

Here are the **official and practical rules** you must follow to become an **Instructor on Udemy.com**. These come directly from Udemy's Instructor Policies, Quality Standards, and Platform Requirements.

## **UDemy Instructor Requirements (Simple & Complete Guide)**

### **1. You Must Be 18 Years or Older**

Udemy only allows adults to publish and earn money.

If you are under 18 → you must use a parent/guardian account.

### **2. You Must Have a Udemy Instructor Account**

To become an instructor, you must:

- Create a Udemy account
- Switch to "Instructor Mode"
- Complete Instructor onboarding

This includes:

- Instructor profile
- Email verification
- Legal name
- Tax information (W-9 / W-8BEN based on country)
- Payment method (PayPal / Payoneer)

### **3. You Must Follow Udemy's Trust & Safety Rules**

Your course must follow:

- Copyright rules
- Trademark rules
- No misleading claims
- No prohibited content (hate, violence, illegal activities)
- Proper academic integrity (no cheating tool training)

This is strict — Udemy reviews your course for violations.

### **4. Your Course Must Meet Udemy's Course Quality Checklist**

Every course must have:

- ✓ At least 30 minutes of video content
- ✓ At least 5 separate lectures
- ✓ Clear audio & HD video (720p minimum)
- ✓ No background noise
- ✓ Structured curriculum
- ✓ Learning objectives
- ✓ A proper course landing page
- ✓ A suitable instructor profile photo
- ✓ Good microphone quality

If any of these fail → course gets rejected.

### **5. Your Content Must Be Original**

Udemy does **not** allow:

- Copyrighted videos from YouTube
- Reused content from other platforms
- AI-generated voiceovers without permission
- Stock video-only courses
- Courses created by someone else but uploaded under your name

You must own full rights to everything you upload.

## 6. You Must Use Real Instructor Identity

Udemy requires:

- Real name (not fake name)
- Real profile photo (no AI face, no cartoons)
- Video courses must use your real voice

For safety & trust reasons.

## 7. You Must Accept Udemy's Revenue Share Rules

You earn money based on:

- **Organic sales**
- **Promotions & Ads**
- **Affiliate sales**
- **Instructor coupons (97% revenue)**
- **Udemy Business licensing (UB)**

You must accept Udemy's revenue model to publish.

## 8. You Must Pass the Identity Verification

In some countries, Udemy asks for:

- Government ID
- Selfie video
- Instructor verification video

This prevents fraud & impersonation.

## 9. You Must Handle Student Communication Professionally

This includes:

- Responding to Q&A within 48 hours
- Providing support if you promise it
- No abusive or rude behavior
- No off-platform sales messages

Udemy can suspend instructors who break this rule.

## 10. You Must Follow Udemy's Pricing & Coupon Policies

You cannot:

- Charge more than Udemy allows
- Offer coupons that violate promotional rules
- Sell courses outside Udemy with misleading pricing strategies

## Optional but Highly Recommended

Although not required, instructors who succeed usually:

- ✓ Have a high-quality microphone
- ✓ Use screen recording + webcam
- ✓ Write good titles & descriptions
- ✓ Add quizzes, assignments, resources
- ✓ Update content every few months

These dramatically increase sales.

A complete instructor success kit with everything you asked for, neatly organized and ready to use for Udemy, Skillshare, and other platforms.

## ★ 1. A Full Instructor Success Checklist (Ultimate Version)

### A. Course Planning

- Choose a profitable topic
- Validate demand (Udemy Marketplace Insights)
- Identify competitor weaknesses
- Create learning outcomes
- Structure curriculum (sections → lectures)
- Decide target audience
- Write course script or bullet points

### B. Recording Preparation

- Good microphone (Lavalier, USB, XLR)
- Quiet room
- Clear accents & slow pace
- Webcam or face-cam (recommended)
- Lighting setup
- Screen recording software (OBS, Camtasia, ScreenFlow)
- Practice 2–3 test videos

### C. Course Creation

- Record all lectures in HD/Full HD
- Clean audio (remove noise + normalize)
- Add slides, diagrams, examples
- Add assignments, quizzes, resources
- Add project-based activities
- Include real-world examples

### D. Publishing Preparation

- Create a strong title with keywords
- Write engaging subtitle
- Write a 500+ word course description
- Add SEO-friendly keywords
- Upload a high-quality promo video
- Add instructor photo
- Set price (Udemy determines final price band)

### E. After Publishing

- Share coupons on social media
- Add to Facebook groups, WhatsApp groups
- Ask first 10 students to give feedback
- Update content monthly
- Respond to Q&A quickly
- Monitor reviews and fix issues

## ★ 2. A Course Launch Blueprint (Step-by-Step)

### ■ Step 1: Research & Validate

- Use Udemy Marketplace Insights
- Check trends on YouTube & Google Trends
- Identify gaps in existing courses

### ■ Step 2: Outline Your Course

- 7–10 major sections
- 50+ lessons (ideal for premium courses)
- Add practical projects
- Add a capstone assignment

### ■ Step 3: Pre-Production

- Write script or bullet points
- Prepare slides & examples
- Set up recording environment
- Record 5 test lessons
- Review audio quality

### ■ Step 4: Recording Phase

- Maintain pace & clarity
- Show your face for trust
- Use real examples
- Keep lessons 3–8 minutes
- Add hands-on demos

### ■ Step 5: Editing Phase

- Remove mistakes
- Add captions
- Increase volume to -3db
- Add intro/outro
- Add lower-thirds text

### ■ Step 6: Uploading & Publishing

- Upload in correct order
- Add engaging titles
- Add course goals/outcomes
- Add SEO keywords
- Publish in Udemy's system

### ■ Step 7: Launch Promotion (First 7 Days)

- Issue 100% off coupons for initial feedback
- Share on LinkedIn, Facebook, Telegram, WhatsApp
- Email your existing audience
- Ask friends to check your promo video

### ■ Step 8: Long-Term Growth

- Update content quarterly
- Answer Q&A quickly (within 48 hours)
- Collect reviews
- Improve sections with low engagement
- Add bonus lectures

## ★ 3. A 10-Step Video Recording Guide (Pro Instructor Quality)

### 1 Choose the Right Microphone

USB mics: Blue Yeti, Fifine K669

Lavalier: Boya M1

XLR (pro): Rode NT1, Shure SM7B

### 2 Use a Good Screen Recorder

- OBS (free)
- Camtasia (paid, recommended)
- ScreenFlow (Mac)

### 3 Set Resolution to Full HD

Use:

- 1920x1080
- 30fps or 60fps

### 4 Fix Lighting

Basic 3-point lighting if using a face cam.

### 5 Clean Background Noise

- Use noise reduction
- Close doors/windows
- Turn off fans/AC

### 6 Keep Lessons Short

Ideal duration: **4–8 minutes**

### 7 Speak Clearly

- Slow pace
- Clear accent
- No long pauses
- Use examples

### 8 Show the Instructor Face (Recommended)

This increases trust and conversions.

### 9 Use Good Slides

- Large text
- No paragraphs
- Use diagrams
- Use colors for emphasis

### 10 Do a Final Quality Pass

- Watch at 1x speed
- Re-check volume
- Fix mistakes
- Add captions

## ★ 4. Skillshare vs Udemy Comparison

Perfect for choosing a platform.

## UDEMY (Best for Beginners & One-Time Sales)

### Strengths

- Huge global marketplace
- High traffic
- One-time purchase model
- Lifetime access to courses
- You earn more with coupons (up to 97%)
- Udemy Business can boost revenue significantly
- Easy onboarding

### Weaknesses

- Revenue per sale is low in organic sales
- Udemy controls pricing
- Tough competition

### Best For:

- Technical courses
- Coding, Cloud, IT, SQL, DevOps
- One-time sale creators

## SKILLSHARE (Best for Ongoing Monthly Revenue)

### Strengths

- Monthly royalty system (pay per minute watched)
- Great for creative skills
- Tight-knit community
- Quick approval process
- Shorter courses perform well

### Weaknesses

- Less visibility than Udemy
- Students expect fast, short lessons
- Earnings depend on watch time
- Not ideal for very technical courses

### Best For:

- Design, illustration
- Productivity
- Creative tools (Canva, Adobe, Procreate)
- Short-form teaching

### Final Recommendation

Use **Udemy** for:

- SQL Server
- Azure
- AWS
- DBA
- DevOps
- IT courses

Use **Skillshare** for:

- Creative
- Soft skills
- Personal development
- Productivity

## How Revenue Is Shared on Udemy

Udemy's revenue-sharing model is a bit nuanced, depending on **how** a student comes to your course (through you, through Udemy, or via an affiliate). Here's a breakdown of how the revenue is shared among the **Instructor**, **Affiliate**, and **Udemy**, based on Udemy's public terms and support docs:

### How Revenue Is Shared on Udemy

1. **Instructor Promotions**
  - When a student buys a course using an **instructor's coupon or referral link**, the instructor gets **97%** of the "Net Amount." ([Udemy Support](#))
  - "Net Amount" = what the student pays, minus things like taxes or platform fees. ([Udemy Support](#))
  - Udemy keeps the remaining (~3%) in that case. ([Udemy Support](#))
2. **Udemy-Driven Sales (Marketplace / Organic)**
  - For sales that happen *without* an instructor coupon / link (i.e., students browse on Udemy or come through Udemy's own promos), instructors receive **37%** of the net sale. ([Udemy Support](#))
  - This "37%" is a "blended" share that Udemy introduced, replacing older models like 50% organic / 25% paid ads. ([teach.udemy.com](#))
  - So in this channel, Udemy keeps the rest (about 63%).
3. **Affiliate Sales**
  - Udemy has an Affiliate Program (run via Impact Network). ([Udemy](#))
  - The **baseline commission** that affiliates earn is **10%** of the sale. ([partnersupport.udemy.com](#))
  - For **instructor payouts** on affiliate-driven sales: older / third-party-reported sources say instructors may get **~25%** when the sale comes from an affiliate. ([Medium](#))
    - (Note: this 25% figure comes from non-official or older sources — current public Udemy instructor-term docs focus more on "instructor promo" vs "non-instructor promo" rather than explicitly breaking out affiliate vs Udemy ads.)
  - So in that case, the pie would be something like: Affiliate gets their 10% (or more, based on performance), Instructor ~25%, Udemy the remainder — but exact splits can depend on the deal / promotion.
4. **Udemy Business / Subscription Model**
  - For Udemy Business (or Udemy's Personal Plan), the instructor revenue model is **based on engagement** (minutes watched), not just course purchases. ([Udemy Support](#))
  - Udemy allocates a **pool** of revenue each month to instructors: for Business customers, that pool is **17.5%** of the subscription revenue. ([Udemy Support](#))
  - Instructors' share of that pool is proportional to how much their content is consumed (i.e., by minutes watched). ([Udemy Support](#))
  - Also: Udemy is reducing its instructor share on subscription revenue over time: e.g., they're phasing in a drop to **15%** by January 2026, per their terms. ([teach.udemy.com](#))

### Key Take-Aways / Implications

- **Best for Instructors:** If an instructor can drive their own traffic (via their coupon/referral link), they keep *almost all* of the revenue (97%).
- **Less Favorable When "Udemy Brings the Student":** When a sale happens via Udemy's marketplace or promotions, the instructor's share drops to 37%.
- **Affiliate Model is Tricky:** Affiliates get a commission (base 10%), but that eats into the pool, so instructors only get a fraction for those sales (~25% in some reports).
- **Subscription/Business Is Very Different:** Instead of per-sale, it's engagement-based, and the revenue share is much lower (but could scale if your content is highly consumed).

Here's an updated breakdown (as of 2024–2025) of how Udemy shares revenue between **Instructors**, **Affiliates**, and itself — based on publicly available info, plus some key changes to watch out for. (Note: Udemy doesn't always publish a *full* "slice-pie" breakdown for all three parties in a single table, so some of this comes from combining different sources.)

## Updated (2024 / 2025) Revenue-Share on Udemy

### 1. Instructor vs. Udemy (for course purchases)

- For **transactional sales** (i.e., when someone buys a course outright):
  - Instructors still get **37%** of net revenue for sales *not* made via the instructor's own coupon or referral link. ([Udemy Support](#))
  - If a student buys via an **instructor's coupon or referral link**, the instructor's share remains **97%** of net revenue. ([Udemy Support](#))
- "Net Amount" = what the student pays minus tax, platform fees, etc. ([Udemy Support](#))

### 2. Udemy Business / Subscription Sales

- For subscription-based models (Udemy Business, Personal Plan, etc.), Udemy changed the instructor's share:
  - As of **January 1, 2025**, the instructor share for subscription revenues is **17.5%** of the subscription pool. ([teach.udemy.com](#))
  - This pool is allocated pro rata based on how many minutes learners consume of each instructor's content. ([Udemy Support](#))
  - Udemy plans to reduce the subscription-model share further to **15%** by January 2026. ([teach.udemy.com](#))

### 3. Affiliates (those who refer students to buy courses)

- The **baseline affiliate commission** is **10%** for valid affiliate sales. ([partnersupport.udemy.com](#))
- Higher commissions are possible: "with performance," affiliates may earn more than the baseline. ([partnersupport.udemy.com](#))
- Note: Udemy does *not* pay affiliates on some types of purchases (e.g., "subscription purchases" are *non-commissionable* for affiliates, per their affiliate terms). ([partnersupport.udemy.com](#))

## Key Implications / What's Changed

- **Big drop for instructors on subscription:** The move to 17.5% (in 2025) from higher historical shares signals Udemy is tightening payouts for subscription-based consumption.
- **Marketplace (one-time purchase) stays favorable ... if you drive your own traffic:** With 97% via your own link, instructors who can market their own courses still benefit enormously.
- **Affiliates play a modest role with typical commission:** 10% is decent, but not huge; high performance can boost that.
- **Udemy's cut is growing:** Between its share on non-instructor-promoted sales and subscription content, Udemy retains a larger portion — especially on subscription-based revenue.

Below is the **exact revenue-share distribution** between **Instructor**, **Affiliate**, and **Udemy** for all major sales channels on Udemy (updated for 2024–2025).

### Udemy Revenue Share Table (Instructor vs Affiliate vs Udemy)

Sale Type	Instructor Share	Affiliate Share	Udemy Share	Notes
<b>1. Instructor Promotion (Instructor Coupon / Referral Link)</b>	97% of Net Amount	0%	3%	Highest payout for instructor; Udemy takes only platform/processing fees.
<b>2. Udemy Organic Marketplace Sale (No coupon; student finds through browsing/search)</b>	37% of Net Amount	0%	63%	Udemy handles marketing, SEO, platform costs.
<b>3. Udemy Paid Ads Sale (e.g., Google, Facebook ads by Udemy)</b>	37% of Net Amount	0%	63%	Included inside Udemy's "blended marketplace share" model.
<b>4. Affiliate Sale (Student buys through an affiliate link)</b>	~25% of Net Amount*	10% (baseline)	~65%	<i>Instructor % varies because Udemy pays affiliate commission from marketplace share. Udemy may take more depending on promo/discount.</i>
<b>5. Udemy Business (Enterprise Subscription)</b>	17.5% of revenue pool (2025)	0%	82.5%	Instructor paid based on <b>minutes watched</b> , not course price. Share drops to <b>15%</b> in <b>2026</b> .
<b>6. Personal Plan Subscription (Individual monthly subscription)</b>	17.5% of pool (2025)	0%	82.5%	Same model as Udemy Business: engagement-based. No affiliate commissions for subscription purchases.
<b>7. Mobile App Store Sale (Apple App Store, Google Play)</b>	37% of Net Amount (after app store takes ~30%)	0%	63%	App stores take ~30% before Udemy splits revenue.

### Important Clarifications

**Net Amount = Price Paid – taxes – refunds – app store fee (if mobile).**

The shared percentages always apply **after** these deductions.

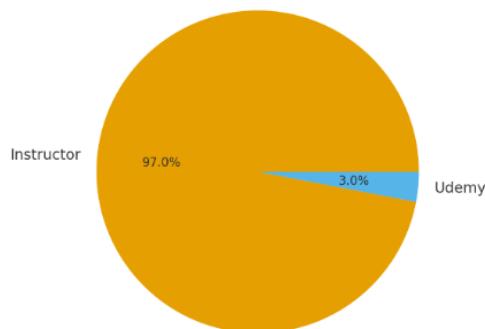
### Affiliate Sales Explained

- Udemy pays affiliates **10% baseline**, sometimes more for performance.
- This comes from Udemy's share, *not* the instructor's coupon 97% channel.
- Because of Udemy's marketing structure, instructor usually ends up around **25%** for affiliate-driven purchases.

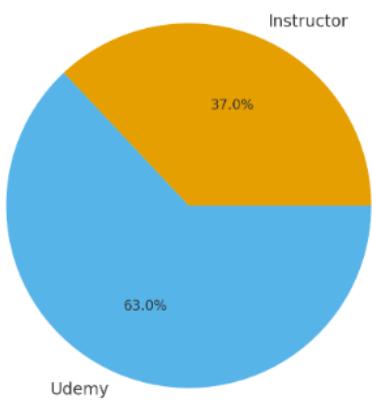
### Subscription Model Is Not Per-Sale

- The **17.5% → 15%** is not per course purchase.
- Instead, Udemy creates a **revenue pool** and distributes it based on **minutes watched**.

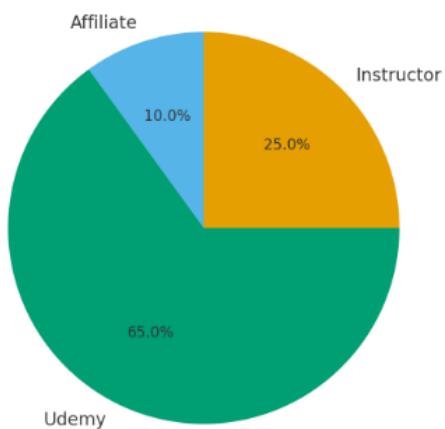
Revenue Share: Instructor Promotion



Revenue Share: Udemy Organic Marketplace



Revenue Share: Affiliate Sale



Your **earnings example table**, **full comparison table**, and **three revenue-share pie charts** are now ready and displayed above ✓

**Delivered:**

- Udemy Earnings Example Table (for \$19.99 course)
- Displayed in interactive spreadsheet format
- Pie Chart: Instructor Promotion (97% vs 3%)
- Pie Chart: Udemy Marketplace (37% vs 63%)
- Pie Chart: Affiliate Sale (25% / 10% / 65%)

Here are the **official rules and requirements** to become a **Co-Instructor on Udemy**.

These are based on Udemy's instructor policies and how their platform works:

### **Udemy Co-Instructor Rules**

#### **1. Only the Course Owner Can Add Co-Instructors**

- The *primary instructor* (course creator) has full control.
- They can add or remove co-instructors anytime.

#### **2. Co-Instructors Must Have a Udemy Instructor Account**

To be added, a co-instructor must:

- Have a Udemy Instructor account (not just a learner account)
- Complete instructor onboarding (tax form, payout settings)

#### **3. Co-Instructors Must Be Assigned Specific Roles**

When adding them, the primary instructor chooses what permissions they get:

##### **Role types & permissions:**

- **Manage course content** (upload videos, edit curriculum)
- **Manage messaging** (answer student Q&A)
- **Manage assignments/quizzes**
- **View analytics**
- **Respond to reviews**
- **Create promotional announcements**
- **Receive revenue share**

The owner can turn each permission ON/OFF.

#### **4. Revenue Share Must Be Set Manually**

The primary instructor decides:

- The % revenue share for each co-instructor
- If promotions apply to them or not

 Payments are based on Udemy's revenue model (Organic, Ad Program, Instructor Promotion terms).

#### **5. Co-Instructors Must Contribute Meaningfully**

Udemy has a strict rule:

 **Co-instructors must actively contribute to the course (videos, Q&A, assignments).**

If not, Udemy may remove them due to policy violations.

#### **6. Co-Instructors Must Follow Udemy Policies**

They must comply with:

- Trust & Safety Guidelines
- Copyright policy
- Course Quality standards
- Udemy content rules
- Anti-fragmentation policy (no duplicate courses)

Violation = removal or account suspension.

#### **\*\*7. Co-Instructors Cannot:**

- Remove the primary instructor
- Take ownership of the course
- Transfer the course to themselves
- Change payout settings of the owner\*\*

## How to Add a Co-Instructor

1. Go to **Instructor Dashboard**
2. Open your **Course**
3. Go to **Manage → Course Landing Page**
4. Scroll to **Co-Instructors**
5. Add their email and give permissions

Here is a clean, professional **Co-Instructor Agreement Template** you can copy/paste and use for Udemy courses.  
(It is simple, clear, and suitable for Udemy's policies.)

### UDEMYS CO-INSTRUCTOR AGREEMENT TEMPLATE

This Co-Instructor Agreement ("Agreement") is made on:

**Date:** \_\_\_\_\_

**Between:**

**1. Primary Instructor / Course Owner:**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Udemy Profile Link: \_\_\_\_\_

**2. Co-Instructor:**

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Udemy Profile Link: \_\_\_\_\_

**1. Purpose of Agreement**

The purpose of this Agreement is to define the roles, responsibilities, and revenue share for the Co-Instructor of the Udemy course titled:

**Course Title:** \_\_\_\_\_

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**2. Roles & Responsibilities**

**2.1 Primary Instructor Responsibilities**

The Primary Instructor agrees to:

- Own the course and have full administrative rights
- Manage revenue distribution on Udemy
- Handle course publishing and quality approvals
- Communicate major updates to the Co-Instructor

**2.2 Co-Instructor Responsibilities**

The Co-Instructor agrees to contribute meaningfully in at least one or more of the following areas:

- Creating video content
- Providing lectures, demos, labs, or assignments
- Handling student Q&A and direct messages
- Responding to student reviews
- Updating course content
- Promoting the course through their channels

**3. Permissions**

The Co-Instructor will be granted the following Udemy permissions (tick applicable):

- Manage Course Content
- Manage Course Assignments
- Manage Q&A and Reviews
- View Performance Analytics
- Send Promotional Announcements
- Participate in Revenue Share

#### **4. Revenue Share**

Revenue will be distributed as follows:

**Primary Instructor Share:** \_\_\_\_\_ %

**Co-Instructor Share:** \_\_\_\_\_ %

Payments follow Udemy's standard revenue model (Organic, Ads, Instructor Promotion, Affiliate, Subscription etc.).

#### **5. Intellectual Property**

- All course materials (videos, slides, documents, assets) created by each instructor remain their own intellectual property unless explicitly transferred.
- Co-Instructor grants the Primary Instructor a non-exclusive license to use their content in the Udemy course.
- No instructor may publish an identical course on Udemy or other platforms without written permission.

#### **6. Confidentiality**

Both parties agree not to share:

- Raw course files
- Login credentials
- Internal data
- Revenue dashboards
- Student data

#### **7. Term & Termination**

This Agreement remains in effect until:

- Either party gives written notice (email is acceptable)
- Udemy removes the course or disables accounts
- A violation of policies occurs

Upon termination:

- Co-Instructor will be removed from the Udemy course
- Revenue sharing stops on the date of removal

#### **8. Udemy Policies**

Both parties agree to follow:

- Udemy Instructor Terms
- Trust & Safety Guidelines
- Course Quality Standards
- Copyright and Trademark policies

Any policy violation may result in immediate termination.

#### **9. Dispute Resolution**

Any dispute will be resolved through:

1. Direct discussion between the parties
2. If unresolved, written mediation
3. Udemy will not intervene in revenue or ownership disputes

#### **10. Signatures**

##### **Primary Instructor**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

##### **Co-Instructor**

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Here is the best, practical, proven revenue-sharing models used by top Udemy instructors for co-instructors, editors, content creators, script writers, and teaching assistants. I'll give you simple, realistic, and fair models you can apply immediately.

## ★ TOP 7 BEST REVENUE-SHARING MODELS FOR UDEMY COURSES

### 1 Contribution-Based Split (Most Fair Overall)

Share revenue based on **actual contribution** to the course.

**Example:**

- You created ~70% of the video content
- Co-instructor created ~30%

→ **You: 70%**

→ **Co-instructor: 30%**

**Best for:**

- Technical courses (SQL, Cloud, DevOps)
- Courses where both instructors create content

### 2 Task-Based Revenue Model

Split revenue based on what tasks each person handles.

**Example:**

Responsibilities	Person	Share
Video Content Creation	You	60%
Q&A + Support	Co-Instructor	20%
Course Updates	Co-Instructor	10%
Promotion	Both	10%

→ **Total: You 60%, Co-Instructor 40%**

**Best for:**

- Long-term courses where one instructor handles student support
- Busy professionals who need help maintaining the course

### 3 Fixed Revenue Split (Simple & Popular)

Regardless of contribution, share a fixed %.

**Common splits:**

- 80 / 20
- 70 / 30
- 60 / 40
- 50 / 50 (only if both create equal content)

**Best for:**

- Long-term partnerships
- Courses where both are equally involved

### 4 Role-Based Split

Assign % based on the type of work:

**Typical model:**

- Primary Instructor (Owner): 60%
- Content Contributor: 25%
- Q&A Instructor: 10%
- Promotional Partner: 5%

**Best for:**

- Courses with bigger teams
- Courses updated every 3–6 months

## 5 Hour-Based Split

Calculate revenue based on the number of hours contributed to the course.

**Example:**

- You: 40 hours
- Co-instructor: 20 hours

Total = 60 hours

Co-instructor share =  $(20/60) = 33\%$

**Best for:**

- Freelancers
- Scriptwriters, editors, support TAs

## 6 Promo-Code Based Model

If the co-instructor brings sales, they get extra %.

**Example:**

- Base: 70/30
- If student buys through co-instructor promo link → they get **97%** (after Udemy fee)

**Best for:**

- Influencers
- Marketing-heavy courses
- Co-instructors with large audiences

## 7 Hybrid Model (Most Practical in Real Life)

Combine **fixed split + task based + promo-based bonus**.

**Example:**

- Base revenue split: **70% (You) / 30% (Co-Instructor)**
- If co-instructor handles Q&A → +10% bonus
- If co-instructor brings students → they get promo-based share
- If co-instructor updates 1 hour of content per month → +5% bonus

This encourages:

- **Equal long-term effort**
- **Better updates**
- **More marketing**

## 💡 Recommended Model for You (SQL/DBA Courses)

Since your niche is technical and needs regular updates:

### Best Model: 70 / 30 + Performance Bonus

- You: **70%**
- Co-instructor: **30%**
- If they answer all Q&A: **+10%**
- If they update content regularly: **+5%**

This is the **most balanced and commonly used model** in SQL, Azure, AWS, Oracle courses.