

VIDEO LAB

PROFITS



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Now that we've got that out of the way, let's get on with the good stuff!

Introduction – Why You Need Udemy

The invention of the internet changed the world as we know it. There are now more opportunities to make money than there ever were before, and on a grander scale. You can make money with companies that do multi-level marketing (MLM), you can sell digital products on ClickBank, you can private label physical products and sell them on Amazon or you can sell a service on Fiverr.

That's just a few of the possibilities that are available today!

Yet, the real power of the internet comes to those who understand its global value. The more people you have the ability to reach, the greater your profits.

The internet has created a level playing field for anyone willing to take a chance and do what it takes to make it big. Nowadays, setting up a successful business on the internet can be much more lucrative than getting a college degree.

Take for example a surgeon. This person goes through years of college, and usually ends up with hundreds of thousands of dollars in medical school debt. Even if they were fortunate enough to get scholarships and grants, when they graduate they are limited in their ability to make money.

Sound crazy? It's not.

While they may charge what seems like an arm and a leg for surgery, they can only perform so many surgeries each day they work. And they certainly won't be working seven days a week.

Think of it this way, imagine you're a surgeon and you are able to perform three successful surgeries a day, five days a week. That's three patients or their insurance companies paying for your time. You have reached three people that day.

Compare that to the internet where it's estimated over three billion people have access to using it. Even if only half of them go online a day, that's the equivalent of 1.5 billion people each and every day of

the week.

While all of these internet users won't be in the market for what you're selling, you still have an incredible advantage over someone who isn't on the internet or is in a traditional brick and mortar store.

Even if only one percent is looking for what you offer, that's three million potential customers.

You only need a small fraction of that number to make more money than most people make working dead end jobs they don't even like! And you can do it from the comfort of your home working only part time.

But don't get too excited yet, because not everyone understands the true efficacy of the internet. Although everyone has a level playing field, some still don't understand the game their playing.

There are people who have been online since the beginning that are still not making a decent living at it. They may still be working their full time job while trying to make it big, because they haven't learned about residual income and haven't connected all of the pieces to the puzzle yet.

No matter where you turn there are thousands of articles and countless blogs telling you how to make money online. If you aren't careful, you'll get information overload very quickly.

While some of these ideas can certainly help you make some extra money, they aren't likely to bring in long term residual income. Residual income, also called passive income, is money you can earn while doing very little to keep it rolling in.

It's typically money earned after something has been created.

Residual income allows a person to create something once, put it up for sale, and sell it over and over again. While the original product is making money, this person is free to continue making more products that will produce even more residual income.

It isn't some get rich quick scheme. It's a proven method for bringing in the maximum amount of money with the least amount of effort.

A perfect example of residual income is the money earned by musicians or authors. Once a song has been recorded, the artist makes profit off of it each time it's downloaded or played on the radio. Just take a look at a group like The Beatles. They haven't recorded anything for decades, but the money is still rolling in.

Authors earn money the same way. They write a book one time, but it sells over and over again. So putting in work up front for something that will provide residual income is a much smarter way to make money.

Making residual income is just what this e-book is about. More specifically, you'll discover you how a site like Udemy can be the key to your financial success.

When you follow the steps outlined in this e-book, you can begin to realize your potential to make consistent money while doing a minimal amount of work.

So, why doesn't everyone do this?

Quite simply because some people don't understand how to do it, some people prefer to work for others, and some people are just too darn lazy!

Determining your future is up to you, and if you want to be financially successful, you've come to the right place.

We'll get into everything you need to know shortly, but it's important to understand how the steps work. First, you need to understand the platform you'll be working on, in this case Udemy.

Then you'll want to prepare everything you need for success.

Preparation is often the most important part of this equation, and sometimes the most overlooked, so pay close attention to your

preparation and follow the suggestions in this e-book for maximum results.

Purpose is the next step, the one in which you will hone in on your product. Next comes the profit you generate from creating and launching your new course.

Last, and most importantly for your financial success is to create more courses. Each new course you create will be another residual income stream.

To reiterate, these are the steps you're going to take:

- Platform – learn what you need to know
- Preparation – the most important part of this venture
- Purpose – what are you trying to sell
- Profit – generating traffic and promoting your course
- Rinse And Repeat – more courses equals more money

When you follow these simple steps, you can achieve a much higher level of success. It isn't complicated, but you must follow all the steps to ensure you do everything correctly and earn the maximum amount of profits.

So, I hope you're excited. Let's get started right now!

Understanding Udemy

Anyone looking for online educational content can find just what they need at Udemy, a marketplace that was designed by founder Eren Bali.

This marketplace offers online courses created by professionals in their field. Subscribers can find full blown comprehensive courses for very affordable prices.

Instructors from around the world produce content and then upload it to Udemy, which has a wide range of course offerings, including: Graphic Design, Photography & Photo Editing, Web Development, Arts & Crafts, Business & Marketing, and much more.

The mission of Udemy is to provide people around the world the necessary tools to be more successful at their job. They also aim to help instructors find a wide student base for their courses, while helping to create a brand for themselves.

Instructors just need to know what they're teaching; there are no requirements for degrees or having certain credentials.

The internet really is a level playing field.

Consumers are drawn to Udemy because it can be accessed from anywhere around the world at any time.

Can't sleep at night? Sign up for a short course and learn some new tips and tricks. Looking to take your game to the next level? Watch a longer, more comprehensive course and learn everything you need to know, at your convenience.

There's no classroom and the cost is minimal when compared to traditional colleges or trade schools. Not to mention, there's no entrance exams.

With Udemy, not only do you save time getting only the information you need or want, but you don't have to waste your time driving to a classroom or having to take tests to prove your ability.

If you don't understand the information the first time, you can watch the entire course again at your leisure or just watch the part you didn't fully understand. You can do it again and again.

Udemy is growing in popularity for a variety of reasons. The instructor has the ability to teach an unlimited number of students, on their time and at their student's convenience.

Not only is this method great for students, but it's the best possible scenario for instructors. They create the course and once it's up and live they can make an unlimited amount of money.

Udemy is an incredible source of passive income for instructors. The more students that sign up, the more money they make!

Instructors who are good at what they do know there are some keys to making a great video. They create content people are looking for; they can teach the basics or get as technical as they want, and they make quality videos that appeal to a large audience.

Successful instructors can continue to make new videos, either building on their previous ones or branching out in other topics or sub topics. There is no limit to what they can teach.

Truly successful instructors on Udemy take the time to respond to students if they have questions. While there are discussion boards available, instructors should take a few minutes out of their day to let students know they care about their learning and are willing to put in a little extra effort to help the students out.

When you take the time to do this, students will be more willing to watch other courses you offer because they know they can get their questions answered, should they have any.

Initially, answering student's questions will also enable you to see where you might want to clarify information in your videos. It can also help to determine what you should or shouldn't include in any future videos you create.

Listening to feedback and reacting to it can be the difference between a good instructor and a great one.

It's the great ones that really increase their residual income.

Prepare for Success

No one ever just falls into success; it takes hard work, a plan, and execution of that plan. To be successful on Udemy, you first need to do some work upfront.

The good news is this doesn't cost any money and the amount of effort you put in here will pay off greatly in the end.

Just don't take any shortcuts. When you do things right the first time, it will end up saving you a lot of time. And time is money. Don't ever forget that that.

To start, consider what it is you want to teach. Maybe you're great at Photoshop and have spent countless hours learning all kinds of tricks.

Maybe you're a great photographer who only uses natural light and would like to teach others to do it as well.

You could even be a great motivational speaker and know how to translate that into a course that teaches others to be good speakers.

Doing research is extremely important. Spend some time and go watch videos on YouTube, Udemy and Udemy. Make a checklist about what you like and what you don't like, because chances are other people notice the same things.

If you find a good quality video you really like, ask yourself why you liked it and how you can replicate or improve on it. Emulating other successful people is a great way to increase your chance of becoming successful too.

There are currently a wide range of topics you can teach on Udemy. Some of the more popular courses are on software, computer graphics, and photography.

These are all top earners, but there are plenty of other topics to choose from too and if you create a professional, great looking

course with useful content, you'll be well on your way to making money regardless of the topic you choose to cover.

Just keep in mind, certain niches are more popular for a reason, typically based on demand. When a lot of people are looking for the same information, this is a clue that it's a good topic to target and could turn into considerable passive income for the right instructor.

So, what exactly do you need to create a course on Udemy?

While you don't need an expensive, fancy set up like a professional studio might, you do need some essential equipment. We've all been to sites such as YouTube to watch a video only to be displeased with the quality. You find yourself straining just to see the picture or to hear what they're saying. A poorly recorded video is a revenue killer.

If you want to be successful with Udemy, you'll want to make sure all the videos in your course look and feel as professional as possible. If the quality isn't up to par, there's a good chance Udemy will reject it, so do it right the first time and save yourself the headache of having to re-record it all.

Professional looking videos will always make you more money in the long term, so don't cut any corners here.

While it doesn't take a fortune to get what you need, there is some basic equipment you'll want to invest in. This will make it easier to produce higher quality presentations.

These are my personal recommendations, but you can always look for alternatives if you're on a limited budget.

Before we dive into the equipment you'll need, it's important to note that there are three popular methods for creating courses, and the equipment will vary depending on which type you choose to focus on.

They are screencast videos, PowerPoint videos and live videos.

Screencast Videos

Screencasts are one of my favorite type of videos to create. They're extremely effective for doing software demos, product reviews, tutorials and "how to" videos.

What's great about these types of videos is you don't need a fancy video camera, special lighting, or any formal training to do it.

You simply choose your full screen or a specific region of your screen to record and then start recording as you narrate. Once you are finished hit stop and then save your video.

It's always a good idea to create a basic outline of what you plan to cover prior to recording the video. This ensures you cover everything you need to and don't forget anything important.

There are several great software programs you can use to record your screen. If you have a PC, check out Camtasia or Snagit. I personally use Snagit, as it's more affordable and works great. For Mac users, Screenflow is an excellent program to use.

PowerPoint Videos

PowerPoint presentations are a great way to make videos for your courses and they're very simple to create, although you can make them much more engaging by creating animations within PowerPoint.

Here's how I make my PowerPoint videos:

1. Create an e-book or outsource this task to a ghostwriter.
2. Divided the e-book up into sections (each section will be one video).
3. Create all of the PowerPoint slides.
4. Record the audio for all of the videos in Audacity.
5. Sync the audio to each PowerPoint presentation and render the videos.

That's it! This process can be a little time-consuming, but the finished product will be very professional. I use this method more than any of the others when creating courses.

Live Videos

This is my least favorite method of the three for making videos. I prefer to have a script, so I can cover all the material exactly how I want and without any mistakes.

The most common type of live video is to use a headshot. This is where the video camera is focuses on your head and shoulders as you talk to the viewer.

Some instructors do a great job with this type of video, but if you're not careful it might make you appear less professional. It's easy for the viewer to get distracted by your mannerisms, accent, or even your posture.

Mess up here and your videos will get poor reviews, which will make it difficult to generate revenue.

Plus, if you really want to make high-quality videos, you need to invest more money on equipment including an HD video camera, a lavalier microphone, professional lighting and editing software. You may also want to purchase a Teleprompter, so you don't forget your lines and these tend to be fairly expensive too.

As you can see, I'm not a big fan of doing live videos. However, if you feel comfortable doing a live video then by all means go for it.

Regardless of which method you choose, make sure to cover all the necessary information in your videos in order to make a useful and informative course.

When you're done, be sure to go through your entire course 2 – 3 times to make sure everything looks and sounds great prior to uploading to Udemy.

Find Your Purpose

Finding your purpose is an important step and it's how average people like you and I achieve above average results. The key is to carve out a nice slice of the pie within your niche, even if there are courses very similar to what you wish to teach.

Online classes are just the same as traditional ones in that some people prefer things to be taught a certain way. Your competition may not teach it the way everyone likes, even if the information they are sharing is good.

Some people also identify with certain instructors better than others and may very well prefer your teaching style over someone else's, even if the information is very similar.

So, don't let the fact that someone else has already covered what you would like to teach discourage you. If you're good at teaching, there's definitely a market for you.

Did you know that you don't have to be an expert to make courses on Udemy? In fact, you could even be totally clueless about a topic and still be successful. Yes, it's true. And it's also very easy to do!

You can either hire someone to create a course for you, so you keep 100% of the profits or you can team up with an expert, help them create a course, upload everything to Udemy and split the profits with them (usually 50/50).

Outsourcing content creation or teaming up with someone to create courses is a great way to make money, especially when you lack the skills to create a top-selling course yourself.

You can potentially make more money over time with this method, as there's no limit to the number of outsources you can hire or people you can partner with.

You could simply focus on research and marketing, while others do the rest of the work for you. Leveraging your time allows you to get more done and greatly improves your results.

By all means, if you are passionate about a topic and consider yourself an expert, do what you love. Teach others. Like the old saying goes, “Do what you love and the money will follow”.

The point in discussing your purpose is simply that you don't need to be an expert to make money on Udemy. You can hire an expert, create a course, and make money. It's as simple as that.

Be creative and do some research to find what skills are lacking that people might pay money to learn. The number of courses you can create is virtually limitless.

There are plenty of people who love to talk about what they are passionate about and what drives them. The difference between you and them is they may not be interested in creating a course and marketing it online.

They may also not understand the amount of money they can make. So use this to your advantage and leverage someone else's skills to build your own business.

Your purpose can be to make the most successful courses on Udemy, without being an expert yourself. If you can be successful at this, your purpose will quickly turn into being a productive, money making machine.

Again, you don't need to be an expert on anything.

One more note on this, to be successful you will really need to research and use your intuition. Currently on Udemy, there are some topics that are very well covered, while others have little to no courses on them.

If you're not a pro, consider looking more into the areas that are lacking information and with what type of information you can create to fill this gap.

Since there aren't any limits on how many courses you can do, you can potentially find your own niche and completely dominate it, becoming the leader in that specific niche.

Leaders are usually the ones to make the most money, so always keep this in mind when researching niches to target.

Generate Profit

There is a good chance you could upload a course to Udemy and have it be successful right away, especially if you follow all my guidelines.

However, the best thing you can do to increase your profits is to promote yourself. Generating profit is directly tied to how many people find and watch all the videos in your course, so it's in your best interest to self-promote as much as possible.

There are different ways to promote yourself, and the best way to start is with those you know best: friends, family, and co-workers. You can let people know what you're doing by word of mouth, Facebook, Twitter, or any other social media accounts you may have.

But if you're promoting a course for professionals, your best bet is to have a LinkedIn profile where you can tell everyone what you're doing, while including a link to your course on your profile page.

If you're self promoting, don't be shy on social media. Invite everyone to connect with you. In some cases, you might want to include a small snippet of your course as an example of what it's all about. Consider it a teaser, drawing potential paying viewers in.

If you write your own blog, you definitely want to discuss your new course. The point is to reach the largest audience possible to increase your profit.

An added bonus is that people can look up the most popular videos on Udemy, so the more people you bring in yourself will just add to the number the people who find your course from Udemy organically.

Instructor Biography

Another great thing about Udemy is that if someone is interested in one of your courses, they can easily see what other courses you offer.

Instructors on Udemy also have an area they should fill in called “Instructor Biography”. This is one more place for you to let people know how you came to be a professional in your field. Filling this field out is just like completing your profile on LinkedIn and it’s important to do so, as it will increase your sales if done correctly.

Would a potential employer hire someone from a profile they saw on LinkedIn if it wasn’t professional or had a bunch of misspelled words? Probably not.

Your Instructor Biography page is your chance to shine, not only with the words you use, but with grammar, spelling, and syntax. If you are great at Photoshop or some other field but aren’t a good writer, hire someone to write your Instructor Biography for you. Or simply search around Udemy and model your Instructor Biography after other successful instructors.

While you could add your educational background to this, it isn’t necessary. Most people just want to know you know what you’re talking about.

If you have a person with a degree in graphic arts compared to someone who has been doing Photoshop as their full-time job every day for the past 10 years, who do you think is going to get the customers?

Probably the person who knows it best – the one who has worked with it day in and day out for 10 years.

Udemy is not only about teaching people and making money, they are there to help instructors brand themselves. Being labeled as professional in everything you do online will help establish your personal brand, and of course make you more money in all your endeavors.

Keywords

Udemy suggest using popular keywords when creating your course. Use common keywords and also keywords you think internet users might search to find what they’re looking for. If you’re completely

unfamiliar with keywords and not sure which ones to use, you can get ideas by using the Google Keyword Planner.

Another option is to start typing keywords in the “Search for Courses” search box and look at the suggestions that appear. These are the most search for keywords.

Ratings System

Udemy has a ratings system where everyone who purchases a course can rate it on a scale of one to five stars, with five being the highest. This is social proof and it can greatly increase the number of people who view your content.

Instead of using a simple lifetime average, Udemy calculates a course's star rating by considering a number of different factors such as the number of ratings, the age of ratings, and the likelihood of fraudulent ratings.

The higher the overall rating and the more ratings you have, the more money you'll make. So, again this why it's important to create high-quality content.

Getting Paid

The formula for making money on Udemy is simple, yet powerful. You can make money off of the same course over and over again, as long as the course remains live on Udemy.

Keep in mind that if you have uploaded a course on something that requires periodic updates like using a specific software, you might want to create new videos for your course to reflect any changes, thus keeping it up to date.

The important thing to note is for the most part, you can keep making money without having to do much else, once you've made the course and Udemy approves it.

To get paid from Udemy you need to have a PayPal account and upload any applicable tax documents required by your country. Once

those are both set up, Udemy can deposit money directly into your PayPal account.

How much you get paid from Udemy is based on a few different factors including whether or not you drove your own traffic to the course which then resulted in a sale.

When you bring students to your course, regardless of what traffic generation method you use, you keep 100% of the profits.

If you to me generates a sale for your course with their marketing methods, then you split the profits with them 50-50.

Keep in mind, Udemy handles all customer service, payment processing and hosting for your courses, so you don't ever have to worry about buying a domain name and web hosting.

The more successful courses you offer on Udemy, the more money you make. The real key to making a lot of money is to create compelling and useful content, so Udemy will spend more money and resources marketing your course, which will ultimately make you a lot more money.

You can always view all your sales data and stats at any time from your instructor dashboard.

Additional Income Potential

Udemy also has an affiliate program that's free to join. So, if you have a blog or mailing list you might consider becoming an affiliate.

You can sign up here:

<https://www.udemy.com/affiliate/>

It's a great way to make more income by recommending other high quality courses to your subscribers!

Rinse And Repeat

Once you've successfully uploaded your first course, the rest is easy. You can sit back and watch the money roll in or you can double your efforts to double your profit.

Now you know what you're doing, so you'll be able to create another course faster the next time. And more courses equals more profits!

The more time and effort you put in up front, the higher the profits later. The beauty of Udemy is that you can do it from virtually anywhere. There are instructors on Udemy from around the world and you can easily join their ranks.

For some people, making money can be hard. They go to work everyday, punch a clock, do what their told, and go home tired. What if you could make the same amount or even more money while being your own boss?

To some who can't see the vision, this probably doesn't resonate. But if you're adventurous and willing to do a little work to make a lot of money, Udemy is the perfect platform for people just like you.

Udemy is for people who don't want to waste their time working for someone else and who envision a better life for themselves and their families.

If you're currently in a job you hate, then it's time for you to change that reality right now. Even if you work full time or part time somewhere else, you can start to create your courses in your spare time until you make enough money to quit your job and work from home.

Once you see the financial potential, chances are you'll be making course after course and enjoying your new found stream of residual income!

The great thing about instructing on Udemy is that you still own copyrights to your material. Udemy is just one tool you can use to create passive income you can enjoy months and years down the

road. When you've uploaded your first course, remember to always check how it's doing against the competition and be willing to make minor edits or changes as needed.

While making some videos may be a task that runs smoothly from start to finish, this isn't always the case. As with anything, it can take a little time to learn the ropes and perfect your own system. However, when you do perfect that system, and you will, it will get easier as you go.

Don't be afraid to learn from others, especially those who seem to be doing well. Borrow their knowledge in the sense of watching how they present the material, how frequently they might answer questions, how long their videos are and how much time they spend teaching specific tips and tricks.

Put in a little time to see all the nuances and it will pay off when you create the videos for your own courses. Modeling other successful people works extremely well for any business.

Learn to be observant and you will soon be creating successful video tutorials people will want to pay to watch. Again, the key to making residual income is to put some time in up front, do a good job, and then sit back and watch the money come in.

You can scale this simple business into a six figure earner if you truly desire. The choice is yours, so choose wisely!

The point is, to make the most of your time, put the time in up front, produce a quality course others want to watch, and take care of the little things along the way.

Creating videos to teach people skills is not unlike tending a garden. Keep the weeds out and your garden will bear beautiful flowers or vegetables for years to come. Udemy courses will do the same. They just produce a different form of green.