

Let Your Knowledge Makes Money To You

**The Secrets To Be A Successful Entrepreneur
To Generate Income Online By Teaching Your
Own Skills And Know-How**

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Foreword

For an instructor, entrepreneur or students, ForteMall (<http://www.fortemall.com>) is the perfect place to introduce the online learning and training market. Start-up investment is minimal and there is virtually no risk involved. Everyone with their own unique skills and know-how can make money through ForteMall platform easily. It is better than the business activities that sells goods on normal auction sites, you don't have to prepare money and time to buy the inventory, all you sell is **your knowledge, your brain. You can create the courses once, and sell forever!** Without extra cost to do that.

If you want, you can start by opening a course to teach your native language to foreigner. Online learning market is also wide open to experimentation. You don't need to be an expert when you begin. What could be easier or better?

So pursue your passion and discover your own special niche, in any category you want. It's **your** choice. **Let Your Knowledge Makes Money to You!**

This book provides everything you need to build a profitable online learning/training business, the business of your dreams. This book shares the extensive knowledge, experience and expertise in this excellent resource book, reducing your learning curve to almost a flat line.

1. Introduction

ForteMall (<http://www.fortemall.com>) is the best place you can trade the skills, knowledge, special know-how with anyone all over the world.

As a lecturer, you can easily earn money from your special skills, knowledge, and know-how by opening courses on ForteMall platform. The audience can be anyone and resides anywhere on the earth. ForteMall brings you a new way to enroll students in world scope. ForteMall built-in rich tools you can use them to design the course content and teach your audience easily. ForteMall also includes a rich direct payment system which cooperates with well-known payment companies. You and your audience both can finish the transaction in security way.

As a student, it is not necessary to go abroad to learn skills/knowledge from now on. By using ForteMall, you can learn anytime and anywhere, there is no distance and time limitation. You can learn from the courses provide by other members all over the world via ForteMall. You can sit down in front of your PC at home or anywhere, grab a cup of coffee, login to ForteMall, and start to enjoy the learning. Through ForteMall, you also can find the best learning resources in world scope; it provides you the best way to choose the courses and lecturers.

It is exciting, isn't it? But I want to cold you down here. Like anything in life, you must **master** the basics and **understand** what you are doing. No successful business, online or offline, happens by accident.

This book will provide you with usable and do-able information and ideas. You get everything you need to know to carry out successful online teaching and money making, **how to...**

- create attractive course listings
- define your price
- master record keeping
- accept payment
- build traffic

You also get information regarding:

- money-making ideas
- how to avoid mistakes
- studies of successful lecturers that are making huge sums of money

I can promise you that you have the information to do whatever you want with online teaching. Keep in mind that **this is an art, not a science**. And isn't that for the best? By developing our own online teaching skills and abilities, we become the kind of wealthy and successful people we all want to be.

Knowledge is only **potential** power -- without action, it is useless. So if you want to become a master of the online teaching, get in there and **experiment**. You will learn, make new friends, earn some money, create some messes, waste some time, learn value, have a great time playing the game, make ever-larger sums of money and increase your freedom.

Even better news. An online teaching business is easy compared to other kinds of businesses. I can tell you definitely, positively, that Internet online teaching are easier than any of those, you can do it even at home.

This doesn't mean that money just falls into your hands because it doesn't. But it does mean that **you** make the decisions.

And you don't have to go looking for your customers(students) because they're already waiting for you. What could be better?

What is it like to play the online teaching game? It is exciting, challenging, frustrating, fascinating, nerve-wracking, rewarding, and on and on. But it is never boring. I love this business and I hope that you will, too.

It's also a kind of e-commerce party, a celebration, **a happening...** and you're invited to join the rest of us on the **road to online success!**

2. The Entrepreneur's Paradise!

Online teaching on ForteMall (<http://www.fortemall.com>) is the simplest way on this planet for the "little guy" to make money. There are several reasons for that :

1. **No inventory, just your brain** – It is not necessary to prepare money to buy inventory of goods, all you need is your brain. You can make real money buy your experience, knowledge, and know-how by opening courses on ForteMall. **The course can be reused unlimited, created once, sell forever.** There is no inventory cost, no COGS.
2. **Targeted students are at your doorstep** – With online teaching, your students are already there and they come to you! The students can be anyone from all over the world. We don't have to look for students because the ForteMall continue to attract millions of students. But more importantly, they are **targeted** students. Students seeking their own needs, and com to you automatically. And isn't that the way you want it? Why waste time on students who will never enroll your courses?
3. **No Shipping handling** – The course content can be delivered directly to the students through ForteMall in real-time. Lecturers and students can even interact with each other on ForteMall. There is no shipping handling effort and no time limitation.
4. **There are no start-up costs** -- Can you name any other business that has no start up costs? For example, if you want to build up an adult English education school, how much cost you need to pay? Employees, rent, government regulations, incredible paperwork, the constant threat of lawsuits, grinding responsibility and twelve hour days... phew! With an online teaching business, you have none of those expenses. All you have to do is register a ForteMall account for free and you are now the proud owner of an online teaching business. What a contrast!
5. **There is no financial risk** -- On ForteMall, there is no charge at all (except you enable your own school with certain level).

6. **You can start-up in 5 minutes** -- Just fill out a **registration form** at the ForteMall and register a payment account (for example, PayPal, this is here you receive the money), and you can begin selling your knowledge.
7. **All you need is an Internet connection** -- With other kinds of small or home business, you must spend money on advertising. And ads are not cheap. If we think about advertising a course or service on TV or radio, costs escalate dramatically. Contrast that scenario with this one -- the price of an Internet connection of \$15 – \$25 a month whether you are dealing with 5,000 or 5,000,000 students!
8. **You are open for business 24/7** -- The Internet is the only place in the world where a small business can be open 24 hours a day, seven days a week. There are large numbers of people who learning your course when the rest of the world is sleeping. If we are available to these folks, your sales will be much higher.
9. **You can sell your courses to the entire planet** -- If you are teaching in your home town, your students are limited to those people in your geographical area. With the Internet, the **world** is your customer.
10. **You, (lecturers) can live wherever you please** -- In common with many other internet businesses, geography has become irrelevant. For centuries, humans have had to live in cities if they wanted to engage in education businesses at an expanded level. With online teaching, you can live anywhere you please, as long as you have electricity. In fact, with laptops we don't even need to be home. You can follow your teaching business any time, anywhere.
11. **You can make money without leaving home and anytime** -- We never have to leave our homes and at the work time to make as much money as we want. This has to improve family life in a significant way... want to go to the kids' Little League games? Have lunch with your spouse several times a week? Work at 3:00 A.M. because you are a total night owl? Or perhaps you are a shut-in, disabled or taking care of aging parents. Doesn't matter. You can participate in online teaching without any restrictions.
12. **Your computer is the only employee you need** -- The computer gives

you tremendous power and freedom. Unlike the giant companies, our employee doesn't need a vacation. It takes no sick leave, and has no family emergencies. In other words, you have a 24 hour, seven-days-a-week loyal servant at your beck and call.

13. You can choose to be part time or full time -- Starting an offline teaching business and getting it going is a full-time job, and then some, unless you choose to be an online teaching player. Because the Internet will carry on your teaching business without you, you can keep your full-time job until you are ready to quit -- if ever. Some folks choose to remain at a part-time level. This removes the terrifying risk of having to give up the economic security of a job until you are well-established.

14. You can do your market research in advance -- Forget about guessing, hoping, praying, lying awake at night, staring at the ceiling and wondering if you are doing the right thing. With this business, it is possible to do your market research in advance and have a very clear picture of how well your courses will sell before you even teach it.

15. Online teaching is simple to learn – Online teaching have a mercifully short learning curve. Notice that I didn't say “**no**” learning curve. But rest assured that it doesn't take long to begin playing like a champion. Online teaching are not like brain surgery, law school or quantum physics. To become a superior online teaching lecturer, it just takes some **observation, attention and time**. Note : If you are first time to ForteMall, you can view their tutorial videos, they are great materials to help you do the first step.

16. There are no feelings of rejection -- Some people would rather be boiled in oil than try to sell anything because they are afraid of rejection. That will never happen on an Internet online teaching. The worst result is disappointment that your course didn't sell. With online teaching on ForteMall, the transaction is impersonal and no one will see you. The element of fear is totally absent.

17. You will make lots of new friends -- It's very satisfying to talk with people who share common interests with and learn from you. With Internet online teaching, you will get to meet many kindred spirits.

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18. You can automatically become an expert -- Once you learn the field, it's easy to become known as an expert. This is knowledge which may pay off in other ways.

3. Some Minutes to Start

Before you can play the online teaching game, you have to prepare your tools. ForteMall (<http://www.fortemall.com>) Registration is absolutely free and it only takes about two minutes to fill in some information. Besides, you also need to register a direct payment account, such as PayPal (<https://www.paypal.com>), this is where you receive the money.

STEP 1 – Signup a ForteMall account. There is only one requirements for registration - You must have a valid e-mail address. The requirement is quite easy!

Next comes personal information to insert. Provide ForteMall with your name, address, telephone number and e-mail address. Unless you tell the truth here, you won't be a ForteMall member. Try to think it, when you are enrolling and selling courses, there is frequent communication between you and your trade partner. If the personal information is not true, it is very very difficult to build up your reputation on ForteMall. The true personal information is the first step to be success.

Besides, Depending upon your ambitions, you may want to create a separate e-mail address just for your teaching business. It is more efficient if your courses messages are separate from your family reunion ones.

ForteMall promises that your personal information will be given only to law enforcement agents or some parties that need to provide the services to you. They only reveal information if fraud is involved. Other users may you're your contact information to complete a transaction. You can review their Privacy Policy for more information.

STEP 2 – Signup a PayPal account. You need to go to PayPal website (<http://www.paypal.com>) to signup an account. This the where you receive the money. Please note, you can signup a **Premier Account or Business Account** to receive the money here. You can review the PayPal website for more information to understand what the difference between these accounts.

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When you sign up PayPal account, you only need to choose the **Website Payment Standard**, which is the payment method be used in ForteMall.

STEP 3 – Setup your payment account in ForteMall. The Next step is to link the paypal account into your ForteMall account. When the transaction happen (eg, a student buy your course, and pays to you), the enrollee will pay the money to you through this setting.

To setup your payment account in ForteMall is quite simple, you just login to ForteMall, and go to Member Area – My Account – Manage Account page, fill up your paypal account email, and click the “Proceed” button.

STEP 4 – Start to open your courses. It is time to start to open your course and build up your business right now.

Below chapters, I will show you how to be a power lecturer on ForteMall, and the tips to make the money.

4. Begin from students' View

To become a **master** lecturer on ForteMall, you must start from students' view. Why? Simple. You can't sell **effectively** if you have never bought.

For example, when I find a new course provider, I never know their course sales experience until I have enrolled at least one course from them. If their service is awful, or their course product is not what I expected, I want to know it.

I need to know this before I go out and sell my courses and have a bunch of angry customers attacking me. The ForteMall have internal Search Engines which make it easy to find anything that interest you. The first place to start on ForteMall is to look at their categories. If you go to ForteMall home page, the first thing you will notice is the category list...

Within those broad categories, however, there are incredible varieties of subcategories (and sub-sub-categories). Suddenly, hundreds of possibilities enter your mind. I don't see how it's possible for anyone not to find something to interest them. There really is something for almost everyone on ForteMall.

4.1. Make your homework

Rushing out to enroll some courses without knowing what you are doing is not smart way! If you are investing in a twenty dollars course, simply to get a feel for the enroll process, it's no big deal. But it is still important to follow, because this is basic homework for each successful lecturer who want to make money by teaching online.

Once you learn the process, not only will you not make serious enrolling errors (or not as many), you will also learn how to be a more powerful lecturer. Here are the key elements:

Course Title and Description

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Obviously it is the student's responsibility to know what he is buying. If you have any questions, ask, ask, ask!

Lecturer (course provider) profile

The most important thing you can do is to know who you are buying from. ForteMall, for example, has an elaborate system of lecturer reputation.

Good reputation is absolutely critical to successful selling courses! You can see that your entire history as a lecturer is displayed for all to see. This method keeps people honest, and prevents sleazy people from harming students.

Students have five choices for reputation, from one star to five stars, the one and two stars are represented **negative** comment, and the four stars and five stars are represented **positive** comment, the three stars represented **neutral**.

Any student wishing to give negative reputation comment must have a transaction number, or he cannot give the reputation comment. This means only if student had the real transaction with the lecturer, he can leave the reputation comment to the lecturer.

This is a way of protecting lecturers from spiteful people. When you move into the lecturer's role, remember, if you want to receive (positive) reputation comments, you need to **give it!** The reputation mechanism, however, is not always clear. There are sometimes a lot of very confusing directions for finding your student or lecturer to give reputation comment.

For example, you might be asked for the course listing ID of the transaction you are seeking. It might have been weeks since the course transaction was completed and you can't easily access this information.

Solution? To locate the transactions on ForteMall, try to login to your Member Area – Enrolling – Enrolled Courses (if you are student) or Member Area – Hosting – Sold Seats (if you are lecturer). You can find the transactions. In the column of "Options", you can leave the reputation to your transaction partner by click "Leave Comments" link.

There is another place you can find the transaction that you have not given to

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reputation comments to your transaction partner. You can login to your Member Area – Reputation – Leave Comments page. Here you can find all the transactions that you have not given the reputation comments. Click “Proceed” link in “Options” column to leave the comments.

In most cases, it is quite smooth to leave the reputation comments to others or receive the reputation comments from others. But what if a student unfairly maligns you?

First of all, she can only give you one negative point, although she can load up your reputation with unflattering comments. Secondly, the lecturer always has a chance to reply.

As a student, you have the responsibility to use reputation fairly. If you don't, you may be on the receiving end of some pretty tough criticism when you are in the lecturer's role.

Here are some suggestions to use the reputation system :

- Wait until the transaction is complete before you comment. Don't be too hasty to give negative reputation comment (there are only specific circumstances where reputation comment can be withdrawn).
- You can't leave reputation comment for yourself.
- Don't ever threaten others with reputation comment. That's a quick way to get thrown-off the site.

Value assessment

Before you enroll anything, do your best to understand the value of what you are buying. Of course, value is truly in the eye of the beholder. But there are ways to **educate** yourself.

There is a lot of Internet information about all kinds of courses. Try to use the free information to assess the value. For example, you can search the same courses via ForteMall inside, or even through Google, it is great help to compare if the course content and the course enroll price is reasonable.

If you are enrolling a course, it must be because you are interested in this area.

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To become a successful online teaching player, you must be knowledgeable about your particular interest. So use every available resource at your disposal.

Budget limits

Set your enroll price limit and stick to it unless there is an absolutely compelling and rational reason for doing otherwise. If there is a course it's enroll price is too high, be care about it.

4.2. Contact the Lecturer

What if you have questions that aren't answered by the course description or any place inside the course detail page? Always contact the lecturer if you don't totally understand what you are getting into. Whenever you see a course for sale, you will also see an area that says "Ask Lecturer a Question" in course detail page.

It is the student's responsibility to be very clear. What if your enroll a course, and you discover that it's something you don't like? Unfortunately, you didn't ask any questions before you enroll so it's tough luck. You didn't do your homework and now you have to live with the consequences.

The point of this chapter is to understand the student's experience. If you are quite understand the whole process of student's view points, it is not necessary to enroll a course actually before you start to open a course.

The important point here is to **analyze the enrolling (buying) process** to see what you need to do in order to be an **effective course provider**.

Review of all the categories on ForteMall, unless you already are passionate about something and plan to specialize in this. It won't take that long because you will be able to dismiss most of the categories without even thinking about it.

Don't spend hours doing this. Just take a quick survey. Keep an open mind.

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If you take the time to do this exercise, you will know more about successful course selling than most people who have been teaching online for years. Most people don't bother with this step. They just use the "hit-and-miss" method.

5. Open a First Course

In order to maximize profits, be **prepared**. Understand and think about your choices well in advance. You definitely don't want any after-the-fact surprises.

5.1. Pinpointing the Value of a Course

“Value” can be tough to define. In many ways, sell courses can be like the stock market where it experiences a dramatic and sudden reversal in either direction. So how do you choose a fair price?

Here are some tips you can take :

Research

The best way to **do research** is right on the ForteMall itself. Check completed course listings, as well as current ones, for price and course content comparisons. You can search or browse the ForteMall course listings, if there are courses that similar yours, there is a basis to build up your course enroll price.

This type of research will give you valuable guidance. On the flip side, also pay attention to similar courses that didn't sell. Figure out why they didn't sell. Do you see any obvious differences? What can you learn?

Search the internet

There are also many courses host on other online learning sites. You can use the search engine (eg Google) to search if there is a similar courses and their price. It is also a good place to obtain the information.

Try and error

How if there is no similar courses on ForteMall and internet? Congratulation! Your course can be a very unique one on ForteMall, and it has very high chance you can have a good price for your course.

Just use the try and error method to define your course. You can evaluate your first price according your course content. If you has no reputation on ForteMall, do not define the price to high (even you can provide a “free trial” course on ForteMall, it is a great marketing strategy). If the demand is higher than supply, you can adjust your price higher, and accumulate your reputation on ForteMall at the same time.

If your first price is too high, and none enroll your course, try to low it down, and/or you can provide “free trial” course marketing strategy (we will mention it later) to increase the reputation.

By tuning the price lower and higher, you can find a suitable price that can make you maximum profit.

5.2. Choosing Your Category

Once you decide to open a course for sale, you must then choose a category. That choice is simple on ForteMall. To make it extra tough, there are subcategories within those categories. The choice you make may be the difference between a sale and a no-sale. This section will help you choose the most appropriate listing area.

Category Browse

First, do your research by checking all possible categories. Initially, this may take some time, and seem rather tedious, but the research you are doing now will enable you to become a power lecturer. The task won't take nearly as much time in the future. Choose one potential category to begin with. And then, ask yourself these questions :

- Are there other courses similar to yours for sale?
- Do similar courses have enrolls, or not?
- How do the prices compare in different categories?

5.3. Duration and Timing

Your next decision is **how long** you want your course listing to continue, and how your course timing be arranged?

On ForteMall, course listing can run three to 60 days. One thing I can personally attest to, however, is the importance of the **time of day**. I live in the Eastern time zone, and I submit my course listing around 9 P.M., my time. By this point, most folks on the West Coast are home from work. With my 9 P.M. submission, I can effectively “reach” both sides of the country.

If you have a hot course, you will want the **biggest** possible audience for that event.

6. Critical Marketing Skills

A successful salesperson knows how to “read” her customer... how to put herself into the mind of her buyer. By doing so, she is able to discover what her buyer really wants -- and then provide it. The same technique can be use to promote your online teaching business.

In order to succeed in online teaching, you have to do the same thing. Know what your customer (student) wants and then speak to him or her on a one-to-one level.

If you are thinking that you can't do this, I can assure you that it isn't that difficult. The simplest, easiest method to figure out what your customers (students) want is to **constantly study enrolled and losing courses!**

Often two lecturers will offer identical or almost-identical course products, but one will be a smashing success and the other, a dismal failure. Whenever you find such a situation, examine the listings carefully to understand the difference.

For example, I opened a course to teach the internet marketing skills, and the results were just OK. I reopened the course with one adjustment to my previous ad -- I put the course retail price in the headline. This time it was a smashing success. Obviously, my students wanted a bargain.

Where did I get this idea? Simply by studying some successful lecturers. You don't need to be a marketing genius constantly inventing clever ploys. All you have to do is figure out what other successful people are doing and **adapt** it to your own sales, keeping in mind **your target students' needs and wants**. Believe me, when you start becoming a power lecturer, you will be noticed by many people... and they will start copying you!

Competition is keen. With lot of available courses to enroll, you must capture the **attention** of students if you plan to succeed. And that's not all. You have to be able to answer that all-important question in the student's mind, “What's it for me?” Distinguish your course listing from your competitor's by mastering the following marketing skills:

6.1. Get Some Attention!

The most critical “attention-grabber” is the **headline or title** of your course listing. You have to grab your student’s attention and make them **want** to read more.

Whenever we want anybody to do anything, the first question that comes to their mind is “why?” If we don’t have an answer, we aren’t going to get the response we want. “Because I want you to” just doesn’t cut it and you won’t get the sale.

One important marketing principle states that “perception is everything.” What practical value does a statement like that have? It tells us that price isn’t really the issue. It’s what a student believes about the course product and its **benefits** that matter. She buys, or does not buy, based on this **perceived value**.

If you are able to meet the **wants** of a customer (student), you will make the **sale**. Price is not the **deciding factor** in most cases.

Advertising people learn immediately that the headline is the **most important element** of any ad. And that is what you are doing with your course listing – Your course **advertising**.

Your headline or title is a teaser. You want folks to take the time to read about your sale. For great role models, pay attention to radio and television teasers.

Think of the daily newspaper. Most folks scan the headlines as a way of deciding which stories to read. In fact, the majority of the public reads little else when deciding whether or not they are interested in a particular submission. Marketing experts know that changing the headline of an ad can increase its power exponentially. Many advertising gurus recommend writing at least **100** headlines for any ad before making a final choice. As online teaching power players with hundreds of courses for sale, we cannot possibly take the time to do this for every course. But we can master the key principles to make listing titles or headlines more powerful.

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According to research, up to **80%** of your readers will only read your opening headline! This is even more true on an online teaching scenario where the page is covered with the headlines of your competitors. You have only a second or so to grab the potential customer (student) while her eye is traveling down the list of courses for sale.

Spend **80%** of your time and effort on the headline for a course listing. How in the world do you write killer headlines? Before you write a word, carefully consider the question that is foremost in your student's mind... What's in it for me? If you have no answer, you have no sale. You have to understand your student's **mindset**.

There is a example,

How I Improved My English Talking Skills In One Evening

Is there any adult who wouldn't love to possess a more powerful memory, especially through a method that is relatively easy? After all, one evening is pretty rapid progress.

6.1.1. Great Title Types

Promise a Major Benefit

For example,

Double your working efficiency skills for only \$20

Ask a Question

Whenever we create curiosity, we tempt our student to read further. For example,

The secrets to lose 80 pounds in one month? Guaranteed?

Offer a Solution to a Problem

This is the pain and gain headline. By offering your student a solution, she

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automatically recognizes her problem. For example,

Is there a bottleneck on your sales? We have professional sales expert to help you!

Give a Warning

This headline creates anxiety, and the anxiety grows if the student doesn't bother to read more. For example,

If you are going to become a leader, you Need to Know This!

Flag Your Target Customer (Student)

For example,

Build & Repair Computers Like A Pro!

Use a Testimonial

For example,

There are 23 students got the certificate through this course

6.1.2. Utilized the title letters limitation

Be aware that there is a **letter limit** for course title. You don't have the luxury of writing as you want. Words must be concentrated.

A key strategy is to make your headline **specific**. Not only do you want to provide **information**, but you also want to **qualify** your audience.

6.1.3. Bypass the Errors

Good copy does not just happen. It takes **effort** and an **awareness** of what works and what doesn't. Here are some known writing errors to bypass :

- Do not to use all caps, even though many online teachers do use them.

Net users tend to interpret this as screaming or shouting. Basically, it marks you as an amateur. Sometimes it's more powerful to capitalize just one word.

- Make every word count. If you're listing in the Programming Language category, use your limit spaces to describe which the course is. There is no need to say "Programming Language for Java Course". Your students already know what it is.
- Stay away from silly words like Wow! and :-) which might indicate to some readers that you have nothing of real value to say.
- Always, always check spelling. It is amazing how often misspelled words make it to the headlines. It's sloppy work and creates a poor impression. How well can a lecturer know his knowledge if he can't even spell it correctly.
- Do not use offensive language.
- Be professional. If you only use 36 spaces, avoid the temptation to fill the other spaces with all kinds of *#@! symbols because it will annoy people!
- Be honest. Veteran online learning users become annoyed if you make extravagant claims for your course. They will decide for themselves if they can live without it.

6.2. Use Free Trial Strategy

ForteMall has a great options for lecturer to open a free course. It is a great tool to make the marketing.

Everyone loves free things, if there is anything for free to use, there will be persons take it.

If you have no reputation or the reputation score is low on ForteMall, it is not easy to make a good sales in one night. A "Free Trial" strategy can bring you away to this difficult situation.

You can create a free trail course that just contains only first three or four topics of the full course. If the students are interesting with your course, they can enroll these courses for free.

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You can also create another FULL course which need to be paid to access. If the students whom enrolled your free trial course satisfy your course content, you can tell them there is a FULL course package for them.

Using this strategy, you also can accumulate your reputation quickly. Please note, **since there is no transaction happen, the students enrolled your free trial course can't give you the reputation comments.** But you can let students to **trust** you, and increase the chance to enroll your other courses.

6.3. Provide High-Value Content

It is important to create high-value content in both your course listings and course content. Make good or even great course listings can attract many students to your business, and good or even great course content (your real course product to students) can accumulate your reputation on ForteMall quickly. The subsequence? You will find it will be more and more easily to sell your courses, and lead you to a successful power lecturer on ForteMall.

This section, we focus on how to make good course listing, because it is the important of marketing. About how to make good or even great course content (your product), I think it is your know-how, you can do better than me.

To create high-value content in your course listing :

Be specific

It is crucial to be specific with your words. What kinds of details are important? The answer depends on what course you are selling but let's examine some possibilities :

- Your course summary – It is important to show a summary of your course content. Students can view the summary to have a concept of what you will teach. Please note, you only have a one second or two to grab students' eyes, be short and key.
- The agenda of your course– To show your students how you will arrange your course content (product) is also important. It can give the students a guideline how the course be organized and the timing.

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- The special of your course – How special is your course, you need to write it down. Think about it, if there are 10 or 20 Photoshop course listings in the same category, how you can stand out from these courses if you also have Photoshop course to teach. Try to highlight your strength, and the special points of your courses.
- The goal of your course – What students will learn from your courses? It is very important to describe it. If students can't figure out what he will learn, it is very possible the student will leave away.
- Use testimonial – If you have any testimonial, use it. It can help you to convince your students. For example, if you have 20 students passed the certificate exams by learning your course, highlight it.
- If you have professional certificate, highlight it – It is part of your resume. You also can describe your resume on “About Me” page of ForteMall. About the detail information how to enable the “About Me” page, please refer to ForteMall online help.

Be positive

Just like in your headlines, **accentuate** the positive. Your student needs a reason to buy courses from you. You want her to be excited about your courses.

A popular advertising slogan says, “The more you tell, the more you sell.” It's a good rule-of-thumb to follow as long as you keep your description to a reasonable length. Give your reader a break.

Tell the truth about any negatives

Your student must have a clear description of what she will be buying, both positive and negative. Be straightforward and honest with your information. Deception is counterproductive for you and your student.

Never waste advertising space

Always promote your other courses. **Always!**

Take advantage of your reputation

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Promote yourself. You can feel reasonably certain that these lecturers who have good or great reputation records will be fair. After all, are they going to risk that kind of income because they get in a dispute with a single lecturer?

Be friendly and professional

Be friendly. Wish your students well and welcome any questions or comments they might have to share. Answer promptly. A twenty four hour turn-around should be the minimum time on the Internet. A response within two or three hours is better.

Be careful with your grammar and spelling

Forget what your English teacher said... sort of! You are writing to sell, not receive a grade. Be creative. Make your reader want to read your content. But there are limits. Spelling errors and garbage sentences detract from your message. The shorter the message, the more prominent the mistake.

Don't make extravagant claims

Recently, I heard a famous marketing person confidently explain, "Just tell them what they want to hear." Really bad advice, unless it's absolutely true. It is harmful just to pander your customer and don't tell the truth.

6.4. Learn From the Best

It's time to look at some "real life" examples from lecturers who have mastered the art of online teaching marketing. What do they do that makes them so successful? Below are some tips that these lecturers used :

Remind your students of the pain

Most people have very negative ideas about a weight loss courses. Of course, the lecturer is going to **save** all her students from this strenuous exercise.

Use psychology to sell

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Talk about great psychology. Imagine the overweight person, trapped in layers of fat, worrying about being too thin, or losing too fast. This “warning” is really a great selling tool.

Be smart and use stories

It is good idea if you have some true stories in your courses to talk about.

Explain any negatives in advance

No lecturer wants irate students contacting and yelling (well, the e-mail version of yelling) at him. So admit the downside up front.

Learn from your mistakes

I have watched poorly selling course products appear again and again, with no significant changes in results. We have seen others that meet with dramatic success. Why in the world don't the lecturers study the ads of those who are flying high, and then change their methods? I honestly have no idea. Most don't. Be sure not to make this mistake! If you fail, and someone else is succeeding, your best remedy is to study the approach of the successful. You want to look **professional** at all times. Take online teaching seriously. It is critical that you pay attention to details.

7. Sum Up

Congratulations! You're well on your way to becoming an online teaching master who can get whatever you want from your new online teaching business. There are decisions you need to make and skills to develop but you have in your possession all the tools you need to be a true online teaching champion.

Can you just plunge ahead and sell courses? Sure you can. And lots of people do. If you can't sleep at night because you're so excited and you aren't going to wait, go ahead and open a course on ForteMall. You really can't make a mistake because you have nothing to lose and only **experience** to gain. Just plan your business out carefully. The key is to build a solid foundation for your online teaching business.

In fact, you can make it into the **business of your dreams** if you persist. And above all else, you can **HAVE FUN!**

Join ForteMall (<http://www.fortemall.com>) and me in one of the **greatest games** in the universe, the **Internet online teaching!**