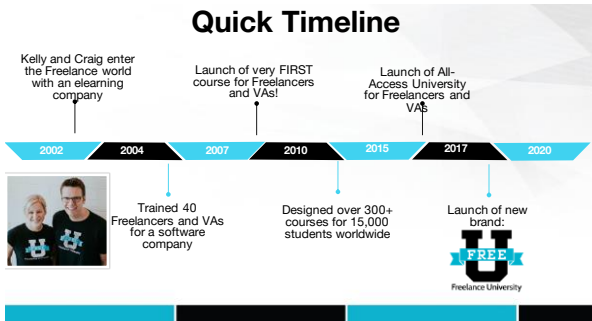
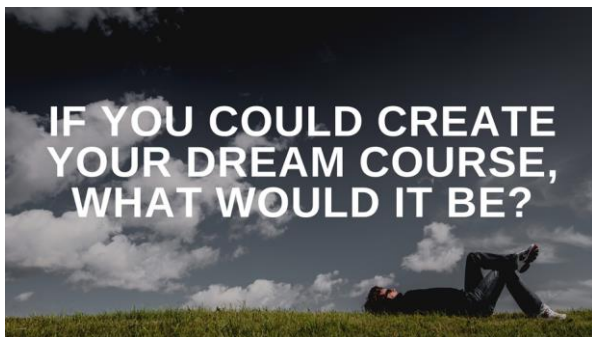




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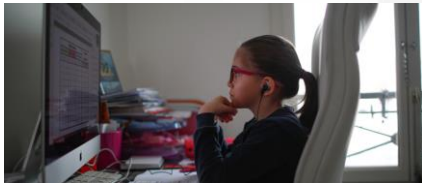


3

Prior to this Global Pandemic, online learning was growing rapidly and forecasted to exceed \$325 billion worldwide.

4

Over the last three months, the demand for online learning has sky rocketed to a whole new level!



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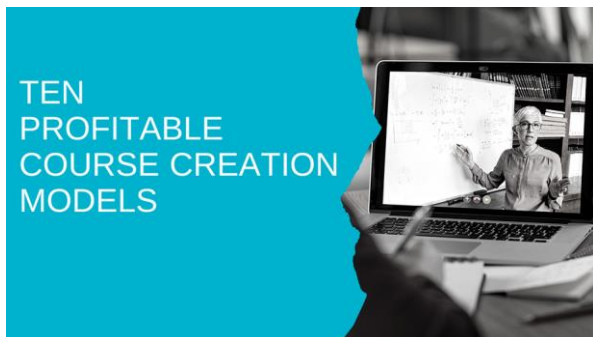


7

Workshop Goal:

To show you **TEN** ways to build an income creating courses for your business and as a service for your clients.

8



9

THE FREELANCE MODEL

- Access contract-based, course creation, delivery and management opportunities
- Payment is typically on a flat rate, retainer or hourly basis
- Popular model in the technology industry



10

TYPES OF FREELANCE SERVICES



11

The Freelance Model

BENEFITS	DRAWBACKS
<ul style="list-style-type: none"> • Get paid to create and teach courses on topics you love • Potential for stable and ongoing income • No business headaches with customer support and overhead costs • In-demand skill to have right now 	<ul style="list-style-type: none"> • Hard model to scale • No automated income streams • Building somebody else's education empire

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Model Example



13

THE LEAD GENERATION MODEL

- Create free course to build email list and establish credibility
- Free training leads to other paid products, software and services
- Examples: 7-day email course, 5-day challenge, live webinar

 The diagram shows a hand-drawn funnel on a dark background. The funnel is divided into three horizontal sections. The top section is labeled 'LEADS', the middle section is labeled 'PROSPECTS', and the bottom section is labeled 'CUSTOMERS'. Below the funnel, there is a downward-pointing arrow with a dollar sign (\$) underneath it, indicating that the final stage of the model results in revenue.

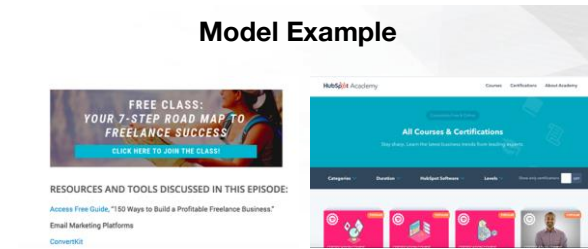
14

The Lead Generation Model

BENEFITS	DRAWBACKS
<ul style="list-style-type: none"> Build major asset in your business: a targeted email list Ideal starting point to building credibility and momentum in a market Perfect pathway to promoting products and services 	<ul style="list-style-type: none"> Delayed revenues

15

Model Example



16

THE WORKSHOP MODEL

- Live and scheduled, online classes delivered over a series of days or weeks
- Delivered via webinar tools like Zoom or livestream platforms like Google Meet, YouTube, IG or Facebook
- Ideal for launching a new online course



17

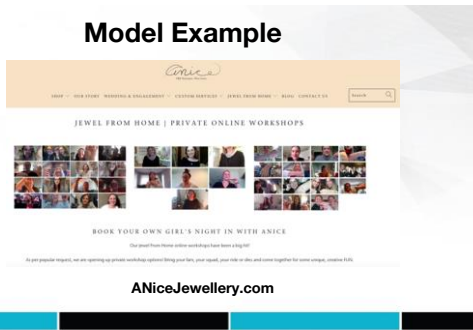
The Workshop Model

BENEFITS	DRAWBACKS
<ul style="list-style-type: none"> Ability to sell courses before you create them... love this! Able to tailor training to meet audience needs on the fly Higher levels of student interaction and participation Offers flexibility to run live classes or convert into on-demand courses 	<ul style="list-style-type: none"> Not automated... requires you to be there live Potential tech glitches running live classes... gulp Need critical mass (decent # of students) to have effective interaction and participation



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Model Example



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THE FLAGSHIP MODEL

- Create one major training course or program that drive the business
- Focus on developing and enhancing one program (1.0, 2.0, 3.0 or 2020, 2021 edition)



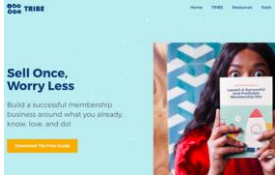
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The Flagship Model

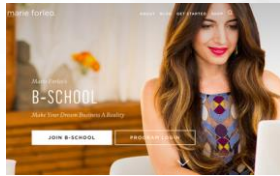
BENEFITS	DRAWBACKS
<ul style="list-style-type: none"> • 100% focus on building one awesome online program • Simplifies branding, marketing and back-end systems • Ideal for establishing authority in your niche 	<ul style="list-style-type: none"> • Only one revenue stream... not diversified • Requires ongoing updates

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Model Example



Tribehub.com




MarieForleo.com

22

THE UNIVERSITY MODEL

- Create an online school with multiple training courses and products
- Ideal for niches with a variety of topic areas (i.e. web design, marketing, hobbies)
- Offers a variety of training delivery options: live and on-demand courses



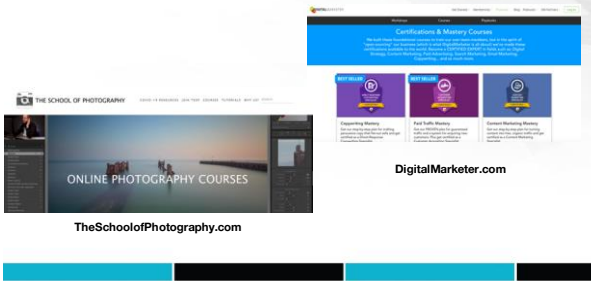
23

The University Model

BENEFITS	DRAWBACKS
<ul style="list-style-type: none"> Diversified revenue streams Offers one-stop training platform for your niche 	<ul style="list-style-type: none"> Time intensive to create new courses and update existing ones Focus spread thin on multiple courses More back-end set up, marketing and customer support

24

Model Example



25



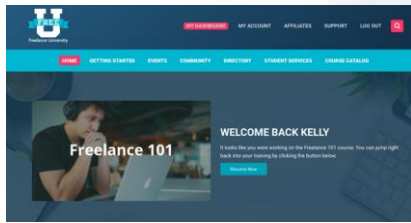
26

The Netflix Model

BENEFITS	DRAWBACKS
<ul style="list-style-type: none"> Automated, recurring revenues streams More interaction and participation over on-demand courses Fresh, updated course content Possible upsells to premium membership or coaching programs 	<ul style="list-style-type: none"> Time intensive to create regular monthly course content and training Greater customer service and billing issues with recurring payments Challenging to sustain over the long-term

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Model Example



www.freelanceu.com

28

THE MASTERMIND MODEL

- Small group intensive teaching and coaching program
- Ideal upsell from flagship or membership model
- More intimate learning community



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The Mastermind Model

BENEFITS

- Higher value offer
- More intimate connection with audience and deeper impact is clearly seen with students
- Excellent premium income stream stemming from other models

DRAWBACKS

- Intensive to manage, sustain and develop
- Ongoing development of training content

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Model Example



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THE MARKETPLACE MODEL

- Access established online training marketplaces to promote courses on a revenue-share basis
- Ideal for those with established skills and experience in a popular niche
- Examples: Skillshare, Udemy, Outschool



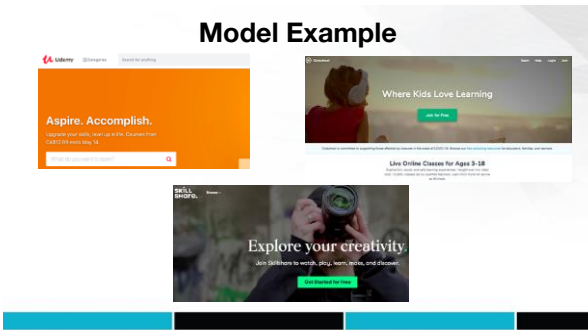
32

The Marketplace Model

BENEFITS	DRAWBACKS
<ul style="list-style-type: none"> • Access to an established network of buying students • No technology headaches as platform is managed and hosted on their end 	<ul style="list-style-type: none"> • Loss of control – completely hosted by them • Building somebody else's brand • Give up revenue percentage

33

Model Example



34

THE JOINT VENTURE MODEL

- Create or co-create training programs with partners that have an established audience
- **Example:** Develop software training for your coaching client



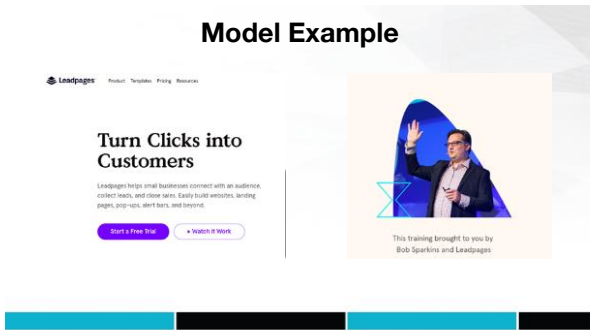
35

The Joint Venture Model

BENEFITS	DRAWBACKS
<ul style="list-style-type: none"> • Partner has an established audience • Partner handles all marketing, tech or ecommerce responsibilities 	<ul style="list-style-type: none"> • Rely on partner to be the marketing arm to generate sales and revenues • Loses some control over branding • Give up revenue percentage

36

Model Example



37



38

The Virtual Conference Model

BENEFITS	DRAWBACKS
<ul style="list-style-type: none"> • Excellent for building influence and your email list • Terrific scalable revenue model • Ability to package and sell as a on-demand program after your event • Great to build connections with other thought leaders 	<ul style="list-style-type: none"> • Huge time investment to setup, coordinate and manage • Potential tech issues for live sessions • Dependent on recruiting quality speakers

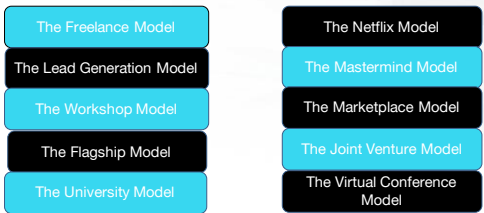
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Model Example



40

Ten Profitable Course Creation Models



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Example: Freelanceu.com

