

A woman is shown in profile, looking at a laptop screen. She is sitting at a desk with a cup of coffee and a notebook. The background is a warm, yellowish light. The text "OMOBABINRIN ADEOLA OSIDEKO" is written in white, uppercase letters at the top of the image.

OMOBABINRIN ADEOLA OSIDEKO

WHY YOU SHOULD LAUNCH AN ONLINE COURSE

You know a lot of things! But so many times, you trivialize your knowledge and think it's too small or unimportant to teach others.

What do you think is the most expensive thing in the world? Do you think it's gold? Platinum? But no, it's information.

MONETIZE YOUR KNOWLEDGE

Knowledge is a collection of facts, information, and skills acquired through experience (earned) or education (learned).

Your thoughts, ideas, systems, processes, and principles can be of great value to other people. Packaging your knowledge into various products and services in different ways could become a very successful part of your business, and there are many ways that you can do it. One of them is an ***ONLINE COURSE***

What you think is not a big deal is something people are eager and willing to pay for; you can simply package it and sell it as an online course.

What's your personal goal for selling an online course? If it's to leverage your time, scale your business, and reach more people, those are excellent reasons.

If your goal is to make money, then yes, you can make a lot more money. What's more, make it while working less and while helping more people. Lots of wins, right? The creators' economy is flourishing and is growing faster than ever.

People from across the globe are now interested in online learning, and this has pushed the knowledge economy one step further. According to the studies, eLearning is all set to grow by 11.6 billion by 2026.

Online courses allow influencers, educators, coaches, entrepreneurs, freelancers, and content creators to get paid by sharing the knowledge that they have. The best part about becoming a course creator is that you don't need to have any special certifications or degrees to get started. If you have in-depth knowledge of your subject, a desire to create an impact, and a little bit of experience, you can easily unlock the benefits that online teaching provides. Apart from getting paid, online teaching offers a bucketful of benefits to course creators.

Why You Should Create an Online Course

1. Make an impact by reaching a larger audience.

The first reason to launch an online course is to make an impact by reaching a larger audience. Launching your digital products will give you more chances for expansion and growth. Here, growth is not limited to the monetary benefits; it also includes the non-monetary benefits that you will get by launching your online course. I am not saying this without any evidence because we have seen creators multiply their revenue, their learners, and their loyal fans by 10x.

2. Easy management

Another major advantage of launching an online course is that it is very easy to manage. All day-to-day activities of your online courses, like payments, completion certificates, support groups, etc., are automated with a fully functional learning management system (LMS), and all these tasks will be done without any input from you.

3. You do not need any special skills.

Creating an online course doesn't mean you have to be a master of tech tools, and you do not need any special certification. All you need to know is what to do and how to outsource certain tasks, if necessary. But if you have a smart phone, can write good sales copy, can design simple graphics, and know what to teach, then you are good to go!

4. Earn a passive income

Online courses have the potential to be sold repeatedly without making any huge changes to the content. If you sell online courses, you can easily expect a decent amount of revenue from them. Believe it or not, selling online courses is the most effective way to generate passive income in 2022. Once you launch your supercharged online course, be ready to earn money on autopilot.

5. Sell your online course to a global audience.

You can market your online courses to a global audience. When it comes to teaching online, geographical barriers are no longer a constraint on your growth. Hence, you can easily promote your online courses worldwide via digital channels and earn in foreign currencies.

6. Time management

I have been a coach and a trainer since 2018, and I totally understand what it looks like to do back-to-back training sessions weekly, organize classes frequently, or attend one-on-one coaching calls. It can be so draining and overwhelming, and it doesn't give you the time to focus on other things. Creating an online course saves you from the stress of attending trainings every now and then. If you are an 8-5 employee who has full-time employment and still want to run an online business that can give you passive income, creating an online course is your best bet.

Imagine you are chilling with your family on a beach, and suddenly you receive a notification: *\$500 has been credited to your account*. Now imagine receiving the same notification multiple times. Wouldn't you feel amazing? You will, right?

7. You do not need any special equipment.

With your smart phone and/or PC (personal computer) and maybe a ring light, you are good to go.

8. With online courses you can earn extra income besides from your regular business. It means besides from your conventional business (buying and selling), you can package your business experience and processes into an online course and teach others. For example, as a fashion designer, you can record your knowledge of how to cut new styles and patterns, as a baker you can teach others how to bake cakes, how to decorate cakes, how to make pastries and so on, as a hairstylist you can record a video of how to style bridal hair and some new and trending styles.

There is no business you are doing that doesn't have a teaching or training side, and a lot of people are waiting to pay to learn these things.

Keeping the knowledge to your self is like you doing yourself a disservice and leaving money on the table.

9. It helps to establish you as an authority in that niche. Creating online courses in a particular niche makes you to be perceived as knowledgeable in that area.

10. Online courses increases your visibility and influence. Creating your online helps you rank high in Google search and improves your online presence.

How to create an online course

1. The first thing you need is a course idea. What's the best way to come up with your idea? So, how do you get ideas for your online course topics?

Start by answering the following three questions first to find the topic that really inspires you to create and educate:

- What do you know?
 - What do you love/what interest you?
 - What do people need?
 - What makes people become:
 - Profitable
 - Productive
 - Pain free
 - Pleasurable
2. Validate your course idea.
 3. Create your course outline and modules.
 4. Filming, recording, and editing your online course
 5. Put it out in a marketplace to sell it.
 6. Market it.
 7. Sit back, relax, and wait for the alert!

BEFORE YOU LAUNCH YOUR ONLINE COURSE

- Plan ahead!

Have a pre-launch strategy The pre-launch is just like a movie trailer. You're letting people know that you have something exciting coming. Don't finish creating the course before you start talking about it to your audience. Growing your audience and making sales shouldn't be mutually exclusive events. Instead, use a course launch to capture attention, grow your audience, and make more sales.

The key to doing so successfully lies in being able to quickly turn strangers into excited customers.

- Map out your marketing and sales strategies. Creating a course is not hard; the work is in selling it. Come up with the marketing strategies you will be adopting to sell your course. It can be content marketing, influencer marketing, ads, or affiliate marketing.
- Do some free webinar or training. That will help you establish your credibility with your audience and also gather some testimonials you can use for your landing page to further convince your prospective buyers for your expertise and capability.
- Take my online course on how you can create a profitable online course, OCG (Online Course Goldmine). In this course, you will learn step-by-step how to navigate your first online course with just your smartphone. Even if you can't figure out a course idea yet, it will help you come up with profitable ideas and how to create, market, and sell your online course.

WHAT YOU NEED TO LAUNCH YOUR ONLINE COURSE.

1. A profitable course idea
2. A Smart phone and/or PC
3. Others (they can be outsourced)
 - i. Simple graphics designing skills.
 - ii. Simple video editing skills
 - iii. Copywriting skills
4. Others (Optional)
 - i. Ring light
 - ii. Befitting workspace

iii. White Board and Marker

5. Passion and commitment

Recap- Why you should create an online course:

i. Making impact by reaching a larger audience

ii. Easy to manage.

iii. Earn a passive income.

iv. You do not need any special skills or certification.

v. You do not need any special equipment.

vi. You will sell to a global audience and earn in foreign currencies.

vii. Time Management, - if you are a coach or a trainer, it saves you the stress of organizing training and classes every now and then.

viii. Extra income asides from your conventional business income.

ix. It helps to establish you as an authority in that niche.

x. It improves your online presence.

Conclusion: Monetize your knowledge today by creating an online course and start earning passive income. When I say, "passive income," it doesn't mean that you will not put in any effort. You will have to go through the pains of creating your online courses, but it's all going to be one-off; create it once and keep selling it for as long as you want.

On December 30th, 2022, OCG alongside other courses were released.

<https://omobabinrinadeola.com/my-courses/> click the link and let's get started on this interesting journey.

Let's go make some cool money in the new year!