

## WELCONE

### DAY 54/100 DIGITAL MASTERY CHALLENGE

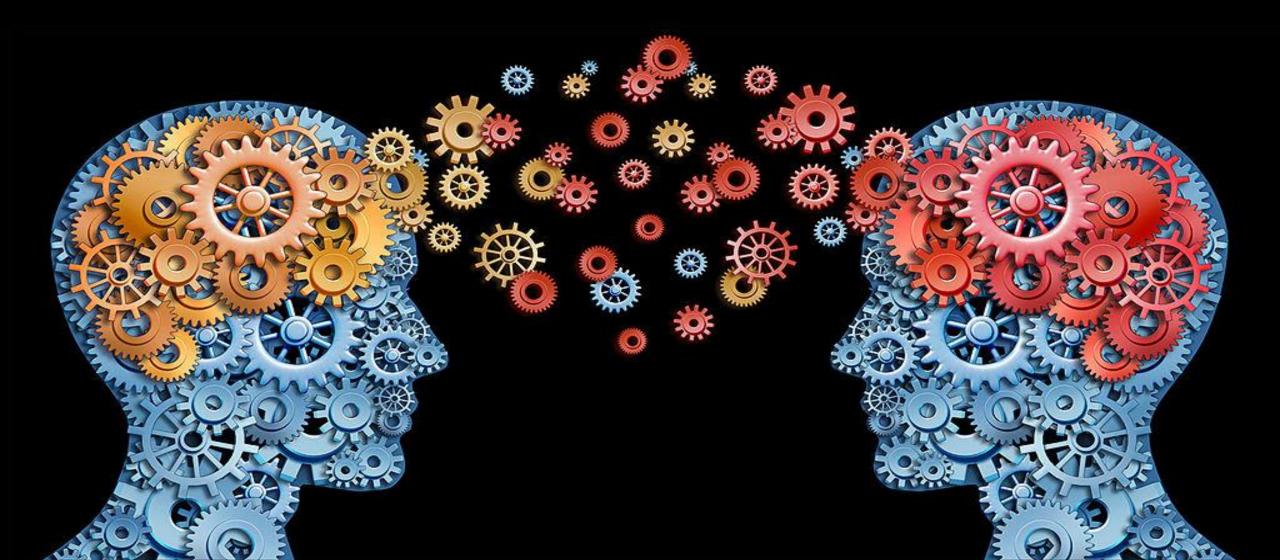
DATE: September 07, 2020, MONDAY

**TIME: 07:00 PM (AST)** 

LIVE FROM DOHA, QATAR



### KNOWLEDGE ECONOMY





### E-LEARNING



#### **STRATEGY 33/100**

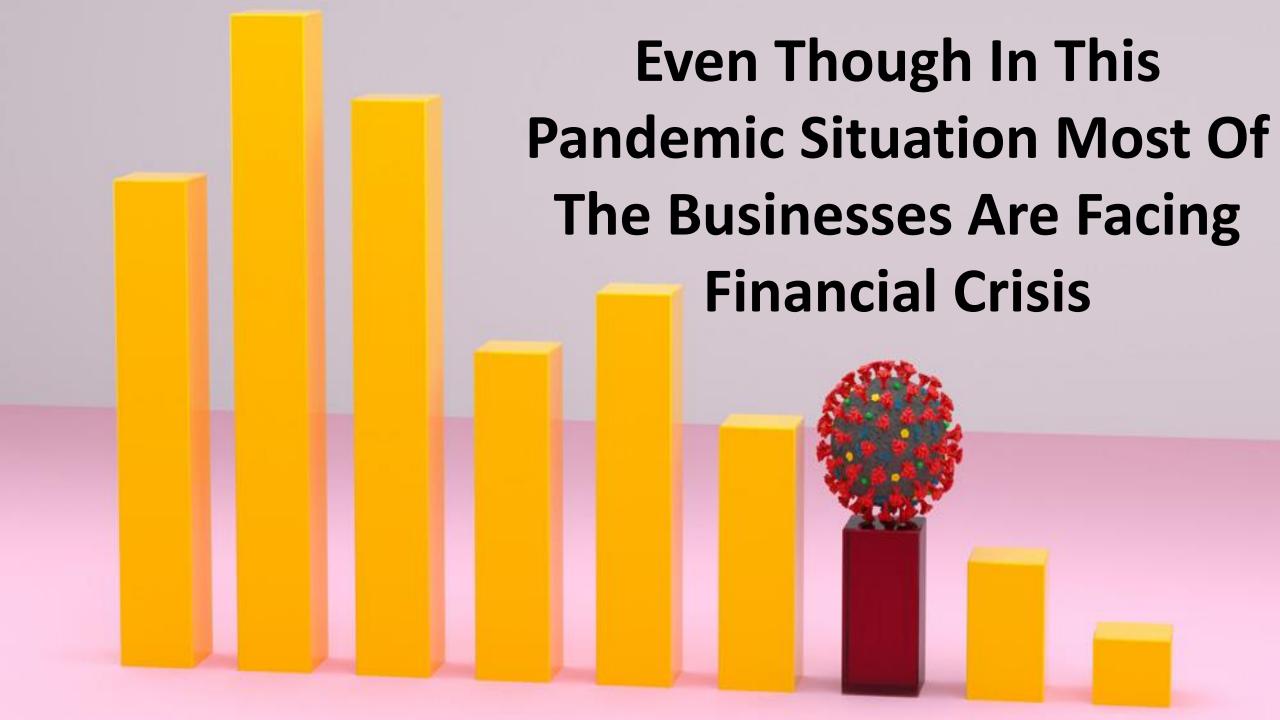


SELL YOUR COURSES THROUGH MARKETPLACE





How do you feel if I say turn your passion into a profitable E-learning business right from your home?





# People are losing their jobs.





#### THE E-LEARNING MARKET IS BOOMING



## PEOPLE ARE LEARNING EVERYTHING IN ONLINE

### ONLINE EDUCATION IS A MULTI-BILLION DOLLAR INDUSTRY





#### YOU MIGHT HAVE HEARD OF





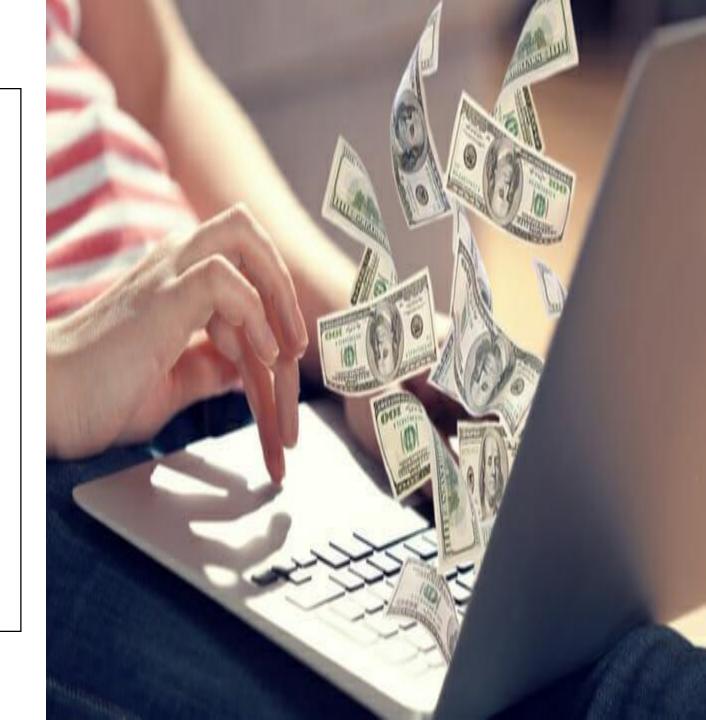




## They Have **1000s Of Users**In A Single Day



### THEY MAKE **TONS OF** MONEY **EVERY** SINGLE DAY





# COMMON ASPECT AMONG THEM: THEY ARE ALL INTO ONLINE EDUCATION



## They Are Ready To Grab Their Share Of E-learning Industry

### THE GLOBAL E-LEARNING MARKET WILL CROSS \$400 BILLION BY 2026







### E-learning Companies Make \$30 For Every 1 Dollar Invested



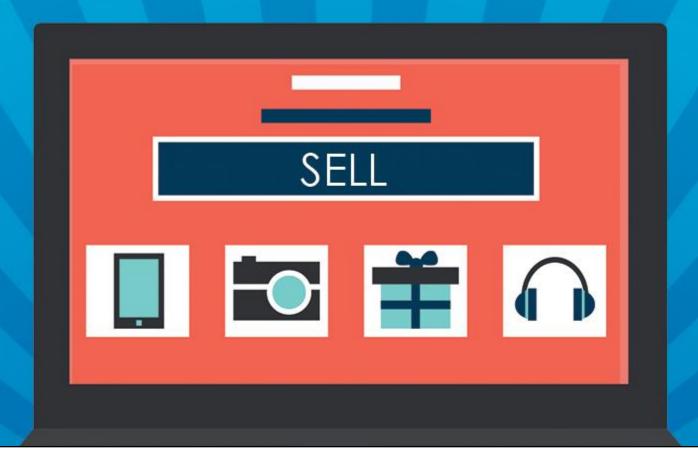
use e-learning regularly and extensively



72% of organizations believe that eLearning puts them at a competitive advantage

### THE MARKET IS **EXPLODING** RIGHT NOW!





### FIND A PLATFORM AND MAKE YOUR OWN COURSES AND SELL IT ONLINE



# 1 Udemy

Categories

Search for anything

Udemy for Business

Teach on Udemy

Log in

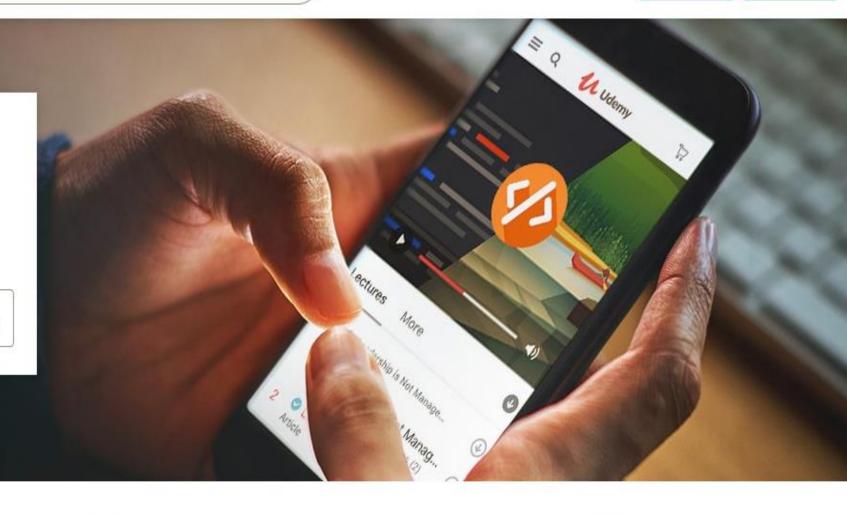
Sign up

### Learn on your schedule

Anywhere, anytime. Start learning today!

What do you want to learn?







150,000 online courses

Enjoy a variety of fresh topics



Expert instruction

Find the right instructor for you



Lifetime access

Learn on your schedule



Categories

Search for anything

Udemy for Business Teach on Udemy

Log in

Sign up

#### Sign Up and Start Learning!



Password

Yes! I want to get the most out of Udemy by receiving emails with exclusive deals, personal recommendations and learning tips!

Sign Up



Create an online video course and earn money by teaching people around the world.

Become an instructor







### Get your demo

See why leading organizations choose
Udemy for Business as their
destination for employee learning

#### In your demo, learn more about:

 Unlimited access to the top 5,000+ courses selected from Udemy.com – anytime, on any device

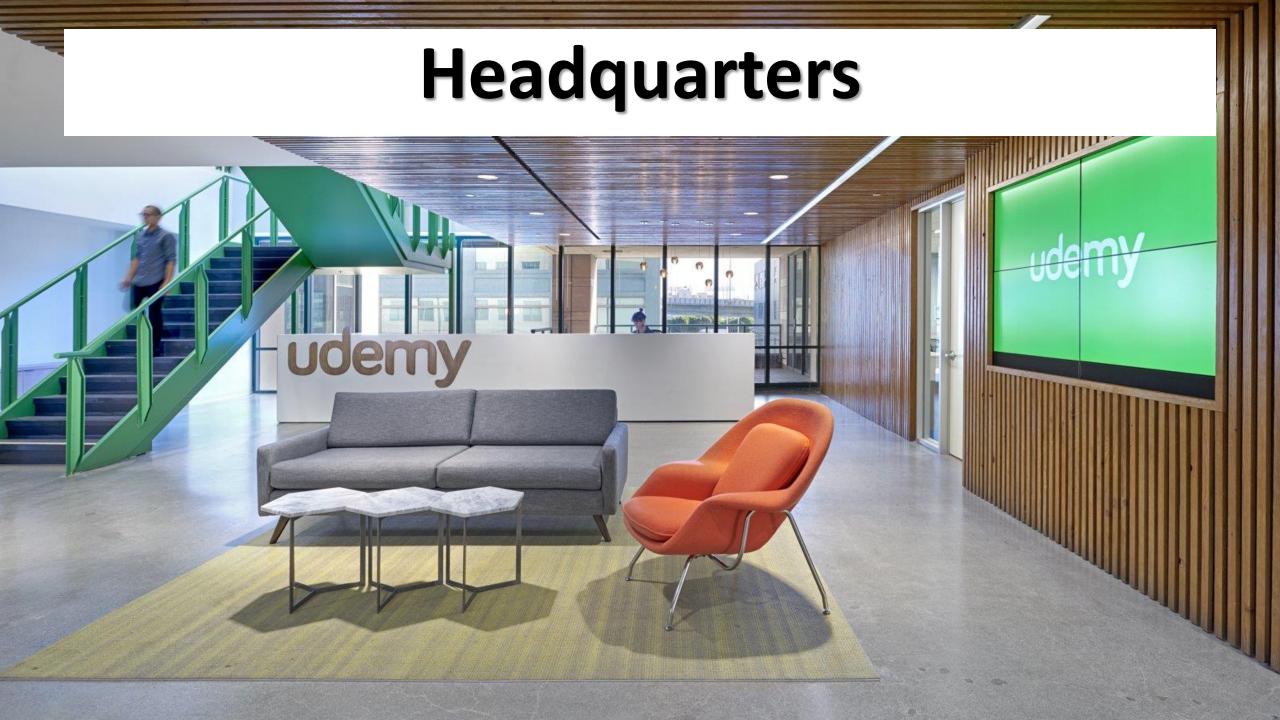
First Name *	
Last Name *	
Work Email *	
Phone Number *	
Company Name *	
Job Title*	Hi! \( \bigotimes \) Would you like to skip the form and schedule a demo with one of our experts?
What are your training n	

# 1 Udemy

Udemy Status and Facts: Funding and Major Milestones

## 1 Udemy

Founded/launched: Feb 1, 2010





#### Founders: Eren Bali, Gagan Biyani, Oktay Caglar











Valuation at IPO: More than \$2B





## Udemy Business Model Type: Marketplace Business Model

## The Udemy Business Model – How Does Udemy Make Money?







 Courses are created by instructors in categories such as design, business, or programming.

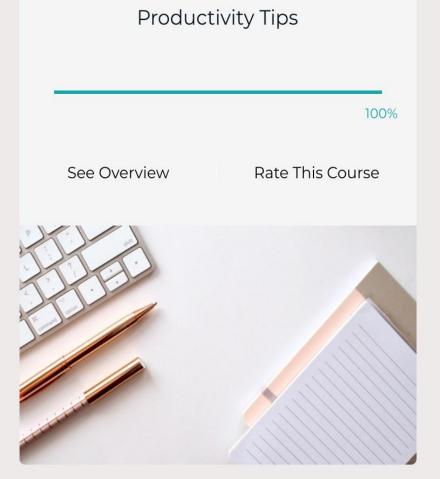


Udemy's courses are available in over 65 languages.

## •The business model of Udemy is based on charging instructors a fee for every course sale made on its platform.











 The fee ranges from 3 to 75 percent and depends on how the user was acquired.



 Additionally, Udemy charges a yearly subscription that gives businesses (and their employees) access to the platform's content.

## subscription

## Today, the company counts over 50 million enrolled students



#### 150,000 courses on its platform







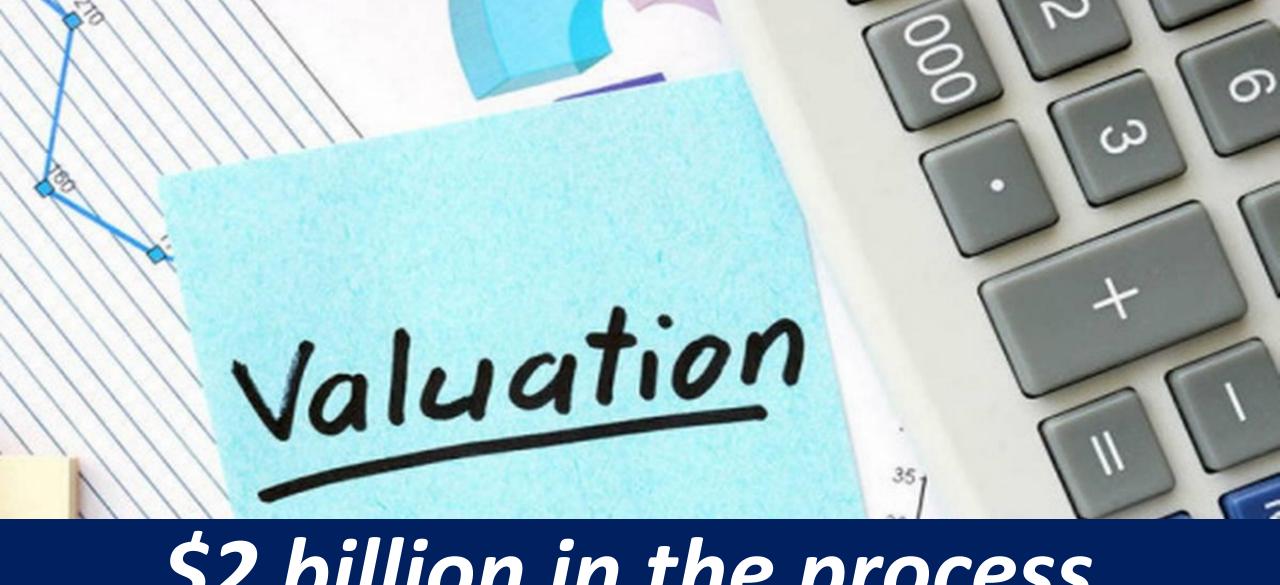








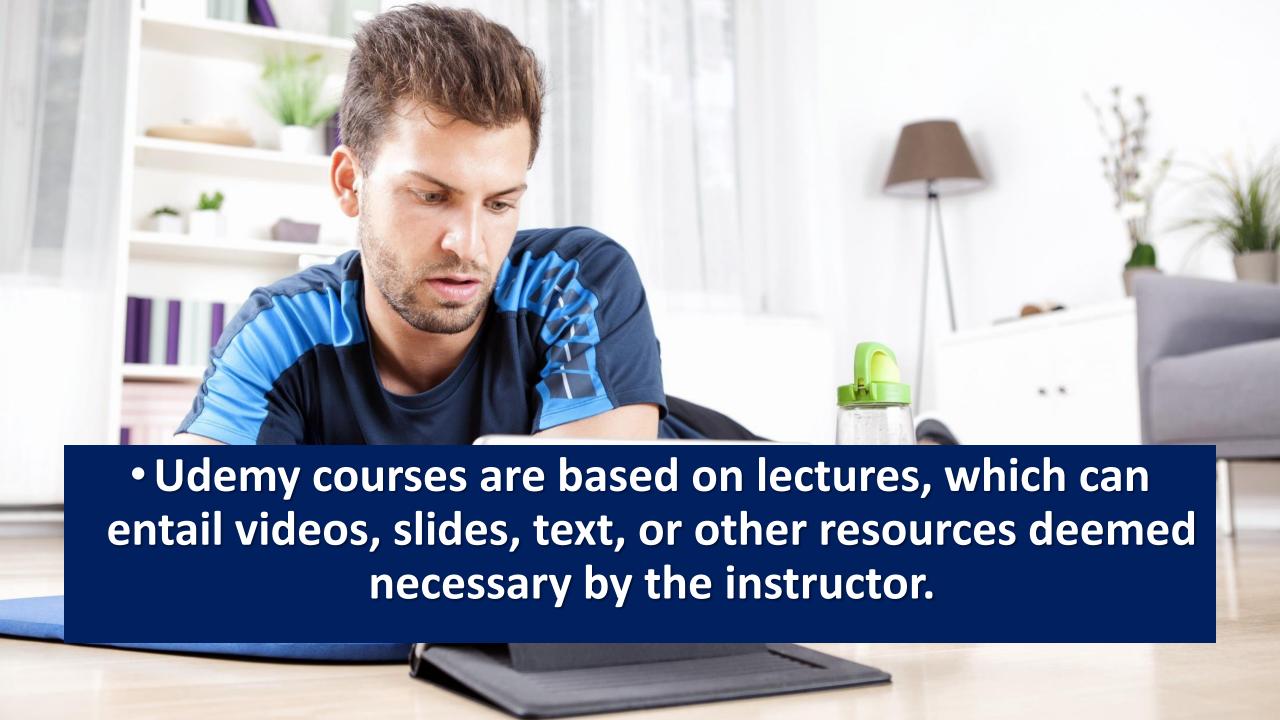




\$2 billion in the process.

## How Does

Work?



•Additionally, the instructor can add assignments, practice tests, quizzes, or coding exercises to test their student's knowledge.



#### Courses on its platform, including categories such as:



#### **Are Udemy Courses Accredited?**



•Udemy, unlike most universities, is not an accredited institution.





• Students will receive a certification of completion when finishing a course.



How Does Udemy Make Money?







## Consequently, course revenue is shared with instructors.



# Udemy has three revenue share tiers!

#### Instructor Promotion:

 The student discovers the course through a coupon or referral link issued by the instructor. In this case, the instructor receives 97 percent of the course revenue. An additional administration fee of 3 percent is applied by Udemy.

#### **Udemy Organic:**

 Organic sales occur whenever a student browses the Udemy platform and finds a course he/she is interested in. Furthermore, no instructor coupon is used when purchasing the course. In this scenario, Udemy and the course instructor share 50 percent of the course sales. Udemy charges a 30 percent fee for any sale made through the company's Android or iOS app.

#### Paid Acquisition:

• In some instances, Udemy buys advertising slots on other platforms like Google, Facebook, or YouTube. Whenever students buy courses through paid marketing channels, Udemy takes a 75 percent cut of each course sale. Instructors can limit the amount of times and types of channels in which their courses are promoted.

#### Udemy For Business





## •With the program, employees will get unlimited access to over 4,000 top-rated courses.





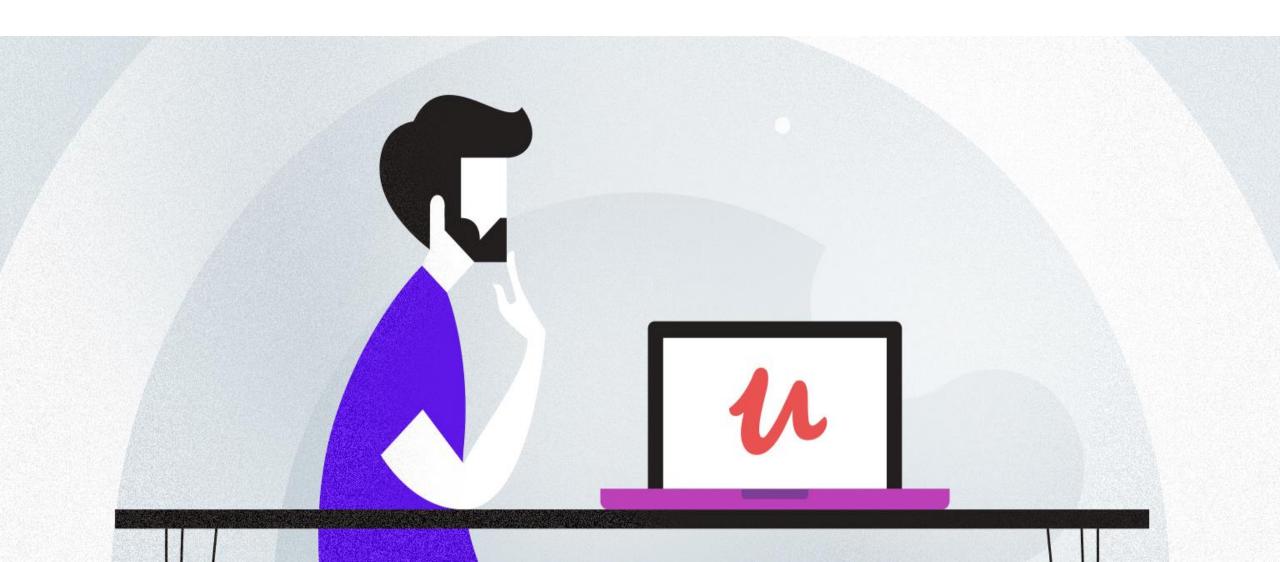
• Udemy offers two subscription plans, depending on the size of the team.



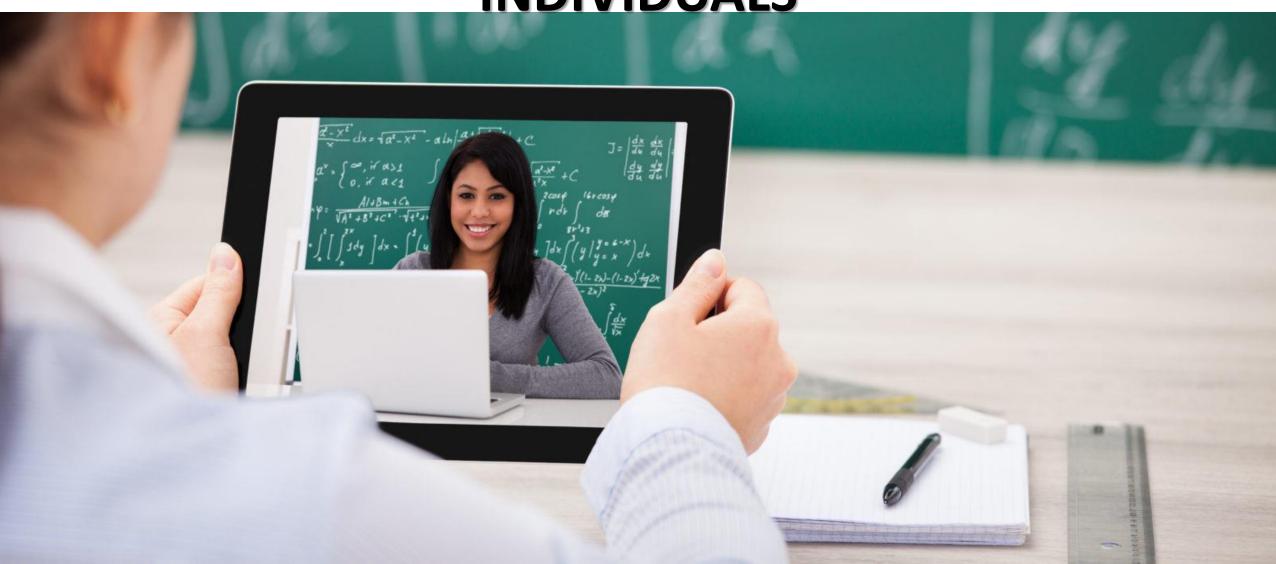
## Enterprise plan offers a few additional features

• These include custom categories and learning paths, no language limitation (the Team plan is limited to English only), custom user groups, tracking user activity, Slack integration, and many more.

# Why Is Udemy So Cheap?



# FIRST REASON IS THEY ARE CREATED BY INDIVIDUALS





•Courses are almost always graded automatically

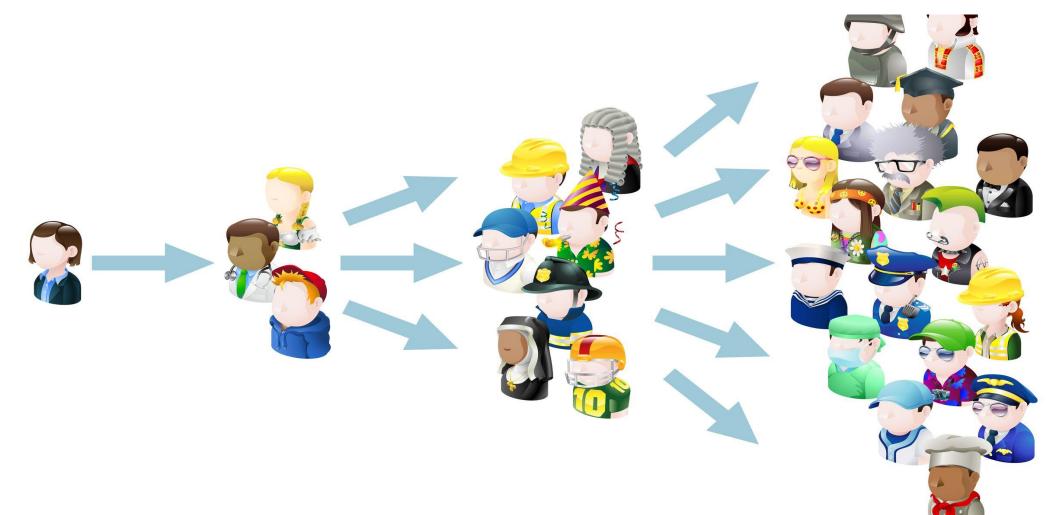
How Does Udemy Make Money? Udemy Revenue Model Revealed



Udemy provides two types of courses over its website

# Udemy Paid Courses And FREE

•Using a wide range of free courses on its portal which are short and precise – it creates value and boosts word of mouth marketing.





However, with paid courses, it generates revenue

The platform earns 50% of the total fee if it promotes the course taken by the student. The remaining 50% goes to the instructor.
 However, if an instructor markets the course himself – he will get its 100% fee and don't have to pay anything to Udemy.

• The platform earns 25% of the fee if it promotes the course and the student comes through the affiliate link. Out of the remaining fee – 50% goes to affiliate and 25% to the instructor.

 Another source of revenue for Udemy is its B2B solution called "Udemy for Business" for large organizations that need to address their greatest human resource challenges like training and skill development.





• Team Plan: This plan is for organizations with 5-20 employees and a yearly membership is required to choose this plan. It costs \$240 per user and has a base requirement of at least five users. So, it will cost you a minimum of \$1200.

 Enterprise Plan: It is intended for organizations with more than 20 users. When a business enrolls in this Plan, Udemy assigns it a Dedicated Customer Service Partner. However, it's unclear precisely how much you will have to pay for this plan. This is likely because Udemy works with the companies to close a deal that works for both.

### Become a Udemy Instructor – 10 Steps



# 1. Choose and Validate a Topic

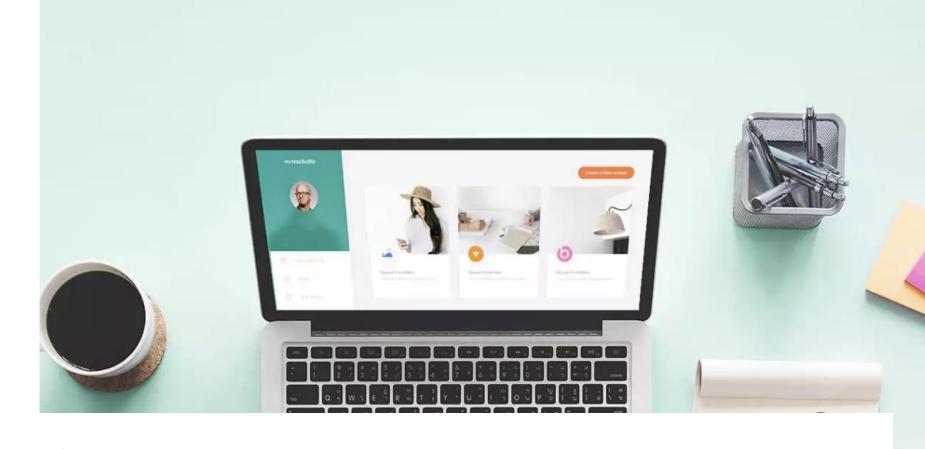




# 2. Assess the competition

## 3. Understand Udemy requirements

+



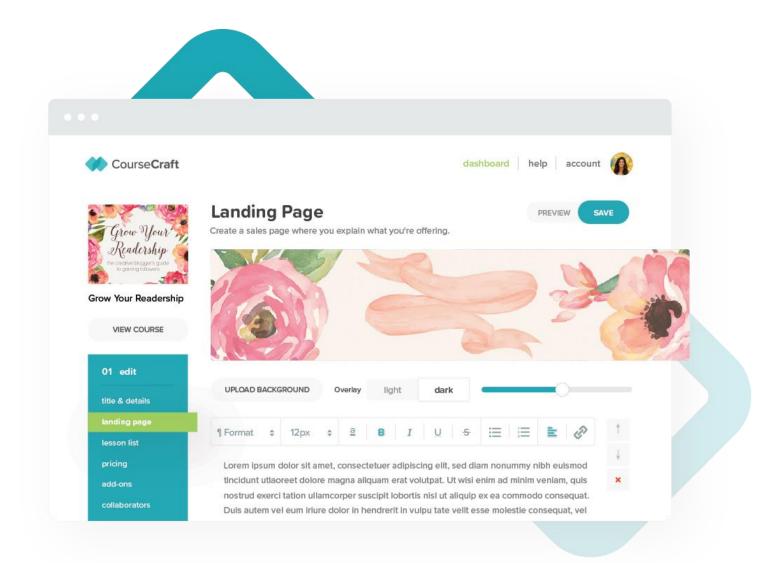
#### 4. Learn about Udemy course creation



## 6. Set up your video studio



#### 7. Create the course



# 8. Start creating your sales funnel

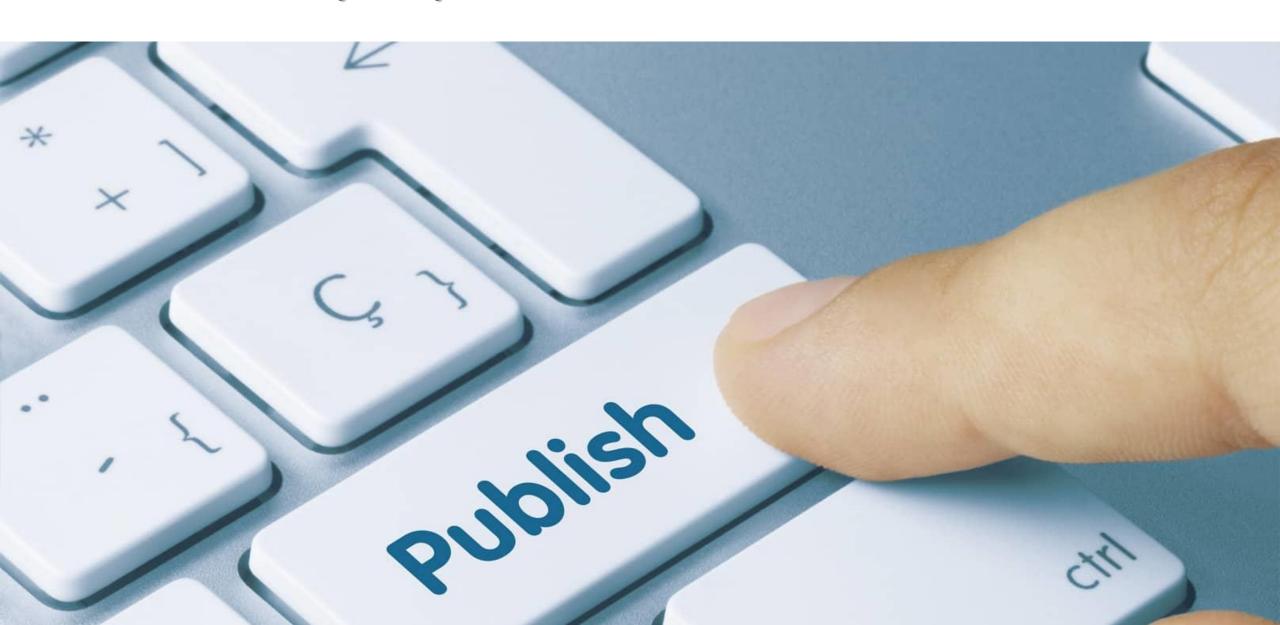
1. Lead Acquisition and Traffic

2. Calls to Action & Conversion

3. Closing the Sale

4. Encouraging
Customer
to Return

#### 9. Get ready to publish!



#### 10. Be ready to fail, learn, promote and repeat



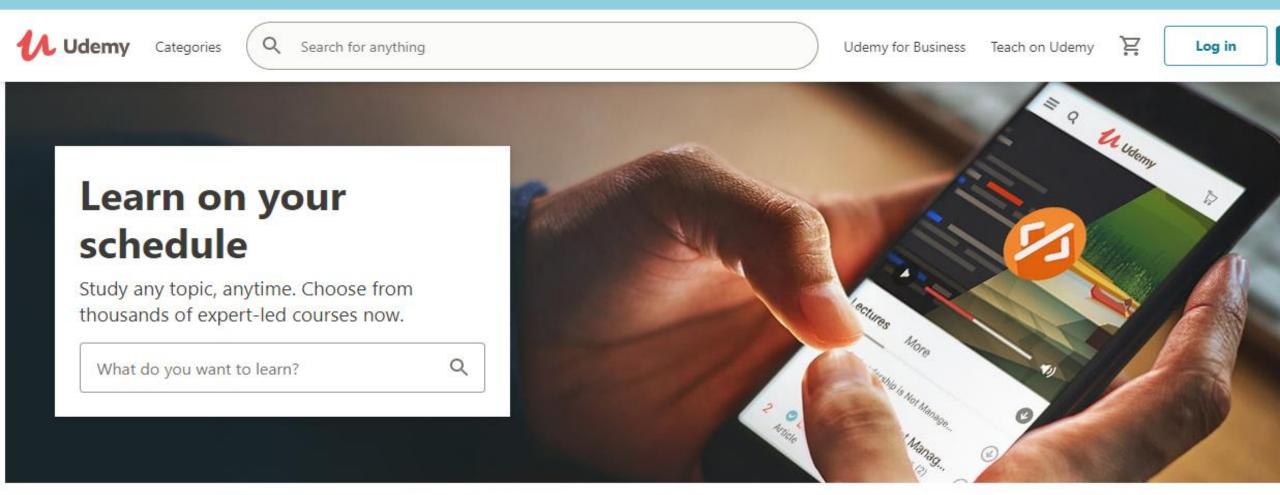


#### HOW TO CREATE COURSE ON

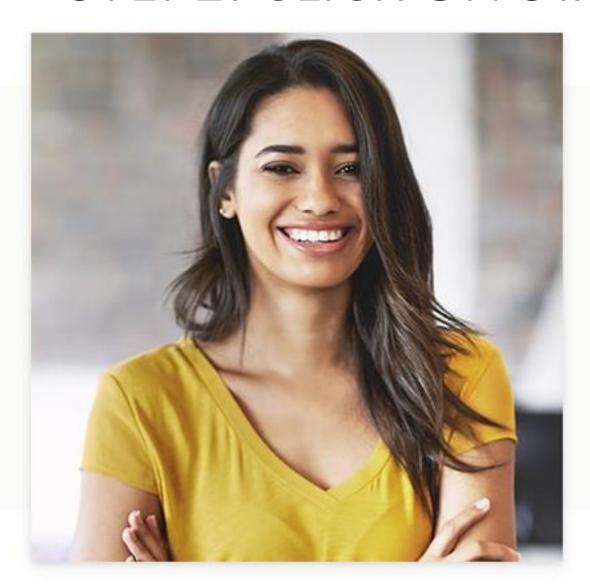


#### STEP1: GO TO WWW.UDEMY.COM

Start solving your challenge now | Enroll today and learn risk-free with our 30-day money-back guarantee.



#### STEP2: CLICK ON START TEACHING TODAY



#### Become an instructor

Top instructors from around the world teach millions of students on Udemy. We provide the tools and skills to teach what you love.

Start teaching today

#### STEP3: CLICK ON BECOME AN INSTRUCTOR



Categories

Q Search for anything

Udemy for Business

Teach on Udemy



Log in

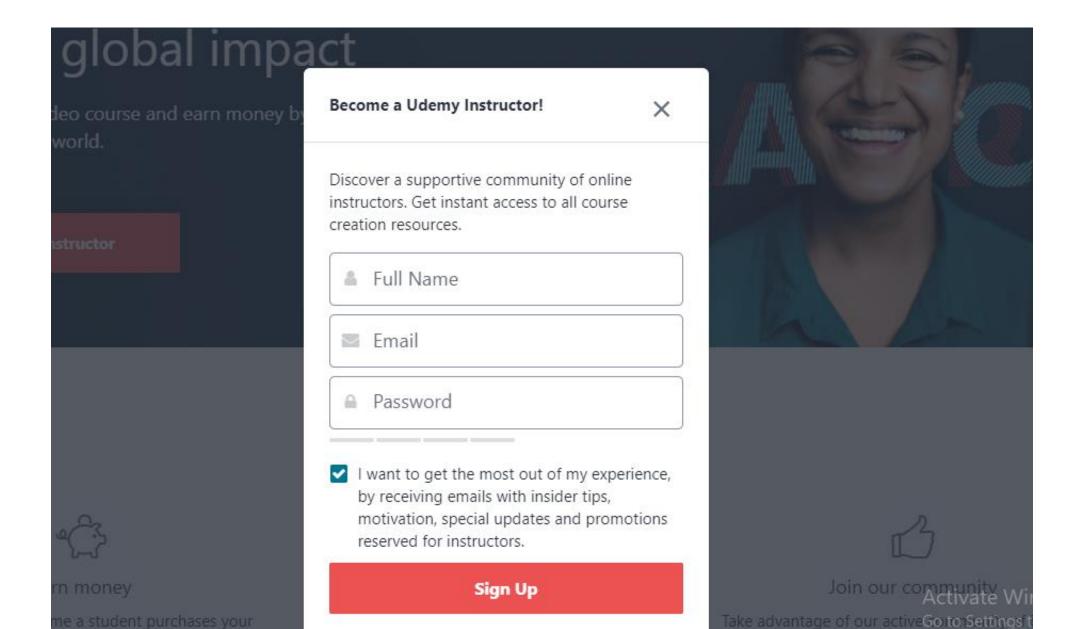
#### Make a global impact

Create an online video course and earn money by teaching people around the world.

Become an instructor



#### STEP3: SIGN UP ON UDEMY



#### STEP 4: FILL OUT THE DETAILS



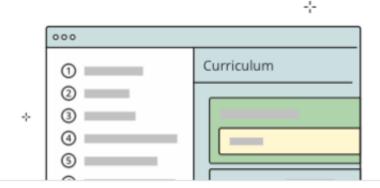
Step 1 of 3

#### Share your knowledge

Udemy courses are video-based experiences that give students the chance to learn actionable skills. Whether you have experience teaching, or it's your first time, we'll help you package your knowledge into an online course that improves student lives.

#### What kind of teaching have you done before?





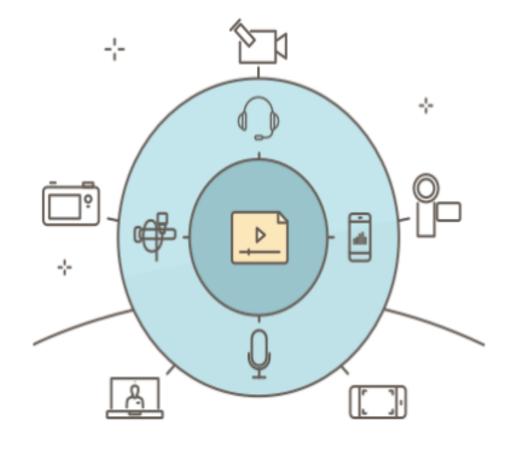
#### How much of a video "pro" are you?

O I'm a beginner

I have some knowledge

○ I'm experienced

I have videos ready to upload



#### Do you have an audience to share your course with?

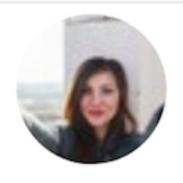


I have a small following

O I have a sizeable following



#### ONCE YOU CREATE PROFILE



Jessica Lee Learn hard; play hard.

View Public Profile

Profile

Photo

Account

Credit Cards

Privacy

Notifications

API Clients

#### Close Account

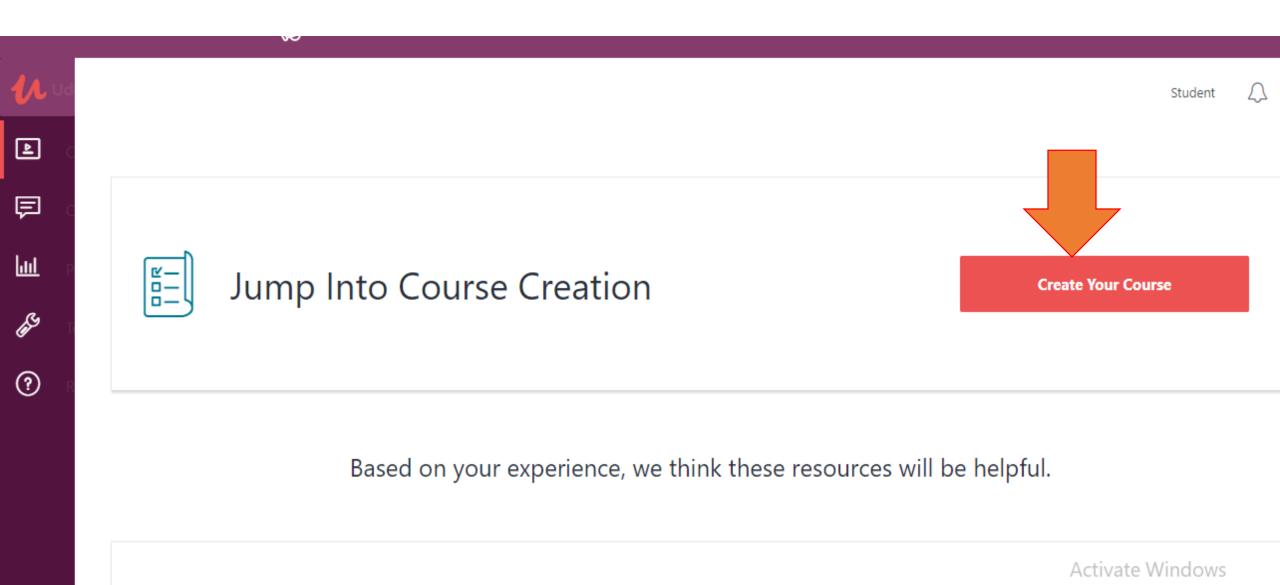
Close your account permanently.

Close Your Account

**Warning:** If you close your account, you will be unsubscribed from all your 7 courses, and will lose access forever.

Close Account

# STEP 5: CLICK ON CREATE COURSE



# STEP 6: SELECT TYPE OF COURSE

First, let's find out what type of course you're making.



#### Course

Create rich learning experiences with the help of video lectures, quizzes, coding exercises, etc.



#### **Practice Test**

Help students prepare for certification exams by providing practice questions.

# STEP 7:GIVE A TITLE(60 LETTERS)

# How about a working title?

It's ok if you can't think of a good title now. You can change it later.

e.g. Learn Photoshop CS6 from Scratch

60

## STEP 7:CHOOSE CATEGORY

# What category best fits the knowledge you'll share?

If you're not sure about the right category, you can change it later.

Choose a category

# STEP 8: HOW MUCH TIME YOU SPEND ON CREATING COURSE

How much time can you spend creating your course per week?

There's no wrong answer. We can help you achieve your goals even if you don't have much time.

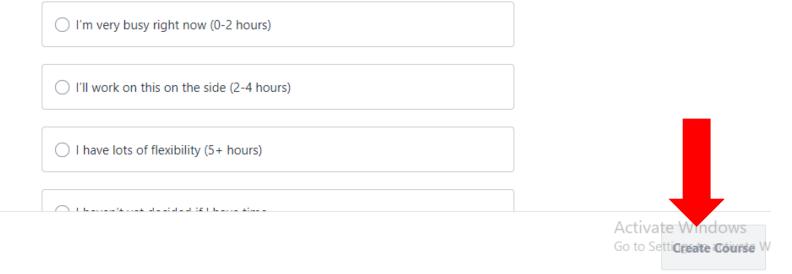
- ☐ I'm very busy right now (0-2 hours)
- I'll work on this on the side (2-4 hours)
- I have lots of flexibility (5+ hours)

## STEP 9:CLICK CREATE

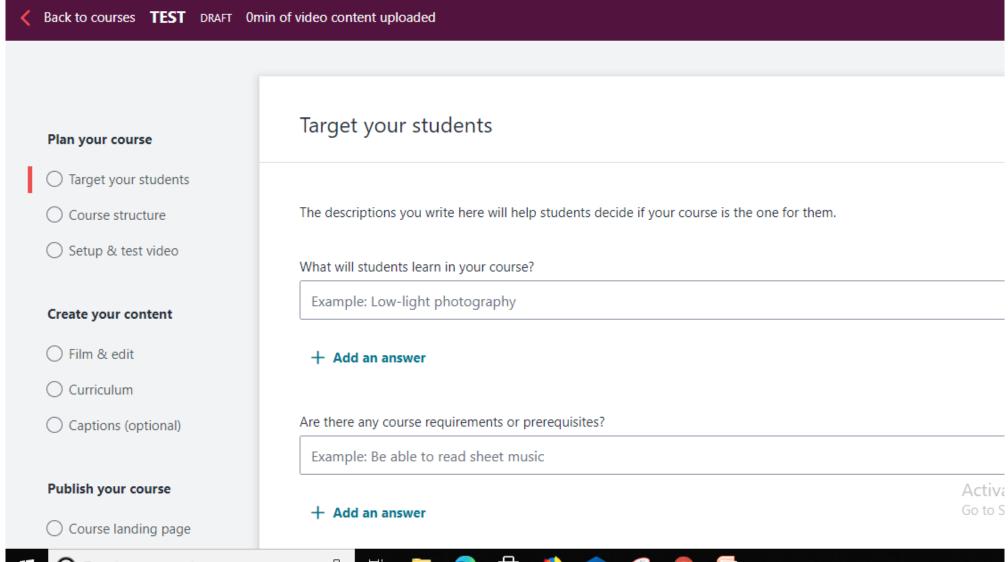
Previous

### How much time can you spend creating your course per week?

There's no wrong answer. We can help you achieve your goals even if you don't have much time.



# STEP 10:SELECT TARGET AUDIENCE

























# STEP 11: PLAN YOUR COURSE/STRUCTURE YOUR COURSE

Back to courses **TEST** DRAFT Omin of video content uploaded Course structure Plan your course Target your students Course structure Setup & test video There's a course in you. Plan it out. Our library of resources Planning your course carefully will create a clear learning path for Tips and guides to structuring a Create your content students and help you once you film. Think down to the details of course students love each lecture including the skill you'll teach, estimated video length, Film & edit practical activities to include, and how you'll create introductions Learn at Teach Hub Curriculum and summaries. Captions (optional) Publish your course Course landing page Tips Activate Windows

Go to Settings to activate \

Create an outline

Pricing

# STEP 12:CREATE YOUR CONTENT

Back to courses **TEST** DRAFT Omin of video content uploaded

#### Plan your course

- Target your students
- Course structure
- Setup & test video

#### Create your content

- Film & edit
  - Curriculum
- Captions (optional)

#### Publish your course

Course landing page

Film & edit

#### You're ready to share your knowledge.

This is your moment! If you've structured your course and used our guides, you're well prepared for the actual shoot. Pace yourself, take time to make it just right, and fine-tune when you edit.



#### You're in good company

Chat and get production help with other Udemy instructors

Join the community

Activate Windows Go to Settings to activate Windo



# STEP 13:COURSE LANDING PAGE CONTENT

#### Plan your course

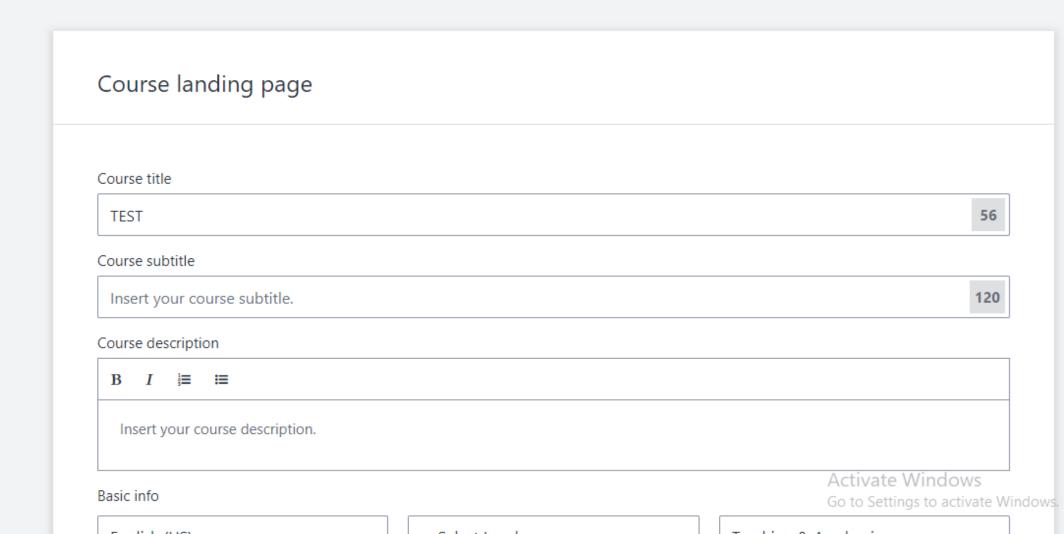
- Target your students
- Course structure
- Setup & test video

#### Create your content

- Film & edit
- O Curriculum
- Captions (optional)

#### Publish your course

O Course landing page



# STEP 14:PRICING

#### Plan your course

- Target your students
- Course structure
- Setup & test video

#### Create your content

- ✓ Film & edit
- Curriculum
- Captions (optional)

#### Publish your course

Ocurse landing page

#### Pricing

**⊕** U

Udemy has begun list price testing for courses in Fixed Price and Percentage Deals. During these tests, your course's list price may display differently in different markets or to different students. Learn More

Course Price Tier

Please select the price tier for your course below and click 'Save'. The list price that students will see in other currencies is calculated using the price tier matrix, based on the tier that it corresponds to.

If you're intending to offer your course for free, the total length of video content must be less than 2 hours.



Select v

Save

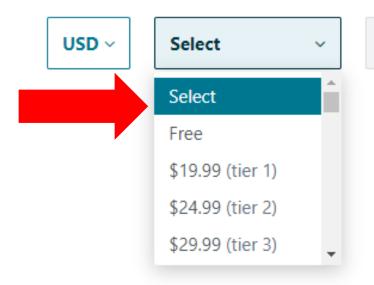
A Please complete the premium instructor application here in order to set a price for your course. You can set your course price as soon as your linked payment method is approved.

Activate Windows
Go to Settings to activate Windo

# Select pricing option

In you re interioring to other your course for nee, the total length of video content must be less than a hours.

Save



A Please complete the premium instructor application here in order to set a price for your course. You can set your course price as soon as your linked payment method is approved.

Activate Windows
Go to Settings to activate W

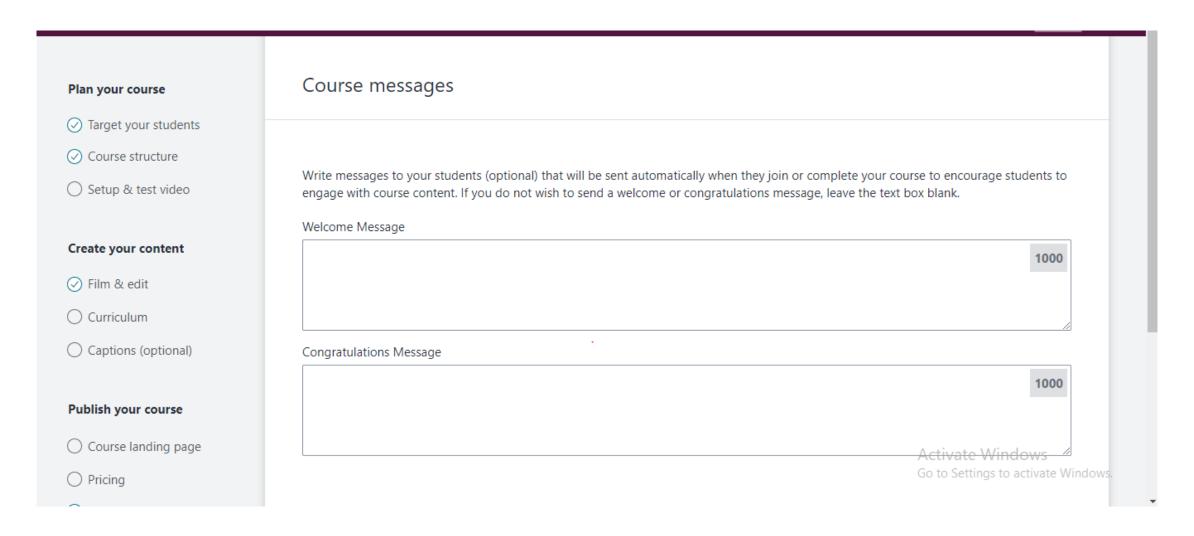
# STEP 15:YOU WILL GET PROMOTION LINK AND CREATE COUPENS

#### **Promotions** Plan your course Target your students Course structure O Setup & test video **Refer students** Any time a student uses this link, we will credit you with the sale. Learn more Create your content https://www.udemy.com/course/draft/3478616/?referralCode=6ED913825065D06247D3 Copy Film & edit Curriculum Captions (optional) Coupons September coupons Publish your course Activate Windows Go to Settings to activate Windo You cannot create coupons for a free course Course landing page

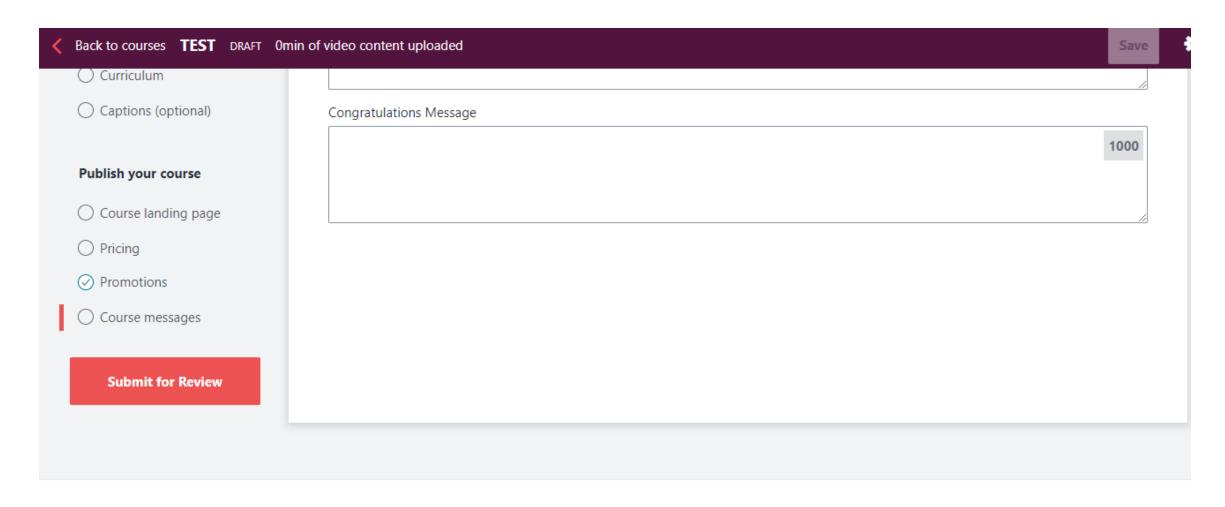


# YOU CANNOT CREATE COUPONS FOR A FREE COURSE

# STEP 16:WRITE COURSE MESSAGES



# STEP 17:CLICK SUBMIT FOR REVIEW



# ONCE THEY REVIEW YOUR CONTENT THEY WILL SUBMIT COURSE!



# IF YOU WISH TO GET YOUR COURSES SET UP IN UDEMY, PLEASE CONTACT

MS. EVA BARRETT

**PHONE NUMBER:** 

+974 6671 7767

**EMAIL ID:** 

events@digitalmastery.qa



# **STRATEGY 34/100**

Start Your Own Fully Automated Online Training Website And Earn Passive Income



Start your own online business training website and sell courses on your own website with affiliate program.

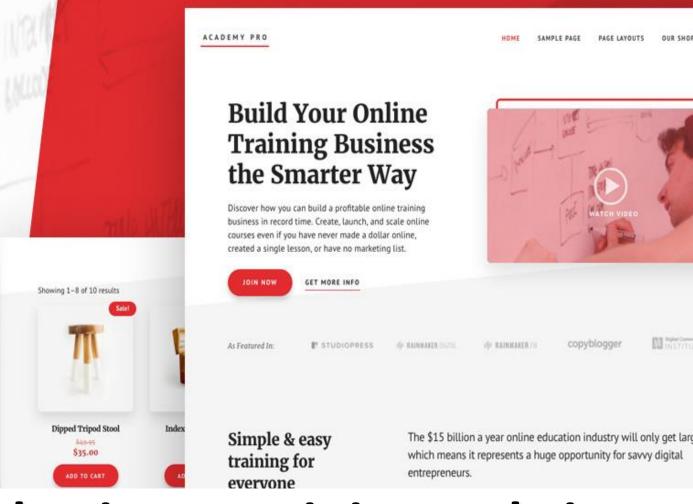




•With Zero Hassles Or Any Tech Skills Whatsoever

# ONLINE BUSINESS TRAINING WEBSITE

The theme for online course creators, membership site owners, and educational content marketers.



With your own online business training website, create courses fast, build a top-notch marketplace, and sell your courses with ease.



All for a low one-time investment today.



Tap Into Fast Growing E-Learning Industry Today



**Ebook Format** 

 Create Courses Quick & Easy — Add **Unlimited Lessons** (Video, E-Book & Reports)



# Don't Lose Traffic, Leads And Profits With 3rd Party Marketplace & Keep 100%



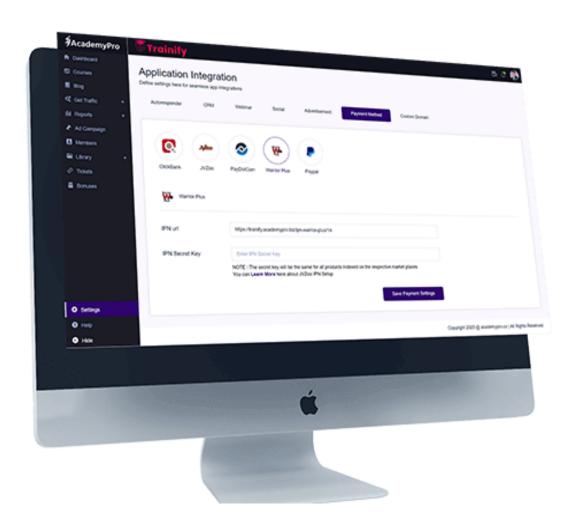


# Create & Sell Profit Pulling Courses Quickly In Only 3 Easy Steps

## STEP1: Create Courses

Add your own video lessons, e-books, or choose from already included, 5 done-for you video courses.



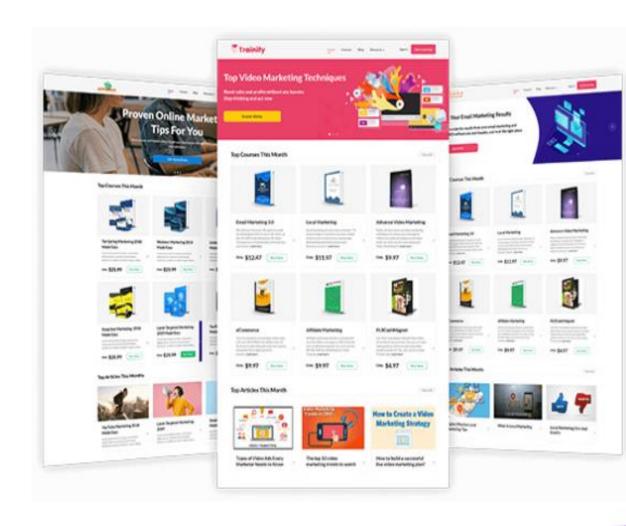


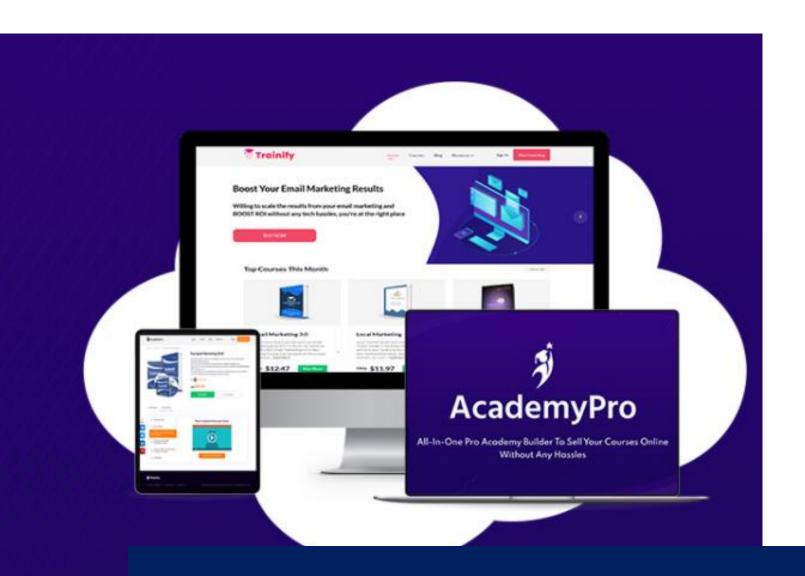
# STEP2: Add Payment Options

Select your payment gateways to accept payments directly in your accounts. (All major options included)

# STEP3: Publish & Profits

Publish your courses on your brandnew e-learning site and keep 100% of the leads and profits.





# ONLINE BUSINESS TRAINING WEBSITE BENEFITS

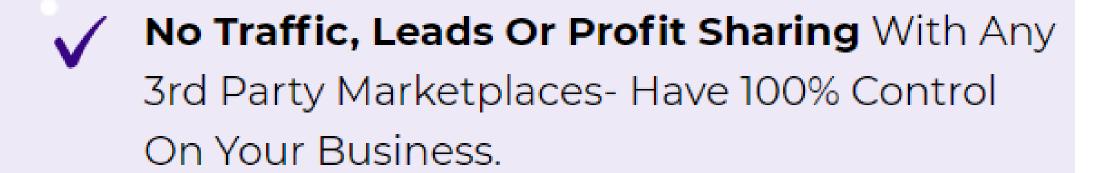


✓ Build Courses Quick & Easy – Add Unlimited Lessons (Video, E-Book & Reports)

List & Sell Your Courses On Your Own Academy Marketplace.



## Accept Payments With PayPal,



Let's Get Started Today With 5 Done-For-You Video Courses On 5 Hot Topics



# Beautifully Designed Academy Website With Multiple Colour Themes

✓ Build Courses On Any Topic – Become Authority In Any Niche

100% SEO & Mobile Responsive Academy Site & Marketplace



SMO Ready -Enable Social Icons To Grow Your Social Media Following



**Free Hosting** For Images, Reports & Our DFY Video Courses With HD Video Player



Sales Pages Builder With A Live Page Editor



**Ready To Use Affiliate System** With Swipes & Animated Banners



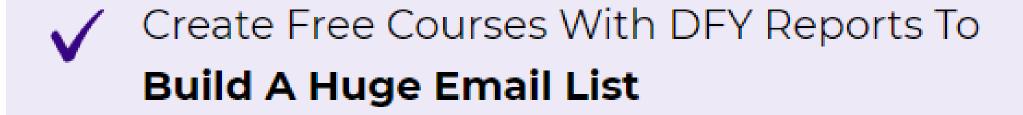
**Branded Members Area** For Your Students



Track Progress- Course Is In-Progress Or All Lessons Completed



**Built-In Ticketing System** To Provide Support To Students



Manage Leads With Inbuilt Lead
Management System



**Seamless Integrations** With Top

Autoresponders



Newbie Friendly One-Click Product Creation
With DFY Courses



100% GDPR And CAN-Spam Compliant

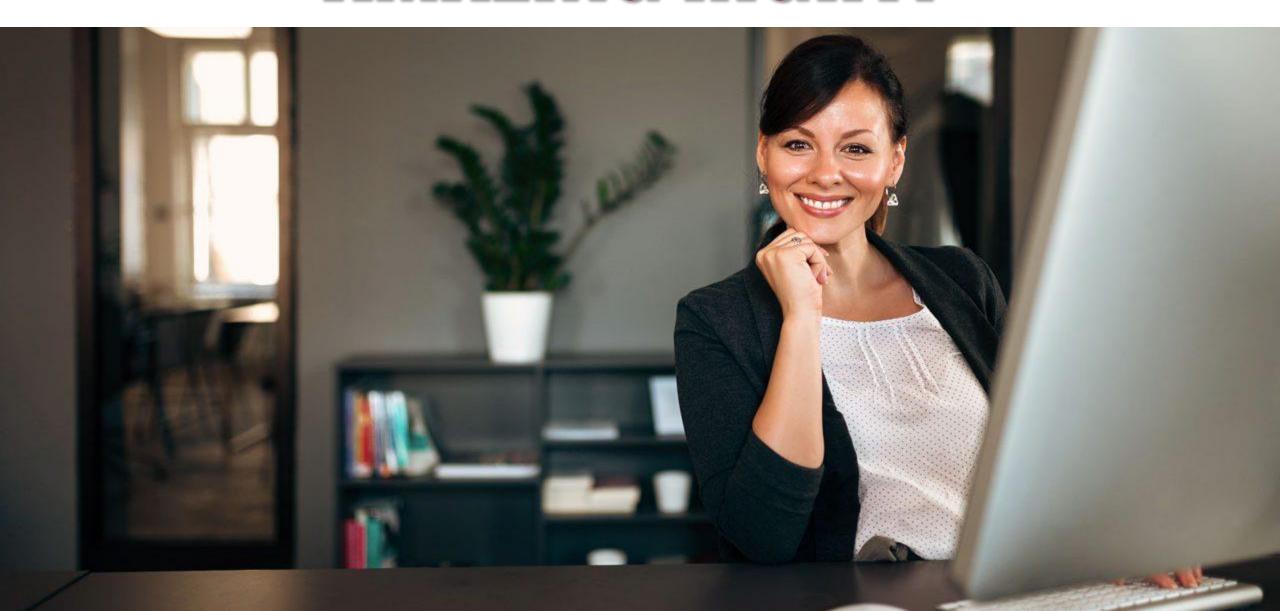


Easy And Intuitive To Use Software With Step By Step Video Training

100% Newbie Friendly & Fully Cloud Based Software

24 \* 7 - Customer Support

# AMAZING RIGHT?



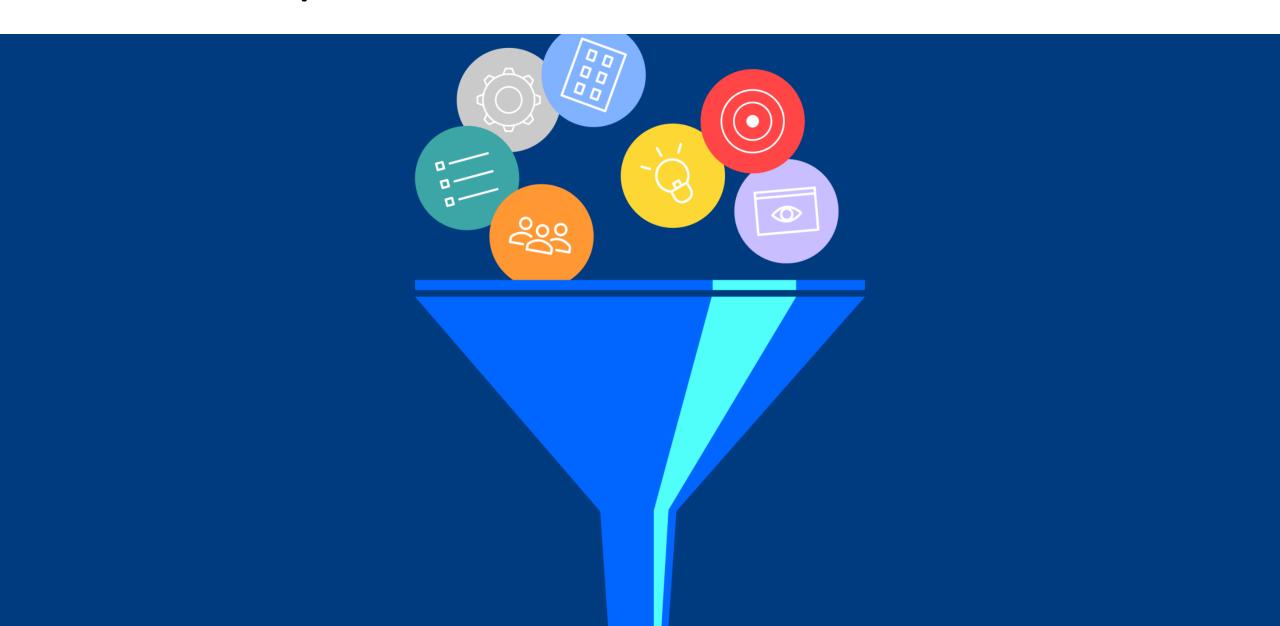
# All-In-One Online Business Training Website Builder



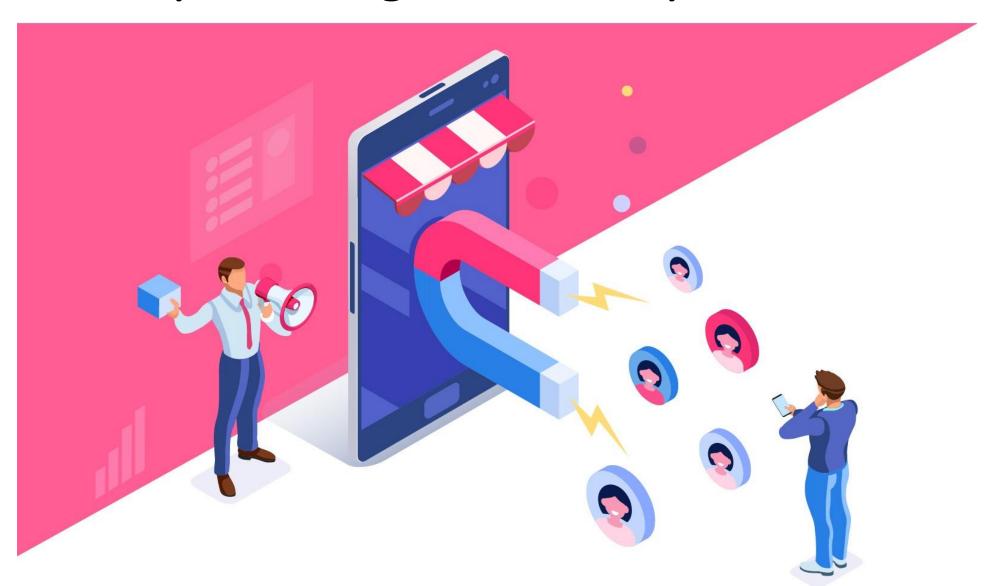
# Cutting-Edge Software That Creates Udemy Like Sites With Inbuilt Members Area Packed With HD Video Courses, Support Desk & Video HOSTING



# Create Multiple Courses and Funnels



# Done for you lead generation system

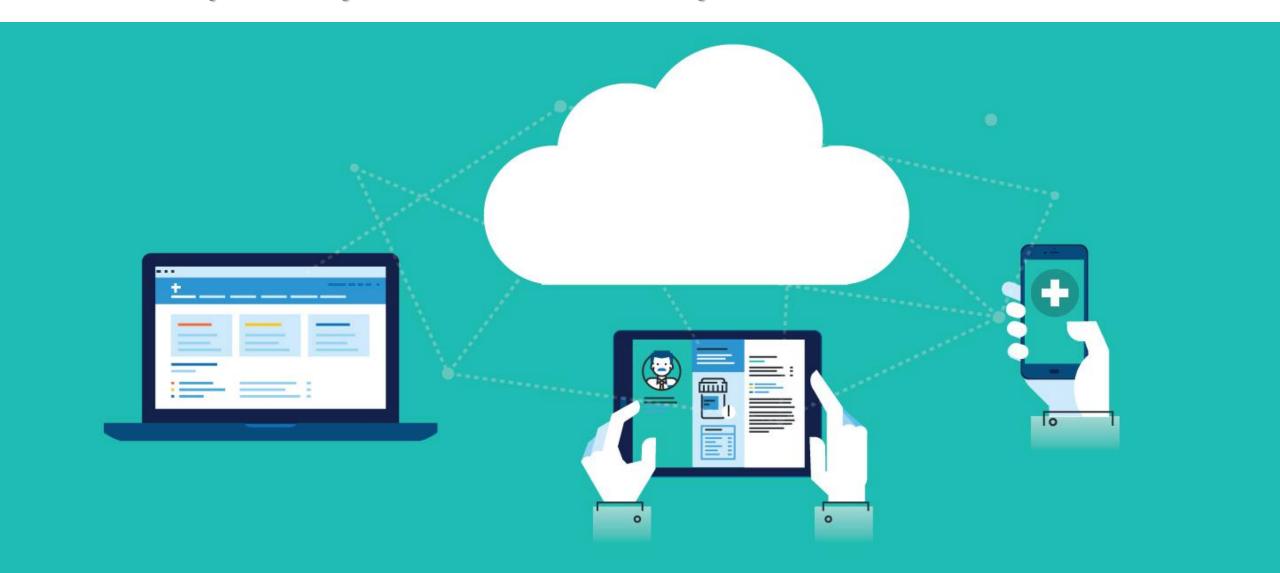




Add unlimited Students and leads



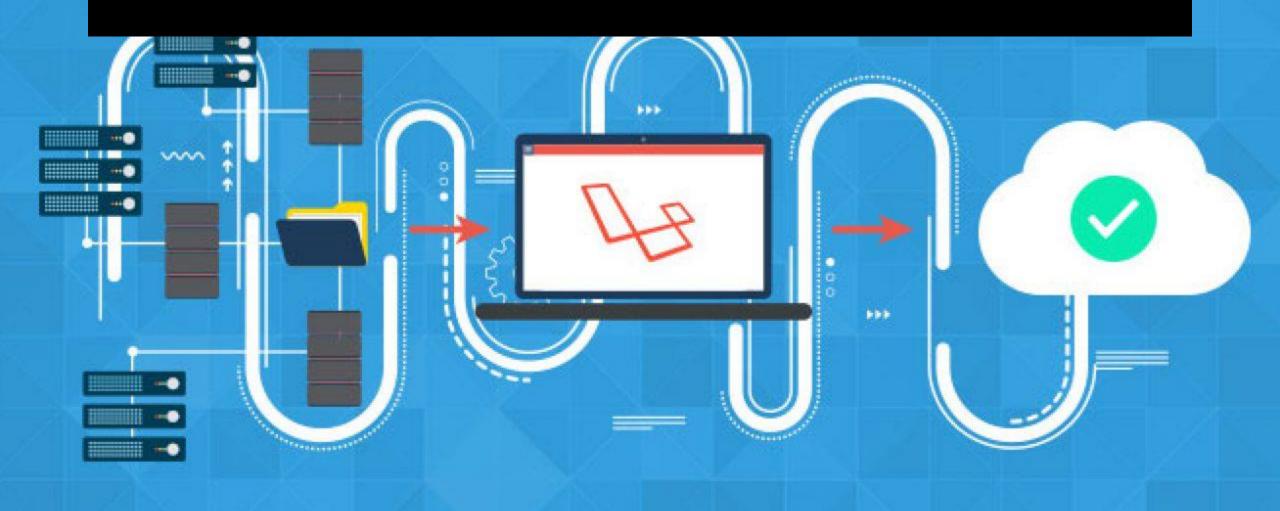
# Completely Cloud based system





Step By Step Training and Videos Creator

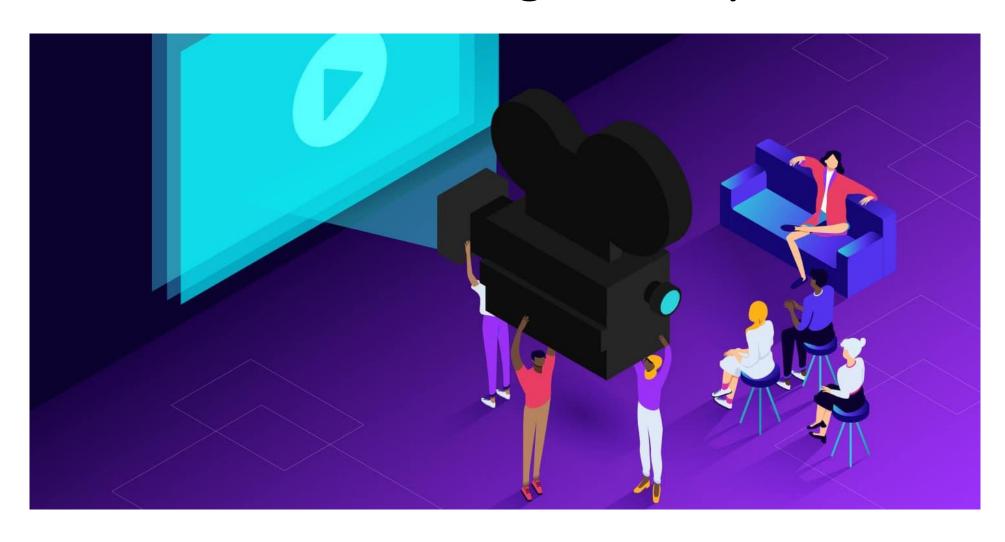
# No Domain or Hosting Required



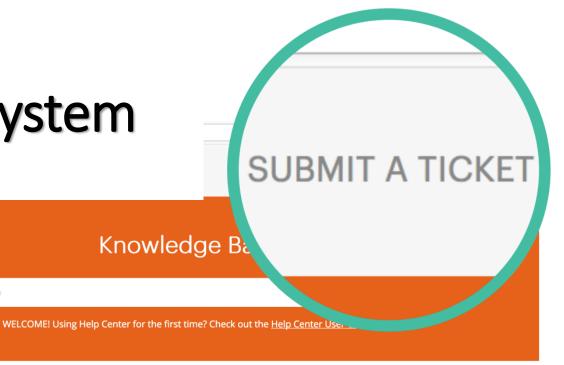
# Ready to Use Affiliate System

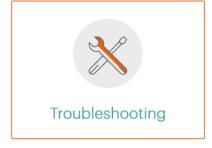


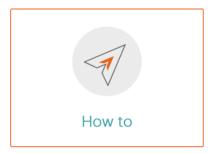
# In Built HD Video Hosting and Player



# **Inbuilt Support and Ticketing System**



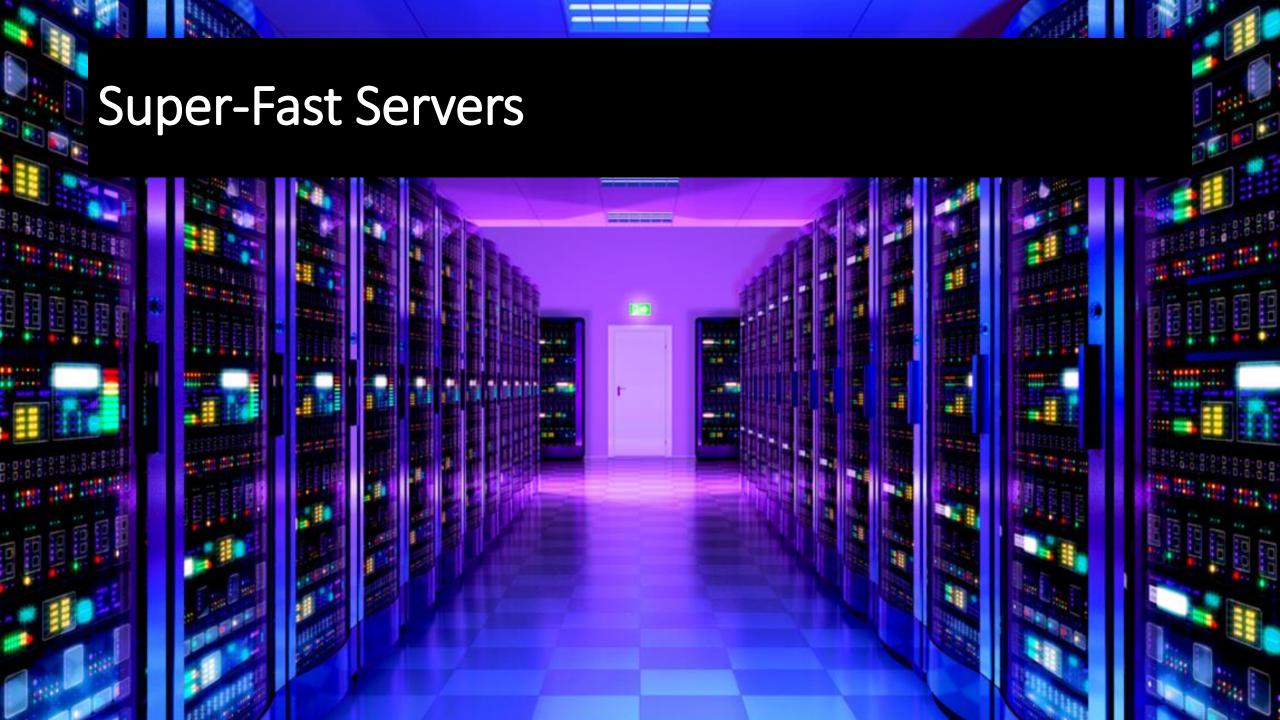




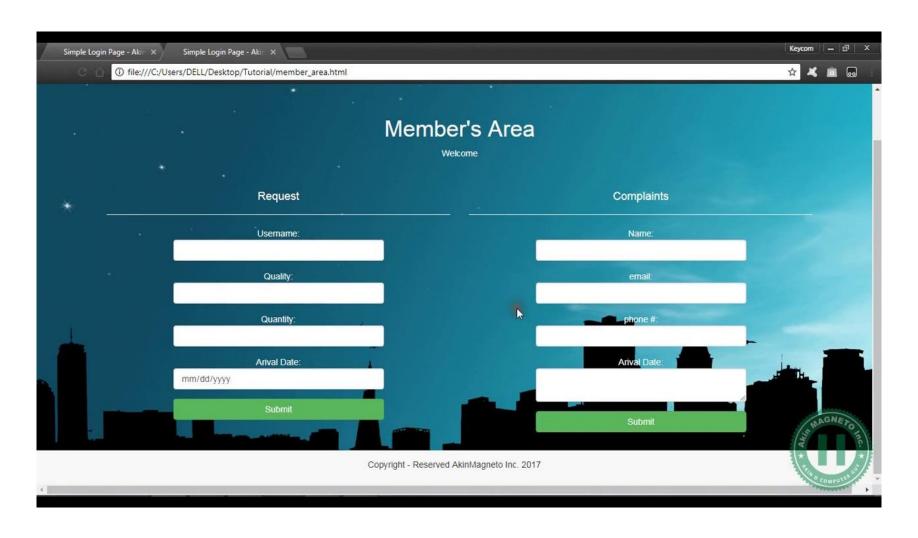


# 10+ Autoresponder Integration





#### State-of-the-art members area





# No Extra Charges, Keep 100% of the profits



# 100% GDPR and CAN-SPAM Compliant



# Unlimited sub domains



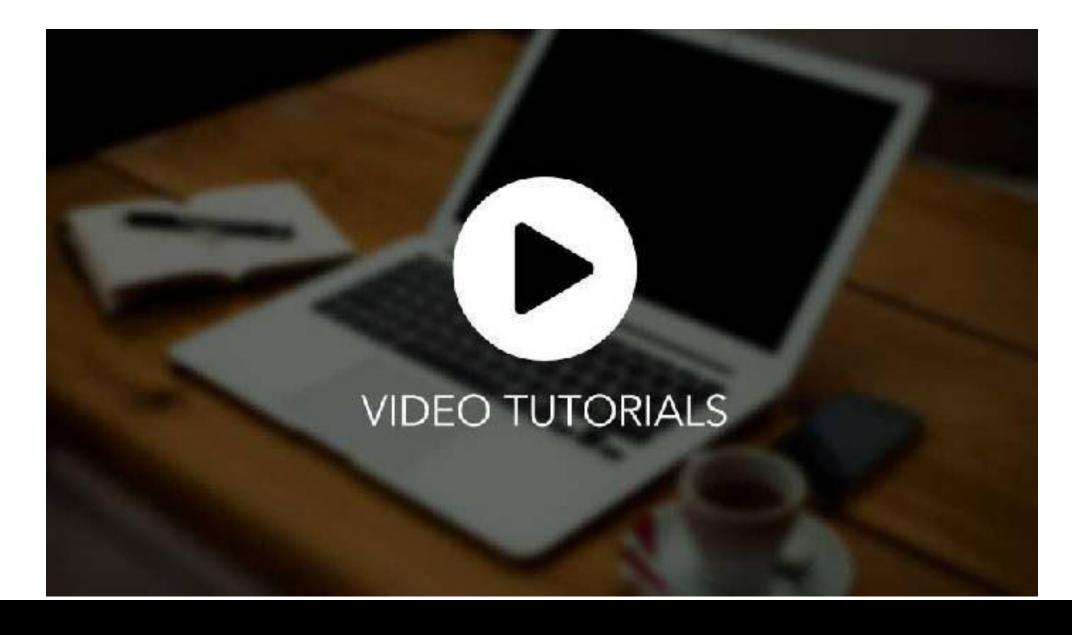
# No hosting and domain hassles





# Zero transaction fees





# Video base tutorials



PDF training guide

### Fully mobile responsive



# Lead generation page



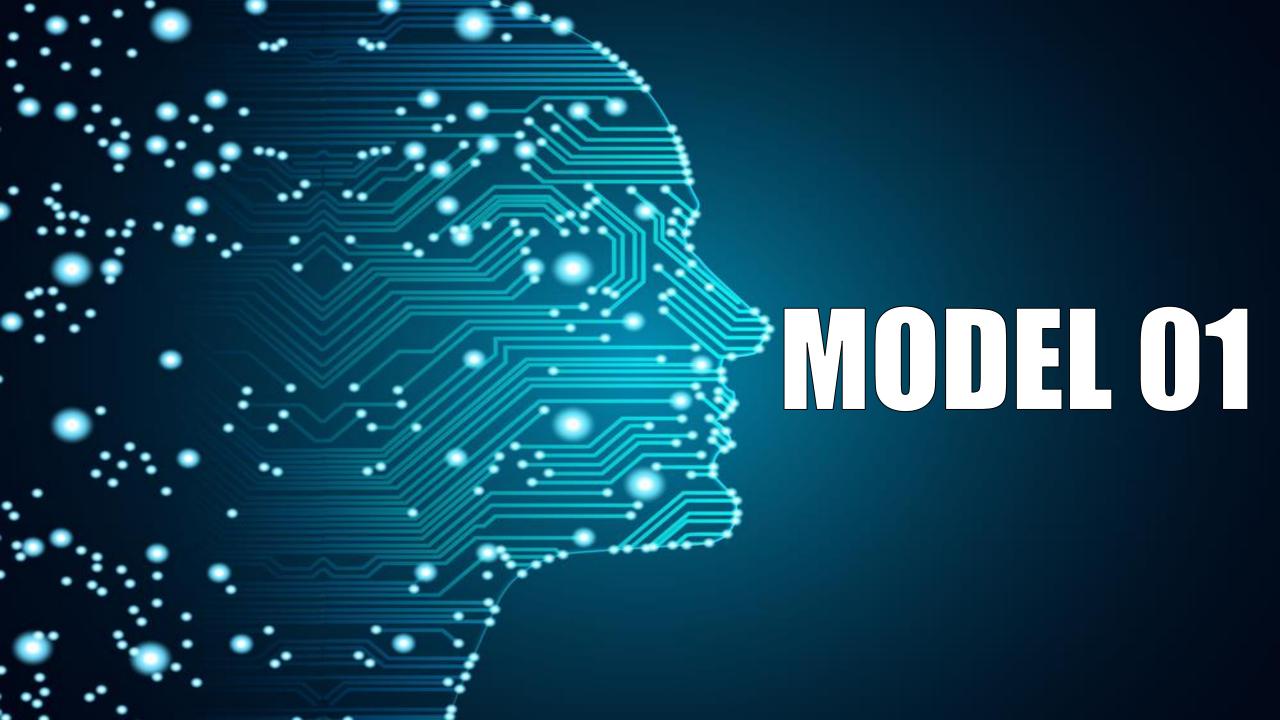






# SUMMARY AND **OFFERS**







# PARTNER WITH







#### SPECIAL OFFER NOW:

1250 USD

Secured "Monthly Take
Home" For The First
12 Months As
"ADM SCHOLARSHIP"

### CONTACT

MR. TAHIR AQEEL

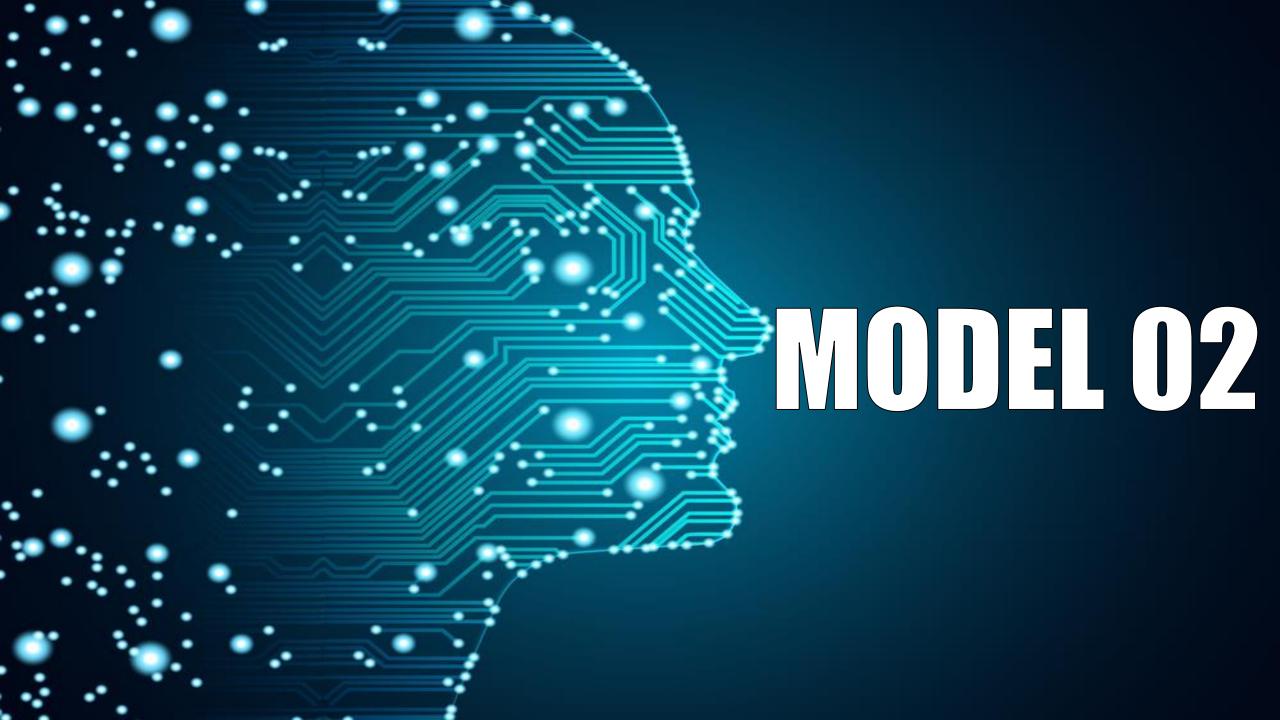
PHONE NUMBER: +974 3111 8472

WHATSAPP NUMBER: +974 5012 3633

**EMAIL ID:** 

mentors@adm.qa





#### **STRATEGY 33/100**



SELL YOUR COURSES THROUGH MARKETPLACE



## CONTACT

MS. EVA BARRETT

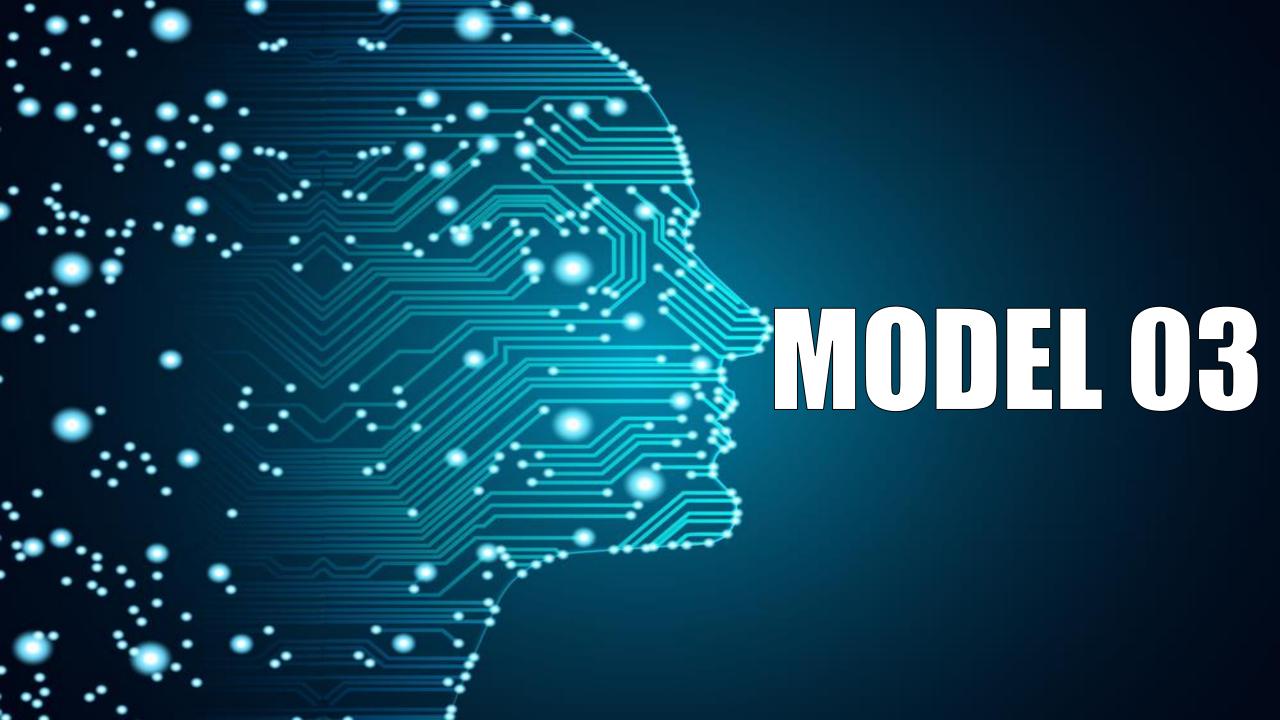
**PHONE NUMBER:** 

+974 6671 7767

**EMAIL ID:** 

events@digitalmastery.qa





#### **STRATEGY 34/100**

Start Your Own Fully Automated Online Training Website And Earn Passive Income



## CONTACT

MS. EVA BARRETT

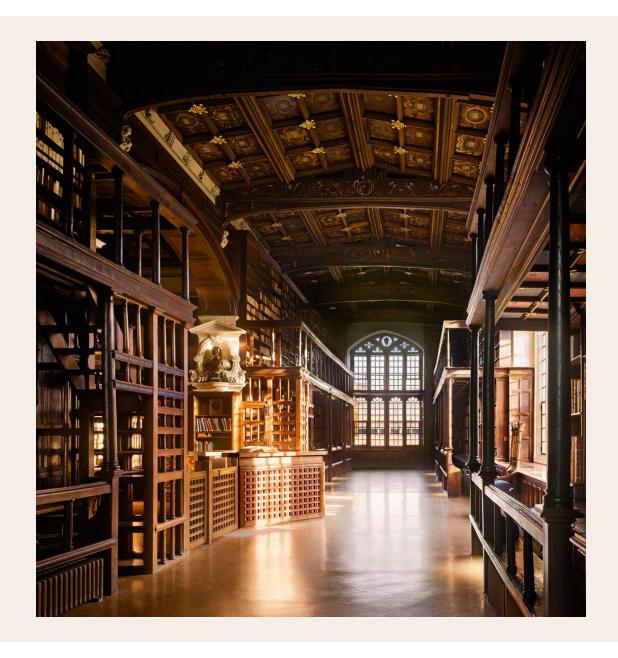
**PHONE NUMBER:** 

+974 6671 7767

**EMAIL ID:** 

events@digitalmastery.qa

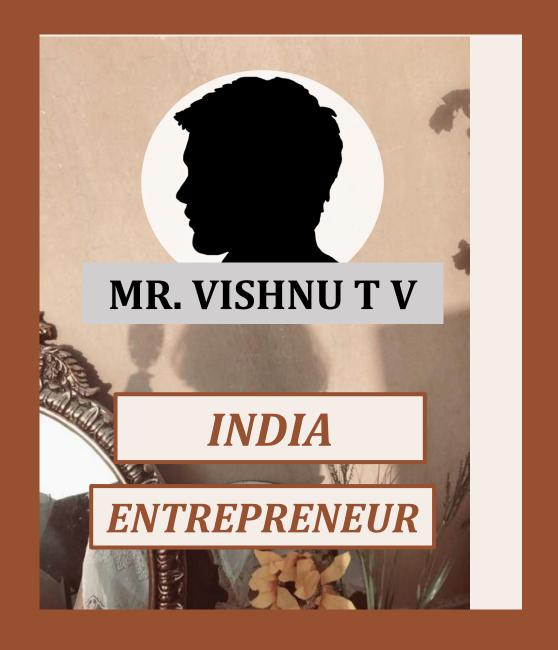




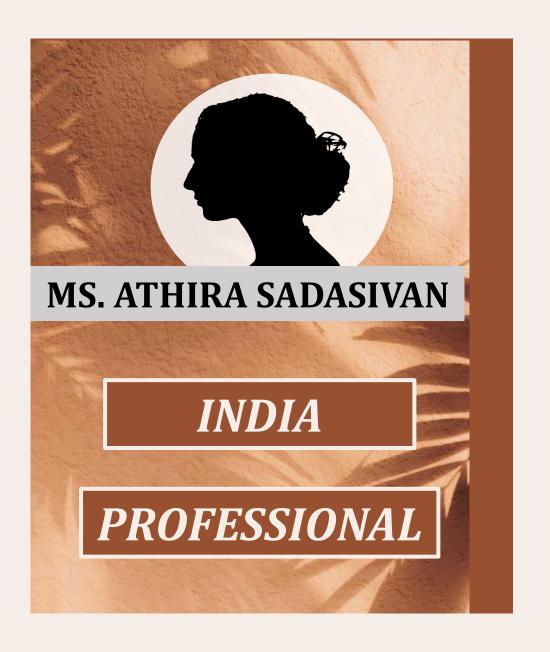
# QUESTION & ANSWERS

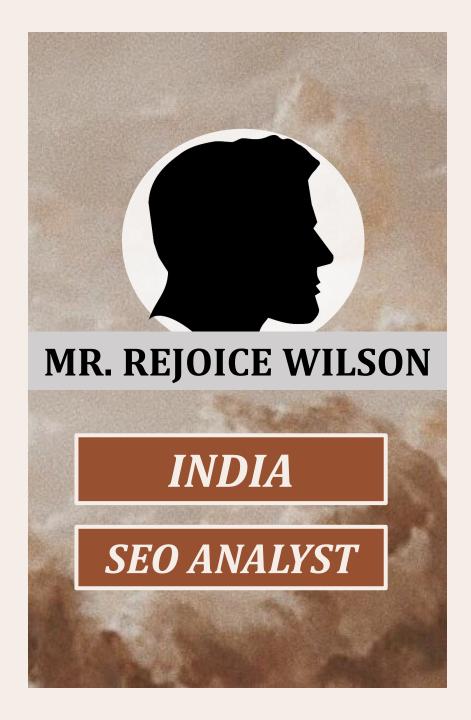
#### QUESTION

Sir I would like to know about the possibilities of eduventures on this pandemic situation?

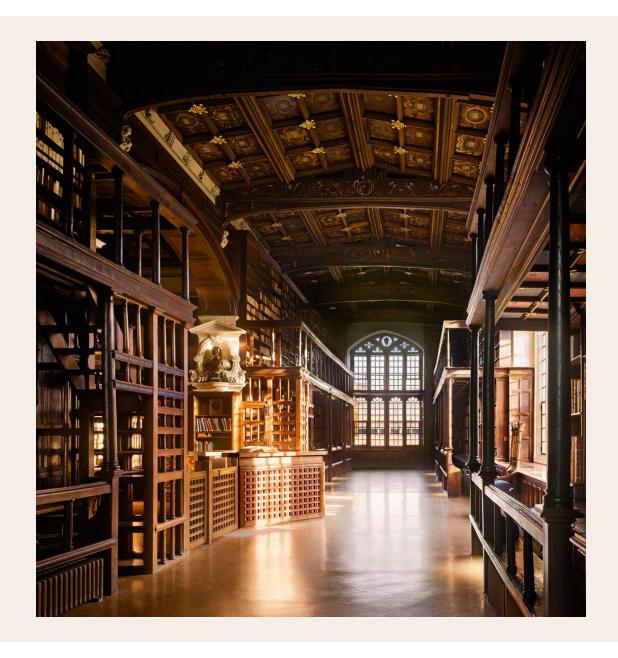


# QUESTION What is MSV?





QUESTION Can you suggest some good niche research tools?



# QUESTION & ANSWERS

#### THANK YOU!

ASHEGHAR DIGIMENTORS



