

Online Instructor Cheat Sheet: 7 Steps to Creating an Online Training Business©

1. Find Your Expertise:

- Identify a problem you can solve.
- Research existing solutions on platforms like YouTube.
- Understand how others are training and think about how to improve.

2. Create a Solution:

- Provide step-by-step guidance.
- Assume no prior knowledge.
- Translate industry-specific words into simple language.

3. Plan the Course Flow:

- Outline the course in a step-by-step process.
- Use short 3-5 minute videos in modules.
- Avoid forcing long 20-minute videos.

4. Business Models:

- YouTube: Simplest and good for starting. Opportunity in shorts content.
- Training Platforms: Can earn, but watch for greedy commissions and uneven competition.
- Professional training on your website: Best income potential, greater control.

5. Equipment Investment:

- Prioritise: Audio -> Lighting -> Camera.
- Invest in a good microphone and basic lighting kit.
- A modern smartphone may suffice for the camera.

6. Skills To Learn:

- Editing: Cut fluff out, try tools like CapCut for short videos.
- Education: Lead people step-by-step, cut fluff.
- Marketing: Master search-friendly content and trending topics.

7. Success Secrets:

- Focus on specific problems for beginners.
- Build social proof through reviews and interactions.
- Provide comprehensive value with no fluff.
- Utilise social media for practice and growth.
- Embrace failure and iterate towards success.
- Use supplementary resources like guides or checklists.
- Biggest Secret: Make a start with a short training video!

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