Paid courses vs. **Free** videos

Paid Courses vs. Free Videos

Purpose of this video

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Founder & BIM Consultant at BIM Guru
16h • Edited •

BIM users, my business (BIM Guru) is seeking your feedback!

I'm excited to announce I've been preparing online training courses for release at a future date, but thought it would be good to gauge your opinions along the way to best guide the content to your needs.

If you have a brief moment, I'd appreciate you taking a short survey here;
https://lnkd.in/g3x4mNr

Responses are 100% anonymous, and will go towards improving the quality and delivery methods for this content in future.

Edit: I've had some concerned answers worried this is the end of Aussie BIM Guru - definitely not! Just another avenue for me to package and provide my teaching to the industry via. There will still be 2 videos a week for ABG, as per usual!

#aec #bim #training #learning #education #bimguru #aussiebimguru #revit #dynamo #python #csharp #rhinoinside #grasshopper #rhino3d

Purpose of this video

- To discuss my plans
- To gauge your feedback
- Share the channel roadmap

Work vs. Play

The Channel

150+ videos

2 videos per week

5k+ subscribers

Approx 1k+ per month

The Series

‘Learn Dynamo’ series
Python quick tips
Feasibility in Revit

The Series (Missing)

Dynamo basics > advanced

Revit basics > advanced

Navisworks

Advanced content creation

Hard to believe, but…

My training content is catching up to my knowledge!

The Time

1 video = 5 hours

Answering emails

Answering LinkedIn messages

Skype/Webchats

Credibility

Being free is great!

But reduces my **credibility** in the wider circle of AEC.

Beating the Algorithm

	Video		Average view duration
1		Revit 2021 - What's new? Apr 9, 2020	7:51 (22.8%)
2		Python Quick Tips 1: Data Types Apr 6, 2020	2:24 (32.2%)
3		Who I follow in the AEC industry Apr 2, 2020	5:19 (24.5%)
4		Create Hatch Patterns in Revit (6 easy methods!) Mar 26, 2019	4:41 (17.7%)
5		Add Shared Parameters to Families using Dynamo! Mar 24, 2019	3:55 (16.4%)
6		Comparing Grasshopper and Dynamo! Oct 14, 2019	5:07 (27.0%)

Average watch time isn’t great.

Hence, my content doesn’t beat the algorithm.

My promise to you

The channel is not monetized and **never will be**

However, I **give away** my time

Work

Launched in January

This is my **revenue stream**

Demand for training coming in

The Time

Unfortunately, I need to focus more time towards **my business**

And my **revenue**!

How to do both at once?

My channel content is always available, and I will continue to produce videos

I will probably go down to **1 video a week** sometimes.

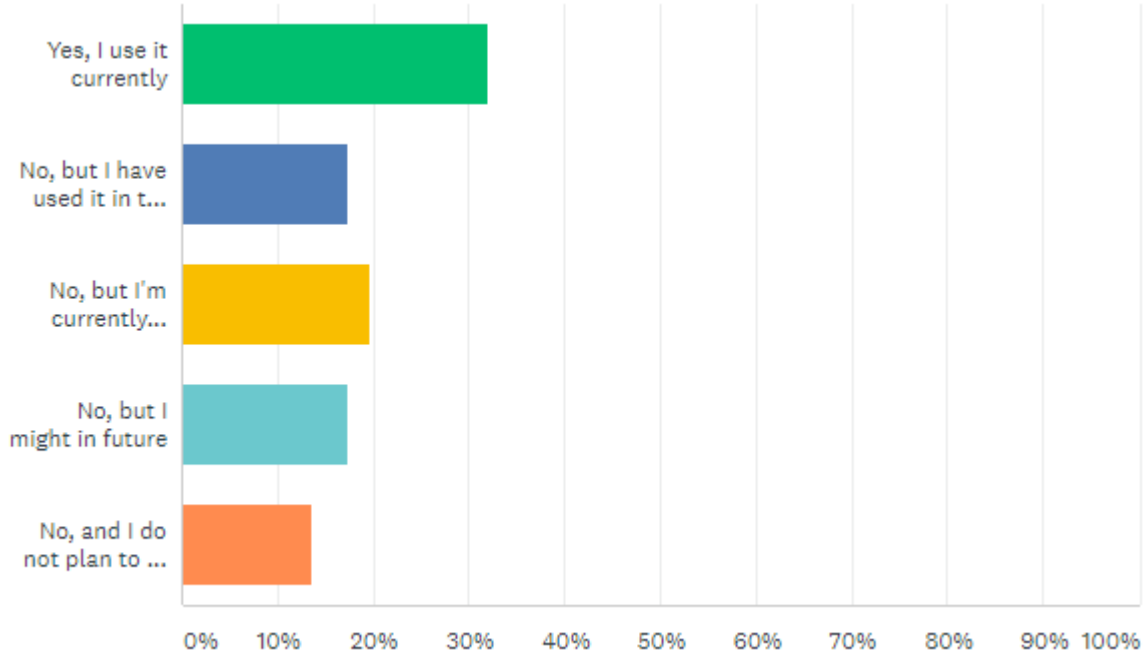
How to do both at once?

I want to produce higher quality, more refined and focal training.

I plan to do this via paid, online **course material**.

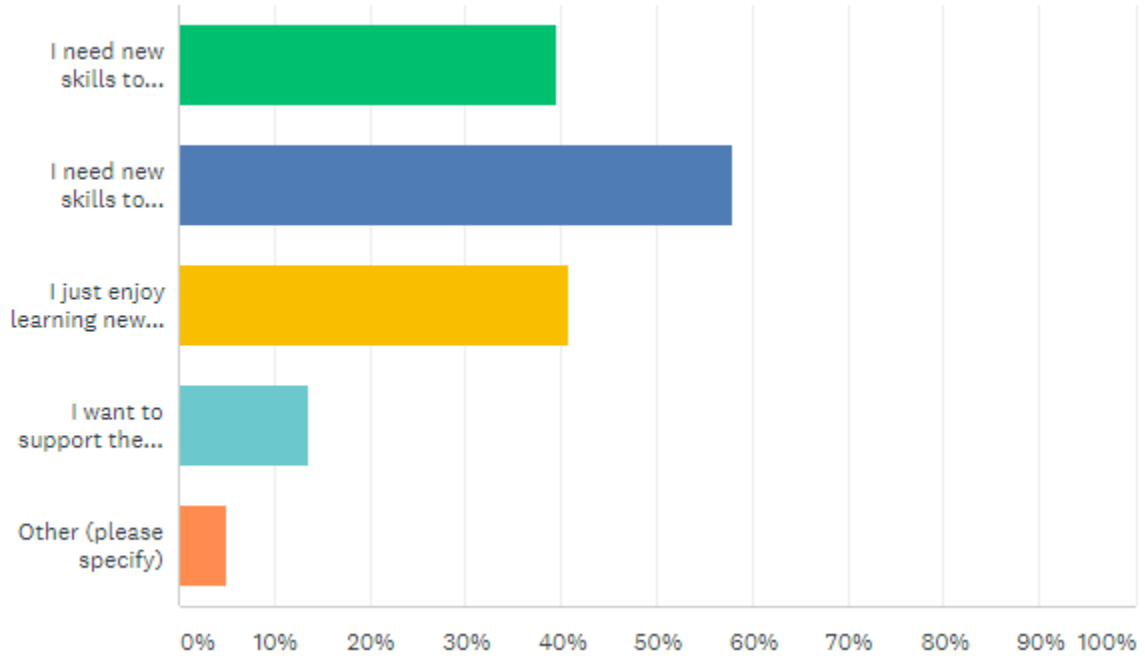
Surveyed results

50% use online courses.



Surveyed results

Most seek **new skills**.



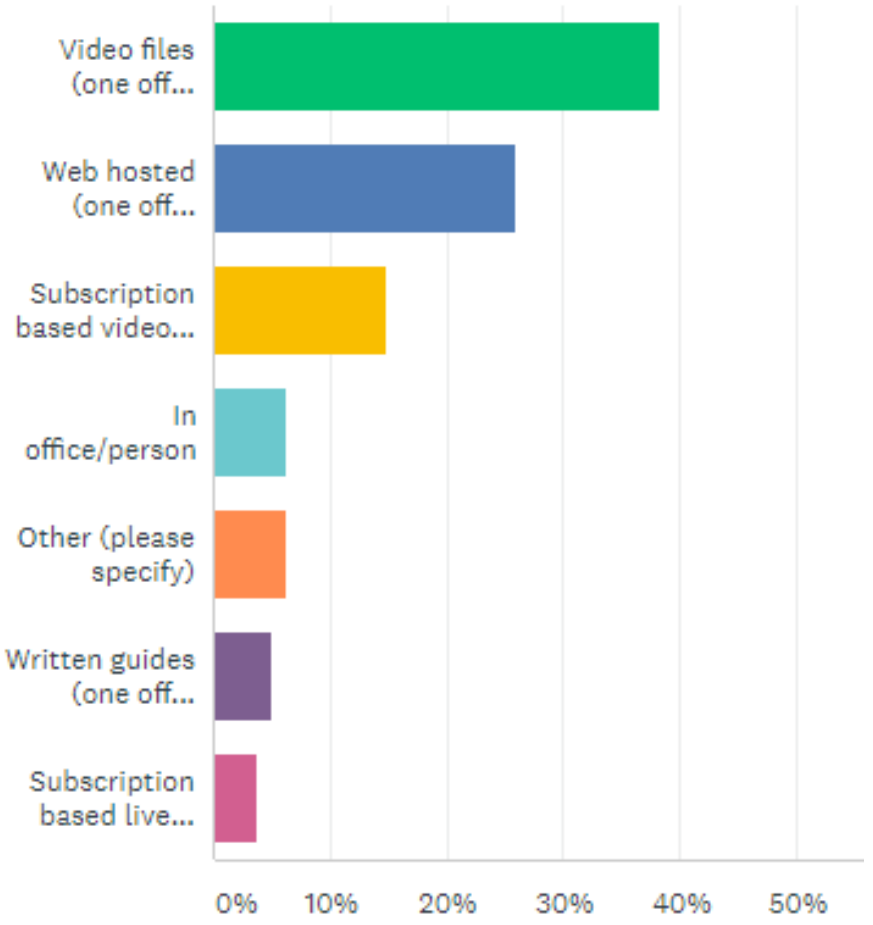
Surveyed results

Users most **value**…

- The content gets to the point/doesn't drag on.
- The content is cheap/affordable.
- The content provides excersise material.

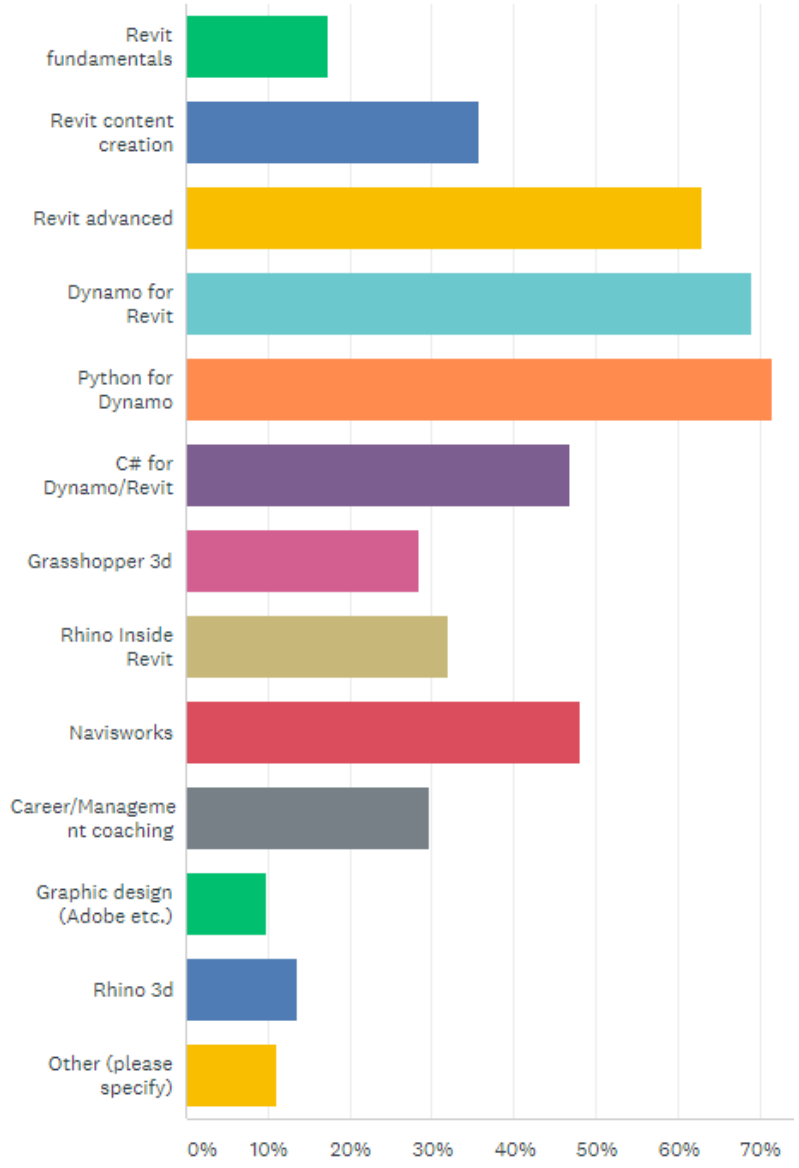
Surveyed results

Web/video looks like the go



Surveyed results

Advanced focus' are needed



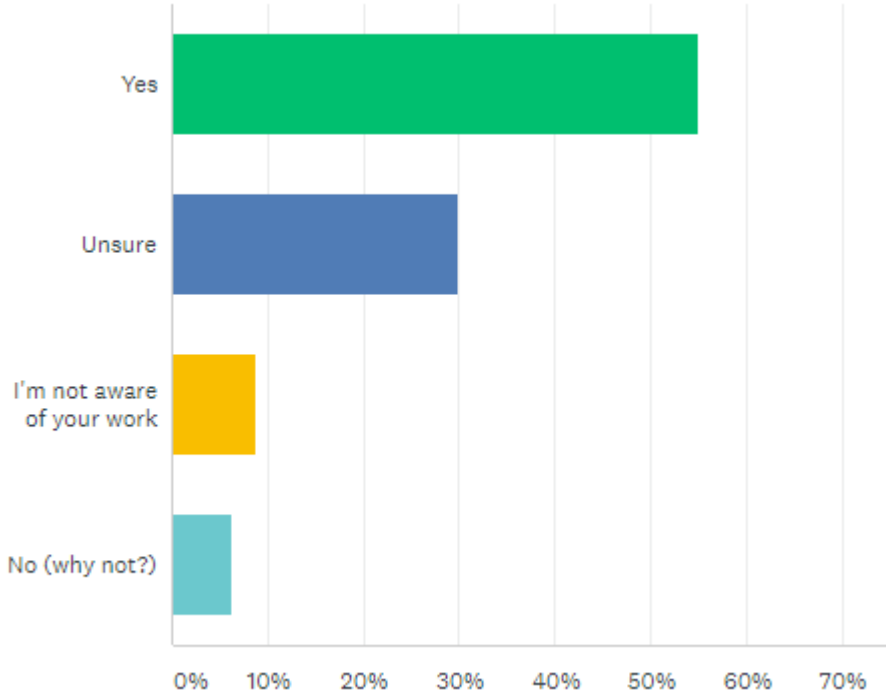
Surveyed results

Expected **outcomes** are

- My skills will improve in the short term
- The training enables longer term learning pathways
- The course is industry known/respected
- The course coordinator is easily contactable/accessible
- The course is cheap
- The course provides me with a certificate of completion

Surveyed results

A **large portion** want this, but some are **not sure**



Surveyed results

Some are **opposed**.

Don't make your valuable lessons as paid service and make it unaccessible for us

Free course online platform pls coz some learners are economics citizens

There is lots of great free material and I am already subscribed to Lynda

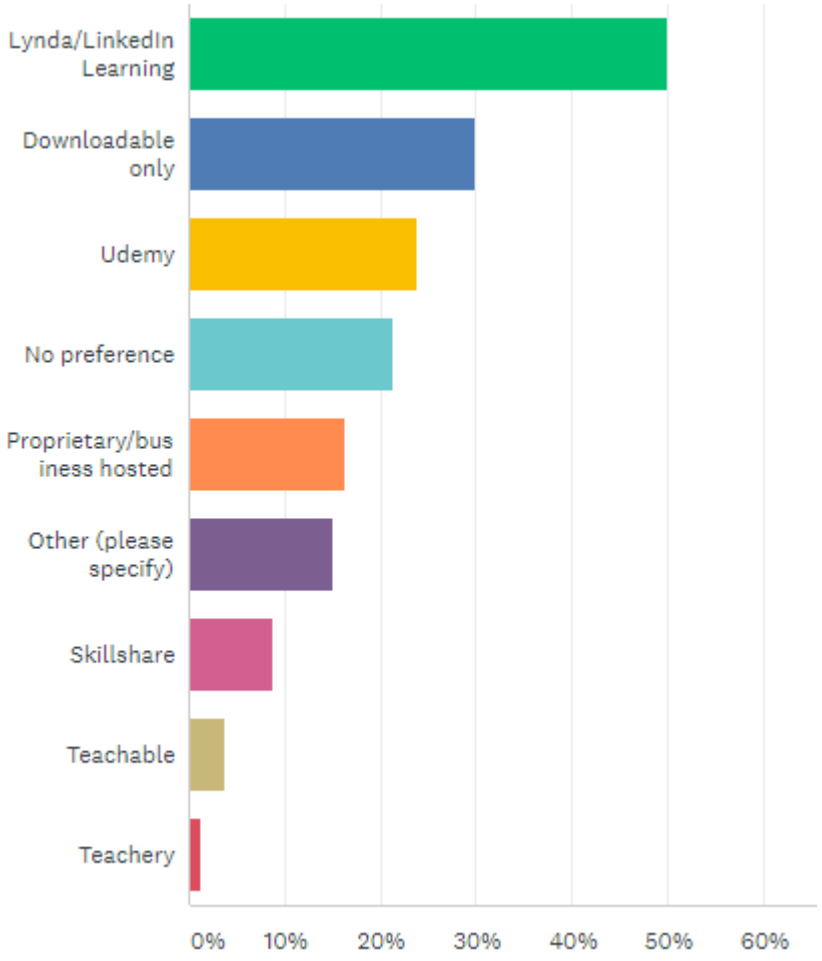
Selling training is useless and a mistake

Can't afford paid courses.

You've done such a great job with the free tutorials!

Surveyed results

Preferred **platform**.



Surveyed results

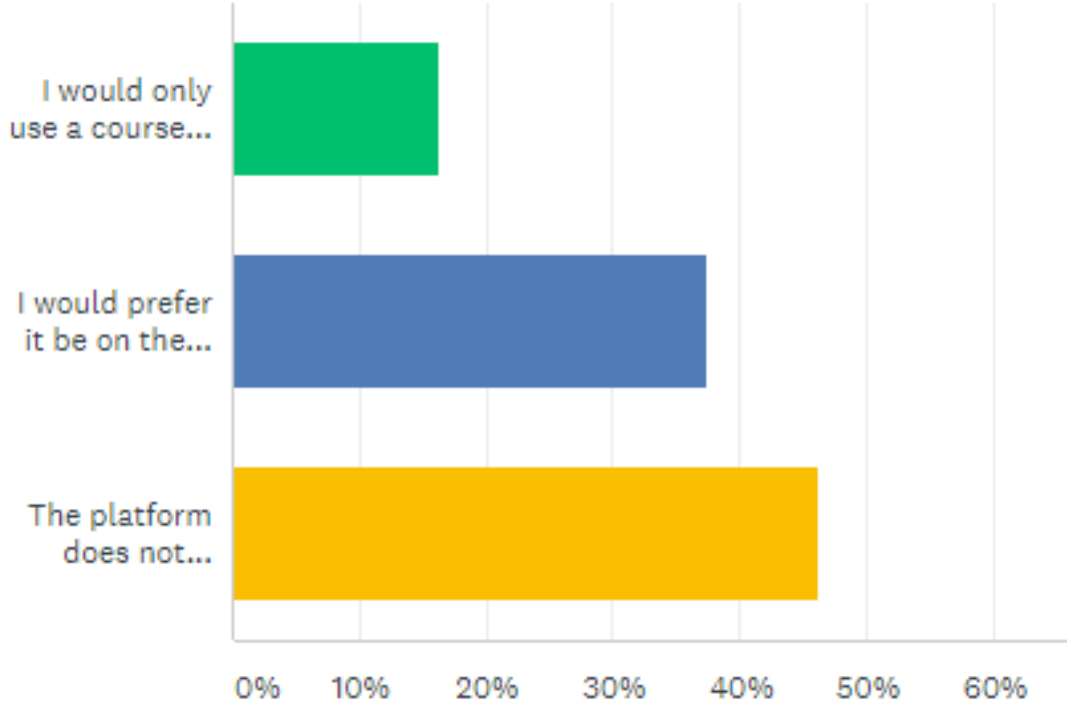
My **Plan**.

Begin on a simple, ‘strings free’ platform (i.e. not Udemy, Teachable).

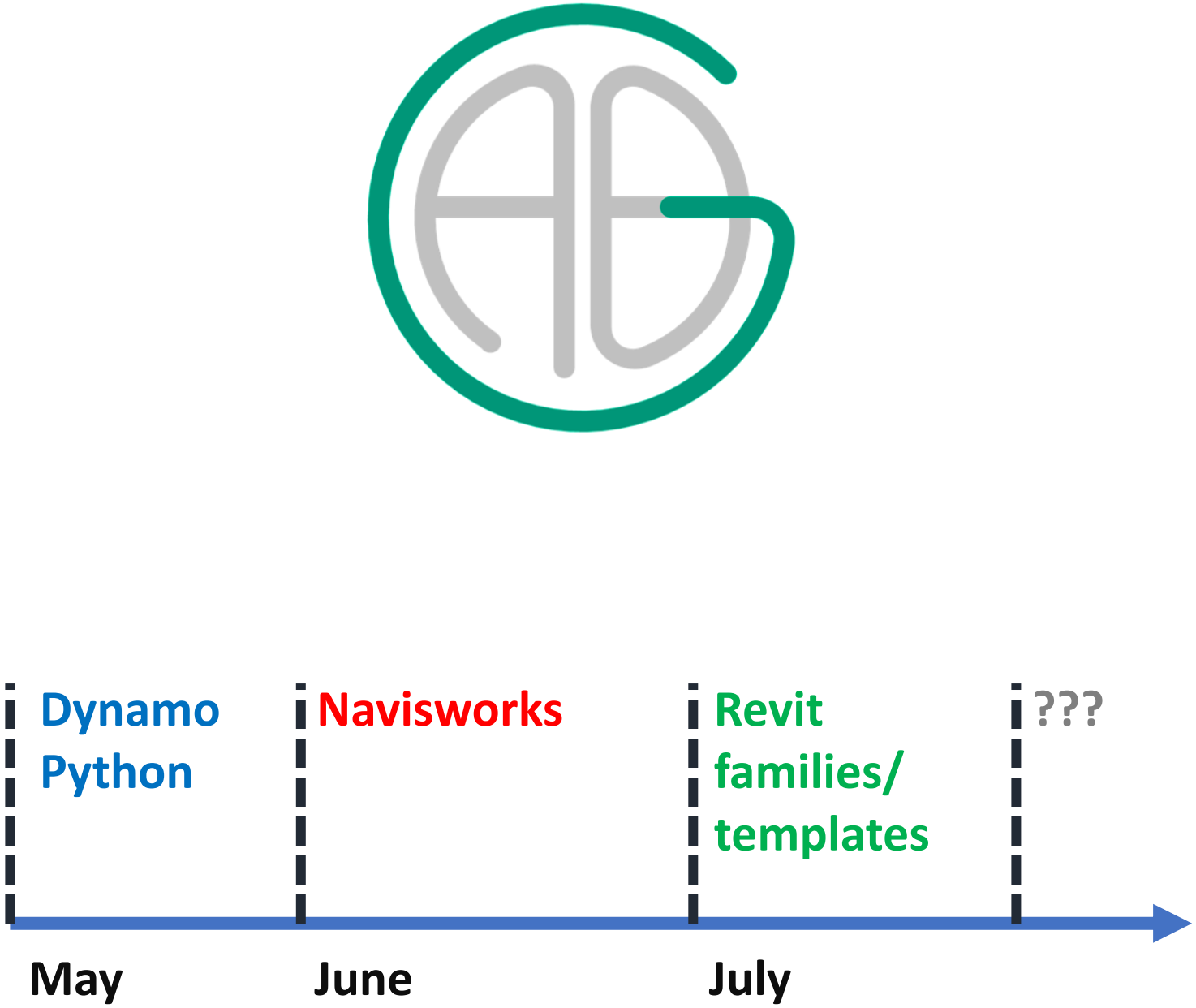
Build interest in the courses, get testimonials and use this as a case to target a larger host.

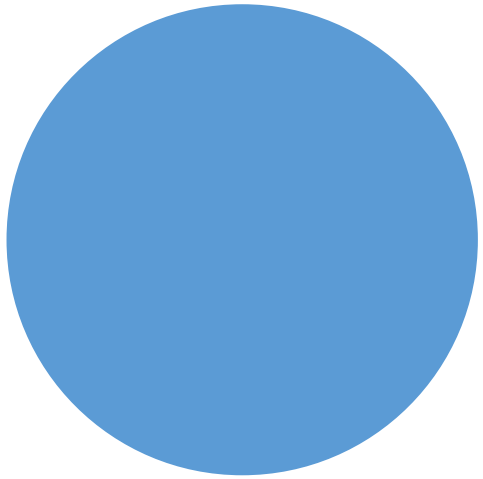
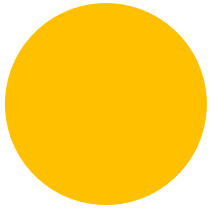
Surveyed results

Luckily, most are **flexible**.



The roadmap


Dynamo
Python
Navisworks
Revit
families/
templates
???
May
June
July

I hope this helps clear it all up

Your feedback is welcome!

Files are on github

https://github.com/aussieBIMguru

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