

5 in 1  **PRODUCTS**

Udemy Marketing 101 Guide

Jay Boyer & John S. Rhodes

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Table of Contents

Table of Contents	3
Introduction	4
Setting Up a New Account	5
Keyword Research	7
Setting the Price	12
Setting Up Your Course	15
Uploading Content to Your Course	17
Configuring & Publishing the Content	20
Becoming a Premium Instructor for Paid Courses	22
Creating Keywords for the Course Listing	25
Creating a Course Summary	26
Getting Images for the Course Listing	30
Creating a Promo Video for the Course Listing	35
Uploading the Promo Video & Other Final Touches	38
Udemy Case Study Sales Update	40
Creating a Coupon for Your Course	42
Promote Your Course with Social Media	45
Building a List with Your Udemy Course	48
Two More Ways to Monetize Your Subscribers	50
Leveraging the Udemy Affiliate Program	53

Introduction



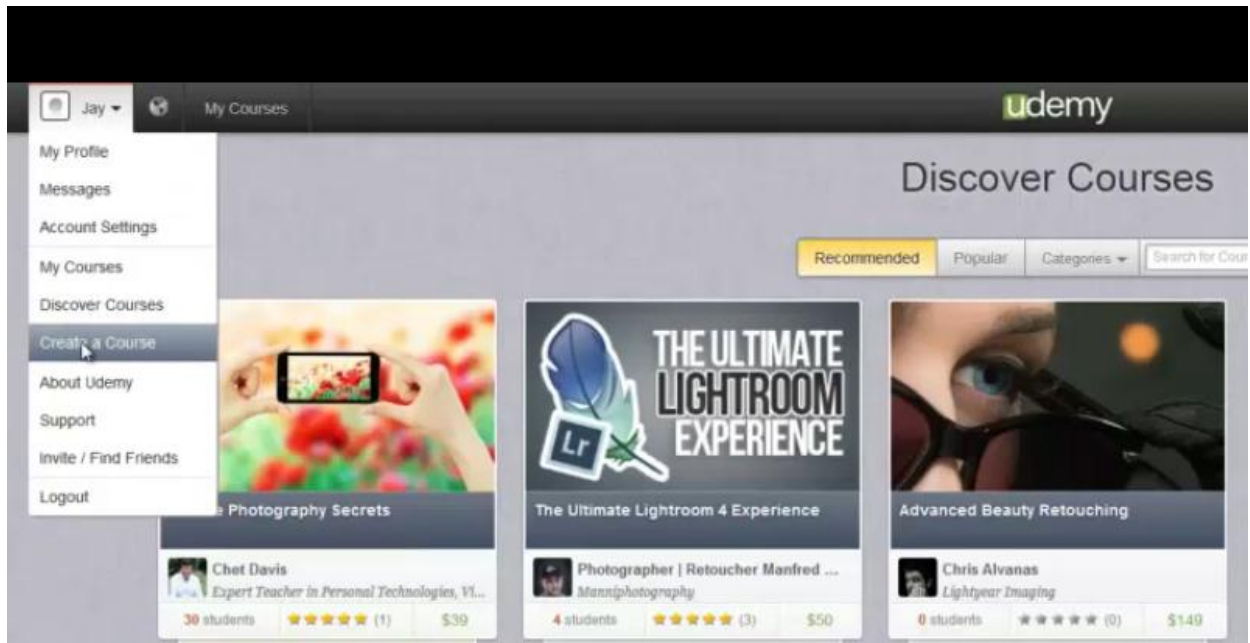
Udemy is a company that was created to allow students to accelerate their careers and their lives by learning about various topics. It hosts course from some of the leading experts throughout the world. You can use Udemy to share your expertise as well. There are lots of people who use Udemy, as opposed to ClickBank or similar websites, as their marketplace of choice. Therefore, you make a great amount of passive income by utilizing this site.

Along with this lesson, Jay Boyer offers a case study to help demonstrate how easy it is to create a course on Udemy and how quickly you can make passive income by utilizing this website. As you follow along with this text, the case study will be referred to in order to help you understand the steps you are taking. It is advisable that you, the reader, to follow along in order to optimize what you learn from this lesson.

Setting Up a New Account



Setting up a new account at UdeMy.com is very simple. Once you have pulled up the website's homepage, you can begin registering an account by entering your full name, your email address, and then creating a password. On the next screen, the website will enquire about what subjects are of interest to you. This is so they can offer courses to you. You are not here as a consumer, however. You are an information publisher. So, you can simply click on 'Continue' to move on.



On the next page, you will be offered more courses to purchase. Again, you are here to create your own course, so you can ignore this information. Instead, click on your name. It can be found at the top left-hand corner of the screen. This will open a drop-down menu. Click on 'Create a Course'. Now you can begin submitting information about your course to the website.

Keyword Research



The screenshot shows the 'Create a New Course' page on Udemy. The page has a progress bar with three steps: 'Basic Info' (active), 'Price & Privacy', and 'Curriculum'. The main form is titled 'Let's start with the basics:' and contains the following fields:

- Title:** A text input field with a character count of 60. The example text is 'e.g. Learn Photoshop CS6 From Scratch in One Day'.
- Subtitle:** A text input field with a character count of 120. The example text is 'e.g. A-Z guide to creating amazing images and clips using the newest version of industry's preferred software.'
- Category:** A dropdown menu with the text '- Select One -'.
- Locale:** A dropdown menu with the text 'English (US)'.

A callout box on the right side of the form provides additional guidance:

Titles should be 3 things:

- short
- descriptive
- punchy

Good examples:

- "Learn Python in 5 Easy Steps"
- "Pitch Perfect: Winning the Venture Game!"

After you have created an account, you will be asked to submit information about the course you are trying to create. In the first field, you will be asked for the title of your course. The example the website gives is "Learn Photoshop from Scratch in One Day". They advise that your title should be short, descriptive, and punchy. As you can see, the website helps you throughout this process so that your course will be a success. In addition to this you can optimize your title by imbedding keywords within. If you do this with popular Google keywords, you could have a chance at getting the course you are creating listed on the first results page of Google.

So, how do you find the keywords that you need for this? You simply use the Google Adwords Keyword tool. If you have not used this tool before, this is a free tool that is provided by Google. It can easily be found by typing the words 'Google Keyword Tool' in the Google search window. So, open a new tab (leaving your Udemy page open) and head to Google.com to perform your keyword search.

When you get to the Google Adwords Keyword tool, you will want to type in keywords that are related to your product. This should be a product that you already have. For instance, in the case study Jay wanted to offer a course on paperback book publishing. So, for this scenario you may want to begin using the words 'paperback publishing'. You can search for any keywords related to the topic that you wish to cover in your course. Enter the words into the search bar and hit search.

The screenshot displays the Google Keyword Planner interface. On the left, there are navigation options like 'Tools', 'Keyword Tool', and 'Traffic Estimator'. The main area is titled 'Find keywords' and shows search criteria: 'Word or phrase' (paperback publishing), 'Website' (www.google.com/pages.html), and 'Category' (Apparel). Below these are filters for 'Only show ideas closely related to my search terms', 'Advanced Options and Filters', 'Locations: United States', 'Languages: All', and 'Devices: Desktops and laptops'. A 'Search' button is present.

Below the search bar, there are tabs for 'Keyword ideas' and 'Ad group ideas (Beta)'. The 'Keyword ideas' tab is active, showing a table of search results. The table is divided into two sections: 'Search terms (2)' and 'Keyword ideas (800)'. The 'Search terms' section has two rows:

Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Ad Share	Search Share	Local Search Tr
paperback publishing	Medium	1,900	880	-	-	
[paperback publishing]	High	36	22	-	-	

The 'Keyword ideas' section has two rows:

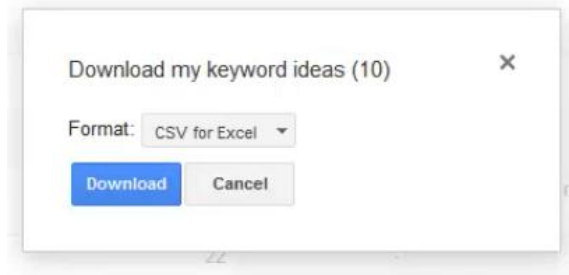
Keyword	Competition	Global Monthly Searches	Local Monthly Searches	Ad Share	Search Share	Local Search
[paperback publishing]	High	36	22	-	-	
[paperback publishers]	High	110	73	-	-	

On the left side of the interface, under 'Match Types', the 'Exact' checkbox is checked, and the 'Broad' checkbox is unchecked.

When your search results appear, the first thing you'll probably notice is that they group the keywords by category. You don't need this, so there is no need in paying attention this information. Instead, click on the 'Keyword ideas' tab. Now look at the menu on the left side of your screen. Under 'Match Types' click on the box for 'Exact' and unmark the box beside 'Broad'. Doing this will bring up more specific information about these particular keywords and will give you a better picture of how many people are actually using these words in their Google searches each month.

Aside from information about your chosen keywords, you will find information on other sets of relevant keywords. For example, in the case study keywords such as 'how to publish a book', 'how to get published', and 'how to publish an e-book' came up. Information about number of people who searched these words globally and locally was given for each. Another important piece of information that is offered here is how much of the competition is using these words. Optimally you want to use keywords that are searched often, but are not used by a lot of the competition.

The keywords 'how to publish a book', 'how to get published', and 'how to publish an e-book' are all very relevant to the course that Jay is trying to create. In fact, many of these keywords are extremely well-targeted. Using well-targeted keywords in your title will help to drive traffic to your course through Google. If you need to, take a little time to try out different keywords that are relevant to the course you want to create. Again, keywords that don't have a lot of competition and are searched often are the most helpful.



As you can see in the picture above, each keyword has a checkbox beside it. Checking the box next to the keywords that you like will enable to create a CSV file that lists them. So, after looking through all of the possible keywords that you might want to use in your title, begin checking the boxes next to all of the ones you like.

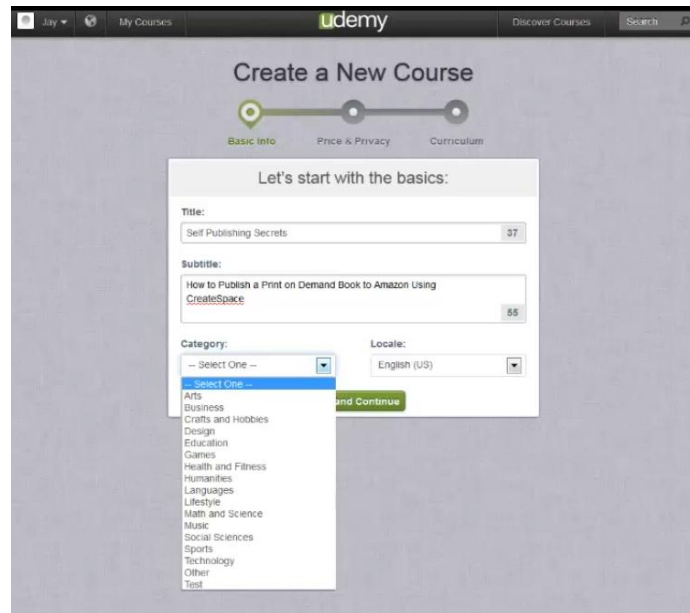
Now you can simply click on 'Download' (underneath the 'Keyword Ideas' tab) and then 'My Keyword Ideas' to save the words that you have collected. When you do, a menu will pop up. Set the format to 'CSV for Excel' and then click on 'Download'. You can now open the excel file that you just created and view the list of usable keywords. This report will also include information about the number of Global Monthly Searches, Local Monthly Searches, and other vital information for each one.

Now you can return to your Udemy page. Armed with the keywords that are best related to your topic, you can begin to decide which ones you would like to use for your courses' title. You don't want to just cram as many of these keywords into your title as you can. Take some time to choose the ones which make the most sense.

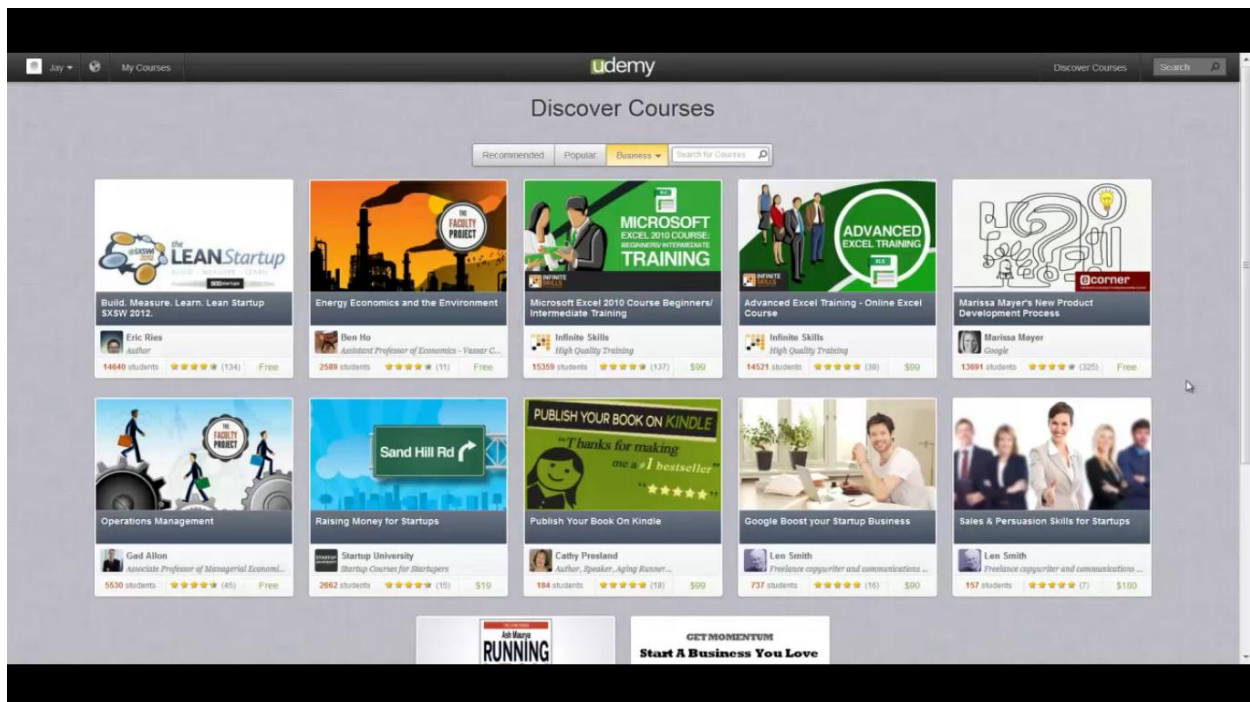
You want the words that you choose to be both relevant to your topic and completely self-descriptive. If you can, work in some benefits that may cause a person to want to purchase the course. You may also try to peak people's curiosity with your choice of words. All of these tactics will help your course to sell better.

You may notice that a lot of the keywords that were found in the case study started with the words "how to...". That is because most people perform their word searches with this type of phrase. Most popular courses begin this way as well. Use this to your advantage by shaping your course name in a similar manner to how people typically search. When naming your course, you should try to find a way to add a little more punch into your title. For this example, the title of the case study course ended up being 'Self Publishing Secrets'. This is because 'self publishing' was one of the most popular keywords related to the subject matter and 'secrets' created some intrigue.

The popular keywords 'How to Publish a Book' and 'Print on Demand' were also used in the subtitle. This should drive even more traffic to the course. So, the subtitle of the case study course ended up being "How to Publish a Print on Demand Book to Amazon Using CreateSpace" by no accident.



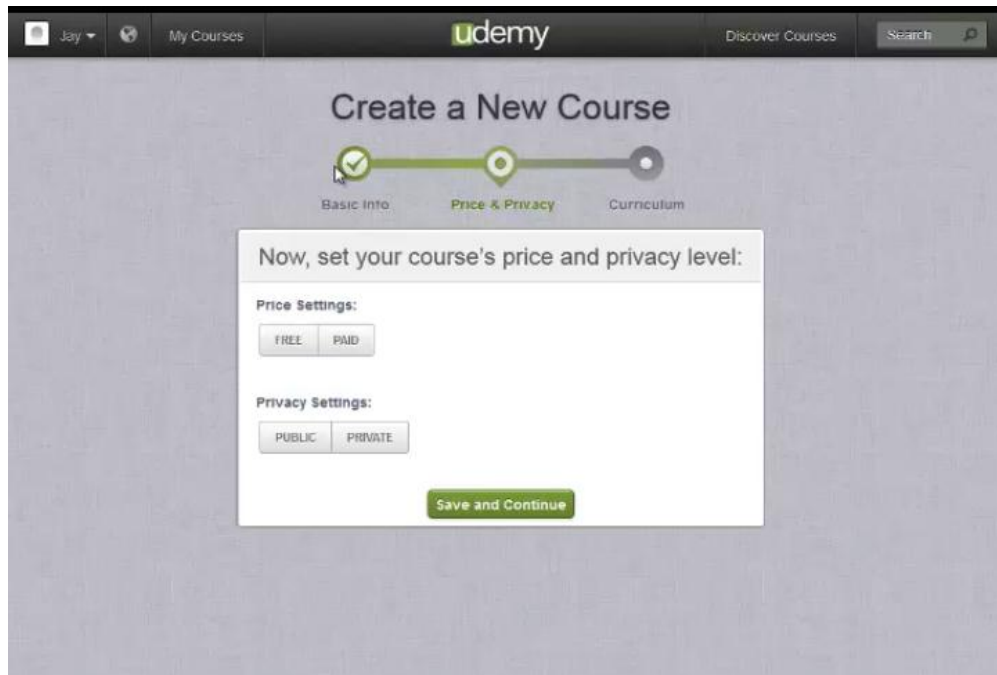
On UdeMy, you will also be asked to select a category for your course. Of course, you can just choose a category that you think will best fit your course. However, a better way is to do some research first. One reason is that some categories may not be browsed very often or have a low traffic flow. Another reason is that if someone has a course similar to yours, and is offering it for free, you're going to want to know about it. It is never a bad idea to check out the competition in any case. So, again leaving this page up, open a new tab and begin browsing the categories to see what other people on UdeMy are doing.



Begin by searching the 'Business' category for similar courses about self-publishing. Currently there is a course within this category that is doing very well. It is called "Publish Your Book on Kindle". It is being offered for 184 students at \$99 each. So, there is a precedent for self-publishing courses inside the 'Business' category. Business courses really do well on Udemy. For example, on this page there is a Microsoft Excel 2010 training course which currently has over 15,000 students each paying \$99 for the course. Education is also a very good choice of category because it is highly trafficked.

After you select the category that you would like your course to be included in, you will need to set your locale. You are likely to want to set this up as an English course, but that is absolutely up to you. Once you have chosen your locale you can hit 'Save and Continue'. This will bring you to next page, where you can begin pricing your product.

Setting the Price



The screenshot shows the Udeemy 'Create a New Course' interface. At the top, there is a navigation bar with 'Jay', 'My Courses', the 'udemy' logo, 'Discover Courses', and a search bar. Below the navigation bar, the main heading is 'Create a New Course'. A progress indicator shows three steps: 'Basic Info' (completed with a checkmark), 'Price & Privacy' (current step with a dot), and 'Curriculum' (not started with a dot). The main content area is titled 'Now, set your course's price and privacy level:'. It contains two sections: 'Price Settings' with 'FREE' and 'PAID' buttons, and 'Privacy Settings' with 'PUBLIC' and 'PRIVATE' buttons. A 'Save and Continue' button is located at the bottom of the form.

You have now completed the basic information page and have been taken to the 'Price & Privacy' page. This is very simple. You are simply being asked two questions: "Is this going to be a free product or a paid product?" and "Is the course going to be made for private or public consumption?"

There are several factors that effect this decision. They are:

- The size and scope of your training
- Topic selection
- How unique and attractive the topic is
- Your objectives

The objective for "Self-Publishing Secrets" is to generate sales. In that sense it is much like an Amazon book launch. The overall goal is to generate sales. In order to do so you'll need to generate some good reviews for your product. Obviously it is easier to do this at a lower price point. It may even be easier if you offer the course for free. Don't sell yourself short though. Your information is actually quite valuable, and it would almost be embarrassing to offer it for free. Plus, you should really get paid for your work. Really the best thing to do is to offer it at a lower price in order to generate some sales, interest, and reviews. Then, later you can go back and raise the price once you have some social proof.

Before you set your price, you should take a little more time to scope out the competition. So, head back over to the 'Discover Courses' page. Don't forget to open a new tab and leave the account setup page open as you do so.

This time, instead of searching through the course categories, search by your course's topic. If you were to search for self-publishing, you would find that there are several similar courses available. Almost all of them are paid courses and many of them are doing quite well. A course in Adobe Digital Publishing Suite, for example, is being offered for \$99 dollars and has 17 students, and "Self-Publish Weekend" is being offered at \$220 and has 24 students in all. So, people are spending money in this niche. That is great!

One of the lower-priced courses is being offered at \$29. It has 217 students. However, you have to wonder: How many of these students are actually paying full price for their course? How many of the students in Self-Publish Weekend are actually paying \$220, for example? There really is no way of knowing, but it is likely that the course was launched at a lower price point or for free. This is a great way to bring the number of students up. This would generate more reviews and make the class look more attractive too. Once the class was being noticed, the price of the course could have been raised to bring in better profits. Again, there is no way to know this for sure, but it is a tactic that is often used.

Right now, the point is to get an idea of what the competition is doing. Many of the self-publishing courses are set at \$99. So, it is likely that "Self-Publishing Secrets" is worth just as much. The course should be priced lower since there are no reviews for it yet, but it doesn't have to be offered for free. The wise thing to do in this case would be to set the price at about \$47 and see how it does. You can always go back and set it to a lower price if it doesn't do well. On the other hand, if it does well and generates good reviews why not come back and set it for a higher price?



The screenshot shows the Udemy 'Create a New Course' interface. At the top, there's a navigation bar with 'My Courses', the Udemy logo, 'Discover Courses', and a search icon. Below this, a progress bar indicates three steps: 'Basic Info' (completed), 'Price & Privacy' (current step), and 'Curriculum'. The main content area is titled 'Now, set your course's price and privacy level:'. Under 'Price Settings', there are two buttons: 'FREE' and 'PAID', with 'PAID' being the active selection. Below these is a text input field containing '\$47'. Under 'Privacy Settings', there are two buttons: 'PUBLIC' and 'PRIVATE', with 'PUBLIC' being the active selection. A mouse cursor is hovering over the 'PRIVATE' button. At the bottom of the form is a green 'Save and Continue' button.

Return to your account set up page and click on the 'Paid' button. Type in your decided price and then choose whether you want the course to be public or private. There are probably instances where it is a good reason to set this to private, but if your objective is to generate money then it would be best to make it a public course. So, click on the 'Public' button and then click on 'Save and Continue'. You are now ready to begin uploading the lectures, audios, and videos for your course.

Setting Up Your Course

Now you are ready to start organizing your course for Udemy. Here, of course, it is referred to as your curriculum. That is what makes this website stand out in comparison to others such as ClickBank. Here you are a teacher and you are viewed as an expert in your field. Therefore, you and your product are featured in the most favorable light.

duration: 4 hrs, 52 mins)

8

30 Day Money Back Guarantee

Lifetime Access - No Limits

Twitter

39

Like

Send

0

Share

0

-1

LECTURES:

Lecture 1: Presentation (04:02)

Lecture 2: About the Exercise files (07:24)

Lecture 3: Essential DPS Exercise Files (11:41:48)

SECTION 1: Introduction to DPS

Lecture 4: What is a digital publication (06:26)

Lecture 5: DPS subscription alternatives (06:35)

Lecture 6: Welcome to Creative Cloud (03:51)

Lecture 7: DPS Workflow Overview (03:55)

Lecture 8: Installing DPS Tools (03:47)

SECTION 2: Layout and Design

Lecture 9: Setting up a New Document (05:33)

Lecture 10: Basic Layout (06:41)

Lecture 11: Formatting Text with Style (08:41)

Lecture 12: The New Conveyor and Text Links (08:14)

Lecture 13: Creating Alternate Layouts (08:41)

Lecture 14: Scale and re-center (04:11)

Lecture 15: Guide based rules (08:30)

Lecture 16: Defining Objects as a Role (03:32)

SECTION 3: Adding Interactivity

Lecture 17: Basic hyperlinks (06:17)

Lecture 18: Link to articles and pages (07:46)

Lecture 19: Creating a Slideshow (10:27)

Lecture 20: Creating a Pop-up window (09:24)

Lecture 21: Importing video (08:39)

Lecture 22: Video Masking (08:28)

Lecture 23: Creating a video cover (12:52)

Lecture 24: Video Cover Part 2 (10:41)

Lecture 25: Recording Audio (07:22)

Lecture 26: (06:17)

Lecture 27: (07:46)

Lecture 28: (10:27)

Jose M. Ramos
Adobe DPS Evangelist, Latin America

Upon graduating from the Art Institute of Fort Lauderdale in 1990, José M. Ramos has exercised his vocation as a designer and digital illustrator for over 20 years. José is an Adobe Certified Expert (Design Master) in Illustrator CS5, Photoshop CS5, InDesign CS5 InCopy CS3 and Acrobat Pro 9. He's co-author of L&V InDesign CS5 by Peachpit Press and Adobe Press.

In 2007, he founded the Puerto Rico chapter of the InDesign User Groups, opening the doors for other Latin American chapters to join.

In 2005, José joined iconize.me.com a popular online icon/portrait service. Since then, he's designed hundreds of personalized vector icons using Adobe Illustrator. His work, along with the work of his fellow colleagues, has been featured in many popular news media and Technology shows.

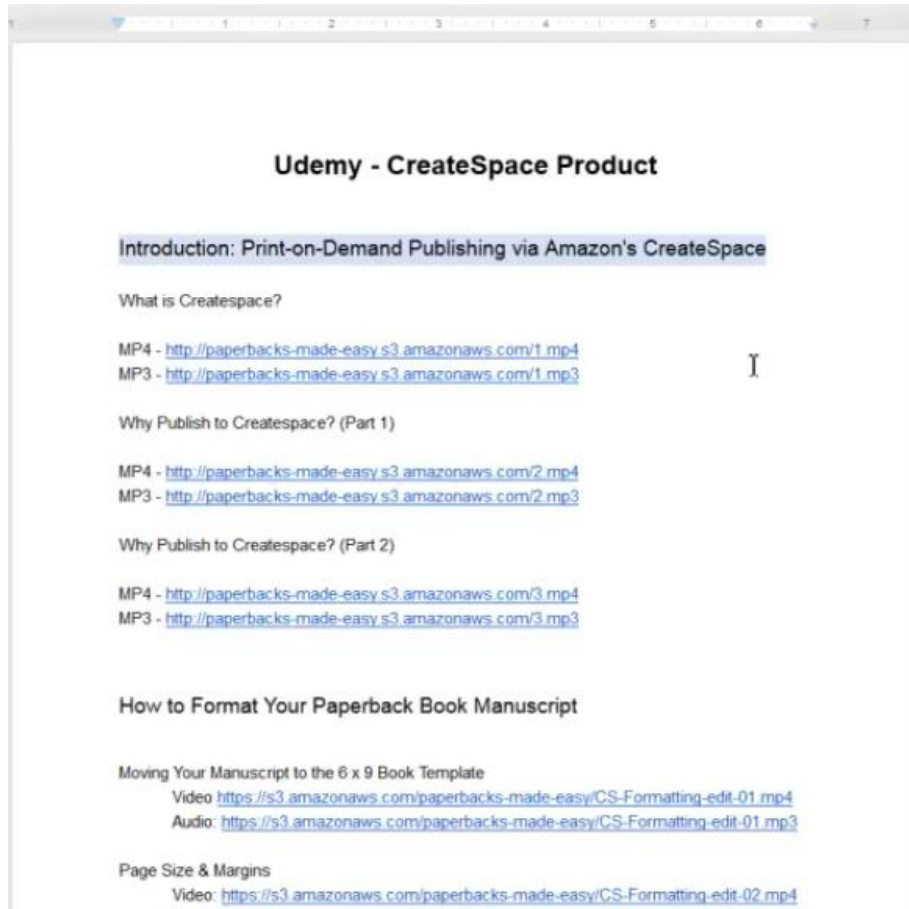
As owner of InDesign Training Puerto Rico, José is a consultant and trainer for print publishing professionals. He's also a popular speaker at Graphic Design Conferences as well as Adobe User Groups. As such, he's been a contributing writer for trade publications in Spanish, such as InNews Magazine and Digital Design Magazine.

Late in 2008 José teamed up with the online training company Video2brain. Video2brain is the leading Online training company for Spanish, German and French speakers around the World. Among José's current video2brain videos are: Adobe InDesign CS5 New Features (Spanish), Adobe InDesign CS5 Basic course (Spanish) and Adobe Illustrator CS4 IconizeMe (how to design icons with Adobe Illustrator CS4). In 2009 he was invited to join the Adobe Community Professional's program for his commitment in sharing his expertise with the world-wide Adobe community.

José lives in a cozy country home in Puerto Rico with his wife and his super-powered son.

Twitter Facebook

The picture above is an example of how your courses will be laid out once you have finished this process. As you can see all of your lectures will be separated into various sections. Most of these are videos, but you can also upload mp3 and PDFs for your course material.

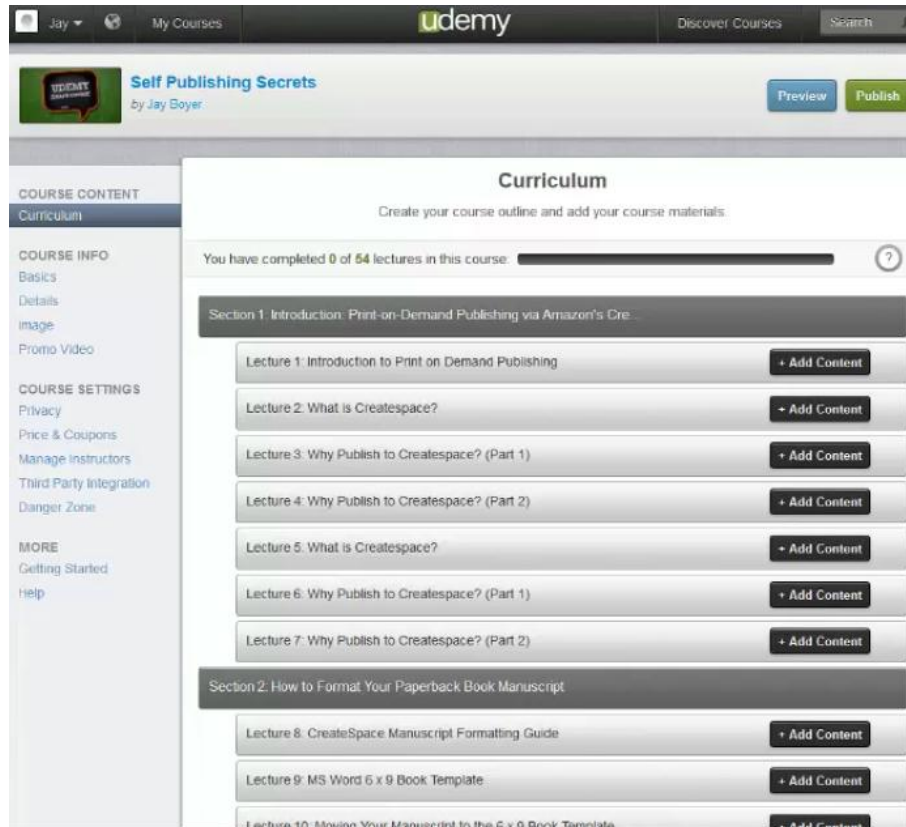


You will obviously need to prepare the information for your course beforehand. You should do the same. You can use the picture above as an example of how to organize your information before making your upload. When you are naming your lectures, open this document so that you can refer to it as needed. Now, go back to the Course Creation page and click on the 'Section 1' box to name the first section of your presentation.

For "Self-Publishing Secrets" the first document that will be uploaded is a PDF which introduces the course. So, the first lecture was labeled "Introduction to Print on Demand Publishing". You can begin your course in any way you desire. For example, you can have a PDF that serves as an introduction to the course or you can provide your students with a sample of a book that you have created. You can also use video, audio, or even a PowerPoint presentation to introduce your course.

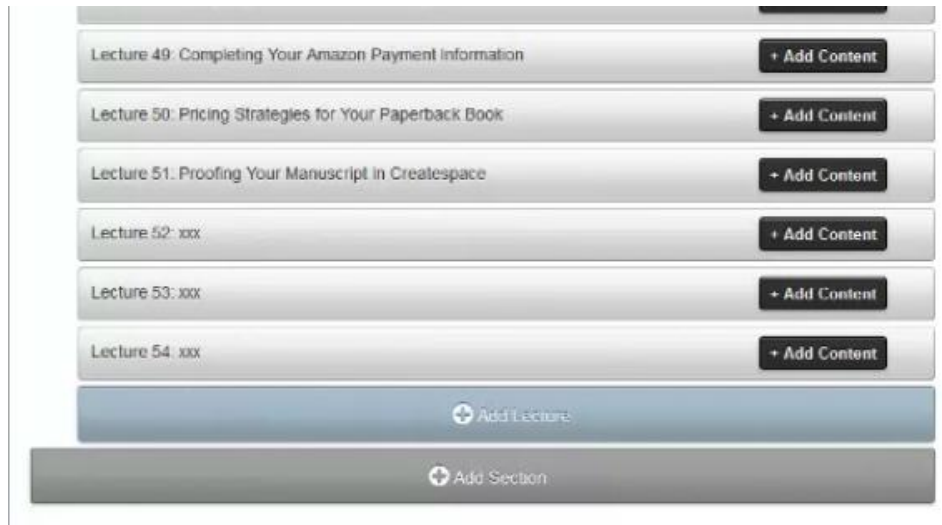
Continue to create a structure for your course. Label each section of the course carefully, taking into account the corresponding components that you have prepared for each lecture as you do so. Remember to present your content in a logical fashion. Once you have labeled each section of your course, click on 'Finish and Save Draft', and you will be taken to the 'Getting Started' page. This page is a guide on how to plan, create, publish, and promote your course.

Uploading Content to Your Course



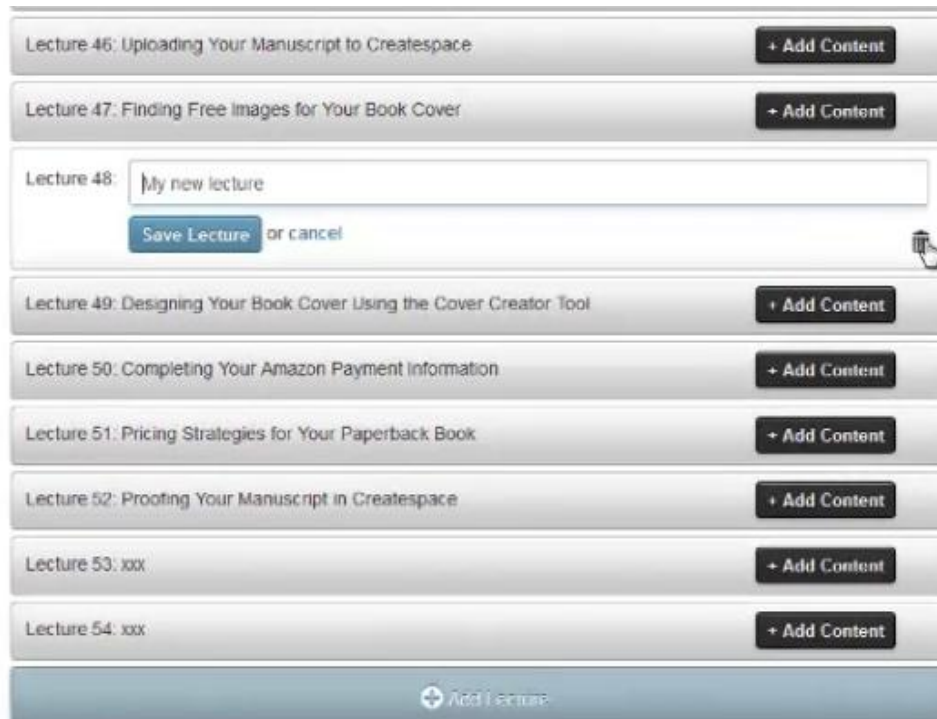
The picture above demonstrates how your curriculum will be organized. This is the page in where you can upload your PDFs, PowerPoints, videos, and audio files to be added to your course. It seems like there is a lot of content here, but what it is really comprised of is the same information provided in three different formats. This is the idea behind three-in-one product creation. The videos were made, and then the summarized in a PDF document. Then, mp3 audios were made out of each lecture, so that people can download them to their iPod or iPhone and listen to the lecture.

Setting up courses in this way really does increase the value for consumers here at Udemy. Not only does this make your course look as though it has more content than it really does, but it will also be looked upon as being a more professional class by the students. People learn in different ways. Some learn visually, some audibly, and some by written word. People really do appreciate having these different forms of content available to them. So, when your course is compared with a similar course with only video content available, for example, your course will look far more promising. This will give you an edge over the other product creators here at Udemy, even though your course may hold less information overall.



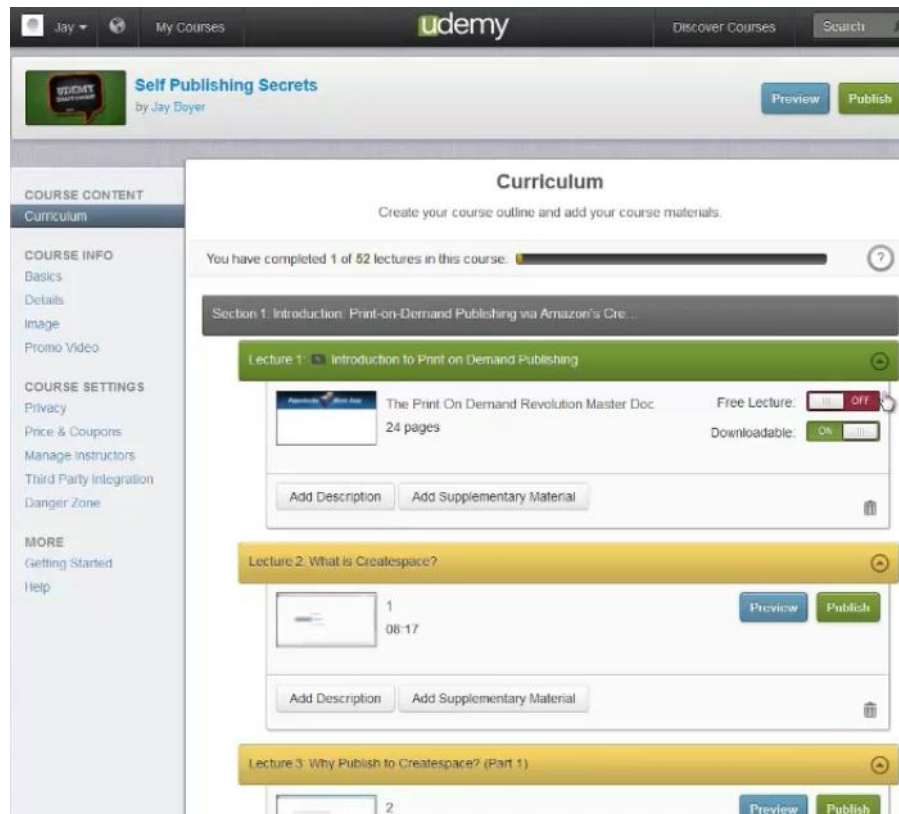
If you look at the picture above, you'll see that there are three lessons at the bottom that are marked by "xxx". These are dummy courses that were created for the course. The reason you would want to make dummy courses such as these is because at some point you cannot go back and add lessons later on. So, this is a little trick for you to remember. Making these dummy courses will allow you to add content to course later on if you need to.

Udemy makes it very easy to add content to your lectures. You simply click on the '+ Add Content' button. Afterwards, you will be asked to specify the format of your content. When you do this the website continues to guide you, giving you tips on the system requirements for each format. For example, if you choose to upload a video, the website lets you know that you need to use an ".mp4, .mov, or .flv file no larger than 1.0 GiB". It will also provide you with recommendations for the videos length, resolution, etc. This is very helpful. Click on the 'Upload' button and you can browse through your files to find the file that you wish to upload. It is best to have your files organized before you start this process.



Continue uploading the content for each lesson. You can reorganize your lectures as you need to. You can also click on the right side of each bar to move them up and down. You may change the name of each lecture by clicking on the text. You can delete lectures as you move along as well. You just click on the text to open up the box to edit the information and then click on the trashcan.

Configuring & Publishing the Content



Now that your content is uploaded, it is time to begin publishing it. You can see in the picture above that the first lecture of our case study “Introduction to Print on Demand Publishing” has been published. Once you have published it you have the opportunity to offer it as free content, which means that anyone can access it even if they have not purchased the course. You also have the choice of whether or not to allow people to download the lecture. The case study lecture shown above is set to be downloadable; as you can see, the setting has been turned “ON”. It is not being offered for free, however.

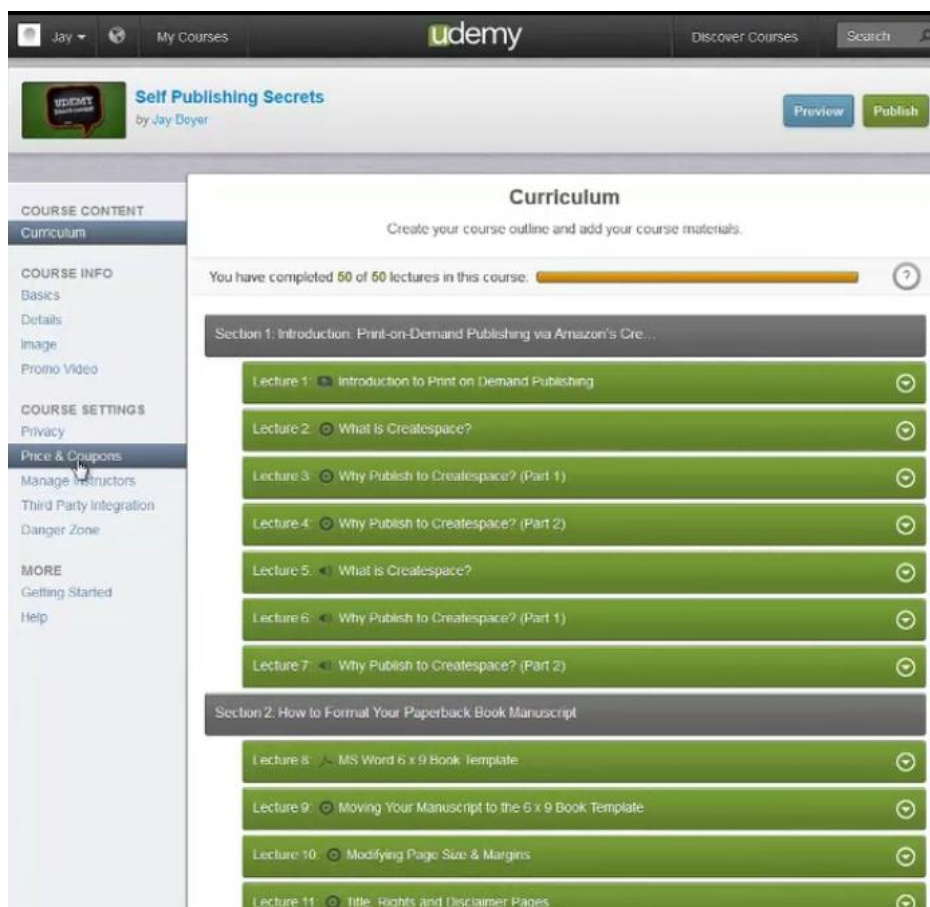
It is up to you whether or not you will let people download your information. In the Self-Publishing Case Study the audio files and PDFs were available for download. Particularly, you may want to let people download the audio files. This way they can download it to their music player and go on their way. That is really the advantage of using the audio in the first place.

You can also add a description or extra material to each lecture. After you have chosen your settings and are sure that you have included everything you wish to include to a lecture, you can simply hit the

'Publish' button and your lecture will be available to others. Of course, it would be advisable to preview your lecture before publishing it.

Once you hit the 'Publish' button, the bar for each lecture will turn from yellow to green. As you go through and hit 'Publish' for each lecture, be sure that your settings are correct. It is probably best that you don't want to allow all of your content to be downloadable. You really don't want your course to be showing up on black-hat sites. So, as you go through and publish each lecture, be sure and double check that everything that you don't want to be downloaded is set to 'off'. You also want to make sure that everything you want to charge for is not set to be available for free.

Becoming a Premium Instructor for Paid Courses



If this is the first course that you are charging for, then you have to apply to be a 'premium instructor' before you can list it. In order to do this, you begin by clicking on the 'Price & Coupons' tab. This can be found on the side panel to the left under 'Course Settings'. On the top of the 'Price & Coupons' page you will see a yellow notification telling you that you need to become a premium instructor in order to charge students. Click on the 'Apply' button and the page will open up to a 5-step wizard. You will use this wizard to go through the application process.

Your name should appear in the fields automatically. Underneath you will see a 'Headline' field, where you need to add your professional title. So, if you are an expert at something, enter it here. For the case study, Jay Boyer entered: Best-Selling Author & Online Publishing Coach.

The next step is to write your biography. This has to be at least 200 characters long. Don't worry at all about doing this. This is a great opportunity for you to enhance your credibility and create some social proof. If you can find a way to include a sales pitch within this biography this is a good idea. For the case study, Jay wrote the following for his biography:

Jay Boyer has shown hundreds of people how to write, publish, and profit from their books with the largest book retailer in the world – Amazon.com. He has published seven #1 Bestselling Books in both paperback and eBook format, and has helped dozens of authors reach #1 at Amazon for their own self-published books.

Although Kindle is all the rage these days (and for good reason) paperbacks will never go out of style. In fact, many paperback books outsell their eBook versions by a margin of 2 to 1.

Did you know that you can publish a paperback book for free to Amazon in as little as 60 minutes...even if you've never done it before! It's easy once you know how. You just need to format and submit your manuscript correctly, and you can be making sales at Amazon in a little as 24 hours!

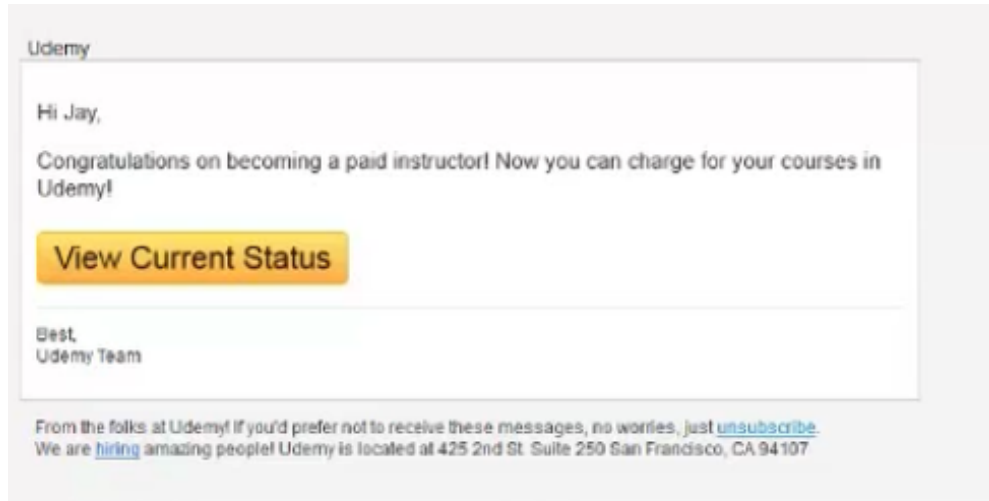
In this course Jay will show you how to potentially double your book royalties by publishing a paperback to Amazon via CreateSpace.com.

There are some formatting tools available in the message window. For instance, you can bold your lettering or use bullets. They even give you the ability to link out from your biography. This means that you can link this biography to your blog or Facebook page. Linking out to a website that has a description of you will give people the ability to gather more information about you and what you do. So, doing this in the right way will give you the opportunity to enhance your credibility or maybe even make some extra sales. You don't want to get too carried away, however. It is important that your application is approved.

After you finish writing your biography, you will be asked for your billing address and phone number. Finally, you can click on 'Save and Continue'. The next step will be to upload an image that you would like to use on your profile page. Of course it is best to find a picture in which you look professional. The image can be in the follow formats: .jpg, .jpeg, .gif, .png, .bmp. When you are ready, click the 'Upload Image File' button to browse your hard drive and find the image that you want to use. You can crop your image within the Udemy page if you need to. Simply click on 'Save and Continue' when you are done.

You will then be brought to the Terms of Service page. Be sure to read the Terms of Service thoroughly. Luckily, it is short and to the point. If you agree with the terms, then you should check the box on the bottom of the page and click on 'Save and Continue' again.

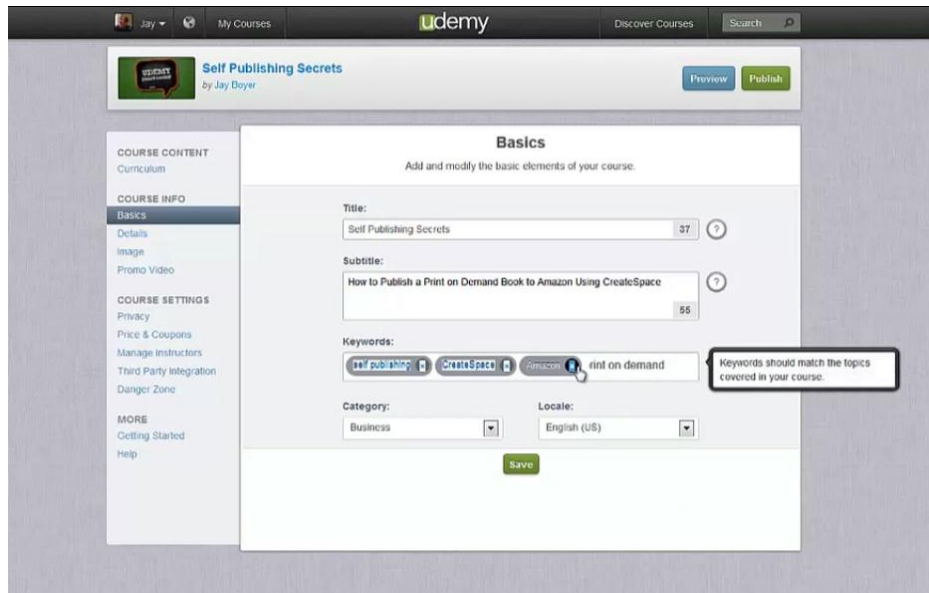
After you finish this you will be asked to join the Udemy Affiliate program. According to the website, they drive over \$100,000 in course sales for the website each month. Basically, it says that they will help you to promote your course if you agree their terms of service. If you would like to do this, simply click on the box saying that you agree to the terms. There are some other programs available for you to join. Again, be sure to read all of the terms of service before checking the box below each one.



You will be paid through PayPal. So the final step will be to provide your PayPal information. Fill out this information as accurately as you can. When you are done, simply click 'Save and Continue' again and the wizard will close. You will be taken to a page stating that they have received your application, and you will have to wait for a reply in your email. This typically takes about 2 hours. If you are approved, you will receive an email like the one above.

You only have to go through this process the first time you decide to charge for a course. Once you have been approved, you can charge for any and all of your courses. It is not hard to be approved at Udemy. They are trying to populate the site, so as long as your material is not obviously sub-par you don't have anything to worry about.

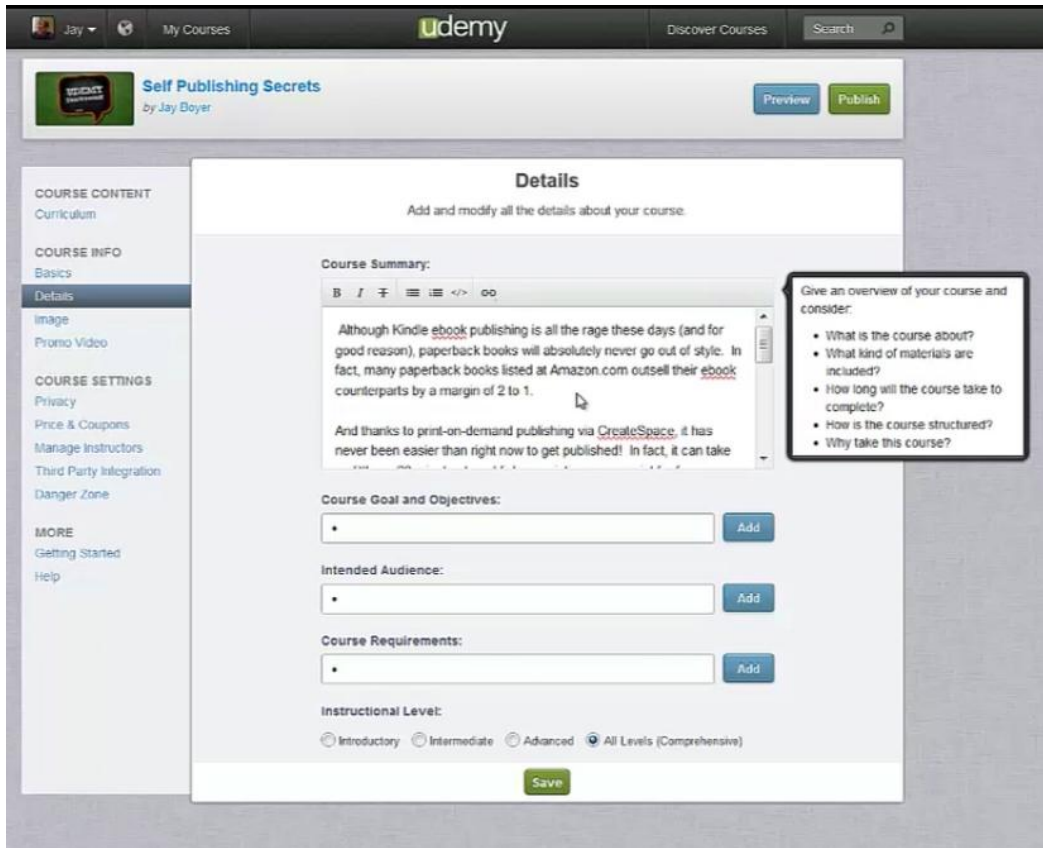
Creating Keywords for the Course Listing



There is only a little more to do in order to complete your course setup. One of the things left is to make sure people can find your course. To continue setting up your course return to your curriculum page on Udemy. On the left-hand panel, under 'Course Info', click on 'Basics'. This will bring up a page where you can add in the keywords necessary for people to be able to find your course and purchase it. If someone goes to Udemy and searches for a particular topic, you want your course to come up on the first page. Ask yourself what people would be typing in the search box in Udemy in order to find your course. This is vital for the success of your course.

For the case study course, "Self-Publishing Secrets", the keywords that were used included: self publishing, CreateSpace, and Amazon. Once you have chosen the keywords that you think are best for your course, type them into the 'Keyword' field and click 'Save'. Afterwards you will be returned to the curriculum page.

Creating a Course Summary



Again, look under 'Course Info' on the left-hand side panel. Then click on 'Details'. On this page you will be able to create a course summary. This is what will show up on your course listing page, and it will be a description of what people can expect once they begin your course. So, it is very important that you do this well. You're also going to be adding in some goals and objectives about your course as well as course requirements, and details about your intended audience.

The course summary is not very hard to create. The Udemy website also gives you a lot of advice on what to include in your summary. According to the site you should give an overview of your course and consider the following questions:

- What is the course about?
- What kinds of materials are included?
- How long will the course take to complete?

- How is the course structured?
- Why take this course?

You can use Jay's summary to serve as an example of what to write as well. The summary for the self-publishing course states:

Although Kindle eBook publishing is all the rage these days (and for good reason) paperback books will absolutely never go out of style. In fact, many paperback books listed at Amazon.com outsell their eBook counterparts by a margin go two to one.

Thanks to print-on-demand publishing via CreateSpace, it has never been easier than right now to get published! In fact, it can take as little as 60 minutes to publish an existing manuscript for free as a paperback book to Amazon...even if you've never done it before. You simply need to know how to format and submit your manuscript correctly and you can be making sales at Amazon in as little as 24 hours.

In this course I will show you how to potentially double your Kindle eBook royalties by publishing the same manuscript to CreateSpace as a print-on-demand paperback via CreateSpace.com. You'll enjoy dozens of studio-quality videos, audios, pdf guides, and even a cut and paste formatting template inside this course at a very low introductory price. Invest today and you'll receive a 6 video bonus courses on how to get your book listed on Page 1 of Google.

As you probably noticed, Jay's course summary was basically a revamping of his biography letter, with a little information added in about what will be included in his course. He also threw in some of the benefits of taking his course. When you create your own summary, you will also need to include benefits that would entice the reader into taking your course. In fact, this is the most important part of your summary. Remember that you are trying to get people to purchase your course. So, you have to think in terms of "what's in it for my potential customer, and what would make them choose my course over a similar course?"

Before filling out this form it is wise to go see what the most successful courses in Udemy are doing. You should always model after things that work. After all the creators of these courses must be doing something right in order to be making the amount of sales that they are. So, before filling out the rest of the fields the 'Details' page, head over to the 'Discover Courses' page and click on 'Popular'. This will bring up the courses that are most subscribed to in Udemy.

Currently, the most popular course is a Microsoft Excel 2010 training course. It has 15,775 students each paying \$99 apiece. Whoever has created this course is obviously making a lot of

money. Obviously this would be a great course to model after. If you click on the course, you will be led into the course's sales page.

Upon opening this page, you will immediately notice that it includes a summary just like the one you just finished creating. You will want to read this to see if there are any points that you can add to your own summary. In a white box on the right side of the screen you will see the course's 'Content and Goals'. As you can see these are listed by bullet point. Bullet points are generally no more than one line long and they are benefit-oriented; furthermore, they are there to generate curiosity and pique the interest of potential buyers.

Take a little more time to find other successful courses to model after as well. Ask yourself what they are doing differently than you and why you think that their course is selling so well. There is no doubt that you will make a lot more money on Udemy if you have an understanding of what the top-selling course creators are doing. Look at what types of products and topics they cover, what is included in their sales page, and what they are saying about themselves as instructors. Again, don't be afraid to model after others. What they are doing is working for them for a reason.

When you are done scouring successful course on Udemy, return to the 'Details' page. Your next step is to fill out the 'Content and Goals' section of your course description. In the 'Self-Publishing Secrets' course description, the following is listed in the 'Content and Goals' section:

- Discover how to publish a paperback book to Amazon for FREE in less than 60 minutes...even if you've never been published before!
- Learn how to order unlimited copies of your book at a wholesale price at CreateSpace.com
- "Double dip" on your Amazon book royalties by publishing the very same book to eBook and paperback format.
- Create a paperback book cover quickly and easily using a "secret" software tool and royalty-free images.
- Get your book stocked in retail book stores and libraries by using exclusive expanded distribution channels.
- Earn up to 40% royalties from your book sales by leveraging free Amazon traffic and get paid every month!

Notice how each one of these 'course goals' are written in way that they seem beneficial to the buyer. This is going to help the 'Self-Publishing Secrets' course bring in a lot more people. It is simply human nature for people to want to know what's in it for them, especially if they are

going to purchase something. So, in order to make the sales that you want you will have to learn to think in terms of what will appeal to your customer.

Continue by filling out information about the intended audience. These are the people that the course is intended to help. If you have any requirements for the people that are taking your course, you will want to list them as well. At the bottom you will also want to mark the instructional level that your course is intended for. Click on the 'Save' button to move on.

If you scroll back up to the top of the page, you will see a 'Preview' button. Click on this to preview the page that you have just created. By looking at the picture below, you can see how the "Self-Publishing Secrets" course page turned out as well.

by JAY BOYER

Although Kindle ebook publishing is all the rage these days (and for good reason), paperback books will absolutely **never** go out of style. In fact, many paperback books listed at Amazon.com outsell their ebook counterparts by a margin of 2 to 1.

And thanks to print-on-demand publishing via CreateSpace, it has never been easier than right now to get published! In fact, it can take as little as 60 minutes to publish an existing manuscript for free as a paperback book to Amazon... even if you've never done it before. You simply need to know how to format and submit your manuscript correctly, and you can be making sales at Amazon in as little as 24 hours.

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30 Day Money Back Guarantee **Lifetime Access - No Limits**

SECTION 1: Introduction: Print-on-Demand Publishing via Amazon's CreateSpace

- Lecture 1: Introduction to Print on Demand Publishing (24 pages)
- Lecture 2: What is Createspace? (06:17)
- Lecture 3: Why Publish to Createspace? (Part 1) (06:01)
- Lecture 4: Why Publish to Createspace? (Part 2) (07:44)
- Lecture 5: What is Createspace? (06:07)
- Lecture 6: Why Publish to Createspace? (Part 1) (07:51)
- Lecture 7: Why Publish to Createspace? (Part 2) (07:28)

SECTION 2: How to Format Your Paperback Book Manuscript

- Lecture 8: MS Word 6 x 9 Book Template (04:00)
- Lecture 9: Moving Your Manuscript to the 6 x 9 Book... (05:00)
- Lecture 10: Modifying Page Size & Margins (05:06)
- Lecture 11: Title, Rights and Disclaimer Pages (04:11)
- Lecture 12: Font Selection & Size (04:12)
- Lecture 13: Creating Chapters & Headings (06:24)
- Lecture 14: Adding Images to Your Manuscript (04:00)
- Lecture 15: Customizing & Adding Value to Your Book (03:33)
- Lecture 16: Monetizing Your Book with "Book Hooks" (05:20)

Content and Goals

- Over 50 lectures and 6.5 hrs of content!
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- "Double dip" on your Amazon book royalties by publishing the very same book to Kindle ebook and paperback format.
- Create a paperback book cover quickly and easily using a "secret" software tool and royalty-free images.
- Get your book stocked in retail book stores and libraries by using exclusive expanded distribution channels.
- Earn up to 40% royalties from your book sales by leveraging free Amazon traffic (and get paid every month!)

Instructors

Jay Boyer
Best-Selling Author & Online Publishing Coach

Jay Boyer has shown hundreds of people how to write, publish, and profit from their books with the largest book retailer in the world - Amazon.com. He has published seven #1 Bestselling Books to in both paperback and ebook format, and has helped dozens of authors reach #1 at Amazon for their own self-published books.

Although Kindle is all the rage these days (and for good

Getting Images for the Course Listing

The page looks pretty good. However, you don't have to settle for the Udemy image that is automatically provided. There are stock photos that you can find which are royalty-free and won't cost you anything to use. Finding an image of your own will make your page stand out a lot more, especially since most people just settle for the Udemy image. The new image above the "Self Publishing Secrets" course page was found at Stock.XCHG (sxc.hu).

Warning: This course is in draft mode. Jay Boyer is still putting content to the course.

Self Publishing Secrets

How to Publish a Print on Demand Book to Amazon Using CreateSpace

Take This Course \$47

Have a redemption code? Redeem it

by JAY BOYER

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- Learn how to order unlimited copies of your book at a wholesale price at CreateSpace.com
- "Double dip" on your Amazon book royalties by publishing the very same book to Kindle ebook and paperback format
- Create a paperback book cover quickly and easily using a "secret" software tool and royalty-free images.
- Get your book stocked in retail book stores and libraries by using exclusive expanded distribution

In order to find an image on this site, you will have to open an account. However, it is free to do so. Many of the images found on this website are royalty free. There are also images that you can pay to use, but it is easy to tell them apart because they usually appear in bands on the top and bottom of the page.

If you find an image that you like, you can be sure that it is royalty free by clicking on the image. This will open up the thumbnail, and to the right there will be a grey box which lists information about the image. Within this box, look under 'Usage' and it will tell you whether or not it is royalty free.

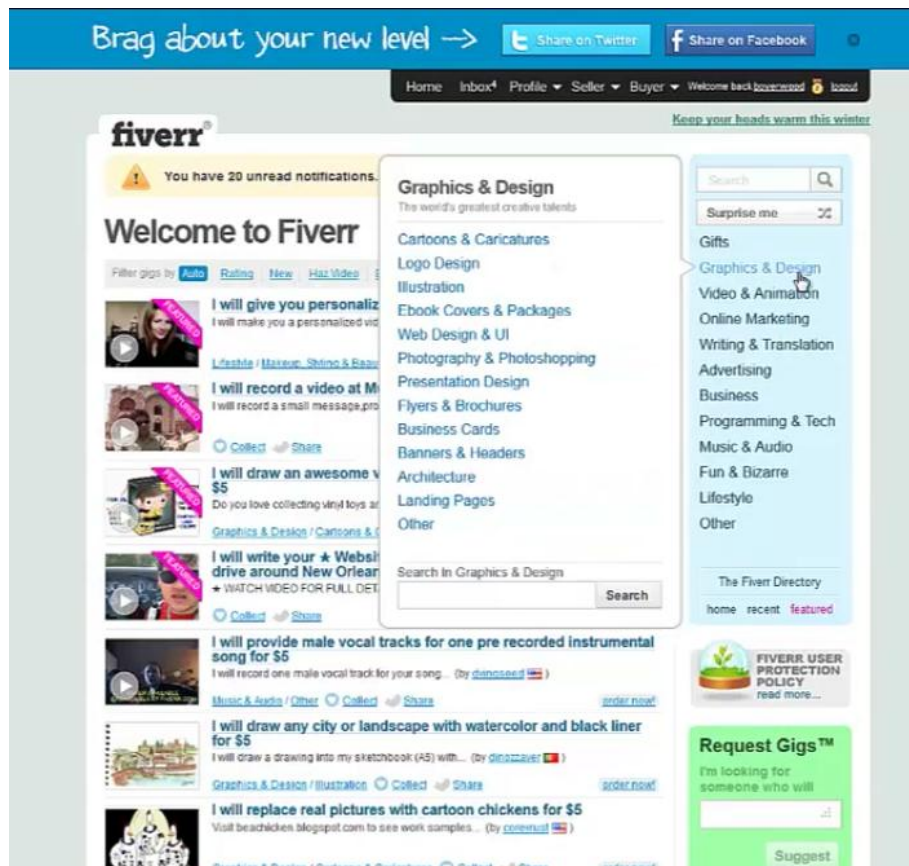
You will want to find an image that fits your course. For example, Jay searched pictures of books to find something that was well-suited for his self-publishing course. The image should also be neat and interesting enough to attract the attention of consumers. By clicking on the image you will be able to see it full-sized. It is really better to use a larger image because you may want to use it in a number of different ways and it looks better if you size it down, rather than sizing it up.

When you find an image that you like, and you are sure that it is royalty free, simply right-click on the image and click on 'Save Image As...' or "Save Picture As...". Save it to any folder that you like. In order to use it properly, you will need to resize the image to make it smaller. You can modify your image within Udemy, but it is not the best. It is better to use Paint, Photoshop, or any other imaging program you have. If you don't have one, there is a free image editor that you can use online; you can access it at Paint.net.

To find out what size you need your image to be in Udemy, go to your curriculum page. Again, look under 'Course Info' and click on 'Image'. According to the website, your image should be a minimum of 480x270, but they recommend that it is 960x540 in order for it to look good on an iPad or tablet. Jay actually doubled that size, making it 1920x1080, so that he could use it to make a promotional video for his course as well. (That is why it was important to find a larger image.) If you are starting with an image that isn't large, it is better to re-size it according to the Udemy recommendations so that you don't lose resolution.

Go back to your image editor and resize the picture accordingly. Save your picture again. You will want the picture to be saved in the following formats: .jpg, .jpeg, .gif, .png, .bmp. It is usually best to save it as a JPEG.

As you can see, it doesn't take much money or much effort to get a professional-looking image for your course's page. This is much better than just using the Udemy stock photo that they will place on your website if you don't upload one of your own. As you can see, in the picture above, this picture will work very well.



If you have the right skills, you can do even better by designing a picture of your own for your class. If you don't have the skills or the time, you can still get a professional image designed for your course very cheaply at Fiverr.com. Fiverr.com is a fantastic website. Here you can find skilled contractors that will complete a task that they are skilled at for only \$5. For example, you can get someone to write an article for you or you can get some basic coding done; you can also get videos made, audios rendered, etc. Really, just about anything under-the-sun is offered here.

If you are looking for someone to do some design work for you, go to Fiverr.com and click on 'Graphics & Design'. There are a number of subcategories for 'Graphics & Design' that you can choose from as well, such as Illustrations or Presentation Design. You can find this on the menu to the right-hand side of the homepage. (The picture above illustrates this.) You can sort the search results as well to further specify what you are looking for. It is recommended that you sort your search by rating, that way the best-rated contractors come up first. If you can find someone with a lot of good reviews, but few or no negative reviews, that is a good contractor to go with. Some contractors offer an 'Express' gig, which means that they can do the work quickly. These are great to use if you are in a hurry to get this done.

Some of these contractors are better than others. Once you find one that you like, you can usually contact them again and again. For \$5 a gig, you really can't expect much. On the other hand, when searching through contractors you will be amazed at what talents people possess

and what they can do in such a short period of time. You really can't beat the prices here at Fiverr.com and the quality that you get from this site is often worth much more than what you pay for it.

The picture above was created for the Self-Publishing case study. It was created by a vendor from oDesk. As you can see, it is a good fit for what it will be used for. For the self-publishing course, Jay selected his usual designer, Nisha, to do the work. When he messaged Nisha, he specified what he needed done very clearly. Clear communication such as this will make it much easier for your vendor to do his or her job. You can use Jay's letter as an example of how to request your design:

Hey Nisha!

I need a 1920x1080px image that will become my Udemy product image similar to the ones found on this page (only cooler): <http://www.udemy.com/courses>.

The title of the course is: Self Publishing Secrets

The subtitle is How to Publish a Print on Demand Book to Amazon Using CreateSpace

Re: Imagery, anything related to Amazon, paperback books, and money will work.

Please let me know if you have any questions.

Thanks very much!

JB

Notice that Jay shared the link to Udemy so that Nisha could understand what he was to create. He opened the door for Nisha to contact him if he had any questions as well. Again, clear communication is vital; otherwise you will be going back and forth a lot more. Nisha was able to finish this picture within 24 hours because of his clear instructions.

When you receive the picture from your contractor and you are happy with it, save it to your hard drive. You can then return to the 'Image' section of Udemy and upload your image. The website will make you to crop the image. If it is the right size, you don't need to. So, just select the corner of the cropping tool, pull it down to select the entire image. Next, click 'Crop Image' and then 'Save'.

Udemy

Warning: This course is in draft mode. Jay Boyer is still putting content to the course.

Self Publishing Secrets

How to Publish a Print on Demand Book to Amazon Using CreateSpace

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- "Double dip" on your Amazon book royalties by publishing the very same book to Kindle ebook and paperback format.
- Create a paperback book cover quickly and easily using a "secret" software tool and royalty-free images.

Jay's image would look very professional when compared with the other ones, especially when it is compared with the ones that simply marked with the Udemy image. You can preview what your page is going to look like by clicking on the 'Preview' button on the top left your course setup page. The picture above shows how the new image appears on the 'Self Publishing Secrets' page.

Creating a Promo Video for the Course Listing

It has taken a lot of work, but your course is no close to being completely set up. By this point you have:

- Uploaded your content
- Named your course
- Created a description
- Created a biography for yourself
- Uploaded your picture
- Created an image to represent your course

Now it is time to create a promotional video. This video is going to be placed on your sales page. Udemy does not require that you create a promotional video, but you really should. This will allow people to get a glimpse of what is included in your course, and it will give you the opportunity to highlight some of the benefits of your course. This will also allow you to let people know a little more about you, your expertise, and why you are qualified to teach this course. Most importantly, it is another opportunity to tell people why they should purchase your course. Plus, if you don't create a promotional video the first video training in your course will play here instead.

Creating a promotional video is easier than you might think. The steps will be broken down for you here. Begin by clicking on 'Promo Video' which can be found under 'Course Info' in the control panel on the left-hand side of your screen. A new screen will open and the guidelines for creating your video will be shown. For example, Udemy tells you that your video file must be in the following formats: .avi, .mpg, .mpeg, .flv, .mov, .m2v, .m4v, .mp4, .rm, .ram, .vob, .wmv, .bin. According to the website, your promotional video should be 1-2 minutes long and let your students know:

- Who you are and why you are an expert on the topic of your course
- The main goals and objectives of your course
- The instructional level your course is geared toward

- The intended audience for your course
- Exciting reasons a person should take your course

The last reason is the most important one. You want to think in terms of what the benefit is for the user. In other words, you don't want to just highlight the features of your course. You want to let the user know why they should take this course. In other words, "what's in it for them?" So, your video should cover not just what is included in your course but why it is useful. Doing this well will drive the sales for your course and make it far more successful.

There are a number of ways to create your video. In fact, you can even use your iPhone to do this. Of course, you will want to make your video as professional looking as possible. So, you should set it up on a tripod to steady the camera and use a whiteboard for your background at the very least. If you are going to be shown in your video, be sure that you look and act like as professional as you can.



Another way to make your video is to use a screen capture tool. For our case study, a tool called Camtasia was used. Camtasia was created by a company called TechSmith. You can find it on TechSmith.com or you can just Google 'Camtasia' to find it. This tool is available for both a PC and a Mac. However, the Mac version has a reputation of not working very well. Instead, a similar tool called ScreenFlow is available for Mac users and is said to work much better.

One thing that is great about Camtasia is that there is a free 30-day trial for the program. Within this 30-day you can create a lot of videos. So, if you want to, you create your promotional videos and all the videos for your course within this period of time.

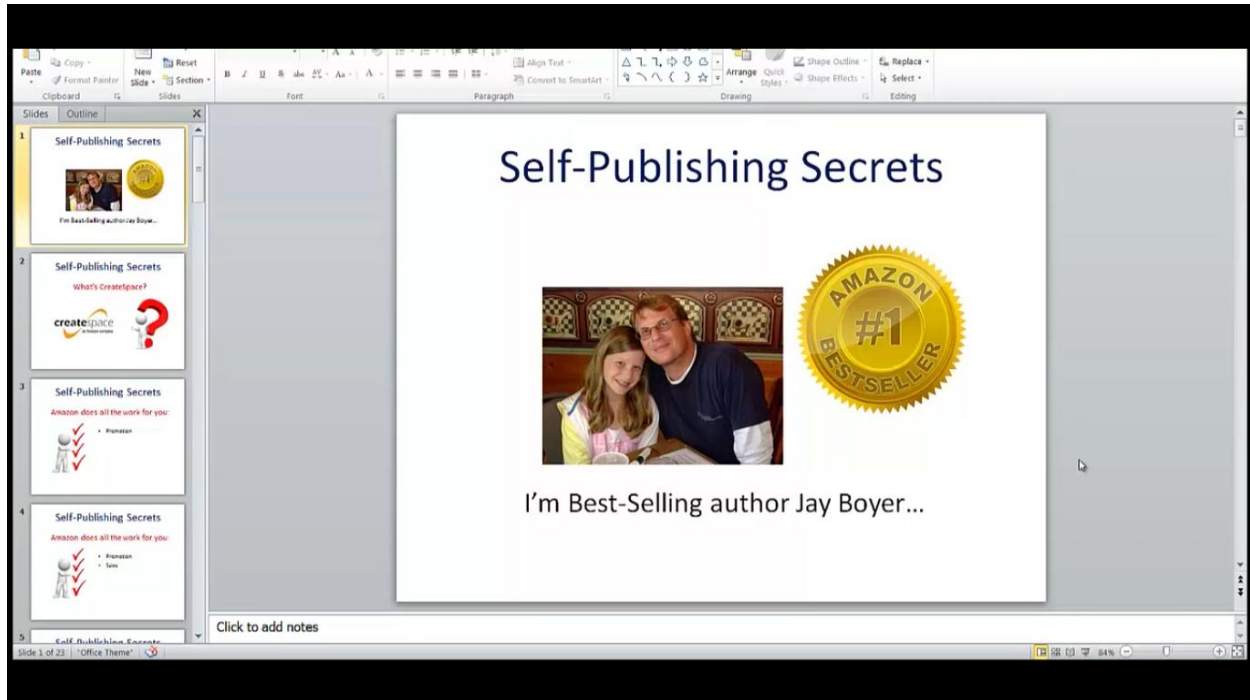
After the 30-day free trial you can purchase Camtasia from the website if you wish. It is costly though, about \$300. The program is well worth that amount of money, especially if you plan to

continue this kind of work. If you do not wish to purchase the program, there is a lower-priced program called Jing that is very much like Camtasia. It has its limitations, but for the most part you can probably make it work for this type of project.

Again, Camtasia is a screen capture tool. So, whatever is on your computer screen at the time you are shooting is what will be shown in your video. One thing that you can do is use the image that you created for your course as the backdrop as you speak. You may also choose to make a PowerPoint presentation to run as you speak. This makes for a much more interesting video. Simply use the PowerPoint presentation to highlight the points you are making in your video.

The easiest way to script your video is to simply reiterate the information from your biography and course summary into the script. It is also a good idea to include the information from the 'Content and Goals' section of your page. Once you are done, all you have to do is upload your video on the Promo Video page at Udemy.

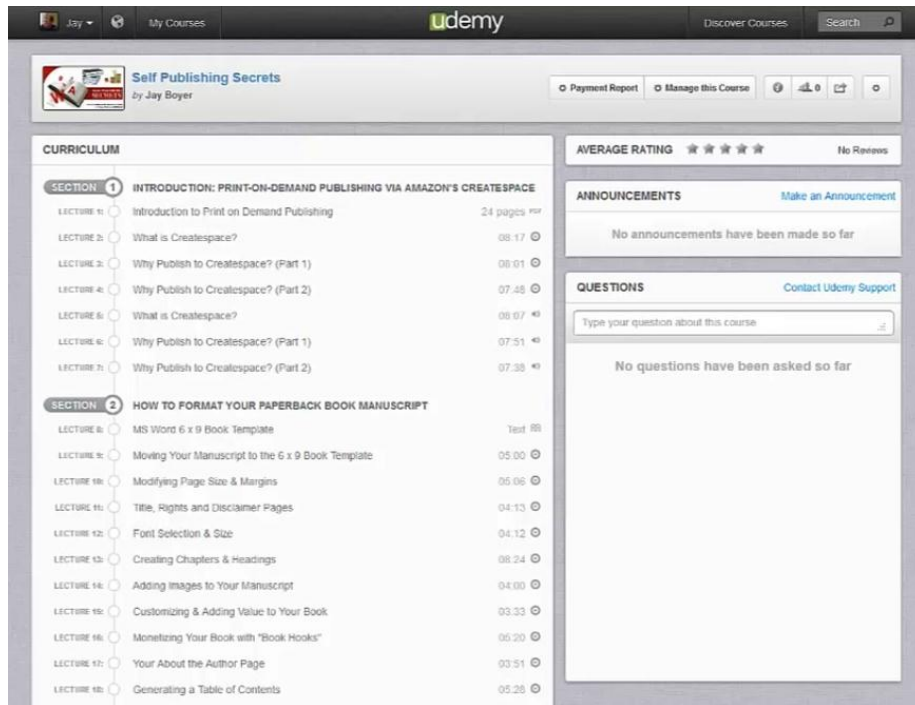
Uploading the Promo Video & Other Final Touches



The picture above shows the PowerPoint which Jay Boyer made for Self-Publishing Secrets. (The main picture is a picture of him with his daughter Isabelle). All he did was run this PowerPoint as he presented the information audibly. While doing so, he used Camtasia to record it all. So, this video was not hard at all to create.

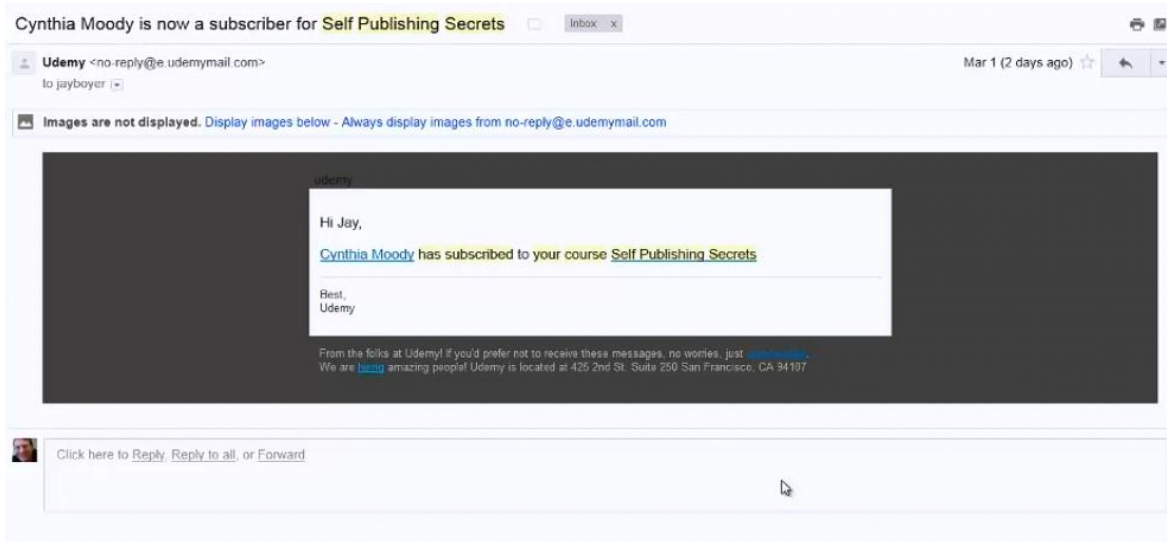
This video turned out to be just over three minutes long. It is helpful to script it out beforehand, but most of the information should be outlined in your PowerPoint. The PowerPoint for "Self-Publishing Secrets" basically included the following:

- What the offer is
- How potential customers could benefit from it
- What is included in the product
- A call to action telling the customer where to go to purchase the product



Once you have finished creating your video, all you have to do is go back to the 'Promo Video' page on Udemy and click on the green 'Upload Video File' button to upload it. When it is finished uploading, click on 'Save'. A dialogue box should then appear asking you if the URL is right. You can try to modify it if you wish. The URL that you want may or may not be available, but it is worth a try. After you are sure you are happy with your URL, you can click 'Publish' and your course will go live in Udemy. The picture above shows what your course will look like live. Good luck!

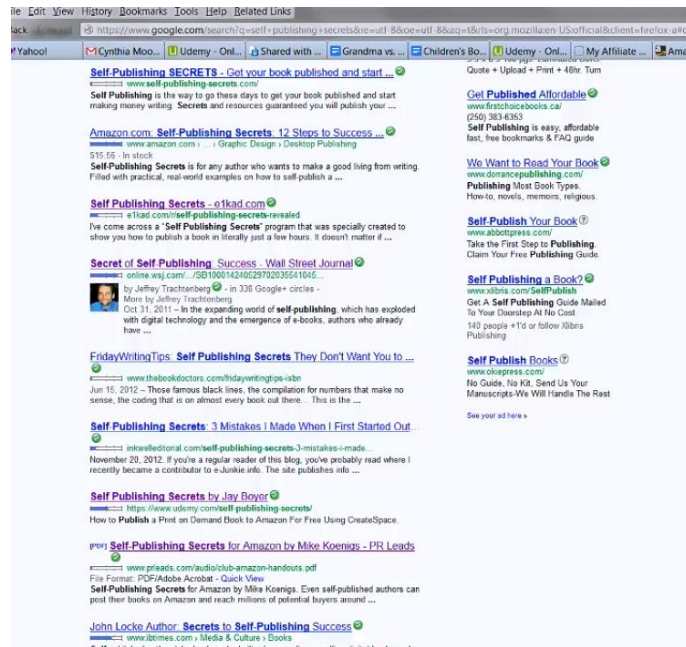
Udemy Case Study Sales Update



It is always exciting to see sales rolling in. The picture above is of an email stating that another person has subscribed to Jay Boyer's course at Udemy which is called Self-Publishing Secrets. Since he started this course a couple of months ago, Jay has gotten a dozen emails just like this, and with hardly any effort on his part at all. This is the power of being an information product creator and listing your content in a marketplace like Udemy.

Clicking on the link within an email such as this will bring you directly into the curriculum page for your course. Once on the curriculum page for your course is open, you can click on 'Payment Report' to see a report of the total sales your course has made. According to Jay's report, he has made \$187.00 out of this case study thus far. He is really happy about this because he is able to keep 70% of this. That is much more than he would make if he were launching this course through his affiliate program, in which case he would be giving away large portions of his profits to his affiliates.

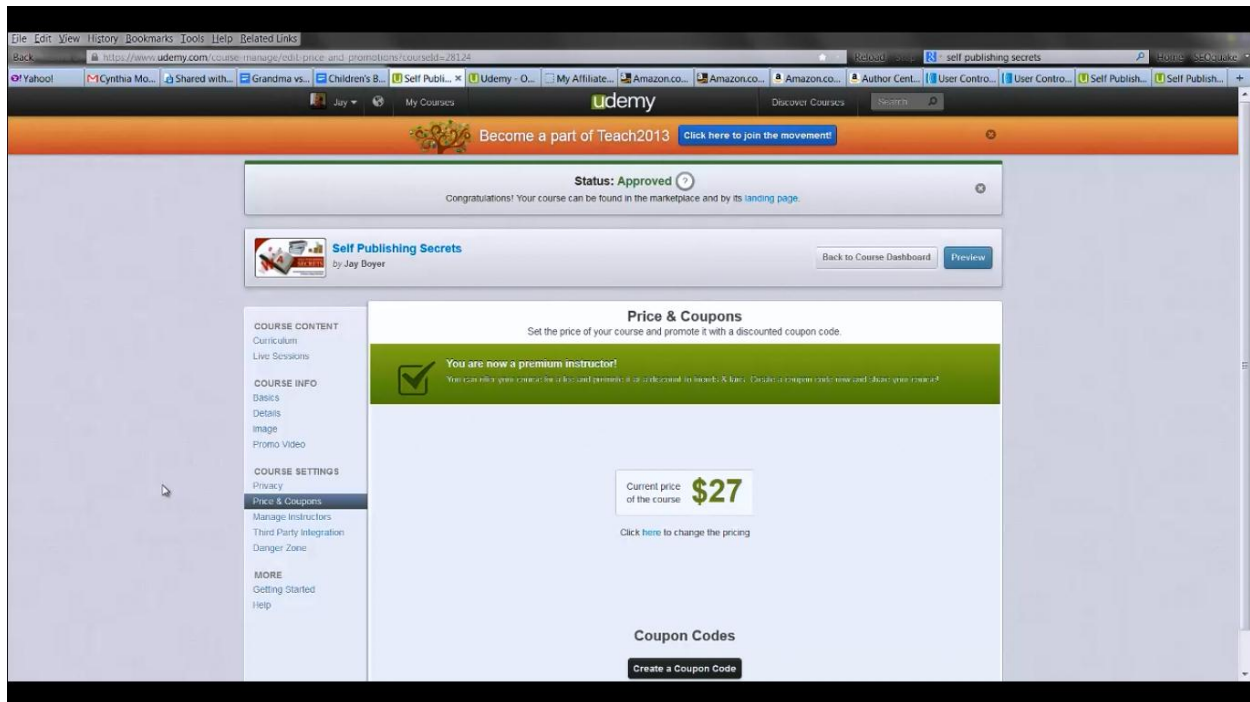
The fact that he has enrolled 12 students is really amazing as well. In this case study, he has done absolutely nothing to promote the course. People are discovering his page through Udemy in a completely organic manner. In other words, people are finding this course by going to the Udemy site and searching for things like 'kindle publishing', 'paperback publishing', 'createspace', 'amazon self-publishing', or any of the other keywords that he listed when he built this course.



How else are people finding this course? One way is through Google. If you were to search on Google for 'Self-Publishing Secrets' it would come up on the first page of Google's search results, mostly because Google and other search engines consider Udemy an authority website. So, just like 'getting some juice' because you are associated with Amazon as a Kindle publisher, the very same thing is true when you are a Udemy instructor.

The link to this course comes up 7th on the first page of Google's results. When people click on this link, they are taken straight to Jay's sales page on Udemy. Jay is really happy with the sales that he has been making passively since he first created this course. This is free money. These are completely passive and organic sales at this point. There are things that you can do to actively promote your course. Jay just has not done them for the sake of the case study. In fact, you will soon learn some advanced strategies that you can use to bring in more students. You will also learn how to build a list based upon the Udemy sales that you make. This will not only help you to promote this and future courses but other products of yours as well. To learn how to do this, simply read on...

Creating a Coupon for Your Course

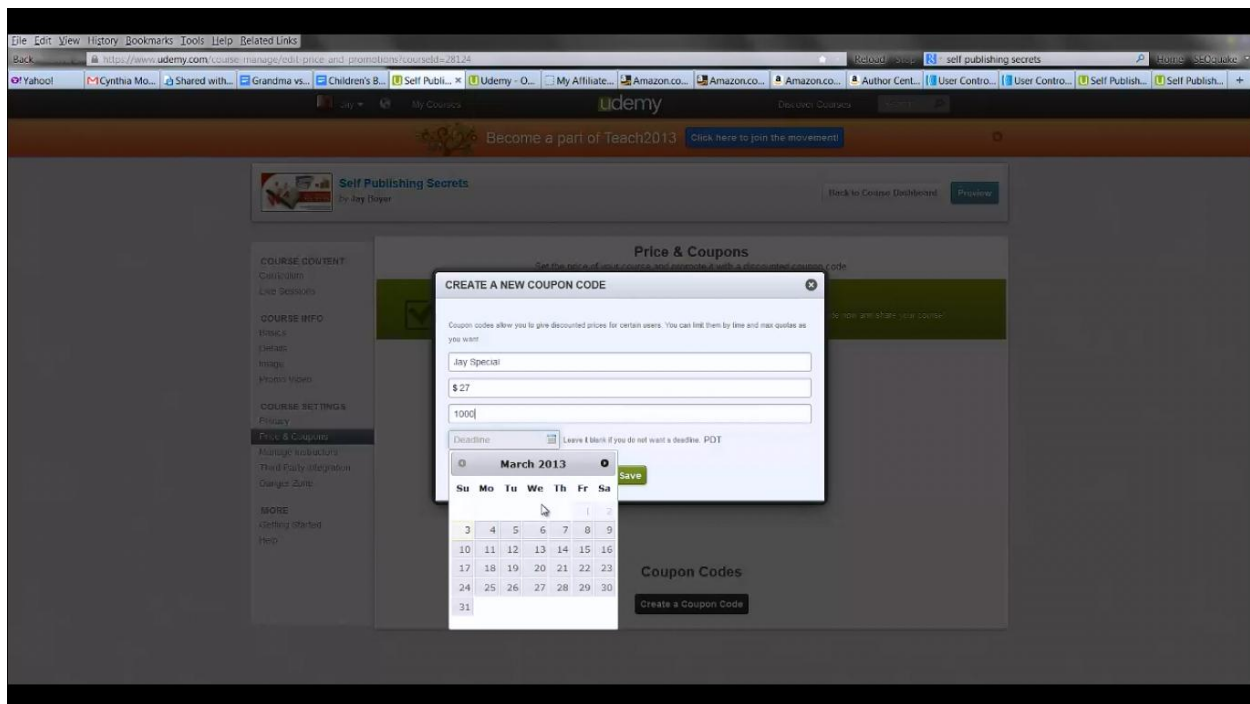


Again, this is a case study, so Jay has not tried to promote his course at all yet. Surely you will agree that \$187.00 isn't bad at all for income that was made in a completely passive manner over a period of less than two months. However, there are a lot of things that can be done in order to drive the sales of this course up exponentially. You can do much of this within the Udemy course itself. It is actually pretty impressive how many tools are available on this site to help you do this.

The Udemy website is very user-friendly, especially when you are an instructor. This is probably because it is a relatively new marketplace, so they want to make it as easy as possible for product creators to come in, get hosted, get a sales page up, and promote their course as much as possible. Udemy has some great features that you can use for sharing and messaging, they have some coupon codes that you can use to promote your course, and they even have their own affiliate program.

To create a coupon for your course, first go to your course management page and look at the controls listed on the left-hand side. Next, under 'Course Settings', click on 'Price & Coupons'. Jay's course is currently priced at \$27. So, what Jay is going to do is raise the price \$20 making the price \$47. Then, he is going to create a coupon that will allow people to get \$20 off when they purchase the course. Obviously, with the coupon is applied, people are going to be paying the same amount as they were before, so Jay isn't really losing any money at all. Even better, after the promotion is over the course will probably continue to sell at \$47.

People who purchase this course are now going to feel like they are getting a special deal, even though the price of the course has not really changed at all. Nobody wants to pay full price for anything, so now with the coupon put in place they will have more of an incentive to buy. Beneath the price on the 'Price & Coupons' page, you will see a sentence that says 'Click here to change the pricing'. Click on this link and you will be led to page where you can change the price and then save these changes. Once you have clicked on 'Save', you will be taken back to the 'Price & Coupons' page. Here you will see a black button that says 'Create a Coupon Code'. Click on it.



A box will appear where you can name the coupon, set the price after the discount, set a limit to how many coupons people can take advantage of, and set a deadline for the deal to end. Jay named his coupon 'Jay Special', he set the price after the discount to \$27, and he set the limit of coupons to 1,000. However, if you want to, you can set the coupon limit much lower. Doing so will create some scarcity, which is another way to incentivize buyers. Setting a deadline also helps you to create an urgency that will push people into making the decision to buy. For instance, if likely consumer knows that the coupon is going to expire in 16 hours, then will go ahead and buy the course to avoid missing out. Knowing this, Jay set his deadline to end in just a few days.

After you click on 'Save' the website should tell you "Your coupon code is created. Your changes have been successfully saved." Now, when you go to the course's sales page, you will see that the price of the course has been saved. There should also be a new link that people can click on to redeem their coupon.

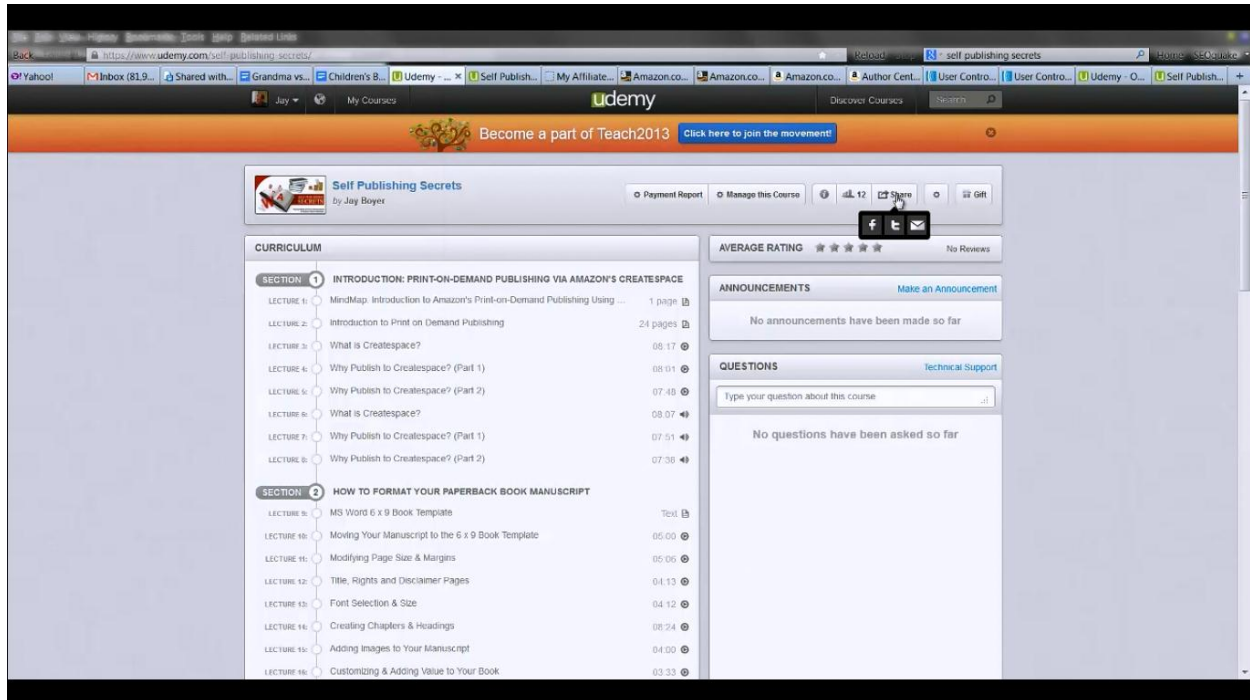
You can notify the people of this special through social media, through your email list, or through other related courses on Udemy. When you notify people of your offer, you want to say something like “This is a time sensitive special offer that I have created just for you.” Tell them that they can redeem this discount by heading over to your course’s page on Udemy (be sure to include a direct link) and then tell them that exactly how to redeem the coupon. Be sure to be very explicit in your instructions and make sure to be very clear on what your coupon code is. Otherwise people may have trouble signing up, which is the last thing that you want. To redeem the coupon for Jay’s course, you would simply click on the ‘redeem coupon’ link underneath the ‘Take This Course’ button. A box will then come up which will allow them to type in the coupon code ‘Jay Special’

Also, when you notify people of this discount, be sure to let them know that this is a limited-time offer. Again, be sure to give them clear instructions of how to redeem it. It is sometimes surprising how easily people will miss an obvious link such as this, but it happens. They may also have other types of trouble signing up if their instructions are not clear. On the other hand, you would be just as surprised how clear instructions make your sales grow. Any marketer knows that it is always best to close a sale, and a clear, simple path always helps you to do so. Simply put: Make things easy and people will have no trouble purchasing your course.

When you message people about your course, you can create a sense of urgency by saying something like “If you are one of the next 10 people to take advantage of this course, you will save \$20 on your purchase.” You can even really set the coupon limit this low if you like, although there really isn’t any need to. However, really it is best just to offer the deal as though it was created just for them.

As you can probably tell, Udemy gives you a lot of options when it comes to changing the prices of your course and so on. There are also a lot of functions which allow you to incentivize and promote your course. You can promote your course outside of Udemy as well. In fact, in the next section you will learn how to promote your course through social media.

Promote Your Course with Social Media



The screenshot shows the Udemy course page for "Self Publishing Secrets" by Jay Boyer. The page is viewed in a browser with multiple tabs open. The course title is "Self Publishing Secrets" and the instructor is "Jay Boyer". The page features a curriculum list with two sections:

- SECTION 1: INTRODUCTION: PRINT-ON-DEMAND PUBLISHING VIA AMAZON'S CREATESPACE**
 - LECTURE 1: MindMap: Introduction to Amazon's Print-on-Demand Publishing Using ... 1 page
 - LECTURE 2: Introduction to Print on Demand Publishing 24 pages
 - LECTURE 3: What is Createspace? 08:17
 - LECTURE 4: Why Publish to Createspace? (Part 1) 08:01
 - LECTURE 5: Why Publish to Createspace? (Part 2) 07:48
 - LECTURE 6: What is Createspace? 08:07
 - LECTURE 7: Why Publish to Createspace? (Part 1) 07:51
 - LECTURE 8: Why Publish to Createspace? (Part 2) 07:38
- SECTION 2: HOW TO FORMAT YOUR PAPERBACK BOOK MANUSCRIPT**
 - LECTURE 9: MS Word 6 x 9 Book Template Text
 - LECTURE 10: Moving Your Manuscript to the 6 x 9 Book Template 05:00
 - LECTURE 11: Modifying Page Size & Margins 05:06
 - LECTURE 12: Title, Rights and Disclaimer Pages 04:13
 - LECTURE 13: Font Selection & Size 04:12
 - LECTURE 14: Creating Chapters & Headings 08:24
 - LECTURE 15: Adding Images to Your Manuscript 04:00
 - LECTURE 16: Customizing & Adding Value to Your Book 03:33

On the right side of the page, there are sections for "AVERAGE RATING" (No Reviews), "ANNOUNCEMENTS" (No announcements have been made so far), and "QUESTIONS" (No questions have been asked so far). A "Share" button is visible, which when hovered over, shows icons for Facebook, Twitter, and Email.

You have just created a coupon code for your Udemy course. So, it is time to get the word out. There are several different ways to do this, and you don't even have to leave your member's dashboard. The member's dashboard at Udemy contains some super-powerful tools that you can use to reach out and leverage social media like Facebook and Tweeter. You can also send out emails announcements from here to everybody, whether they are subscribers of Udemy or just people who are on your email list. Aside from letting people know about your discount, you can use these functions to promote additional products, recommend other courses, or even use it to just say 'hi'.

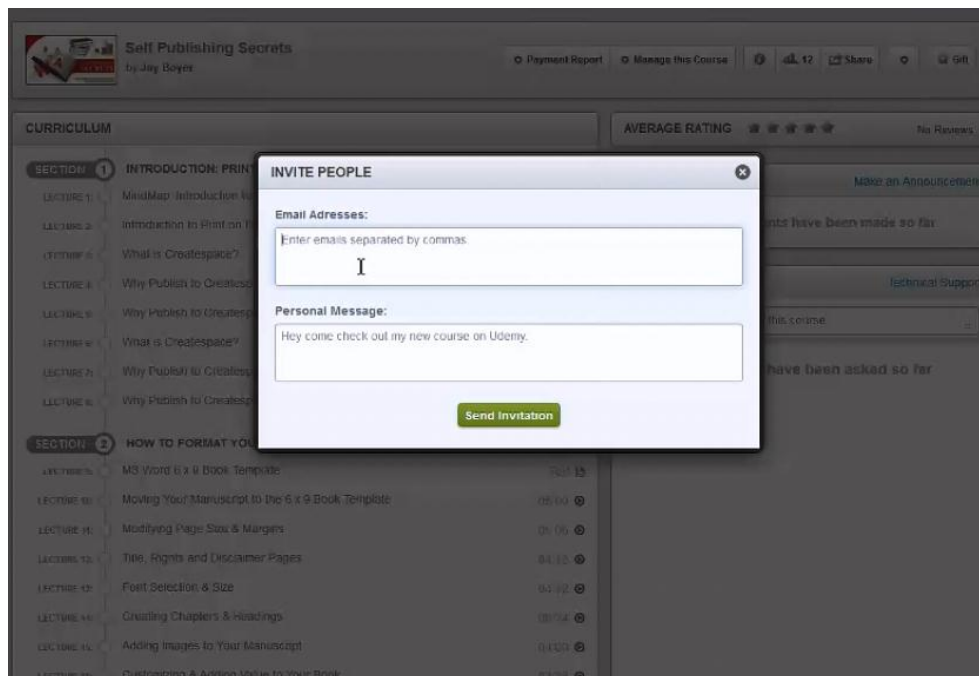
At the top of your Udemy Dashboard page you will see a button which says 'Share'. When you hover your mouse over this button, you will see additional buttons appear. These contain symbols that we have all become accustomed to: the symbol for Facebook, the symbol for Twitter, and an envelope symbolizing email. Clicking on these will allow you to send messages out through these various channels.

When you click on the Facebook icon, a window opens up with a message box within that says 'Write something...'. Click in this box to begin writing your message. One thing that you should understand about Facebook is that it is set up to be a place to hang out, meaning that it is not a place for hard sales. You can be super-casual about it though, saying something like "Hey, I'm trying something new. I just created my first course and posted to the educators website, Udemy. Since you are friends of mine, I wanted to offer you a deal. Right now you can save

\$20 on my course. This deal is only going to be open until Friday. Just click on the link below to join me in my course.” Then, of course, you should add a direct link to your course’s page below the message.

In the message box, the default is set to post on your own timeline, but you can also post this to a friend’s timeline, in a group, on your page, or in a private message. When you are done creating your message, click on the ‘Share’ button to send it out. This can be a super-powerful way to get the word out. Using the leverage of a social media site like Facebook, your course could possibly go viral.

Next, do the same thing with Twitter. Click on the Twitter icon to bring up the new window. As you are entering this information in the message box, don’t forget to include your coupon code and the link to your page. As stated above, the easier you make it, the more people will buy.



You can also click on the envelope icon. This allows you to send out a direct message via the Udemy email system. You have the option of sending out a string of emails by separating the email addresses by commas. However, it would probably be more appropriate to send personal messages out one at a time at first. Initially, you want to test this out a small group of people. The message that you send out should come out something like this:

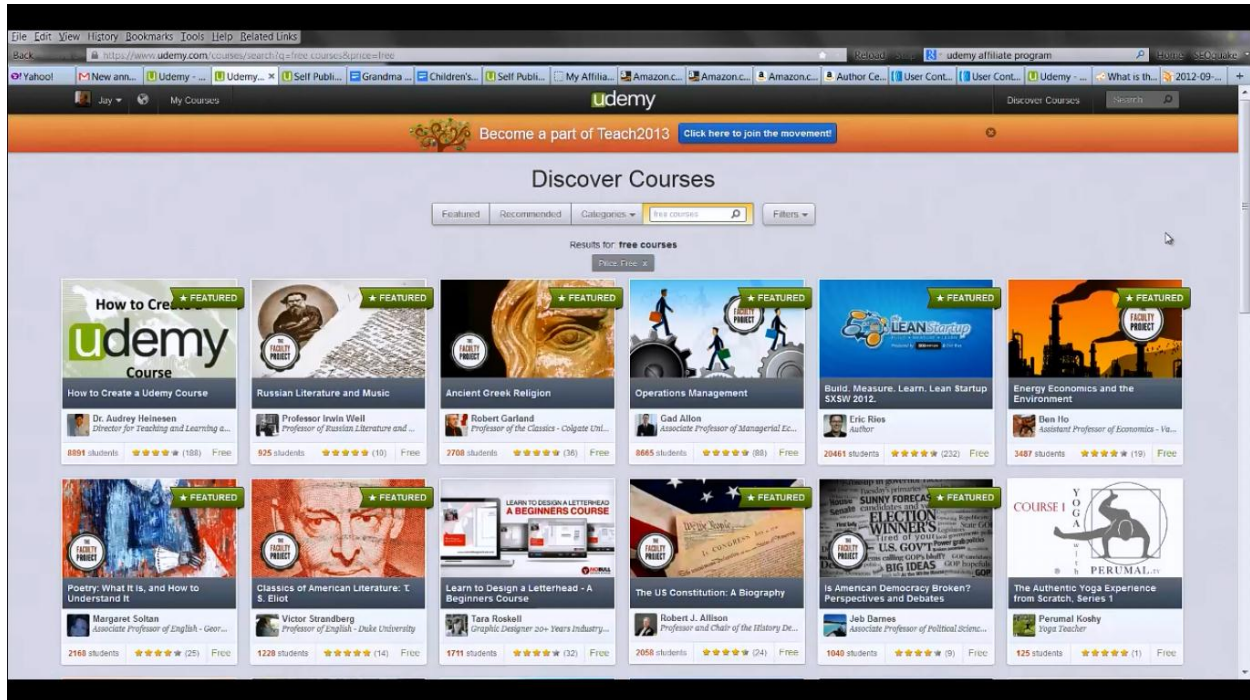
“Hi Mike! I just wanted to touch base and let you know that I am a product creator now. I have a course at an educator’s website called Udemy. I thought I’d let you know about it because you have been talking about getting your book out there. This is a great way to learn to do it. Just for you and a couple of other people, I have created a coupon which will allow you to sign up at a discounted

price. Just click on the link below, find the 'Redeem Coupon' link on the top of my course's page, and enter the in the following words: Jay Special."

It really is that easy. There are a lot of ways to get the word out about your course. You don't have to use the tools in Udemy in particular, but you should know that they are available to you. You should also know that when you send this message out through Udemy, the email actually includes a button that says 'Take this course'. Clicking on this button will actually take them straight to your courses page, where they can sign up. So, you really don't have to include the link to your course if you don't want to, although a little excess information never hurt anyone.

You have just learned three powerful ways to promote your course straight from your Udemy curriculum dashboard page. There are even more tactics to learn. In fact, you are about to learn how you can use sneaky tactics which will allow you to further spread the word, build a subscriber list, get more sales, and much more!

Building a List with Your Udemy Course



There is one more way that you can leverage your course from your Udemy dashboard. That is to build a list of buyers (or subscribers as they call them here). Right now Jay has 12 subscribers on his list. However, many people in Udemy have thousands.

A lot of people offer free courses here at Udemy. In fact, almost half of the courses here at Udemy are free. Now, why would people bother putting the time and energy into making an entire course and offering it for free? Well, let's see.

Most of the free courses in Udemy have thousands of subscribers. For example, 'Build Measure' is a course that you would take to learn how to start a small company. It is offered for free and it has over 20,000 subscribers. That's huge!

What many people don't realize is that this gives you the ability to create a powerful email list, without subscribing to an auto-responder site such as AWeber, which can cost you over \$600 a month. Of course, this doesn't have all the functionality of AWeber. However, in theory, if you had a class like this you could send out an email every day to each of the 20,000 members of this free course. That gives you some powerful leverage, wouldn't you say?

If you get 20,000 subscribers and Udemy lets you send messages to these people both individually and as a group, this provides you a golden opportunity to build a powerful email

list. Furthermore, this list will consist of people that have already purchased products from you. Once you have a list like this put together you can send these subscribers a message about anything in the world. For example, you can use this list to promote other courses of yours or even use it to promote other people's affiliate products, your own affiliate products, or Kindle books that you have written. What you include in your messages is up to you, so use it wisely.

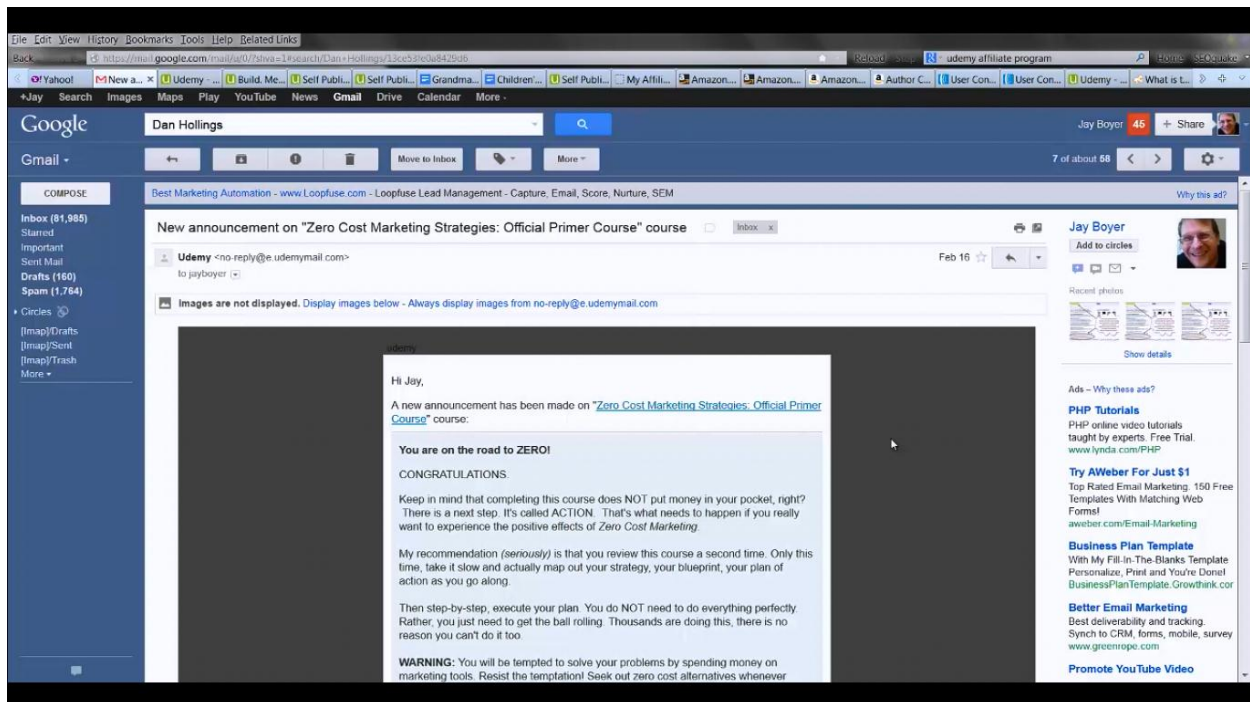
How could you put this power to use? Say, for example, that you had both a free and a paid course inside Udemy. You could use your messaging capabilities to cross promote them both. How about if you had a course on Udemy about business strategies? You could send them a link to your Kindle book which is also about business strategies. This way you will have 20,000 people who are already interested in learning business strategies sent over to check out your book. This would work especially well if you were offering a free course and your students liked what they were learning.

Do you see how powerful this can be? As you can tell, there is no limit to what you can do with this kind of a list. In the next section you are going to learn about even more things that you can do with this powerful and essentially free list.

Two More Ways to Monetize Your Subscribers

As was previously covered in the lesson, you can send messages out to anyone straight from your member's dashboard at Udemy. You can also send a message to each of your students very quickly by clicking on the 'Make an Announcement' link under the Announcement menu. When you click on this link, a message box comes up which includes a number of different text-editing features. One of the options that you have is to create a hyperlink within your message.

This, of course, will allow you to link out to a book that you have just launched, an affiliate product that you are promoting, or even link out to a webinar that you have made. Do you see how a free course like this can end up being very profitable? A list of 20,000 people is worth possibly hundreds of thousands of dollars in terms of the promotional power that it has. Jay makes a lot of money out of email marketing, and you can too.

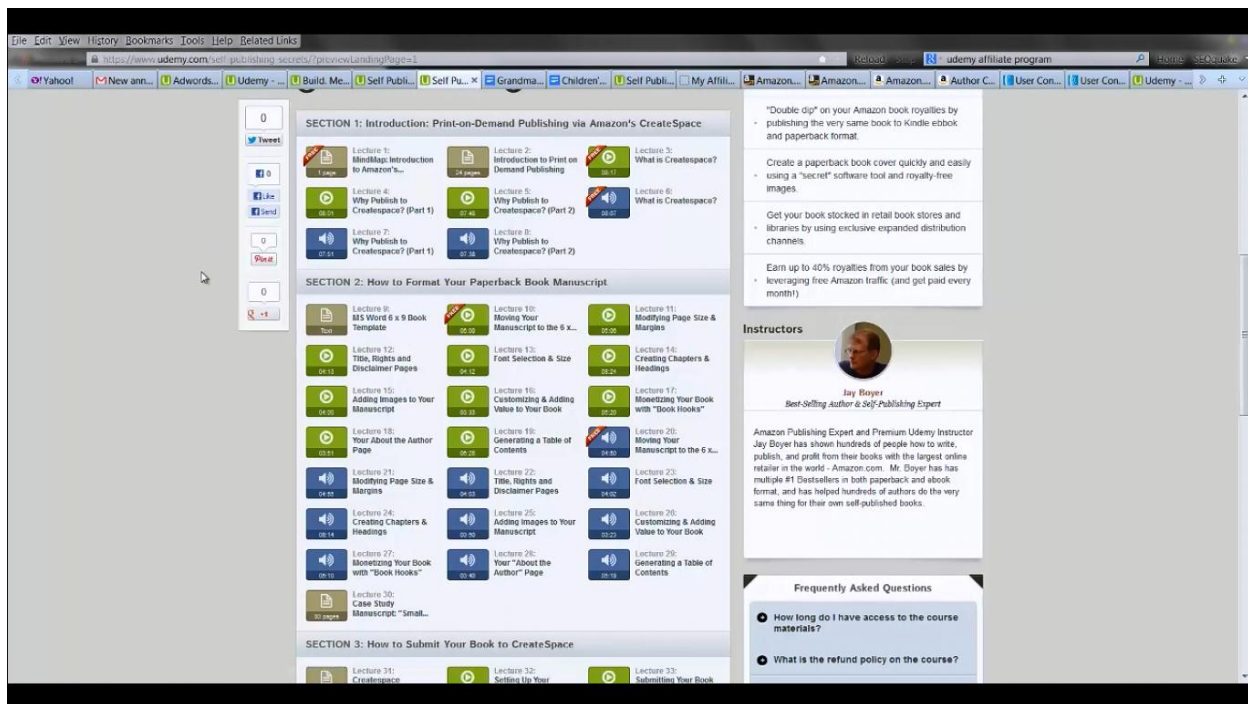


So, what email promotions and offers can you send people with these announcements? The picture above is of an email that Jay received from a friend of his named Dan. Dan created a free course called 'Zero Cost Marketing Strategies: Official Primer Course'. Jay ran across this course when he was browsing through the Udemy marketplace and he signed up for it. Why not? It's free. Now he is part of Dan's mailing list. There is a lot of information in this email about the class itself, but if you were to scroll down a little, you will see where he is using the hyperlink feature to promote other Udemy courses.

It is unclear whether he is promoting these courses as an affiliate. If he is, then he could be making up to 50% commission for doing this. He has five courses listed and he is positioning them as 'Other Free Udemy Courses I Recommend'. Now if you were to click on the top course, you will find out that it is no longer being offered for free. Dan is making money through his subscriber list by promoting other courses in Udemy.

Dan is a smart marketer. If you scroll down further into the email, you will find even more courses listed here. So, what is Dan doing now? He is also up-selling related courses within this email too. In other words, Dan is getting people in the door through his free course at Udemy and then he is sending them an email through Udemy promoting other courses that he is making commission on. On top of that, he is using the Udemy messaging system to promote an up-sale of his. In this case, it is an advanced version of the free course that they just bought.

There are other ways that you can leverage Udemy courses in order to up-sell higher-ticket courses. You can use your course itself to promote other courses of your own or someone else's and you can promote courses at Udemy as an affiliate. Why not drive this as far as you can?

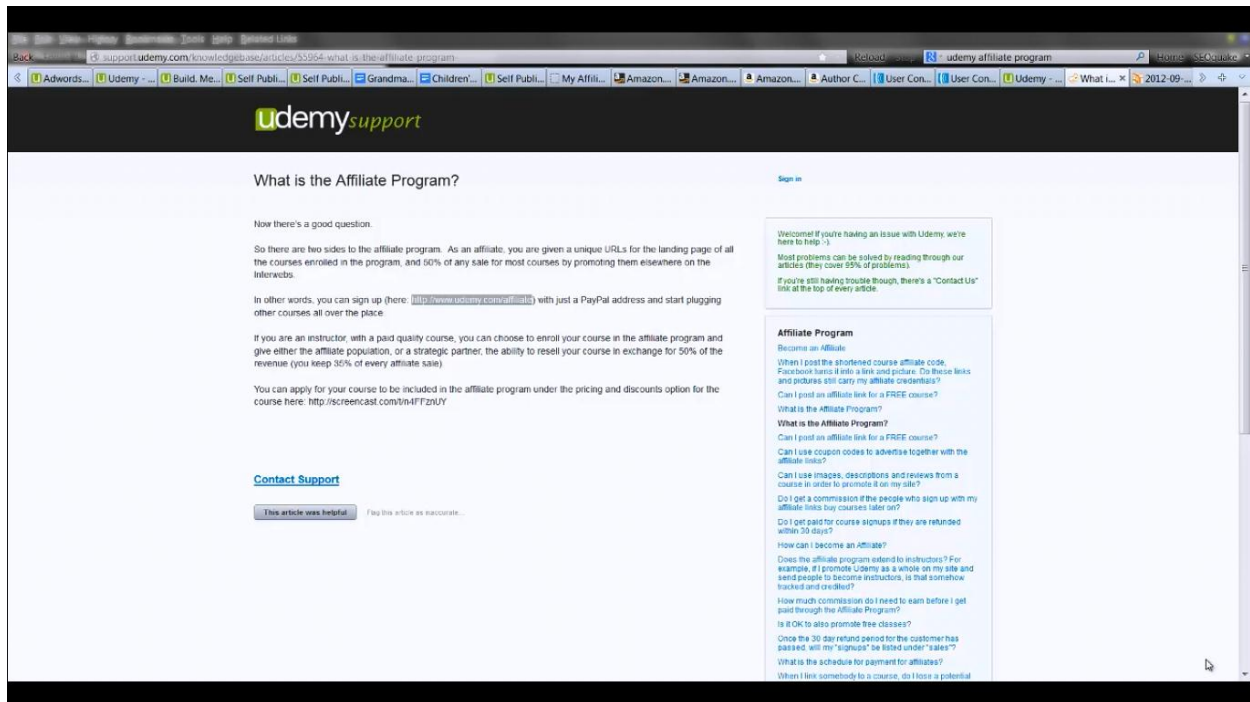


If you look at the sales page for Jay's page, you may recall that he offered some of his course's content for free. It is recommended that you do the same. This is another way that you can attract subscribers to your course. You can also use links in your PDF guides to lead consumers to some of your goods. Please note that you don't want to continually bash your subscribers with sales pitch after sales pitch. All you have to do is offer additional information to them. For example, you could place a statement in your free PDF which says something like "If you would

like additional information about this particular strategy, click here...” and then place a link that will take them to the sales page of one of your related courses.

In conclusion, you can make additional sales by using the tools available at Udemy to up-sell your courses or those of others. You can do so individually or as an affiliate. In the next section, you will learn how you can make even more money through the Udemy Affiliate Program.

Leveraging the Udemey Affiliate Program



This is the final section of this Advanced Udemey Promotion Training. Within this training you have learned a number of different ways to generate even more money from utilizing the tools in the Udemey Marketplace. In the beginning of this case study, you saw that a good amount of sales were made before any of these promotional techniques were applied and the course was doing fairly well. Now, you have learned plenty of different techniques that you can use to promote the course and drive its sales through the roof.

In this lesson you learned about some super-powerful tools that Udemey has to help you in your promotional efforts. One of the things that you learned how to do, for instance, is to create a coupon that you can use to generate interest in your course. You also learned how to incentivize the purchase by offering your course at a discount and by creating a sense of urgency using the time limitations of the coupon.

Udemey messaging center is easy to use and has the tools that you need to reach your audience effectively. It is directly integrated with Facebook and Twitter so that you can reach out to social media markets to draw people to your course as well. With these tools you are able to build a list of buyers and connect with each of them quickly and easily. The tools within the messaging system also allow you to insert links, so that your customers can check out products and services that are related to your Udemey course. Finally, you have learned some advanced up-sale strategies that will allow you to turn subscribers into buyers for your products or other affiliate products.

Another way Udemey helps you to promote your course is through the Udemey Affiliate Program. Through this program, you can actually recruit affiliates to help you promote your course. Say, for example, you know someone who works within the same markets as you. You can offer them 50% commission to help you promote your course. Aside from the profits that they make, this joint-venture will likely help them with their sales as well. For instance, you can lead your subscribers toward their products as well.

When you find someone to help you in your promotional efforts, you can simply send them to <http://www.udemy.com/affiliate>. The site will ask them for their name and address. They will also be asked how they plan on promoting the course. Once their affiliate account is approved, they will be able to log in and grab a link to send out to their subscribers in order to track their sales. The commission that they earn will be sent directly to their paypal account.

Hopefully, you can see how powerful a platform like Udemey can be. Udemey is going to host all of your content for free, they are going to give you an attractive sales page to use, and they are going to be processing all of your payments as well. You are going to be able to use powerful tools that will allow you to not only generate sales and make a great list of buyers as well. By using Udemey you will be able to build lasting business relationships as well. In addition to all of this, you are going to be able to use Udemey's Affiliate Program to further your success as well as those you are on joint-ventures with.

It is recommended that you take this information and put it into action. If you have not created your 5-in-1 product yet, begin the process right now. Get it in as a paid or free course and start making some passive income for yourself. Udemey is a very fast-growing and robust marketplace, there is no reason why you shouldn't be able to take advantage of its assets right away.