint
4. Good lighting, very important. The goal is to make sure people can see your face clearly.
5. Speak loud and clear
6. Practice, practice, practice
7. Avoid having a busy or cluttered background behind you, a white background is best
8. If start making a lot of mistakes and becoming frustrated, stop and take a break, you don't want the frustration to come across in your video
9. Assuming you own a quality computer you should be able to get started for under \$300 dollars

Even if you consider yourself an expert on your subject, do additional research online to spot latest trends in industry. You want to be current.

Other ways to deliver your content: In addition to video you can use audio podcasts (MP3), images, Powerpoint or Keynote presentations, PDF documents, live webinars and quizzes. Ultimately having video content is still the #1 way to deliver content.

The average pricing structure for an online course is \$5 - \$10 per hour of video content.

Many people charge more, ultimately the final price should be based on the uniqueness of your topic, the competition, the demand of the marketplace and of course your reputation.

Courses that are least two hours in length tend to do better. You want your customer to feel they are getting a lot of value for their money.

Avoid pricing your course so low that potential customers question the value of your program.

We tend to believe that when a product or service costs more it's better. But make sure you're delivering tons of real high quality content.

The quality of the price, affects the quality of the people you attract to your program. You want students that respect your content.

Key ways to market your course:

1. Leverage social media as much as you can, you should probably have a Facebook profile and/or Twitter account or some other social media outlets that work for you and the audience you want to attract. For example, if you teach craft making or cooking you'll probably want to be active on Pinterest.
2. Start developing your following early and keep them updated on what you're working on
3. Don't spam your followers with messages saying things like: "buy my course, buy my course", strive to develop an authentic connection with your followers and drop occasional messages about your program.
4. Consider publishing a blog and regularly adding high quality content relevant to your industry, your course and subject to create engagement and get you indexed on Google.
5. Start building a mailing list right away and actively grow your relationship with them, providing high quality content, keeping them engaged and asking them what they need so you can create courses that they will want to purchase.

It's getting more competitive so if you have idea you want to turn into an online course now is the time to get involved.

Presenter Sessions: In this section you find each presenters session topic, and the points they will cover. As you listen to the MP3 presentation you will have an opportunity to write down any highlights, a-ha moments and/or ideas that come up for you.

Finally, you will have an opportunity to state your intention and the specific actions you will take in the coming days, weeks etc to move forward.

Miguel Hernandez: Creating An Online Course That Sells!

- *Why now is the perfect to launch online courses that sell for ten's of thousands of dollars*
- *Why you don't need an expensive website or even learn programming to create and sell your online course*
- *How to find out exactly what topics are hot, so you don't waste precious time creating a course that turns into a dud*

What I learned from Miguel:

Based on what I wrote I intend to take these specific actions:

Miguel has a very generous bonus to share with participants of the Masterclass program it's his online course: **Teach What You Love And Make Money**, to claim your copy and receive 50% off please visit: <http://getpaidforyourcreativity.com/gifts> for details and claim your coupon code.