



www.CalebJones.com

How To Make Money Selling Online Courses

1. Why this is one of the best ways to make money.
 - a. High-margin
 - b. Scalable (unlike coaching/consulting)
 - c. People are accustomed to learning this way now
 - d. Can upsell to bigger programs
2. Designing Your Course
 - a. “How To Lose Weight” or “How To Make Money Online” are NOT topics that will work.
 - b. Instead, you want something micro-niched, like “How To Make Money Running Paid Ads On Pinterest.” Now THAT course will sell!
 - c. You have two choices:
 - i. You need to have *actually done* what you’re teaching in the course, or
 - ii. You must pay someone else who has done it to provide the how-to material for the course.
 - d. Stick with step-by-step how-to information in the course. Don’t spend too much time on background, philosophy, or “why” things work.
 - e. Determine your mix of live coaching and videos/audios/PDFs.
 - f. You MUST have some sort of live coaching element these days (unless your course is well under \$300 or so).
 - g. Outline your course in detail. Every lesson, every group session (if any).
3. Choosing Your Platform
 - a. If it’s 100% live group delivery, you don’t necessarily need a platform.
 - b. If you have videos/audio, etc, then choose:
 - i. Teachable (courses only)
 - ii. Udemy (courses only)
 - iii. Kajabi (full platform)
 - iv. Kartra (full platform)
 - v. Many others
4. Recording the videos
 - a. Just use a webcam. Do NOT be fancy.
 - b. Low-res videos! 720 is just fine. Use Handbrake to compress videos.
 - c. Focus on content, not presentation. No one gives a shit about how fancy it is. They only care if you’re *solving their problem*.
 - d. Edit videos for conciseness – remove mistakes and errors.
5. Selling your course
 - a. Make a test order and TEST the ENTIRE ordering process.
 - b. Determine your launch schedule (Evergreen? Only 4 times/year?)
 - c. Price it as high as you can, higher if there is lots of live teaching. Always end the price in a 7.
 - d. Amazing money-back guarantee, the best you can come up with.
 - e. Testimonials (if you have any)
 - f. Do a limited-time launch (discount, bonus, removal from the marketing, or other scarcity).
 - g. JV with other people/companies who service your niche (including possibly me).