How To Make Money With An Online Course

If you answered yes to any of those questions then this is the course for you.

Elearning is projected to be a $325 Billion a year industry by 2025. And with the COVID-19 pandemic all over the world in 2020, online and distance learning has seen enormous growth.

If you want to get into online teaching, now is the perfect time.

In this e-course you are going to learn various strategies that will help you begin **making money online teaching other people what you know** and do it in 30 Days or Less.

Take your skill and turn it into a profitable online course. And how you can get started using tools and equipment you likely already have (like a computer and a smartphone.)

This course has been crafted and structured for **Anyone and Everyone** that possesses skills that they are passionate about and are ready to teach others these skills in the form of Ebooks, Masterclasses, Online courses, Coaching sessions, etc.

If you know something that others do not know, you can **teach**, and if you can teach, you can **make a lot of money teaching what you know** online.

Even if you do not know where to start, this course will guide you into making a better decision about your money-making efforts so you too can start to make money with your skills and talents.

Let's dive in!

WHY TEACHING ONLINE IS SO PROFITABLE

Otunba Akin Alabi as he is popularly called is a business man at heart. Like many of you reading this e-course right now, he also did not have a very inspiring start.

In his words, he was a boy of "No particular ambition". While his secondary school mates dreamt of becoming doctors, lawyers, and engineers, he simply wanted to be a 'billionaire'.

His journey into entrepreneurship began in the year 2002 just after he completed his NYSC program. He couldn't get a job and after all the hustling without any positive result, he decided to give online business a try, this was when he discovered information marketing on the Internet.

It seemed like a very lucrative business that involved sharing your knowledge, skills and expertise with others and so he decided to give it a try.

Soon after, he put together his first information product — a Canadian immigration package — which he put up on the Internet for sale in January 2003. He didn't even have a website.

After spending just ₦3,500 on advert space in a magazine and making lots of sales, he knew he had to repeat. So he moved his marketing campaign online and increased the price; yet, sales did not reduce. This taught him an important lesson on pricing. It was a massive success as this was the first business that made him a millionaire in under a month.

After making a lot of success on his first information product he decided to share other skills and expertise he had. By this time he had just come back from visiting his Brother in the United Kingdom where he had gone to a sports betting shop to bet on the teams that played that day.

Since he already knew a lot about betting on sports games, he decided to create an information manual about it and sold it online. It was the massive success of the product that prompted him to start his own online sports betting platform in Nigeria.

He further went on to create many other information products on several other topics including affiliate marketing, seminars, and registering a business name, among many others. For every information product he sold, he made a point of experiencing first hand what he taught. Some of which are:

- How to register your business with the CAC in less than 14 days without a lawyer.
- How to woo a girl in 7 days or less.
- How to design a stunning website in 60 minutes or less using free softwares.
- How to start your own blog.
- Simple magic tricks that will shock your friends.
- How to earn a side income on fiverr.
- How to become an author in 21 days... even if you hate writing.

As his success continued he proceeded to launch his own seminar and training company that specialized in teaching and consulting other young people starting their own small businesses.

He also started publishing a business opportunity newspaper titled INCOME (now rested). To add to his publishing enterprise, Akin Alabi launched World Soccer News, a weekly sports newspaper.

He has gone on to build many other businesses from scratch; one of them being NairaBET, Nigeria's first online sports betting portal, with outlets across Nigeria.

As you can see, he started his journey into becoming a billionaire by sharing with other people the things he knew how to do so well.

Moving on...

[Nicole M.Thompson](#) is a Professional Hairdresser who made a good living for 7+ years as a hair stylist at a salon in Los Angeles, U.S.A and had consistently pulled in $50,000 (N19.1 million equivalent).

Don't be shocked. Yes, it's a lot over here but over there it's more of an average income.

But then something happened that changed everything for her.

She decided to start teaching her hair styling skills and this led to her developing her [first online course](#), and this began to bring in more money for her.

When she started adding a little more time to promotion, her course income jumped even higher.

It takes Nicole about 15 hours to make a course initially, but after that, she spends *only 8 to 10 hours a week* on its maintenance and marketing.

Her latest course "[Secrets to Learning To Braid Hair - Professional Braiding](#)," has made over $3,000 (N1.2 million) for her in 5 months.

Simply put: You can make a lot of money with online courses in a short amount of time.

And she isn't the only one making money teaching what she knows online in exchange for money, we also have other Nigerians like:

- **Olusola David** who teaches "How to Start Your Profitable Mini Importation Business in Nigeria" on Udemy and has made over **$700 (N270,000+)** by teaching over 60 students.


- **Eva E.a** who has taught over 30 people how to squirt (you read that right...squirt) on Kobocourse and has made over **N550,000 naira** from it.
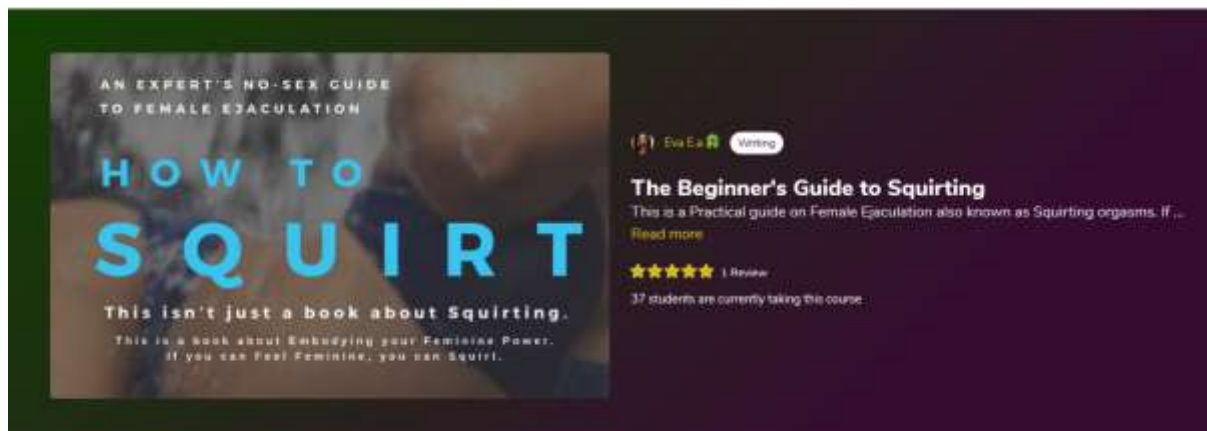
- **Creatorialz Eva (Also Eva E.a)** who has taught over 591 people "How to Edit Instagram Videos on your Phone" on Kobocourse and has made nearly **N6 million naira** from it.

- **Ezinne Ofoma** who has taught over 120 people "How To Draw Perfect & Well Defined Eyebrows" on Kobocourse and has made nearly **N200,000 naira** from it.
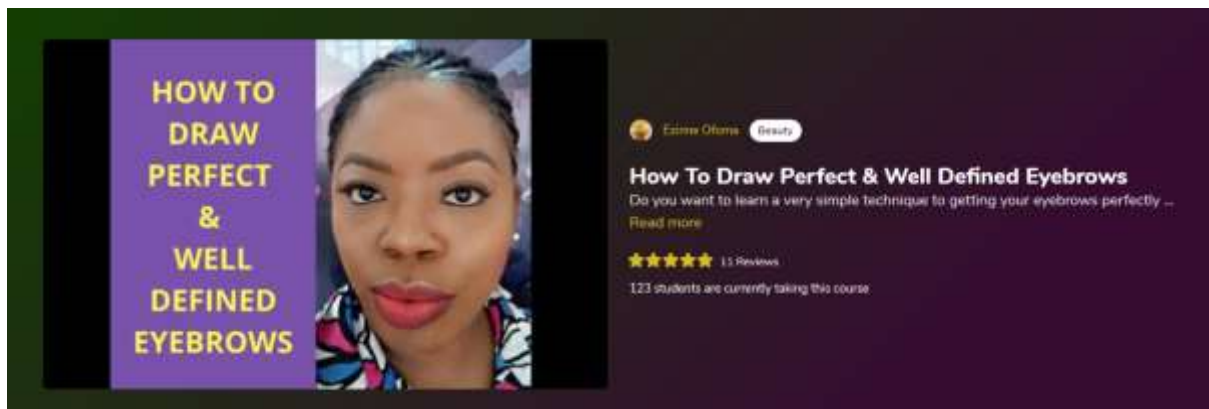
I mean, **it doesn't get better than this** as you can literally teach anything online and make money from it.

I can go on and on about the people currently making money online teaching what they know but that is sadly not the purpose of this e-course.

You are here to find out how you too can start this business and start profiting from it as soon as possible and this e-course is going to show you exactly how you can create your own online course, sell it on the best platforms, and start profiting from it daily.

For every skill, knowledge and expertise you have, there are millions of Nigerians out there who don't know these skills but are eager to learn from you.

WHY MOST PEOPLE DON'T MAKE MONEY ONLINE
(And How To Avoid The Trap)

The reason most people don't make money online is because of a psychological problem known as "Shiny Object Syndrome (SOS)."

It is the act of pursuing one new opportunity after another without ever investing the time needed to actually succeed in one.

It's the most common problem facing both newbies and experienced people in business.

Shiny objects are blinding. And with how fast the internet works – new business opportunities are popping up every single day. Making it very easy for a person to pick a business but hard to stick with that business.

Every day you're bound to come across a friend who is making A LOT MORE MONEY with an entirely different business opportunity and this most times begins to create doubt in you when your business doesn't work as you expect it to.

So what do you do?

Your mind starts to question and wonder if you're in the right business. And soon you realize you must be in the wrong business.

You pack up and set sail for this new, 'exciting' business venture. A few months later, the same thing happens. And you're off to the next opportunity.

This cycle repeats itself over and over again. And you keep pursuing one business idea after another without investing the time needed to actually succeed with one.

This is the shiny object syndrome. And it affects both newbies and experienced people in business – it's not only blindly – but it's also very costly.

In fact, it's why most people who go online to make money WILL NEVER earn a single dime.

How To Avoid It And Also Get Over It If You Are Already Trapped

When you decide to start a business, for example, the one you are about to learn from this e-course — commit to it for a minimum of three years.

Why three years? Because that's how long it takes to systemize something so it can work well without you putting so much effort.

Don't even think of leaving it. It's like the Army. You're in for three years, period. There's no going away. You commit to it.

This may not seem like the fast lane to wealth, but it is and only very few people realize this.

While three years may seem like a long period of time, I guarantee a focused three years is going to be more rewarding — and get you to your goals faster — than a sporadic one year of jumping from business to business.

According to a Zen and Buddhism saying:

"Thinking about a better tomorrow is what prevents me from having a better today."

Here's the mantra applied to you:

"Thinking about having a better business is what prevents you from succeeding in that business."

Why is that?

It's because you're taking your mind off of the present moment. The only time you can be happy and successful is right now. You can't be successful tomorrow, because it doesn't exist.

You can't be successful in the past, because that's gone. Your shiny object is blinding you and taking your mind off of what is necessary to get done today.

You gain focus by experimenting. You say, "I'm going to do an experiment on myself. I'm going to commit to something for three years, and I'm not quitting. Even if I go broke, I'm not quitting."

I'll tell you what. You won't go broke. You'll do well because you'll focus on it. There won't be any thought about trying to get into a faster lane to wealth because soon you'll realize you are in your fast lane.

So commit and get ready because we are about to dive into the complete details on how you can start selling your skills and talents and make a very lucrative business out of it.

CHAPTER ONE
DISCOVER YOUR TALENT

We've all met people who tell everyone they have no talent. They use that as an excuse for living an unfulfilled life.

What you need to know right now is that 'there is no one without a skill.'

Another point you should write down in your journal is 'every skill is marketable and profitable.'

Many people think skills or talent are only those you see manifest in people without any training, like singing and other forms of art.

What they fail to realize is that when these people discovered those talents, they groomed themselves to make them marketable.

Look for a little child who could sing but chose to ignore that raw talent for years. After a decade or two, it becomes even more difficult to harness that voice and create melodious sounds.

Talents are not just things you discovered you could do when you were young. They are also things that you picked up and mastered as you grew older.

For instance, if you are very great at using Microsoft Excel, this skill can get you a good job even in the comfort of your home.

Most people have more than one skill. So you shouldn't also forget the other skills you have in your pocket when you find just one. You can utilize all these skills to create an even better business for yourself.

How to find out what your talents are?

Talent is everything you have a natural ease to learn and do.

More often than not, we have talents that are so intrinsical that we don't even realize that they are skills.

It could be anything! Taking care of plants, being able to socialize easily, being excellent at sports or drawing, being able to plait hair, being excellent at giving people love and relationship advice.

Some people do have explicit talents, others still haven't found out what they are really good at, but know that we all have a lot of skills deep inside us.

To find out what some of your talents are, you can answer some questions, being as honest as possible. If you can, write them down to go back to them whenever you need to.

Talent Discovering Questions:

1. What are your main activities outside of work?
2. Which activities have you always enjoyed doing, but had to stop because you didn't have free time?
3. Which activities can you do without any help?
4. What do you like talking about the most?
5. If you didn't have to worry about money, what would you like to do for pleasure?
6. What do you read about the most?
7. What do people frequently ask you to teach them?

After you have answered these questions, you now have an inventory of yourself. In it, you will find some of your talents, which are a great start to start making money from what you really love.

The internet is here for everybody who wants to teach something. You just need to figure out what the best format to distribute your knowledge is.

Are you ready to find out how to transform them into a source of income?

How to make a living out of the income made from your passions?

Then read on!

CHAPTER TWO
CHOOSE A SKILL TO SELL

This is usually the most difficult step as a lot of people are usually confused on choosing a skill or talent to teach online.

Why?

Many of us are born with so many talents and gifts that making the decision to pick one and specialize in teaching just that one could be really confusing as all these talents and gifts usually matter to us a lot.

However, there are two systems you can use to discover a profitable skill:

1) Look at what's already bringing in revenue

If you want to know what can make you money in the future, look at what's making you money now.

Consider the things you're already being paid for at the moment.

Are you the *"go-to person"* at work for solving a particular problem?

Do your friends or neighbors pay you to help them with something in your free time?

If so, that's a *perfect* subject to create an online course for, because you've already validated that people are willing to pay you to help them with it!

2) Survey your audience (The Smart Way)

Okay, so nothing comes to mind that you're already being paid for.

That's okay! Just do these instead..

First think about your audience (the people you want to sell to.)

If you already have a handful of followers on social media, use that platform to find topic ideas.

Or, if you don't have an "audience" already, simply look to the people around you: your friends and co-workers. Even members of online communities that you might hang out in can be tremendous sources of topic ideas.

You're going to pull your profitable idea out of these people.

Use the 15 x 10 x 5 formula for audience research:

Schedule **15-minute** conversations with **10 people**, and ask them **5 questions** each.

It is simple and it works effectively. With it you would be able to uncover challenges that people are willing to pay you money for a solution.

Remember: when you hear something interesting, dig deeper!

The deeper you go, the better you'll understand people's true challenges rather than what they say on the surface.

Let's say you're trying to find out why someone dislikes doing a particular process. Let's use cooking as an example.

They might *tell* you that they don't like cooking because it's "hard" or "intimidating."

But that's not specific enough, so you push on and ask:

"Interesting. What is it that you find so intimidating about it?."

And that's when you start getting to the real insights:

- They might be scared of complicated recipes that require a bunch of ingredients and tools they don't have.
- They might *hate* washing dishes, and that's enough to keep them from making even the simplest meals.
- They might be afraid to cut themselves while chopping an onion.

When you understand the fears and worries of the people you want to teach, you can help them overcome those fears and actually succeed.

But if all you know is that they find something "hard," it becomes difficult to pinpoint the exact probem you need to help them solve.

CHAPTER THREE
CHOOSE THE IDEA FOR YOUR ONLINE COURSE

By now you should have a list of potential online course topics that you could tackle. Now it's time to choose the best one. There are two factors with which you can use when choosing your final idea.

- ***Passion:*** How excited are you to work on the course? If you hate working on something, its' profit potential doesn't matter, because you're likely to quit before you get there!
- ***Profit Potential:*** Is it a problem that people would pay to have solved for them? A good framework for thinking about this is "do people *already* spend money to solve this problem, in the form of books, apps, services, etc…?". If they do, then you can make money from it too.

Once you have your idea chosen, it's time to get to work on building your course.

Most first-time course creators find it difficult to start when they sit down to build their first course content. They sometimes take the **"brain dump" approach**:

"Put every lesson they can think of on a list, and then use that as an outline to create their course."

This approach is ineffective because it focuses on **information** rather than **results**.

You don't need to teach your students everything you know about a topic. You just need to teach them exactly what they need to know to achieve the result you promised.

There's no limit to how complex you can get with your instructional design, but to get started, just use the simple framework below; it will be more than enough to deliver the results your students crave.

Start With The End Result

At Amazon, one of — if not *the* — most successful product companies in the world, **they write a press release announcing a product launch** *before they even start working on the product.*

They don't publish the release, of course. But the internal process of writing the press release makes them focus on what's most important: the elements of the product that are exciting and useful for their customers.

Amazon starts with the end result, and builds backwards from there.

And that's how you're going to approach your course, too.

So think about it: *what is the end result you want your student to achieve?*

When you begin to build your outline, the answer to the question above goes at the top.

After that, break the end result down into the various steps that need to be taken to achieve the goal of your course.

For example, if you want to teach people how to use knives in the kitchen, the course will need to cover:

- General knife safety
- Knife care and cleaning
- Choosing the right knife for different tasks
- Common cutting techniques
- How to cut more efficiently
- Next steps to "level up" even further

Remember that your goal is not to teach everything you know. It's to teach everything your student needs to achieve a result.

CHAPTER FOUR
TEST YOUR COURSE IDEA

To test whether your course idea has potential to sell very well, it's important you don't just ask your friends and family as they cannot represent your audience.

So how do you test your idea? There are 2 good testing strategies:

Testing Strategy #1: Create a Short and Free Mini Course

Instead of creating the entire course and making videos, worksheets, and additional resources, simply create a short mini-course and offer it for free on your social media pages.

This will help you discover the number of people that are actually interested in your idea and your course.

When they accept the offer, collect their email addresses with a [landing page builder](#) and deliver it to them by EMAIL.

You don't need a course website. You don't need fancy software or design. Just deliver your course in email format.

The best part?

If you do this, you're not just validating your idea, you're also building an email list of future students for your PAID course at the same time.

Testing Strategy #2: Pre-Sell Your Course

What if you could sell your course before you create it?

Well, you technically can.

Either you create a sales page and ask people to **"apply to buy."**

Or you can put up a **"coming soon"** page that explains what the course will be about. Send it out to your audience or run some social media ads to your sales page and see if you can presell it.

You can either set a start date in the future and actually sell it. Or you can create a dummy **"buy now"** button and simply track how many people click on it (not perfect, but it will give you an idea if your course has potential to be a big hit).

Both strategies – **creating a mini email-course** or **pre-selling your course** – are easy ways to test your course idea.

Once you've tested your idea, the question is: "How do you create a course that your students will LOVE?"

To create a killer course, this next step is crucial so sit back, relax and follow through.

CHAPTER FIVE
CREATE YOUR COURSE

There are several ways to create an online course to sell and it all depends on the industry you are focused on and which delivery channels will help your target audience consume your content faster.

More visual industries such as: Beauty, Food & Confectionery, Photography, Videography, Graphics, Website Design, etc can all benefit from video courses while industries such as Sales and Marketing, Health and Fitness can benefit from either video or ebook courses.

Choosing the right delivery channel is the first step in creating an online course. This will ensure that your courses are engaging, interactive and easy to consume by your target audience.

The two best channels with which peope consume and prefer online courses are: **Ebooks** and **Video.**

How to create an ebook course content

1) Write, Edit, and Format Your Ebook

Now you have to write your ebook and format it so that it's easy to read. This is where the magic happens and, unless you know what you're doing, the obstacles appear.

"Use Google Docs on a Desktop or Laptop to Write It"

From my years of experience with online courses, I've found Google Docs to be the best program to write ebooks.

Why? Because it's totally free and has all the features you will need.

For example, it allows you to convert the standard Google Doc file to a PDF instantly, and it also has a reliable range of fonts to choose from.

Plus, Google Docs automatically backs up your work to the Cloud, so you don't have to worry about losing it.

If you're already using another word processor like Microsoft Word, then you can also export documents as a PDF.

But please, don't go out and buy any premium program solely to write an ebook in most cases it might just be a waste of money.

2) Get It Proofread, but Not by a Friend

The next step is to get your ebook proofread by someone who isn't scared to give you harsh feedback.

Ideally, this should be a professional editor or a knowledgeable person in your industry, someone who can give you the hard truths about your writing style and execution of ideas.

Before you share the ebook, use an online spell checker or editor like Grammarly to get all the obvious spelling and grammar mistakes ironed out.

Then your professional editor can focus on whether the ebook is solving the problems you say it is, and check for coherent writing flow.

3) Convert It Into a PDF

Most ebooks are in PDF format. Why? Because it's universally recognized by Macbooks and PCs alike and works on all ebook readers. And most importantly, it also provides a consistent output.

When you save a typical word document and send it to your friends, chances are everyone will see something different. But that's not the case with a PDF.

They all look the same. And this means your design and formatting work won't go to waste.

If you're using Google Docs, you just need to go **File > Download > PDF Document (.pdf)**:
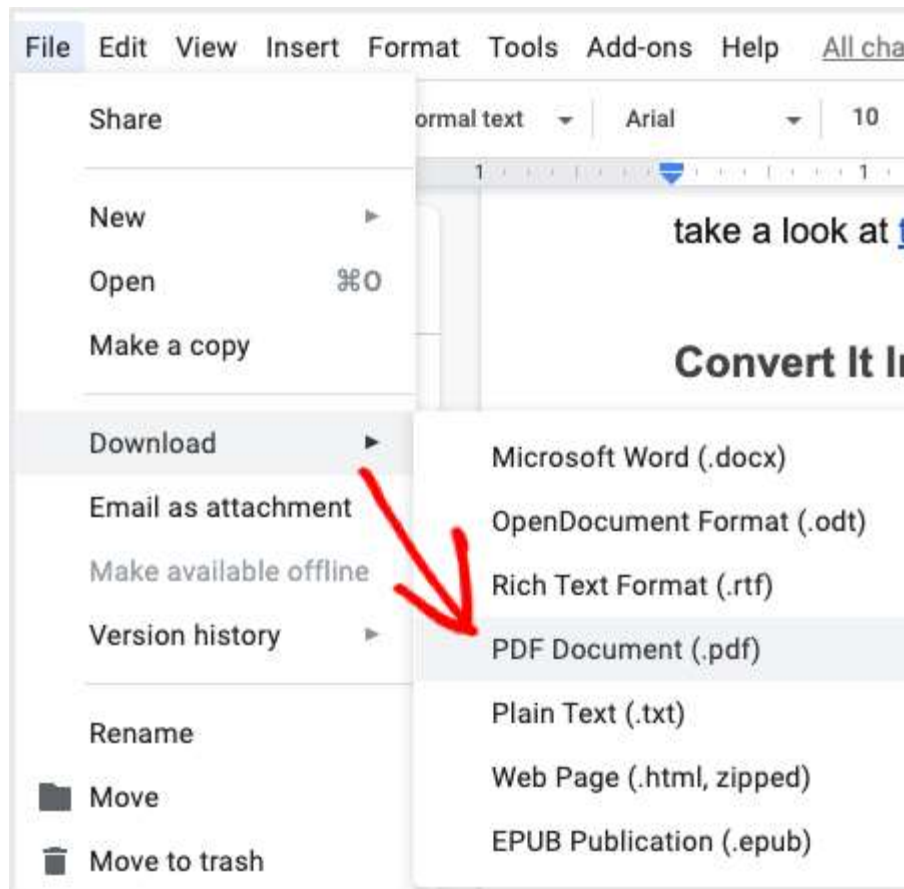
How to create video course content

There are two common types of online course videos: screen recordings and talking head videos.

1) "How to" Screen Recordings

A screen recording video is exactly what it sounds like: a recording of your computer screen.

In this kind of video, you can either record a slide presentation (e.g. a Google Presentation or PowerPoint), that show your students *how* to do something.

It will look like the image below:
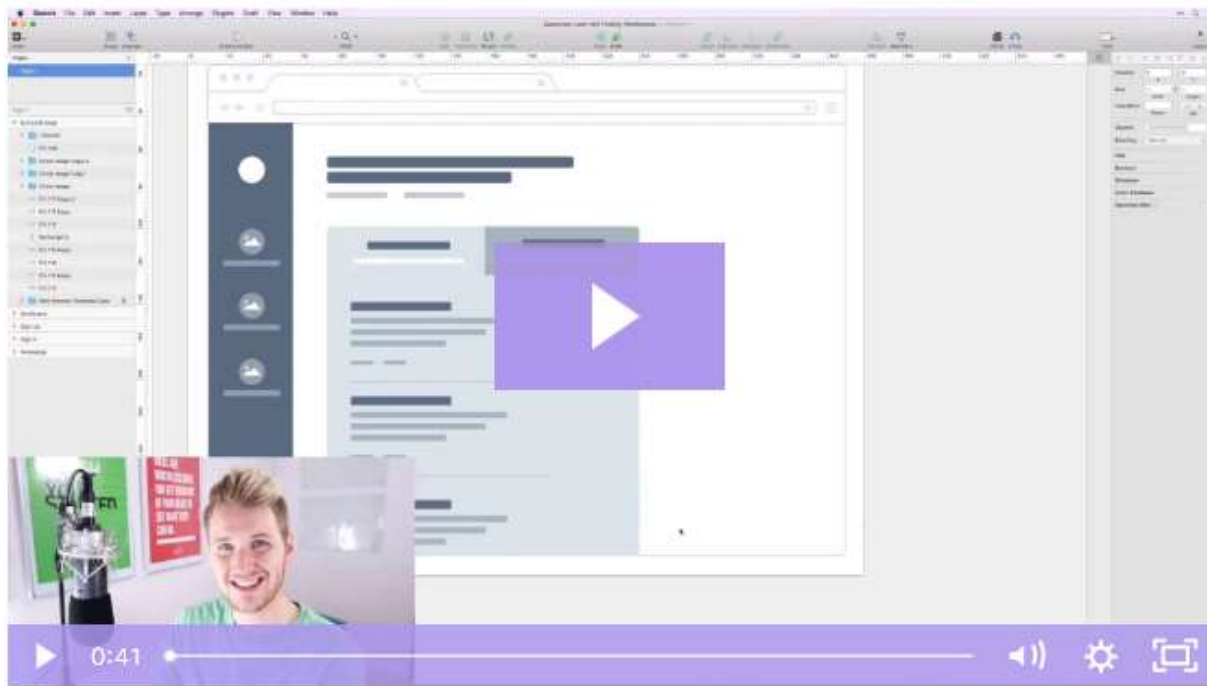
To do this, you can use something simple and free like QuickTime (for Mac users) or Icecream (Windows)

2) "How to" Talking Head Videos

A talking head video is one in which you record yourself speaking to the camera.

These can be really effective for explaining less technical concepts that don't require a visual component. The benefit of talking head videos is that the reader gets to see you, which helps them get to know the creator behind the course.

Don't underestimate the impact this has on how much your students get out of your course!

You can record these with the same tools mentioned above — or even **filming with something as simple as an Android Device or an iPhone** — with one important caveat: **lighting** really matters here.

Tips to remember when recording your video course:

- Speak as if you were talking to a friend, rather than lecturing a class. Your video will come out more engaging, authentic and interesting to your students!
- Don't worry about your video looking polished or professional. Your first videos probably *won't,* and that's okay! The most important thing is getting started and putting *something* out there.
- An external mic is the best way to improve audio quality, and these days, a great one can be gotten without spending too much.

As easy as creating an online course from your skills sound, it can get a little tricky, and should start to illuminate any problems with how you've already structured your course.

If you ever get stuck, go back to your own learning experience with the skill or talent. What did you end up doing first? What did you wish you had done afterwards?

Finally, make sure that you're not creating any extra work for your future students. Take a critical look at your proposed course outline. Try and get rid of any extras or unnecessary steps. Ask yourself things like:

• Is this Step crucial to getting to this Course?

• Is my student actually learning anything here?

• Can these Steps be combined?

• Would my students already know this before going into the course?

• Is this Chapter too long? Too short? Can I combine it with another?

• Would I have taken this course when I was getting started?
At the end of this exercise, you should now have a solid structure for your online course.

CHAPTER SIX
HOST YOUR COURSE ONLINE

To host your finished course online you have two options:

- Your own self-hosted website
- An online course platform

Using a self-hosted website gives you the benefit of having full control over your online course and its pricing but if you are unable to afford it, the next best option is to make use of an online course platform.

There are several online course platforms but the best platform for Nigerians is Kobocourse.com.

Kobocourse is a leading online learning platform in Nigeria that was built from the ground up to help online tutors focus on what is most important and that is teaching their skills online and making money from it.

They have abstracted all the technical hurdles and difficulties every online course creator in Nigeria may face and introduced a platform that allows you to upload and sell your online courses in Nigeria in less than 5 minutes.

Kobocourse currently supports video and ebook courses.

How to upload your course on Kobocourse

To upload your first online course on Kobocourse, you need to sign up for a free account.
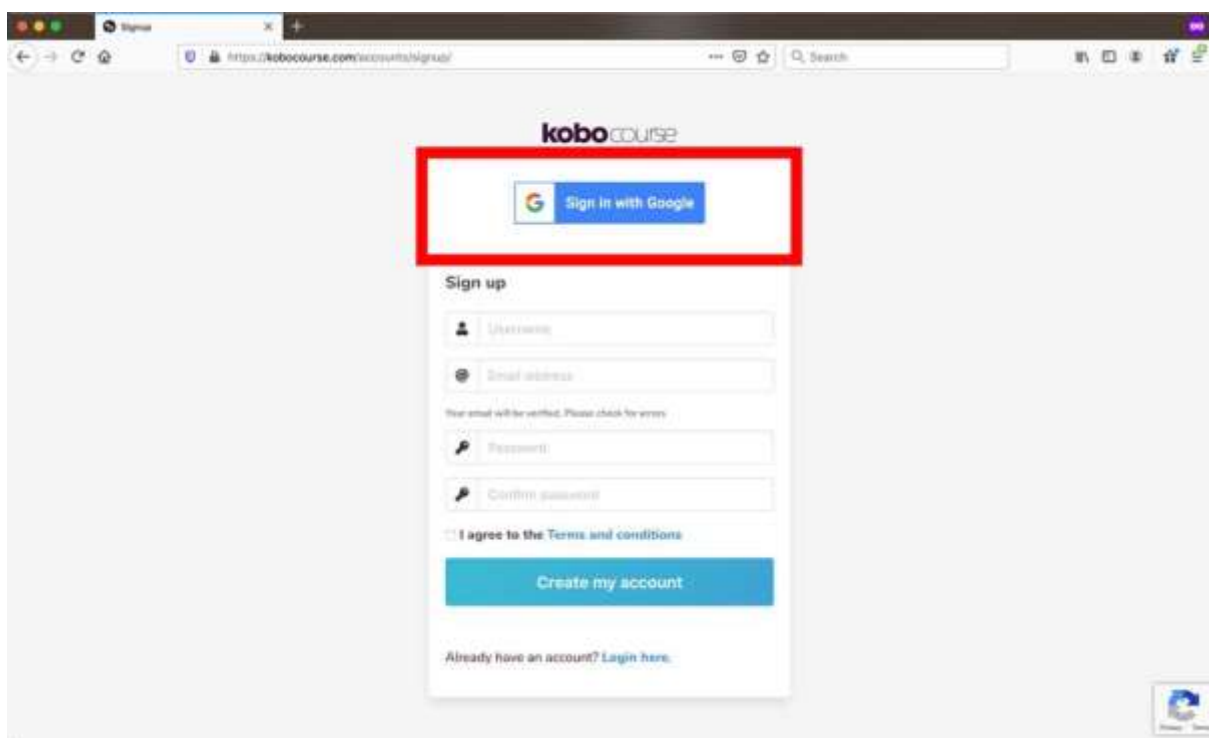
1) Sign up for a free account

Open your favourite internet browser and visit **www.kobocourse.com**. Click on sign up at the top right corner of the website and fill in your details.
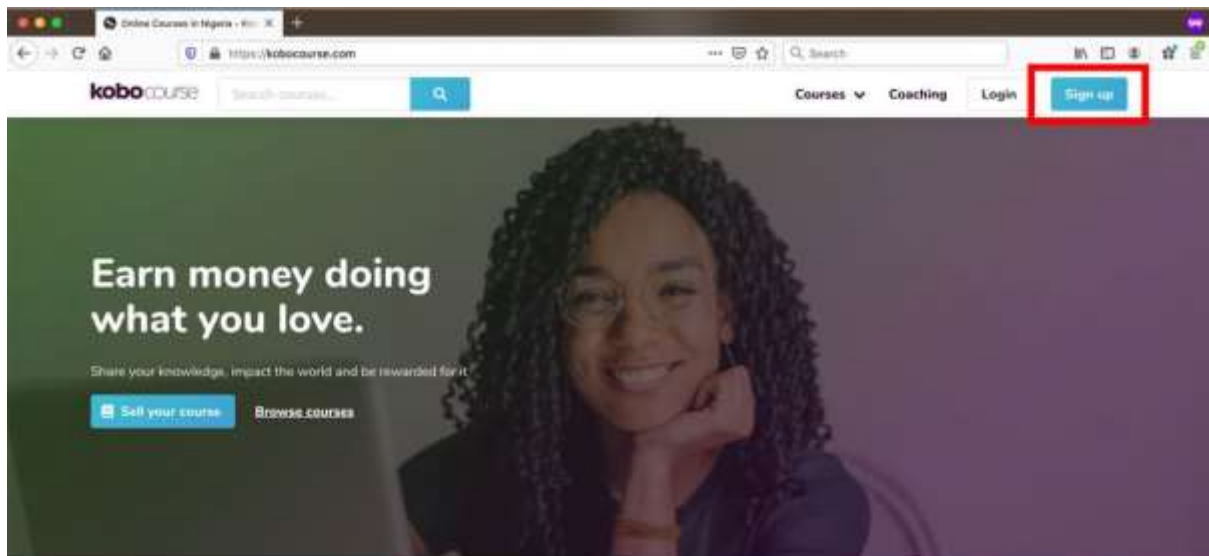
You can choose to sign in with Google which is a lot faster or you can provide your **username**, **email** and **password** then click on **create my account.**


A verification email will be sent to your email address. Click on the verification link to verify your email address and continue.

2) Switch to a creator account

Once your email address is verified and you are now logged in, click on the creator link under Account as indicated below.
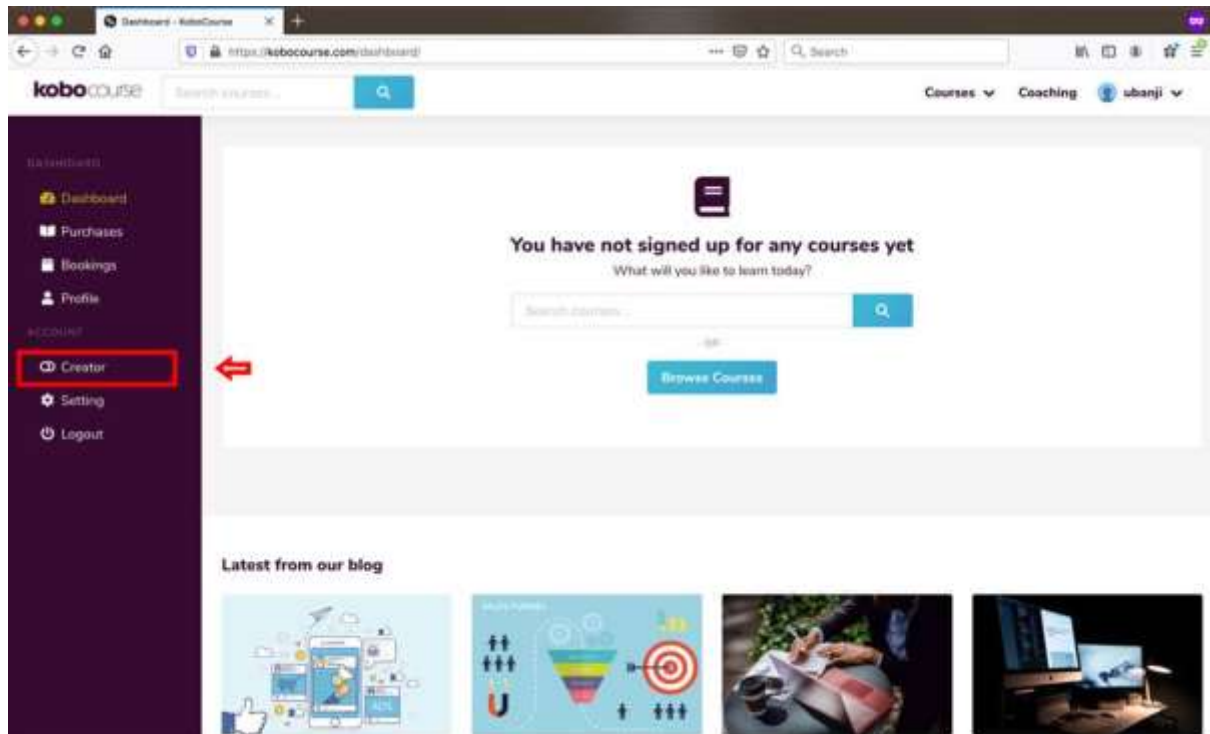

This will switch your profile to a creators profile which will allow you to upload and sell online courses on the Kobocourse platform.
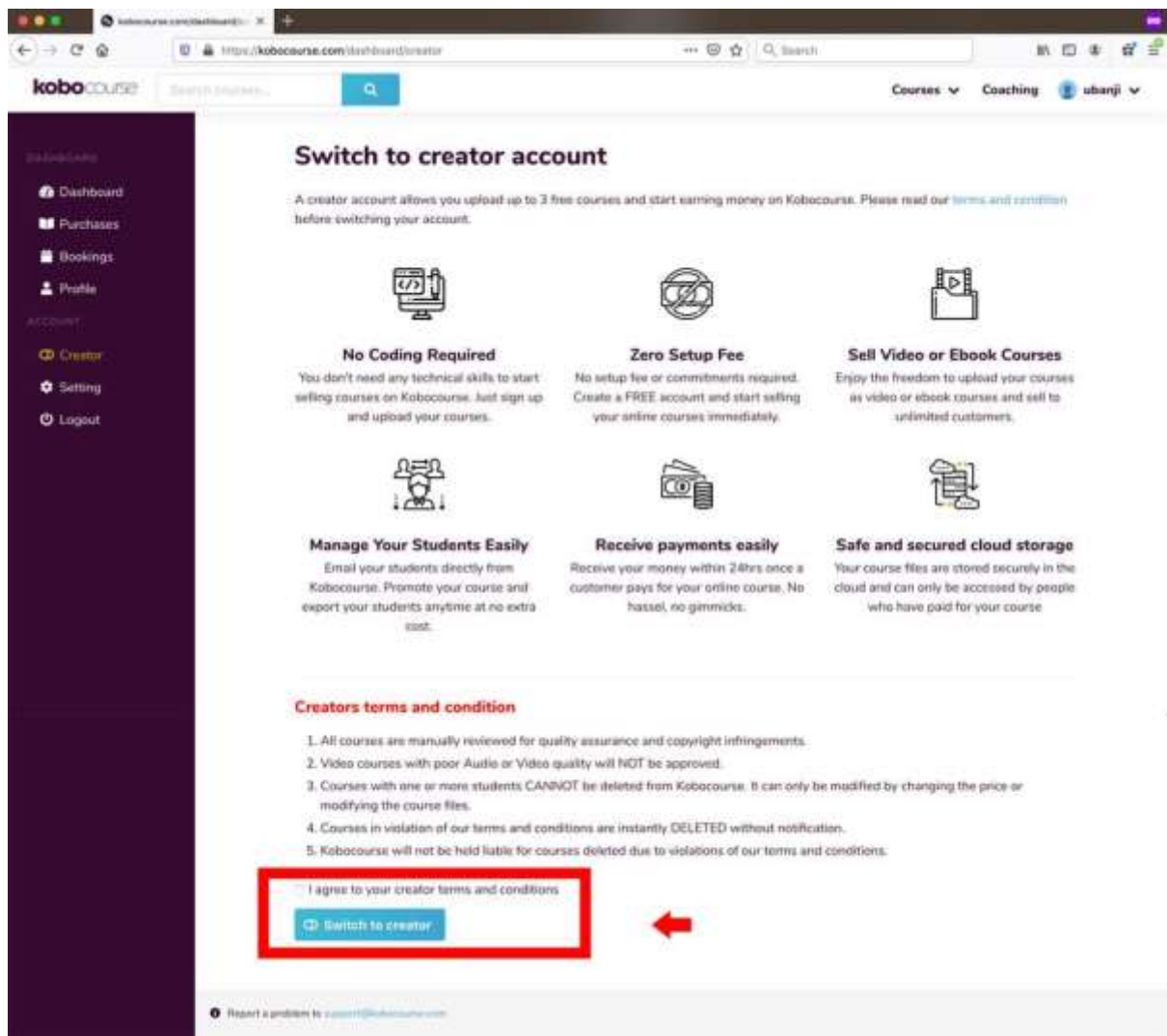
Agree to our terms and conditions and click on "**Switch to creator**."

3) Your Kobocourse Creator Dashboard

The first step on your new creator dashboard is to set up your creator profile and your Nigerian settlement bank account details as indicated in the image below.
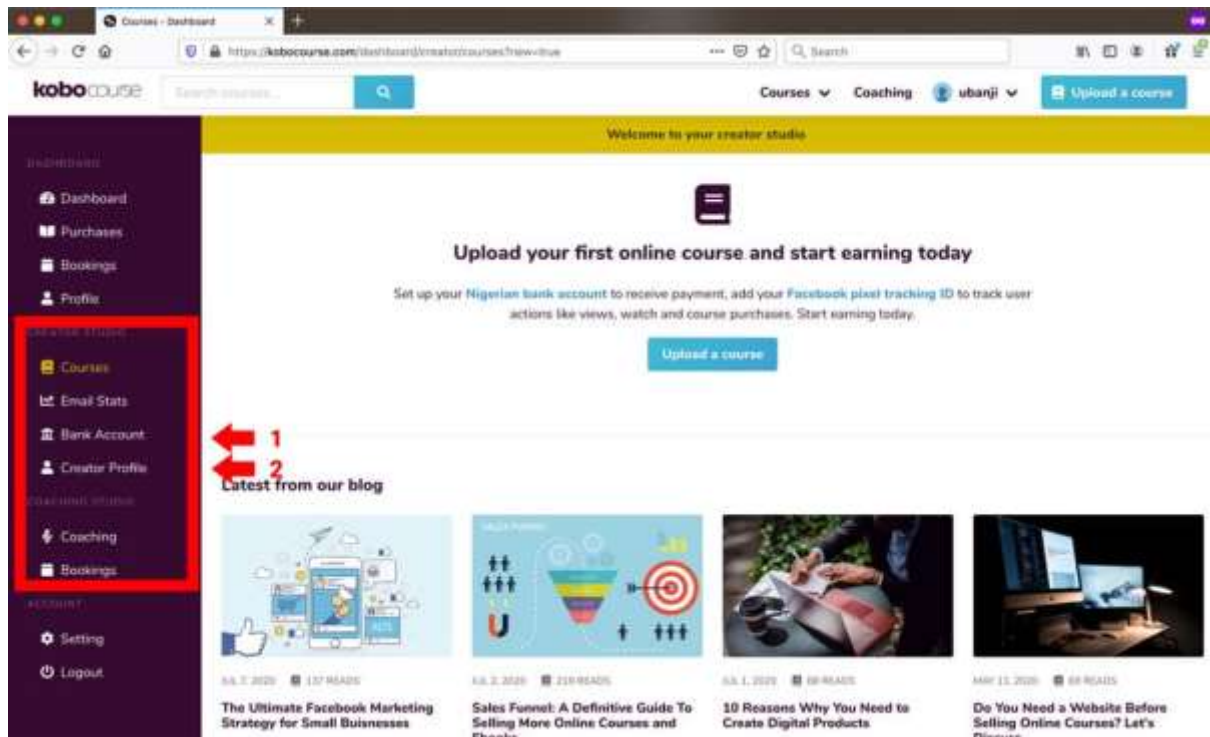
Once that is done, you can then proceed to upload your first online course.

4) Uploading your online course on Kobocourse

To upload your online course, click on the **upload a course** button and you will be redirected to the course upload page as shown below.

Dashboard
- 🏫 Dashboard
- 📕 Purchases
- 📦 Bookings
- 👤 Profile

CREATOR STUDIO
- 📘 Courses
- 📈 Email Stats
- 🏛 Bank Account
- 👤 Creator Profile

COACHING STUDIO
- 🎤 Coaching
- 📦 Bookings

ACCOUNT
- ⚙ Setting
- ⏻ Logout

Add a new course

👤 Your transaction fee is 16.5% per sale. You pay only 7.5% when you upgrade to premium. **View pricing**

Upload your thumbnail
Optimal image size is 640px by 396px

Click to upload image

Enter your course title

Paragraph   ⌄   **B**   *I*   🔗   ☰   ☷   66

Describe what your course is about...

Course Type	Category
Video ⌄	---------- ⌄

Please note that Ebook(PDF) courses will be downloaded by whoever buys your course

⚪ **This is a FREE course**

Selling Price (NGN)	Regular Price (NGN)
e.g 3000	e.g 5000
Don't include commas	(Optional: only for discounted courses)

🔒 Sell your courses in US Dollars to international students. Upgrade to premium and setup your USD domiciliary account. Only **GTBank** and **Zenith Bank** USD Accounts are currently supported. **Upgrade to premium**

Discount sales timer
Set a sales timer that will be displayed on the course. This requires you set a **Regular price** above.

⚪ Add a countdown timer (only for courses on sale)

📅 Pick a date	🕐 00:00 ⌄

⚪ Switch back to my regular price when the timer ends

Pre order
Set this course to a pre-order and start selling immediately.

🔒 Pre order is only available to premium members. **Click here to view pricing**

Create Course & Add File(s)   **Reset**

Course Thumbnail

Upload a thumbnail image for your online course. Supported image file formats are Jpegs and Pngs.

Upload your thumbnail
Optimal image size is 640px by 396px

Click to upload image

Enter your course title

Paragraph   B *I*   ⊘ ≔ ≔ "

Describe what your course is about...

Course Type

Video   ⌄

Category

---------   ⌄

Please note that Ebook(PDF) courses will be downloaded by whoever buys your course

Course Title

Provide a descriptive title for your online course. A general rule of thumb is to start your title with **How To** or **Learn** e.g

1. How to create a website with WordPress
2. Learning wedding makeup with Lola

Course Description

Provide a detailed description of the course and what your students will learn when they enrol for your online class. Provide enough information that will help your students decide if your course is a great fit for them and why they should enrol.

Course Type

Choose the type of online course you are uploading. This is either a video course or an ebook course.

Only video files in **.mp4** and **.mkv** formats are supported on Kobocourse while all ebook courses should be in **.pdf** formats.

Course Category

There is a wide range of categories to choose from on Kobocourse that covers various industries. Choosing the right category for your online course will help people quickly find your courses on Kobocourse.

Course Sale Price

Provide the selling price for your course. If this is a free course, click on this is a free course to turn off pricing on your course.

While you have the freedom to put up your course at any price you deem fit, a good rule of thumb is to price your online courses according to your delivery channel and your target audience purchasing power.

Discount Sale Timer

You can set up a countdown sales timer that will be displayed on your course page. This is especially useful if you are offering a discount on your courses that expires after a specific period.

Discount sales timer
Set a sales timer that will be displayed on the course. This requires you set a **Regular price** above.

Add a countdown timer (only for courses on sale)

Pick a date   00:00

Switch back to my regular price when the timer ends

You can also choose to have your selling price automatically changed to the regular price on your course when the timer expires.

Preorder Course

A preorder allows you to upload a course without uploading the course files. This will help you test the waters and see if a lot of people will be interested in your course.

Pre order
Set this course to a pre-order and start selling immediately.

🔒 Pre order is only available to premium members. **Click here to view pricing**

This feature is only available to premium members. If you would like to know what other features are available to premium members, please click here.
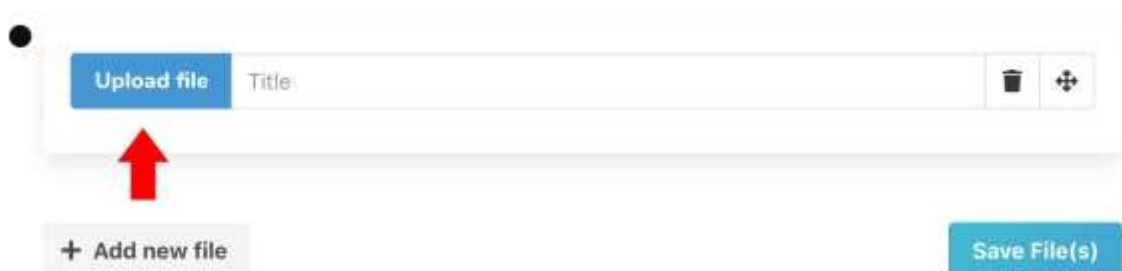
5) Uploading Your Course Files

Once you've filled all the necessary information on your course, click on the **create course & add files** buttons to upload your course files.

If you selected a video course type, you will be required to upload a video file in the following formats, **.mp4** or **.mkv** video file formats. All ebook courses require you to upload a **.pdf** file format
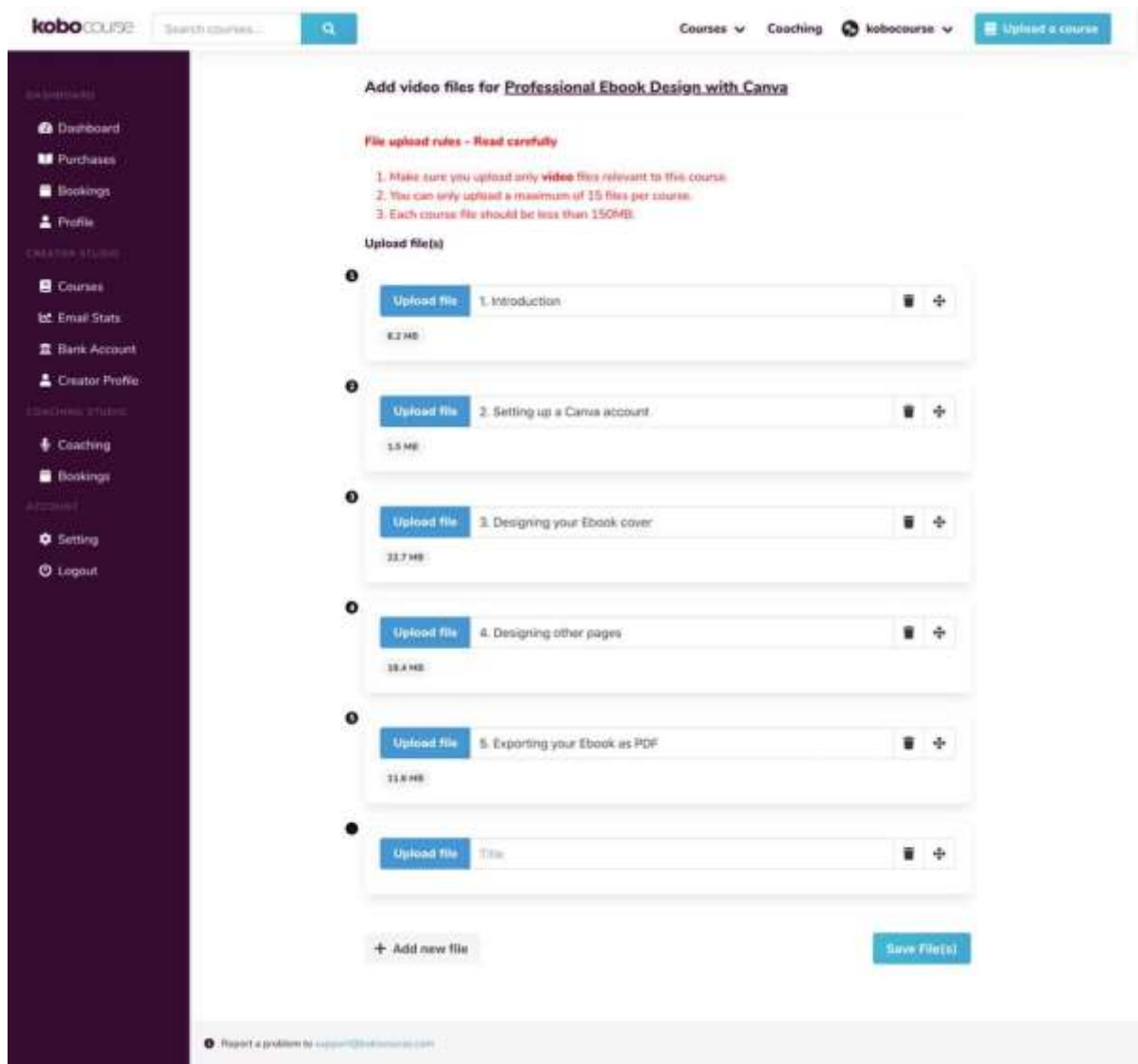
You can upload up to 15 files per course with a maximum file size of 150mb per file.

Click on the **upload file** button and select the file you want to upload, Kobocourse will automatically set the title of the file to the filename being uploaded. This may not be what you want so you can edit the title to match your course outline.
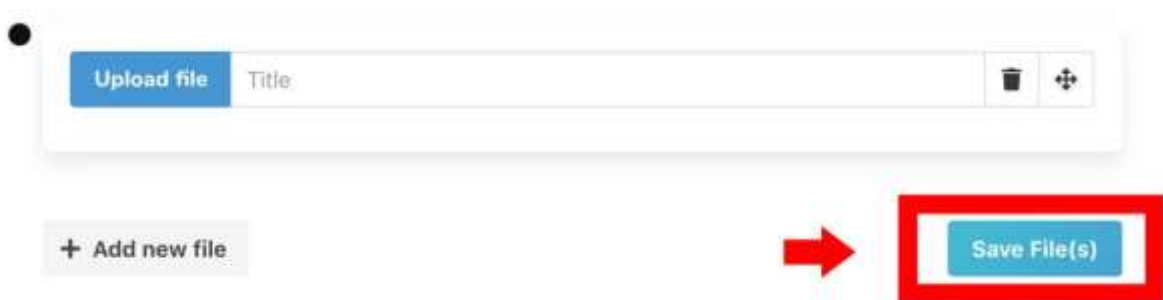

To add more files to your course, click on the Add new file button upload a new file as shown below.

Continue this process until all your course files are uploaded and ready to be published.

Once done, click on the Save files button to start the upload process. This may take a while depending on the number of files, individual file size and your internet speed.

Once your files are successfully uploaded, your course undergoes a manual review by our in-house team to ensure correctness and compliance with our terms and conditions including all relevant copyright laws.

The review process can take anywhere from an hour to 24 hours depending on the volume of courses that need review.

This is all it takes to start selling online courses in Nigeria with Kobocourse. You don't need to build a website and integrate any payment processor in your workflow, that is all taken care of by Kobocourse.

CHAPTER SEVEN
PRICE YOUR COURSE

Pricing an online course is incredibly important and for a good reason. It communicates your value, it affects the profitability of your course, your customers and the quality of your skill.

Pricing it too high may result in people not buying from you. Pricing it too low and you won't be making a profit.

This though varies depending on the industry, market sales, and the amount of your own expenses – both timely and financially.

Pricing may seem like a deep, complex topic, but you don't have to make it one. I recommend a simple model of **goal-based pricing**.

What is it that you want out of your course?

- Do you want to **reach the highest number of people**?

- Do you want to **make the highest total number of sales**? Then price your course low enough to make it a "no-brainer" for as many people as possible, which is something under N10,000 naira depending on your industry (look at other competing courses for ideas).

- Do you want to **make the most total revenue**? This is where you get to charge the big bucks. For most course creators, it's a lot easier to make N50,000 naira selling your course at N50,000 naira to only 1 person than by selling it at N2,500 naira to 20 people. Go high with your pricing, and test to see what people are willing to pay for it.

You're not setting your pricing in stone, and you can — and should! — always try different pricing as you grow your online business.

In fact, trying to get pricing *perfect* can be one of the biggest obstacles to the most important part of creating your course: **actually selling it!**

With that said, don't obsess over optimizing your price. In the beginning, just position it in the right price range you see fit for the value you have provided in the course.

CHAPTER EIGHT
MARKET YOUR COURSE

Kobocourse makes it extremely easy to host your course, upload your content, set a price, and publish it. But your journey really only starts when you hit that publish button.

Now it's time for you to start promoting your online course and making money.

Regardless of the way you choose to make money from your talents and skills, you should always focus on how to attract students.

After all, there's no use in having a great course if people simply don't see it, or, even when they do, they don't make the purchase.

There are many ways of promoting your course and I have selected for you, the best ones which guarantee great results:

1. Social Media:

Facebook, Instagram, Twitter and other social networking sites are excellent means to promote your course, especially if you have a loyal fan base and followers. You can start to sell your course and make money even with just 1,000 followers.

Choose the ones that best fit the skill you want to sell and the type of people you want to sell to.

It is important that you maintain consistency and always feed your social media with content that can engage your followers. So make sure you post on a daily basis.

It takes time for your social media following to build up, especially if you aren't using any paid promotion techniques. Yet, when done right, it's a powerful channel because some of your followers will become your most vocal supporters, buying your courses and amplifying your content.

The key to social media is to spend more time adding value than promoting your online course. Post helpful content related to the topic of your course frequently and interact with your followers.

As you build a good following, it's ok to occasionally promote your course.

- **Facebook Page**

A Facebook Page is separate from your personal profile. It's kind of like a profile for your business. Some online course creators use their personal name for their business page, others use the name of their course. It depends on your preference, though using your own name helps you build your personal brand and in the future you can sell other skills through the same page.

Your page will allow you to attract fans so you can share content related to your topic with them. You can make use of Canva (free graphic design app) or hire a graphic designer to create a professional cover image for your page, and include a link to your course in your page description.

- **Facebook Group**

Unlike a page, where you push out posts to people, a group is where people can interact with each other. Successful course creators often create two groups, one specifically for their course students, and another that serves as a marketing tool for their course.

The benefits of creating a group for marketing is that you get to be at the center and build your authority. If people are getting value from your group, they'll eventually pay to access additional value from your online course.

You can also join other Facebook groups related to your topic and participate in discussions there, showcasing your expertise.

- **Instagram**

Instagram is another great way to build your personal brand. Engagement on Instagram tends to be higher than on Facebook. With tools like Stories, Reels, Going Live, Carousels, and IGTV, it's a great way to capture attention in a world of distractions.

With Instagram posting videos and pictures that answer possible questions your audience have relating to your online course is a great way to build awareness for it.

And like on other platforms mentioned, always provide value for your audience as this would keep them engaged with your content and when it is time for you to promote your course, they will easily buy from you.

- **TikTok**

TikTok works similarly to Instagram with the only disadvantage being that you are limited to videos which are between 15 to 60 seconds.

So you have to make sure that you provide a lot of valuable and engaging videos for your audience before promoting your online course.

- **YouTube**

YouTube unlinke other online platforms is a video only platform. By providing value through video recordings on YouTube, your goal should be to educate your audience, increase their interest, and send them to your own website.

Focus on creating engaging informative videos that offer some value to the viewer, but leave them asking for more.

Also pay attention to the comments section as this is another great way to find more information on why your audience wants to see and also give you insight on the kind of videos you should make.

2. A Blog:

You can talk about almost anything in blogs and this is an excellent way of showing the world who you are and what you do.

The idea here is to write interesting, engaging, and informative blog posts, which attracts the type of audience with the problems your online course provides solutions to.

For example:

If you offer a course on losing weight, write about healthy eating, ways in which people can increase the quality of their lives, and other subjects which will lead the audience to your product naturally.

3. Paid Marketing (Sell your course Fast):

Google, Facebook, Instagram, TikTok, and YouTube provide spaces for people to advertise their products, services and in this case, your online course.

These ads are also known as sponsored links and a fee is attached to it.

The ads are to be segmented according to your ideal audience and

Realistically, getting people to buy your online course just by providing value on social media and a blog does take time to build up. You'll need to continuously create content in any or all of the formats mentioned above to build up your followers.

So, if you're not patient and have some money to spare, advertising is a good option. Just remember that advertising is a scientific process. It's common to lose money initially but if you continue refining your ads and targeting you would become profitable faster.

- **Facebook Ads**

The targeting on Facebook Ads is based on the specific locations, interests, behaviors, and affiliations of the audience you want to reach.

Since people on Facebook aren't searching specifically for your course, it's better to first promote a blog post or informative video. You can then collect their email address and promote your course to them via email campaigns.

To learn how to run Facebook Ads, read this.

- **Instagram**

Facebook owns Instagram so creating an IG Ads is similar to the same aay you create a Facebook Ads.

All of this can be done from the Facebook Ads platform. Go to: business.facebook.com

To learn how to run Instagram Ads, read this.

- **Tiktok**

In the space of four years, TikTok has secured more than one billion users worldwide, leapfrogging the likes of Twitter and Snapchat without even breaking a sweat. It was also the second-most downloaded app of 2019, beating both Facebook and Instagram while only losing out to WhatsApp.

With download numbers showing no signs of dropping, TikTok is already being touted as the future's biggest social network. In early 2019, the network launched its advertising platform which makes it a great option for you to advertise your online course.

To learn how to run TikTok Ads, [read this](#).

- **YouTube Ads**

YouTube ads operate under the banner of Google but the are entirely video based. YouTube allows you to use a combination of keyword targeting (the things people search for on YouTube), and behaviour targeting, similar to Facebook.

A good strategy is to start with an educational or entertaining video that leads to your blog or the kobocourse platform.

To learn how to run YouTube Ads, [read this](#).

4. Email Marketing:

Email is a powerful tool for you to talk directly to your audience.

If you have a website, provide forms for the visitors to leave their email addresses and receive information from you directly to their inboxes.

You can send specific emails to your subscribers, such as a newsletter promoting your online course in advance.

Making money with your skills and talents can be very pleasant, but remember that any work well-done demands dedication, discipline, and focus.

WHAT'S NEXT?

Now, it's up to You…

Selling your skills as an online course is a great way to make money from anywhere and at any time, whether you're looking for a passive income stream or starting a new and exciting business.

It might seem too good to be true at first – and, as with anything, success doesn't come without work. If you take all the information in this e-course piece by piece, you will be surprised to find out that building an online business from scratch teaching your skills to other people is a lot easier than you think.

And just like Akin Alabi and the people I mentioned in the beginning of this e-course who are proof that this is true because they and tons of other people have done it and today they are more than happy with their results and are able to live their best lives.

So, why not start today and start now to inspire and teach millions of Nigerians with your skills and talents and make a living in the process by becoming their coach.

If you've followed this e-course all the way to the end, it means you are ready to start making money daily and earn a living teaching and selling your skills and talents as online courses in Nigeria.

Success awaits you!