

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

Important Clarifications

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

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

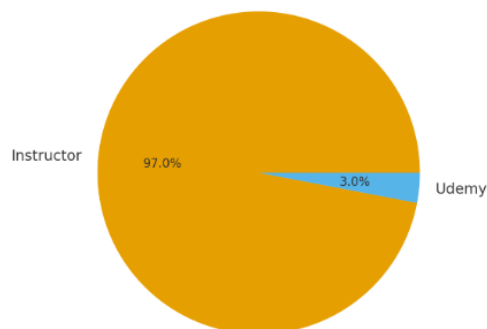
Affiliate Sales Explained

- 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.

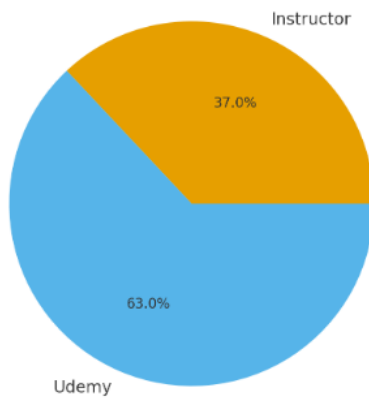
Subscription Model Is Not Per-Sale

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

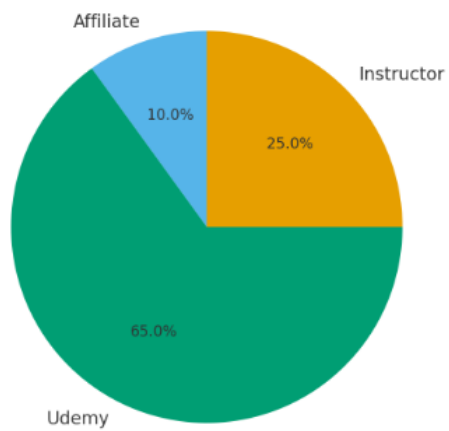
Revenue Share: Instructor Promotion



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 Udemey.

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

✅ Udemey 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 Udemey Instructor Account

To be added, a co-instructor must:

- Have a Udemey 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 Udemey's revenue model (Organic, Ad Program, Instructor Promotion terms).

✅ 5. Co-Instructors Must Contribute Meaningfully

Udemey has a strict rule:

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

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

✅ 6. Co-Instructors Must Follow Udemey Policies

They must comply with:

- Trust & Safety Guidelines
- Copyright policy
- Course Quality standards
- Udemey 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 Udemmy courses. (It is simple, clear, and suitable for Udemmy's policies.)

UDEMY CO-INSTRUCTOR AGREEMENT TEMPLATE

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

Date: _____

Between:

1. Primary Instructor / Course Owner:

Name: _____

Email: _____

Udemmy Profile Link: _____

2. Co-Instructor:

Name: _____

Email: _____

Udemmy 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 Udemmy course titled:

Course Title: _____

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 Udemmy
- 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 Udemmy 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.