

How to start selling courses online

1) Write what you know

As a trainer, you're a specialist in your field, a subject matter expert. First and foremost, it's the knowledge in your head that people will pay money to access. So step one is to put pen to paper - or fingers to keypad - and start laying down the foundations of what will become an online course.

The most important aspects to this process are determining the subject and the learning outcomes - what are you trying to teach people and what do you want them to take away from your training?

2) Break it down

You'll soon realise that the knowledge in your head takes up a lot more room once it's written down on the page - or more likely, pages. Online courses are often self-directed by the learner and people's attention spans in front of a screen are a lot shorter than when you deliver training face-to-face. So take a look at your course info and break it down into manageable chunks. These chunks will form the basis of your course modules.

3) It's all about the outcomes (again)

Now that you have a number of chunks - or modules - you need to make sure that each of them offers a worthwhile learner journey. Just as you did in step one, work out learning outcomes for each module. State what the learner is going to learn, then make sure you've covered off all the points that will allow them to have learnt it by the end of the module. Now check those modules against the overall learning outcomes you set for the whole course in step 1 - have you created a comprehensive, coherent training course that delivers on your initial promise? If not, go back and re-work it.

4) How are you going to deliver your course?

Video course

If you're a face-to-face trainer, then you're already confident in standing in front of people and talking, so it isn't too much of a leap to do what you already do but in front of a camera. Comb your hair, dress for the part and make sure you stand in a clean, brightly lit space. Most modern smartphones are more than capable of recording broadcast-quality video, so just make sure you invest in a tripod to keep your shots steady. You can record your modules, upload them to your training platform (see the next section) and invite your audience view them.

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e-learning course

This is a catch-all term for the multitude of ways you can deliver your courses using an instructional design method. From something as basic as a slideshow presentation, to interactive video, animations, quizzes and activities, when it comes to e-learning, you are only limited by your own creativity. The right training platform should provide you with a suite of tools to start creating your own e-learning, even if you've never built a course before.

5) Which platform should you choose?

Training platform, learning platform, LMS, VLE - they're all terms for the place where your online courses are stored. However, unlike a simple website or file storage service, a dedicated training platform should also provide the tools to create your courses and intelligently manage your learners.

The KnowledgePush platform has various options for creating courses, from simple multiple choice question types, through to interactive video and branching scenario storylines. It lets you assign individual logins for users, meaning you can set learning pathways to track and monitor their progress. Learner analytics provides data on completion rates for your courses, allowing you to see what works and what needs refining.

KnowledgePush is an off-the-shelf training platform solution, branded to your own organisation to make it uniquely yours.

5) Money talks

You've created the courses and you've put them on your training platform - how do you go about selling them? There are products which link your training platform to your existing website or e-commerce portal. You could even take payment over the phone, then email the login details to your customers.

KnowledgePush delivers a seamless purchasing experience, with an option for a branded storefront that is integrated with your KnowledgePush training platform. A single sign-up means they can browse your course selection, make a purchase and start accessing your online courses in one easy process. And of course, it takes away all the hassle of the admin - you could earn money whilst you sleep!

If you're looking for a simple, cost-effective solution to selling online courses, search KnowledgePush today.