



More and more people are moving away from traditional education and they are instead getting an education on their mobile device, tablet or laptop. And for entrepreneurs selling on websites like Clickbank, Udemy or JVZoo they can make a killing.

Take Sam Ovens for example. He's grown his info marketing business teaching consultants to over \$30,000,000 last year alone. John Cristani has grown his info marketing company to earning millions with Clickbank every few months. And Michael Cheney has grown his business to over \$1,000,000 with JVZoo. (Do we have two examples to replace clickbank and JVZoo examples that are earning much less but consistently over Udemy). If you enjoy helping people there has never been a better and more profitable time to do it! There are some people who even have cashed in big simply finding an expert and putting the information online. Take Dan Rose from Six Pack Short Cuts. He launched an education company from behind the scenes and cashed in big as 6 pack shortcuts became a sensation over YouTube.

You don't need to have any prior knowledge, skills or anything like that. All you need is a product that helps people learn something they want to learn and you can profit.

So why isn't everyone doing this?

Teachers, personal trainers, university professors, Experts and anyone who has something to share?

There's clearly a huge amount of money in it when you get it right. Well the truth is that 97% of people who want to do this never succeed and there are some really good reasons why not.

1. They don't have the confidence
2. They don't know how to deliver a training course
3. They don't have the technology

Lets have a look at this for a moment.

They don't have the confidence

Let's have a look at Udemy. It's said that over 97% of people who list training to sell over Udemy make money.

Udemy in fact has a system for helping and assisting people to create products and then they go and sell the products you create to their audience for you. They then take a small cut. Udemy's business model relies on creators and when you go to Udemy and you look at the creators most of them are average people like you and I.



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They don't have a degree, they don't have any external education most of them are self taught. People happily pay them because what they do is help people to upskill fast without having to go to University and all from their computer, mobile phone or tablet.

This is just one example but bottom line - If you can learn a topic enough that you can teach it there is no reason why you can't be like these people.

Consistently getting paid month after month for helping someone to resolve a problem that will save them time and money. This is the same with Clickbank, Linda and JVZoo. These companies want you and they are willing to help you to ensure your training sells and helps their users.

### They don't know how to deliver a training course

So you have got a skill or you're learning a skill that interests you to the point you want to teach it. Whats next? Good question. You could go and find a course on how to structure a course, you could look at how others are doing it on websites like Udemy, Clickbank or JVZoo or what you could do is download the guide we've included below this video.

The structure of the course holds people back but there really is no reason to be afraid. Most of the courses out there have been created by people doing this for the very first time. No one is perfect - my first course was a bunch of white text on a blue background. It was nothing special but it generate over \$3000 and helped a lot of people. The presentation, the layout is important but its not essential. Most trainers will actually record then sell their course. Then if they get feedback that there are areas that need to be improved they simply recreate those videos to improve them. It's how authors write books, copywriters write salescopy and trainers improve their courses. By creating a draft version then improving on it over and over again making it better every time.

### They don't have the technology

Technology for recording your screen then creating videos has for a long time been elusive. Only for those who are willing to fork out \$300 for a desktop software.

As technology developers and changes it is now becoming more affordable than never to create and record high quality training videos.

With Create by Vidello we're giving creators for the very first time ever a way to create an unlimited amount of high quality training videos for a low one time cost. You can easily record from your desktop, laptop, mac.

### Record your computer screen or record your webcam

Drag and drop video recordings, cut and edit as you want. Drag in engaging and attention directing icons and text. You can even create sales videos to advertise your courses and demo videos to walk people through the training or review other products. The hurdles that previously plagued trainers no longer exist.



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Create has removed them completely making it easier than ever to record, edit and distribute videos.

Now you can create incredible videos. So here is a quick breakdown of what goes into a successful 'training video'.

## Checklist for Creating a Training Video

### 1. Decide on your video topic

If you want to sell anything on the internet you have to choose a topic that you can specialize in and create training videos around. The best way to learn and become an expert in a particular topic is to first of all learn a skill to the point that you can teach it. If you already have a skill then you can immediately start to teach people because of your skill.

If you have someone you know who you can partner up with to create a course then you can compile the course, create the videos and they can be the expert within the video.

Or alternatively you can train up and become an expert in a particular topic yourself then educate others on that topic in exchange for getting paid.

### 2. Brainstorm your video content

A brain storm is a critical component of creating your video content. You're going to need to create a plan. You'll need to plan out how to best present your content in a way that educates and informs your audience. For this process I'll usually make a list of the different modules and then different lessons within those modules. You can do this through the 'Member by Vidello' software.

### 3. Compile your script or sequence

You then want to write some notes for each one of the lessons that you're going to cover. Make sure that when you do this step that you add bullet points in the correct order that you can talk on. You don't need to write a complete script of what you're going to say. Just some bullet points and pointers that can keep you in topic.

### 4. Determine your video recording type/s

(face-to-camera, interview, screenshare, PowerPoint, etc.)

What kind of video works best for your training? Is it best if people see you in person? Could you instead have powerpoint slides to walk people through your content? Or is it better to demonstrate on the internet what the steps are that your customers should take?



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Depending on the type of training you're doing you'll be able to decide what style of video works the best for your training.

## **5. Record your Video**

When you're using the Create by Vidello software recording & publishing is easy. Ensure that you always record and then publish your videos in the highest quality possible. The better your videos look the better your customers will feel about their purchase and the whole experience they get going through your training.

## **6. Edit your video**

Add additional animations, lower thirds, transitions, music or other features. With the Create editor simply edit your videos, import different footage, transitions or add background music to spice your training up a bit.

## **7. Export your video in the highest quality**

When you're ready publish your video in the highest possible resolution you can.

## **8. Upload to your video hosting website**

Udemy, Vidello, YouTube, Vimeo, etc. once uploaded, you can also use the embed code to add it to your website

This final step is easy. You can purchase vidello from [vidello.com](http://vidello.com) and use it to host your videos or embed one of the many other video styles into your membership website and you're ready to start selling.



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