

HOW I PUBLISHED MY FIRST ONLINE COURSE

CRISTI VLAD

<u>Mastering Udemy How I Published My First Online</u> <u>Course Express Walkthrough</u>

Sandra Shillington

Mastering Udemy How I Published My First Online Course Express Walkthrough:

The Step-By-Step Guide to Copywriting: Online Learning and Course Design Sandra Shillington, 2017-11-09 Do You Want To Make Money Online Write An Online Course This book walks you through every step of creating an effective online learning course using time tested principles of instructional design and instructional writing It's a multi-step guide that subject matter experts and copywriters can follow to go from idea to fully developed online course Whether your course will be sold on a marketplace platform such as Udemy self hosted on your own website or launched through sites such as Teachable Thinkific or Kajabi this book will help you even if you re not sure yet on what type of course you want to create Turn your expertise into passive income Take advantage of the surge in popularity E learning has seen over the last few years Create engaging materials so that your audience gains and retains the knowledge and skills you re teaching Design your course according to how adults actually learn Learn how to evaluate the effectiveness your course Make sure your course isn t boring Are you interested in creating and selling your own e course This book is for you if you re interested in creating and selling your own online training course that facilitates true change for your students It s not a get rich quick scheme but a reference on how to design a quality course that your students will be happy they purchased bringing you rave reviews and increasing your credibility in your field Are you a freelance copywriter The popularity of online learning has created a new opportunity for copywriters This book will help you create courses for your clients Are you a subject matter expert or solopreneur Do you think of yourself as a subject matter authority If you have experience in a subject area chances are you re further along on that journey than many other people You may have expertise in a certain type of business or you may have mastered a skill that others may want to learn Leverage your knowledge to increase your income with a well written course Whatever the subject the eLearning industry is an enormous modern day opportunity to make money online leverage your knowledge and generate passive income in an entirely new way Become an authority in your industry If you re in business your own online course can help you get your message out to the market and establish you as an authority in your industry If you have a special talent or skill you can share it with the world Even better you can create a passive income stream in the process If you have mastery or knowledge of a subject you can teach it Learn Instructional Design Best Practices From a ProfessionalIf your courses create true change for your students then you re well on your way to success in the online training world I wrote this book to help you do just that As a professional copywriter and instructional designer I ve created corporate training courses in a variety of formats over the past twenty five years I m sharing my extensive real world experience in course writing and design along with time tested instructional design principles Put this practical advice and tips to work for you to create quality content The Step By Step Guide to Copywriting Online Learning and Course Design is perfect for professionals business owners bloggers or anyone interested in creating an online course for content marketing purposes Freelance writers who have never written training courses can use this book as a guide to providing an additional

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