



A beginner's guide to selling online courses

Description

Congratulations! Now that you've taken the first step into sharing your mastery with the online world, the next objective is to monetize it.

Online courses have unlocked a whole new level of learning for those who can't afford to attend a brick-and-mortar college or university. The inclusive learning model has been adopted by many students and higher learning institutions.

Thanks in part to the global pandemic, organizations had to reexamine the traditional way of teaching. Remote learning became the gold standard during COVID-19. According to Forbes Advisor, about 10 million U.S. college students took online classes in 2022.

Even better news is that Statista predicts the online university sector will have a projected market volume of \$120.70 billion by the end of 2024. If you haven't considered how to turn your smarts into revenue growth, maybe now's a good time.

There's a massive opportunity to share your knowledge quickly on a digital platform, notes [PayPro Global](#). Think about global expansion, online sales and subscription management. It starts with a sound business strategy and digital goods to make your company a success story.

If you feel overwhelmed at where to start, we're here to explain how to do it without breaking a sweat.

#1 Do your research

You can talk a hind leg off a donkey when it comes to coding but know nothing about financial markets. And yet, you decide to sell an online course on how to invest on the stock exchange. There's your problem.

The chances of selling an online course on a subject you're not well versed in are slim. So, start with what you know.

To get an idea of the types of online courses that sell, research the top reasons why people buy them.

For instance, many people who do online courses aren't necessarily students. A lot of the time, they want to learn a new skill or upskill to remain competitive in the job market.

#2 Pick your fighter

When selling your online course, you need to partner with a company that knows its way around the online learning landscape.

There are various types of SaaS (Software as a Service) cloud-based solutions that [drive business growth](#). For one, streamlining global payments should be as easy as entering credit card details.

Basic functions should be part of the deal as well as advanced customization tools. No matter the size of your business, ensure the company you partner with has 24-hour support. And, make sure they excel in smart lead management systems to increase conversion rates.

#3 Known when to market your passion

Solopreneur expert Justin Welsh has been in the digital marketing game for several years. He shares his knowledge via online courses.

Admittedly, Welsh reveals he didn't strike gold when introducing his first course to the market. The truth is that not everyone is going to be knocking down your door and demanding access to your work.

No matter how much experience or if you're a master of your craft, if you lack credibility, it counts for nothing. Building your brand makes you an authority on a topic. So, before marketing your course, you need a loyal, engaged following.

You accomplish this by flooding your social media channels with teasers of your course offering and creating awareness of what you're selling.

#4 Don't cut corners to make big bucks

Most successful course creators can earn between \$ 1,000 and \$ 10,000 a month. It sounds tempting, but don't let this be your only motivation for starting a business.

Providing quality and not quantity is the name of the game. You'll be doing yourself and your customers a huge disservice by cutting corners and offering sub-par course content.

Undeniably, high-quality content always wins. Find out what your competitors are doing and do one better by adding your spicy sauce. •

Put real thought into your course material and present it in an easily digestible way. One way of achieving this is by breaking the content into modules and then devising each lesson on a particular subject, building on the previous one.

#5 Leverage the power of AI

Generative AI tools can enhance online course materials. It's just the digital world; faculty members are cottoning onto the immense benefits, [Inside Higher Ed](#) reported.

Tools such as chatbots are the preferred choice for college campuses across the U.S. The University of Georgia deployed chatbot technology into math and English classes earlier this year. The chatbots answer questions about course materials and remind students of upcoming assignment deadlines.

Now that you have the tools and knowledge on how to start selling online courses, keep your eye firmly on your goals and what you want to achieve. Success is sure to follow.

Category

1. Business Idea
2. Courses

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