

# **Udemy Profits**

***How To Build A Trusted Brand And Generate 6-Figures A Year With The Internet's #1 Education Based Community!***

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## Introduction To Udemy

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Udemy is much more than a website. It's a full-featured community that enables anyone to offer online training on a single online learning platform. It makes learning fun, and teaching – very, very profitable.

However, before we dive into the simple strategies that you can use to generate a full time income with Udemy, here are a few quick facts about this powerful and dynamic community:

- Udemy was first introduced in 2010, and has become one of the leading online education tools of this generation.
- You can build a very loyal following with Udemy while becoming an expert in your chosen field. Udemy trainers are highly respected and by creating your very own online course, you will benefit from instant authority!
- With Udemy, you can join as a participant (if you are interested in learning specific skills) or as a trainer, if you are interested in making money online. Best of all, you will keep **70% of the revenue** generated from your online course!

In this special report, I'll show you how to make money with Udemy (up to 6-figures a year or more!) as well as how to exploit the popularity of Udemy for ongoing, consistent **FREE** quality traffic to your website!

It's never been easier to make money online while building a recognized brand in your industry.

*So without further delay, let's begin!*

## How To Make Money With Udemy

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What if you were given the opportunity to get paid just for sharing information with other people? Well, that's exactly what you can do with Udemy!

The best part is that you don't have to be a formally trained teacher, professor or educator to make money creating your very own courses on Udemy.

If you possess knowledge that other people would be willing to pay for, you can start making money with Udemy instantly, at absolutely no cost to you.

Udemy gives you the opportunity to teach what you are most passionate about, to share what you love and get paid for doing it. Consider the different topics that you know a lot about, are most interested in and that people might find useful.

For example:

- Are you proficient with programming PHP?
- Do you know how to customize Wordpress themes?
- Are you experienced with website development?
- Do you know a lot about ANY specific business related topic?
- Do you have a hobby that you are absolutely obsessed with?

Chances are, we can all find something worthy of teaching and something

that we know enough about to share with others. Whether you think that people would be willing to pay for the training is a whole other story – you'd be surprised at just how many unusual courses are generating 6-figures on Udemy every single year!

*Here are a few top selling courses for inspiration:*

- Microsoft Excel for Beginners – Over \$565,000 in total course sales.
- How to develop an iPad application – Over \$200,000 in course sales.
- Become a web developer from scratch! – Over \$175,000 in sales.
- CSS For Beginners – Over \$160,000 in sales!

As you can see, Udemy courses are incredibly profitable! Think about the different topics that you know a lot about. How many of those topics could be turned into a Udemy-based course?

In the next segment, we'll take a closer look at how you can quickly create an in-demand course for your market!

## Creating Your Udemy Course

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In order to create your Udemy course, you need to carefully plan what your course will be about, what kind of content-formats will be available to students, and how you plan to deliver modules.

For example, if you planned to create a Udemy course on PHP Programming, you would want to start the course off with a basic introduction to coding, followed by simple hands-on exercises that warm up your students and help them better understand the coding process.

To simplify training, you might include various content formats such as video guides that show them exactly how to enter code into a .php file. You may also include “PHP Cheat Sheets” in PDF format, downloadable from within the Udemy training center.

With Udemy, you can thoroughly customize your course, including as many different content types as you wish.

To begin, you need to choose a topic for your course. If you struggle to come up with potential ideas, here are a few things to keep in mind:

**- Choose a topic that you are passionate.**

*When choosing your topic, consider:*

“What Do You Know?” and “What Do You Enjoy?”

If you teach what you are most passionate about, your course will reflect your personal experiences and expertise for a higher quality program.

**- Define your objective and determine who your audience is.**

In order to create a high quality course you need to know who your audience is and what they are most interested in.

So, ask yourself: *Who will participate in your course and what are they hoping to learn?*

Your course should always focus on a specific level as well, such as “Beginners”, “Intermediate” or “Advanced”. It’s important to heavily target who your audience is before you create your course. This will not only help you target the right audience but it will ensure that your course offers the information that your students are looking for.

**- Brainstorm ideas and flush out all of the possible things that you want to include in your course.**

Udemy is a marketplace of education and you can teach just about anything you like, but it’s important that you flush everything out prior to creating your course.



Use mind maps to brainstorm ideas – starting with a central idea, root topics and branches that cover different chapters or segments of your course. A mind map provides a graphic representation that will guide you from start to finish.

**- Choose your delivery method, including content types. Determine what the best medium is for your audience.**

In order to create the best course possible you will want to create content in a variety of formats, including video, PDF files, and “takeaway” material. The more dynamic content available within your course, the more valuable it will be to your students.

Here are a few content formats that you can offer within your course:

### **Screen Capture**

You can create screen captures in many different ways but the basis is that as an instructor, you share your screen with your students. This makes it easier to demonstrate how to complete specific tasks.

You can use Camtasia Studio, Screenflow, CamStudio or Microsoft Expression to create dynamic screen captures.

**Note:** *Screen Capture is the most common content types available on Udemy.*

## **Audio & Video**

Video based training is a very popular content type on Udemy because it gives students the opportunity to follow along by watching as the instructor shows them key points in the course training.

## **PPT/Mashup**

Udemy makes it easy to provide your students with both video and text based learning aids by taking a video recording and creating a PDF version transcript.

## **Documents & Downloads**

You can offer a variety of document types including worksheets, mindmaps, charts, reports, ebooks, lesson plans, cheat sheets, checklists and more!

It's important to provide “takeaway” documents giving your students a chance to reflect on your content later on. Create transcripts, offer “summary sheets” available in PDF format, zip files that include additional lectures or guides that serve as auxiliary components for your course.

## **Live Session Training**

One of the most powerful ways to deliver your content is with live session training where you can schedule meetings with all of your students! Live sessions will have a huge impact on the overall value of your course.

Just remember, the more you engage your audience – the more attentive they will be. People want to take a hands-on approach when learning so provide your students with simple “homework” that keeps them motivated.

## **Optimizing Your Udemy Course For Maximum Exposure**

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In order to make money with your Udemy based course, you need students! Here are a few quick and easy ways to drive quality traffic to your course:

### **Choose a catchy title**

It all begins with your course title. You want it to be short, descriptive and memorable. Make sure that people understand exactly what your course is about and what they can expect to learn from it.

For example, if you are developing a course that teaches the basics of PHP, your course title may be:

### **Learning PHP for Beginners or Beginners Guide To Mastering PHP**

You also want your course to provide detailed information on what is covered (and what is not). Ask yourself who your target audience is, what level of learning and what they would expect to learn after completing your course and include all of that information in your description.

### **Also consider:**

What makes your course different from others available on Udemy?

Why should someone choose your course over another?

Choosing a headline for your course is also extremely important, as it needs to stand out and capture attention from those browsing through lesson plans and available courses.

Avoid the over-use of exclamation marks using it only when necessary and instead, focus on injecting your course title with motivating, action-driven keywords.

**Fast – Powerful – Master – All Inclusive – Improve – Learn – Easy - Simple**

*Here are a few examples of powerful headlines:*

Go from Beginner to Pro In Just 7 Days And Master The Art of Web Development!

**The A to Z guide to building custom websites on the Wordpress Platform!**

Your course also needs a summary. Make sure that you keep it short and to the point, emphasizing key points and important highlights only available in your training.

Next, choose an attractive and professional image to represent your course. You could hire a graphic artist to develop a custom image (product box, course materials, etc) or use your logo for branding purposes.

The next step is to choose keywords. Keywords will help lead potential students to your course so it's important that you inject tags into your course description, summary and headline.

*Don't OVER-USE keywords!* It's important not to over-stuff keywords into your course description and sales page, but that you use them only to optimize your course page so that potential students can find you.

Another important step is to choose the right category for your course. You want to make sure that it's visible to students searching through specific topics on the Udemy website so classify your course appropriately.

And finally, set a price! Before you can determine the best price structure for your course, you should spend some time researching other courses in your market to determine average price point.

You want to price your course reasonably and within industry standard but that it's also based on the actual course materials included as well as the overall scope and quality. **Don't underprice your course!**

## Promoting Your Udemy Course

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Now that your Udemy course is ready to launch, the final step is to begin to promote it!

*Here are a few ways to get started:*

### Social Media

Even if you don't have a large following you can still promote your Udemy course to your social networks, including your Facebook followers, Twitter followers, G+ contacts, Pinterest followers and LinkedIn contacts.

Be honest about what you are offering and provide a special discount code available only for a limited time.

Tip: Create a Pinterest page about your course and a Facebook page in order to gain instant ranking in the search engines! The more social signals, the better!

### Forums

If you are active within community forums, add a link to your Udemy course in your forum signature or post about it in a new thread. Consider purchasing forum advertising such as a banner or ad box to announce the launch of your new course. Provide forum members with a special discount code or additional course materials/downloads, available only to them!

### Authority Blogs

Seek out authority blogs and active websites in your market and post a link to your course in the comments section.

### Video Channels

Scout out relevant videos on sites like YouTube.com and link to your Udemy course in the comments section or create a Video response!

### Paid Advertising

You could purchase solo ads in relevant newsletters, banner ads, forum ads, or set up a PPC marketing campaign with Google Adwords or Facebook!

## **Additional Tools & Resources**

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### **Easy Cash Webinar = Faster Smarter Better**

Visit: <http://www.easycashwebinar.sparkblogger.com/>

### **The Simple Smart Wealth System**

Visit: [www.wealthclub.sparkblogger.com](http://www.wealthclub.sparkblogger.com)

### **50 + Expert Video about Word Press Blogging**

Visit: <http://www.how-to-word-press.sparkblogger.com/>

### **Social Power Traffic – Send Your Posts To 10 Social Sites At Once.**

Visit: <http://www.post-socializer.sparkblogger.com/>