

# How To Create and Sell Profitable Online Courses

From an idea to a thriving online business. Step-by-step guide.

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BY ZUZANNA ROGUSKA

and



**PEEP STRATEGY**  
MARKETING MADE EASY

# About Us

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At Peep Strategy, we are dedicated to helping our readers grow their businesses.

We believe that every business has the potential to thrive, and we are committed to providing the resources and support that businesses need to reach their full potential.

Whether you are just starting out or you have been in business for years, we can provide you with the tools and advice you need to succeed.

This ebook is brought to you by Zuzanna Roguska, copywriter and content marketing lead at Peep Strategy. Apart from work, she is interested in travels, true crime cases, and coffee making. Zuzanna believes that learning has never been more accessible, so she tries to learn new things daily.

We want to inspire you to transform your knowledge into a thriving business with the following tactics and strategies. Have a great read!



**PEEP STRATEGY**  
MARKETING MADE EASY

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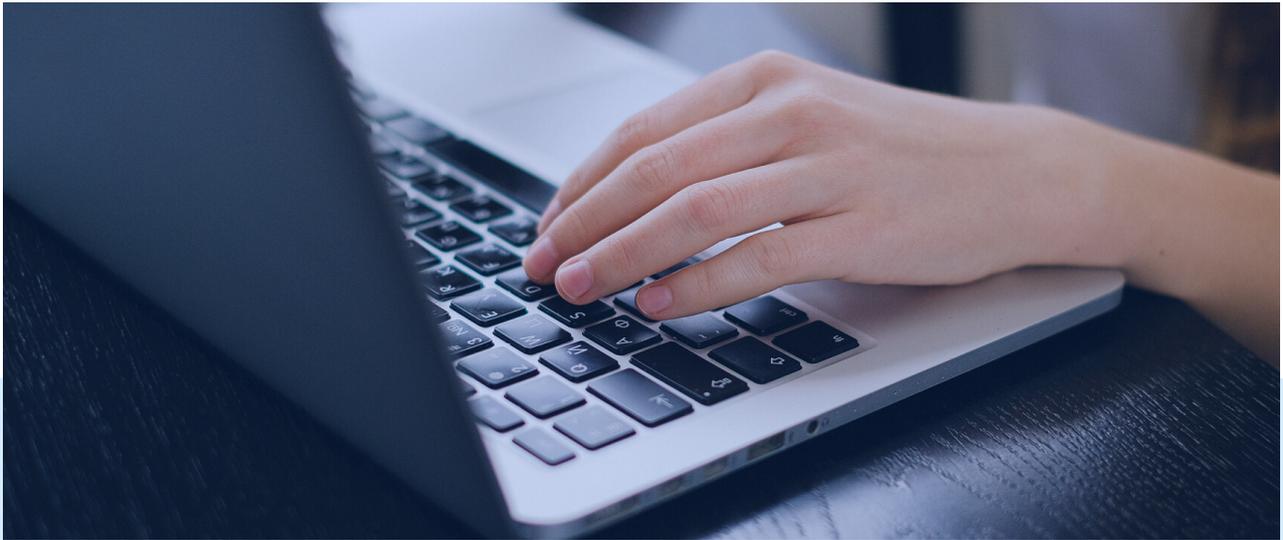
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# Introduction

Today, the knowledge economy, where information is power, is growing, and it has increased the demand for education. E-learning has become a booming market that is definitely worth looking into. It's estimated that by 2025 the industry would be worth \$325 billion. So, if you've ever been interested in online teaching, there has never been a better time.

This ebook was created to introduce you to the world of online course creation. In this guide, you'll learn more about the step-by-step process of creating an online course in today's competitive business landscape.

# Chapter 1

Why should you create an online  
course?

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# PROS AND CONS OF Making an Online Course

If you're still on the fence about creating your first online course, maybe a closer look at the pros and cons will help you make a final decision. We chose the most prominent pros and cons of creating online courses. Let's dive in!



## You can work flexible hours

The first and most important advantage of creating online courses is flexibility. You can manage your own time and work whenever you want to. If you want online courses to be your side hustle, you can do it in your spare time.

The bottom line is that you're not on the clock, and it's up to you how long (or how short) it takes to finish each online course step.

And, what's even more important, with the right preparation, the work basically is doing itself! If you put a little effort into the planning and preparation phase making the content won't seem like such a drag.

## You can reach a wider audience

Creating an online course can be a great way of showing the world how fascinating your niche is. Even if you cover a very narrow topic, putting it on the internet can gain you a global audience.

With online courses, there are no geographic boundaries. So, whether you're teaching a course on gardening or cooking, you can be sure that there are people all over the world who are interested in learning what you have to teach. You can also easily scale up your audience to reach as many people as possible.

## You can further develop your business

If you are a business owner, you already have a certain field you operate in. However, if you want to educate people on the topic you work with on a daily basis, an online course is a perfect opportunity to do that.

And if you own a successful business, you can even teach people how to grow their entrepreneurial skills and make a name for themselves.

Additionally, teaching online is a great marketing tactic encouraging people to check out your business.

## You need time and dedication

The first con of online course creation is that you really need to be patient and dedicated to the process. Because no boss is looking over your shoulder, you really need to be determined to make it work.

Moreover, to make great online courses, you'll need great time management skills. Apart from the research and preparation, you need to find time to record the lessons, edit, make screen captures, and add voiceovers.

Additionally, you will need to make time for marketing actions. You will need to make an effort to post on social media and get involved in group discussions and forums to promote your course.

## You may come across hidden costs

Making a precise budget for creating an online course can indeed prevent you from overspending; however, there can be some unexpected additional costs.

Most tools and online platforms offer free trials, so you can save some money. However, you will have to pay for a subscription if you can't complete your lessons in time.

Or, for example, you may find that you don't have time to edit the videos, and you will have to hire someone to do it for you.

There are ways to go around such situations but remember to have some money in case of any unexpected obstacles.

# COMMON WORRIES

## When Creating a Course

After considering the pros and cons of getting into learning, you may feel encouraged to create your own online course. However, it's understandable if you still have some apprehensions. Below, we debunk some worries and doubts you may have about online teaching to show you there's nothing to worry about!

1. **"I don't know enough."**  
You really don't have to be an expert on the matter that you want to talk about in your online course. Being passionate and knowing how to convey information are far more important skills in online teaching. When you start making your online class, you can always do research and double-check the information.
2. **"I don't have a big enough audience."**  
Most people with successful online courses aren't YouTube or social media stars. You can start promotion and marketing after launching an online course, which doesn't mean no one will enroll.

*When you start making your online class, you can always do research and double-check the information.*

3. “There are other people creating online courses in my niche.”

If there weren't anyone making online courses in your niche, it would mean that there were no people interested in the topic. Of course, you could be the first, but contrary to what you may believe, it's much harder to promote something people know nothing about.

4. “I don't know how to market and sell it.”

You may be overwhelmed by how many marketing platforms and channels there are but don't worry, there is help on the way! We will tell you exactly what to do to sell your online course and make the most money possible from it. Also, with countless tools you can find today, it's really easy to market your online course to the right audience.



*It's much harder to promote a course on the unpopular topic. Don't be afraid of a little competition!*

# Chapter 2

Course Content:  
Creation & Preparation

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# WHAT DO YOU NEED Before Creating a Course

We went over the costs of online course creation, so you should be ready to make your online course.



## Find the right topic for your course

The first thing you should do before you even start producing an online course is narrow down the topic. This will lay the groundwork for an entire course.

Make sure it's something you're passionate about, you don't have to be an expert with a Ph.D. People resonate with passion and dedication, you will research each episode anyway.

Also, you should consider your target audience and what they are interested in. For example, do you address your course to professionals or beginners? Are they content managers or content creators? Are they professional chefs or at-home cooks?

When your course topic is ready, it's important to validate your idea. To do it, you can survey your audience or pre-sell your online course.

## Choose the best name for your online course

The name of your online course is what everybody sees first. It will also make your domain name and social media handles. It shouldn't be too elaborate, but it should describe your course topic. It should also be simple and easy to remember - you can pitch the name to people in your circle and check if the name will stick.

## Write a killer description for an online course

Similar to the course name, a description should also be brief and memorable, however, now, you can play a marketer a little. You need to convince people in a few words why people should take your course. Make sure to highlight the main benefits of your online class and use active voice - like you would recommend a product to a friend.

## Create a curriculum and modules for an online course

If you map out the curriculum for your online course precisely, you will save yourself a lot of work on scripts for video lessons. At this point, you should consider your course's goal and how a student would achieve it. Then, break down the main goals into smaller steps and create your lesson plans around them. Make sure to set smaller goals along the way - that will help you evaluate your student's progress. From now on, creating a table of contents shouldn't be too complicated. It should be included along with the course description on the sales page of your online class.

# HOW TO RECORD Online Courses at Home

We went over the costs of online course creation, so you should be ready to make your online course.



## Prepare a script

After creating the curriculum and writing lesson plans should be a breeze. Some people prefer to prepare what they have to say down to a tea, and some mostly wing it and just have some talking points written down.

You don't have to get it right the first time you sit down to film your course. The script is for you - it should be written in a way most natural for you to understand and read out.

## Get your equipment ready

Before you press the record button, you must prepare the right equipment. Here are the materials you'll need to start filming:

- A digital recorder
- A microphone
- Lighting setup

You can record a video lesson on your phone or camera - the camera will give you more opportunities to play with the image, but it also requires more knowledge.

Technically you don't need a separate microphone, but we highly advise you to purchase one. While the image can be mostly screen captured, your message should be clearly conveyed by voice. With less technical topics such as personal development or entrepreneurship, people may even choose to listen to you without watching the video.

Lighting is another key part that will especially matter if you're using your phone to record the lessons. You can use natural light but make sure it's not too bright or too dark. However, a basic lighting setup is advised so that you may shoot video whenever the mood strikes you without having to wait for the ideal light.

## Use screen capture

Screen capture is a great way to illustrate your point, especially if you want to teach technical skills, such as using Canva or programming.



## Add voiceovers

If you want to use screen capture or other recording showing what you're doing, you will need to voiceover these parts of the video. So that's another reason you should have an external microphone.

## Edit the video

Editing videos is something you need to learn through trial and error until you find what works for you. There are many tutorials online showing how to use different types of software. Our advice - find an editing program that is the easiest to use for you.

# Chapter 3

Hosting and Pricing  
of Online Courses

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# WHERE CAN YOU Host an Online Course

Your online course needs a place on the Internet. That's why you should publish it on online directories.



## Where to host your online course?

Once your lessons are ready to publish, you should consider where to host your online course. You can host your course on the dedicated website, however, this would require some technical skills.

We think the best way is to choose an online course platform. This kind of service provides you with full-spectrum support when you're creating online courses.

Moreover, online course platforms make the course simple to access, allow you to customize it with your branding, and appear professional.

## Online course platforms

1.

Online course platforms are designed to meet a course creator's needs, from video hosting to marketing. These platforms make it easy to post and format your content, customize the look of your site, and come with built-in payment processors so you can start selling courses right away.

They also include features like certificates of completion and progress tracking for students that you can notify your students about in automated emails.

## Self-hosting

2.

You can set up your server with a hosting company to host and sell online courses from your own website. Although it might be time-consuming and technical, self-hosting gives you total control and power over your material.

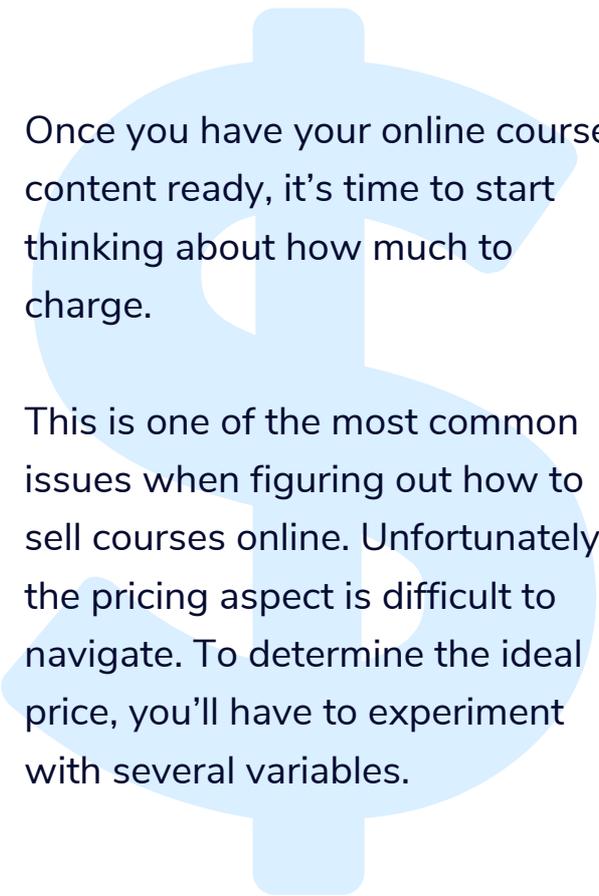
## A course marketplace

3.

The last alternative for hosting is a learning marketplace such as Udemy or Masterclass. The marketplace sites host your course and allow you to design your branding. You don't need to worry about marketing or payments, but you will have to share revenue with the marketplace. These platforms, by contrast, often have stringent rules and may take as much as half of your income.

# HOW TO PRICE Your Online Course

## Online course pricing



Once you have your online course content ready, it's time to start thinking about how much to charge.

This is one of the most common issues when figuring out how to sell courses online. Unfortunately, the pricing aspect is difficult to navigate. To determine the ideal price, you'll have to experiment with several variables.

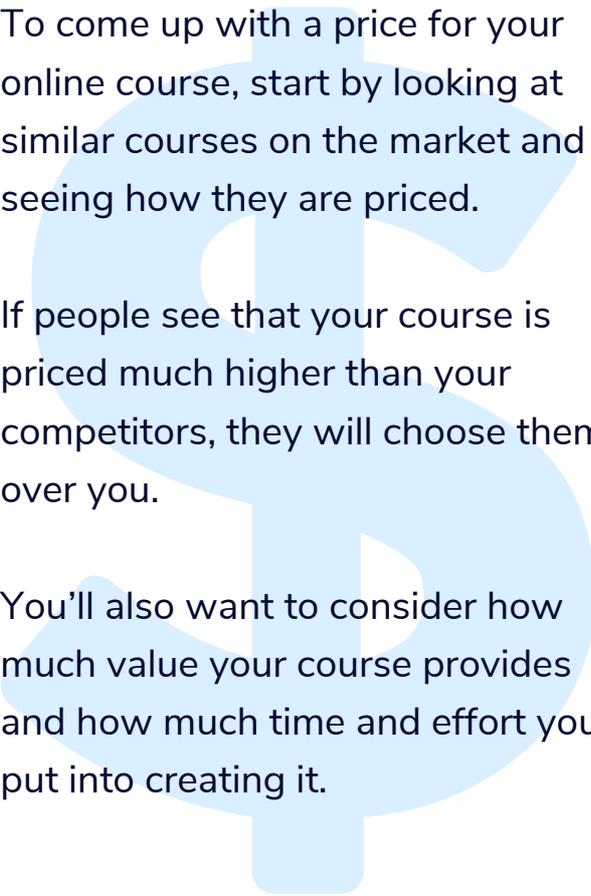
It's only when you offer and sell online courses on a regular basis that you'll discover your lifetime customer value. For the time being, you'll need to estimate and test things.

Online courses can cost from \$5 to \$2,000. This can depend on your topic, target audience, and experience.

## When pricing your online course, keep the following things in mind:

- **Length of the online course:** consider how long your course is, how much information it contains, and how much effort you put into creating it.
- **Competition:** research if there are any other courses in the same niche and do you have the same target audience. Consider whether to price low and get more people or price high and offer more value.
- **Value proposition:** Consider the purpose of the course and what you want to share with your students. How much are you changing your students' life with your course?
- **Credibility and authority:** Consider your brand's strength and reputation for your target audience. Think about how new customers may view your company and how much they trust your authority on the subject.
- **Your income goals:** Setting a financial target may help you figure out your entire income. Consider how much you'd want to get out of this. Set reasonable goals for yourself, but don't undervalue yourself.
- **A pricing strategy:** Setting financial goals and expectations is easier when you have a financial plan.





To come up with a price for your online course, start by looking at similar courses on the market and seeing how they are priced.

If people see that your course is priced much higher than your competitors, they will choose them over you.

You'll also want to consider how much value your course provides and how much time and effort you put into creating it.

This is an important point because you shouldn't undervalue yourself. If you can't meet your income goal, there's no point in pricing your course lower.

Once you have an idea of what's reasonable, experiment with different price points to see what converts best.

It's also a good idea to offer discounts or coupons for your course from time to time to encourage students to sign up.

## When it comes to pricing, you have a few options:

- ✓ Pay-what-you-want: This pricing model lets students choose how much they want to pay for your online course. You set a minimum price, and students can decide whether to pay that amount or more.
- ✓ A subscription-based online course charges students a recurring monthly or yearly fee to access your content. This is a good option if you regularly add new content or offer updates.
- ✓ One-time payment: The most common pricing model, a one-time payment, means students pay a set amount for lifetime access to your course.

# Chapter 4

How To Sell and Promote  
Online Courses

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# HOW TO SELL Online Courses

Selling online courses doesn't have to be hard! If you follow the steps we presented, you will be able to sell courses in no time.



## Create a sales page

A sales page is where the purchasing of your online course happens. A sales page is an important part of any marketing strategy for an online course.

It's the first thing potential students will see when considering signing up for your course, so it's important to make a good impression.

It's a page that will sell your course by persuading the visitors of its value. Therefore, your sales page should thoroughly describe your course, show its value, and motivate visitors to take action.

## 1. The title of your course and a brief description

This is your chance to sell your course. First, write a catchy headline that accurately reflects what students will learn. Then, follow it with a brief description of the course content and how it will benefit students.

## 2. Course overview

Give potential students a detailed look at what they can expect from your course. Include a list of topics that will be covered and any special features or bonuses.

## 3. The instructor information

Introduce yourself and tell students a little bit about your experience and qualifications. If you have any awards or accolades, mention them here.

## 4. Course testimonials

If you have any student testimonials, include them on your sales page. These can be helpful in convincing potential students to sign up for your course. Testimonials are also helpful if you want to sell courses online and build your authority in the industry.

## 5. Money-back guarantee

Include a money-back guarantee to show students that you're confident in the quality of your course. This can help ease any concerns they may have about signing up.

## 6. Course price

Of course, you should also include the price of your course. You can also offer discounts or coupons to encourage students to sign up.

## 7. The instructor information

Introduce yourself and tell students a little bit about your experience and qualifications. If you have any awards or accolades, mention them here.

## 8. CTAs

The last thing you want is for students to get to the end of your sales page and not know what to do next. So include a clear call to action, such as "Sign up now!" or "Buy now!" so they know exactly how to sign up for your course.

## Create a sales funnel

A sales funnel is a process that takes a customer from awareness of the product to the decision to purchase it. There are generally three steps in a funnel:

- Awareness: The potential customer becomes aware of your product or service.
- Interest: The potential customer is interested in your product or service.
- Decision: The potential customer decides to purchase your product or service.

There are many ways to create awareness for your product or service. For example, you can use content marketing, paid advertising, or social media. Once you have created awareness for your product or service, you need to generate interest.

You can do this by providing more information about your product or service and how it will benefit the customer. To generate interest, you can also use case studies, demos, or free trials.

Finally, you must get the customer to decide and purchase your product or service. You can provide a special offer, such as a discount or coupon. You can also add a sense of urgency by providing limited-time offers.

Understanding the funnel structure is critical since you'll have to build one for your business that incorporates effective marketing techniques.

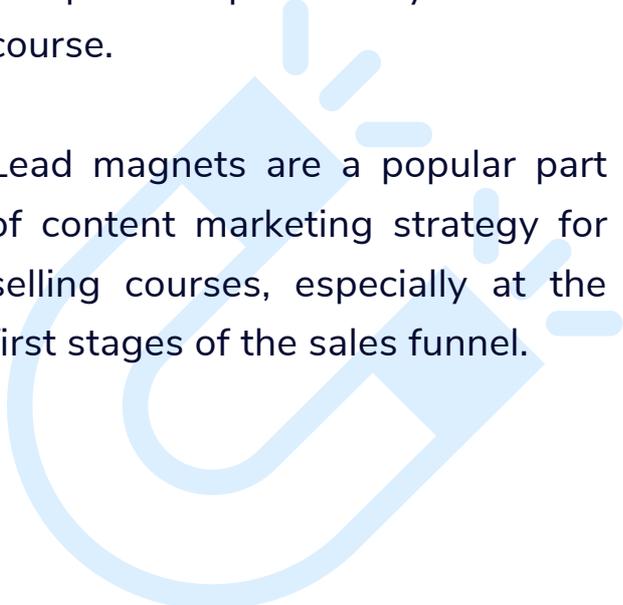
## Use lead magnets

Most sales pages will push towards buying. However, some sales funnels include a lead magnet established to further persuade potential customers to buy your product.

A lead magnet is something a prospect gets for free just for visiting your website or reading an article. It can be an eBook, a checklist to download, a video, or a free mini course.

A lead magnet helps to persuade prospects to purchase your online course.

Lead magnets are a popular part of content marketing strategy for selling courses, especially at the first stages of the sales funnel.



# HOW TO PROMOTE Your Online Course

## Marketing and promotion of online courses

Your online course is complete and ready for students to enroll in! The only thing you need right now is to reach your prospective students. Even if you create the best course in the world, you have to make sure there's someone to see it.

Below we go over the most effective marketing tactics for promoting an online course. They will help you make sure that your product reaches the right audience.

*Reach your prospective students you should know who they are. Consider who is your target audience before any marketing campaign.*

## Start a blog

At this point, you should have a website with a sales page for your online course and several landing pages to direct people to. It creates a great opportunity to add a blog to your marketing channels.

A blog may seem like an overrated tactic; however, it's still relevant - if anyone would be interested in googling your name or your course, it's crucial that the right page will pop up in the search engine. You want people to find you instantly.

On your blog, you can hint at what is included in your online course and encourage people to enroll. Including personalized CTAs can also help you achieve this goal. If you want to take advantage of SEO, blogging is the way to go. To rank high on keywords relevant to your course topic, consider SEO writing tools to help. However, if that's not your cup of tea, just make sure that your name and course name rank high in the search engines, and you're good to go.

## Create a YouTube channel

While you have all the equipment available, you can record some additional videos promoting your online course on YouTube. It's a great way to give people a sneak peek of what you share in your online class and make them want more. In addition, you can build trust and community on YouTube that will help you make the online learning experience even more engaging.

## Use email marketing

Email marketing is the most powerful channel for promoting your online course. With a great email campaign, you can provide additional materials and remind people of discounts and special deals. There are many efficient ways you can use email to boost conversions of your online course, these are just some of them.



All you need at the beginning is to create a mailing list. Although it may seem complicated at first, it's not so hard at all! Just follow next tips for the most effective email marketing campaign.

## Create a personalized CTA for your landing page

If you want to see more people submit to your newsletter, create a personalized call-to-action. People are more likely to sign up if you provide them with a specific solution. If you provide content that is relevant to your course and what people expect from it, your email newsletter won't feel like a marketing ploy.

## Set up pop-ups for each page on your website

We highly recommend using timed pop-up ads that appear after a user spends a certain amount of time on your page. For example, you can use exit pop-ups, which appear when a user tries to leave the page, or scroll pop-ups, which appear after the user scrolls a certain percentage down the page. Make sure that users receive a pop-up relevant to your course content or to their behavior.

## Share your newsletter on social media

Redirect people from other platforms you're present on to your newsletter. Even if your following is small, it's a great place to start. The people who follow you on those sites already know they like you, but they aren't necessarily the same people who receive your newsletter. Give them the option.



## Create more landing pages and personalize them

Individual and personalized landing pages allow you to appeal to a wider demographic. If you create more landing pages for different visitors, you will be able to answer each person's individual concerns.

## Email marketing tips for a huge mailing list in no time:

- ✓ Use exit pop-ups when people try to leave your page relevant to your course content or to their behavior.
- ✓ Create several landing pages and personalized CTAs for people at different stages of the sales funnel.

## Use paid ads

If you can spend money on your marketing strategies, paid ads are a way to go.

There are several major advantages of paid ads:

- you can see results come faster
- it's easier to track the success rate of the campaign
- the ads are targeted at the right audience

There are several platforms where you can market your online course through paid advertisement:

### YouTube Ads

If you've ever used YouTube you know it's filled with ads. It is a great way to promote your online course to people subscribed to your YouTube channel or watch videos related to your course topic. In addition, the ads can target specific geographic areas and demographic criteria.





## Facebook Ads

When you create a Facebook page, you can create ads that target people based on their specific demographics, interests, behaviors, and affiliations. It's important to remember that Facebook is a social network, so people don't come there to buy things. If you want to sell them your course, you have to get those people off Facebook and onto your website.

## Google Ads

Google Ads are probably the most popular form of paid advertising. The ads can come up in search results for specific keywords related to your topic. So, you just need to know what keywords your target audience uses to search for your topic. This way, you can get your course in front of people as they are searching for similar things.

## Be present on social media

Your social media presence is crucial if you want to create awareness about your online course. You can leverage social media channels in various ways. That's why we divided them into several segments:

### Start and join Facebook groups

Starting a Facebook group devoted to your topic is an excellent method to create a community of individuals who may be potential students for your course. Running a Facebook group is also beneficial for personal branding since it shows that you are an expert on the subject.

Participating in the discussions on other Facebook groups related to your niche is also important if you want to create awareness around your product.

### Start and join Facebook groups

Maybe you already have a Facebook Page dedicated to your educational actions. You can also set up a separate page for your online course. Having a Facebook Page can improve your Facebook Page's search results.

In addition, you may use a Facebook Page to attract fans to your page so you can share material related to your area of study with them. Consider hiring a graphic designer to design a professional cover image for your page and include a link to your course in the description. You may also utilize Facebook Ads on your Facebook Page.

## Start a LinkedIn group

Similar to a Facebook group, starting a LinkedIn Group centered on your topic is another great way to build a community. Especially if your target audience is professionals, LinkedIn will be a great platform.

It's also a great platform for professional networking in general. It can lead to speaking engagements, partnership opportunities, client referrals, and more.

## Set up an Instagram account

As a highly visual social media space, Instagram is less about what you say and more about showcasing your creativity. Visuals that are bold and can be quickly consumed have become essential marketing weapons, catching your audience's attention.

Share images and Instagram stories relevant to your course, conduct surveys and Q&A sessions, and link directly to your goods from your photographs and videos.

## Use Twitter to connect with your community

Consider Twitter to be a sort of blogging. You have only 140 characters with which to express a thought, so you must cut down your phrases to the essential ones.

If you want to build a big audience while interacting with individuals who share your interests and hobbies, you may use Twitter to market your online course.

# Chapter 5

## Costs of Online Course Development

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# HOW MUCH Does It Costs?

If, after all the information we provided you, you feel compelled to create your own online course, you probably wonder how much it costs. We mentioned that the budget for an online course creation could be flexible, but what exactly does it mean?



## What to consider before making a budget?

Online course creation costs vary depending on various factors, such as:

- your niche
- your course topic
- type of content you're using (videos, visuals, etc.)
- course length
- the level of professionalism of your course
- the amount of time you're willing to dedicate
- how much equipment do you need
- how many people do you need for help
- do you need any paid resources for your research

With these factors in mind, you can easily make an online course for free. But you can also make a full-blown production for thousands of dollars.

Competition is the main thing to consider when deciding how much you can spend on creating online courses.

If your niche or course topic is highly competitive, you'll need high-quality content, from course materials to video production. Remember that people have YouTube, and if your topic is highly competitive, chances are they can find what they're looking for there.

If, after considering all the above factors, you're still bound to launch an online course, we walk you through all the costs involved in online course creation.

## Course Materials

It's best to plan what materials you'll need before you even start making the online course. You'll also have to determine if your students can comprehend your course topic depending on their learning possibilities and technological means.

Online courses are usually divided into different levels depending on their interactivity and complexity. The higher they are, the more expensive a course tends to be. A more expensive, higher-end production would include complex, more costly, and time-consuming interactive features. When planning your lessons, think carefully about the materials you'll use so that they meet your learners' demands and skills.

Also, think about how interactive you want it to be. For example, some platforms include active elements such as ebooks and video lectures, tasks, polls, and other activities. You can use these tools to design highly engaging courses without spending a lot of time designing and editing them ahead of time.

Online course platforms can help you develop an entire course by yourself for a low cost. For example, LearnWorlds starts at just \$24 a month, and Thinkfic costs \$39 a month. Developing infographics and visuals can be easily done in Canva for free or with a premium package of \$100 a year. However, if you decide to outsource the creation of the materials, it's also an option. Designing infographics, practical tasks, quizzes, and tests would take an expert or an educator and instructional designer. Their hourly rate would oscillate around \$20-\$50.

## Content Creation

This is the part where costs vary drastically. Total content creation costs depend on how long and in-depth you want your course to be. It also depends on how much work you want to put into it and your available resources.

The following three scenarios show the possible content creation costs for an online course:

- You could create the entire course by yourself, which would be free or very cheap.
- You could outsource some of the content creation, which would be more expensive.
- You could use a course authoring tool that provides ready-made content, which would be the most expensive option.

The first scenario is the cheapest but also the most time-consuming. Therefore, it's only recommended if you're an expert on the topic and have ample experience with instructional design.

The second scenario is more expensive but will save you time. This option is recommended if you're not an expert on the topic but have some knowledge about it. You could also outsource the entire course creation process to an agency, which would be even more expensive.

The third scenario is the most expensive but quickest and easiest way to create an online course. It's recommended if you want to create a high-quality course but don't have the time or knowledge to do it yourself.

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## Equipment

Online course creation equipment doesn't have to be expensive. You probably already have most, if not all, of the necessary equipment.

You'll need a computer with an internet connection and a word processing program like Microsoft Word or Google Docs. Next, search for multimedia software to make your course development process easy and affordable.

You'll need dependable video editing software if you're producing films, screencasts, webinars, or podcasts. You can use Camtasia, Screen-O-Matic, Adobe Premiere Pro, and other similar tools.



The cost of online course development at this stage would oscillate from around 300\$ to \$1200. Also, remember to acquire a microphone, video camera, and lighting kit that will help you make professional videos.

If you want to hire someone to record an online course for you, it's also possible. You will need someone to record and edit your course videos. A video creator would cost \$50-\$100 an hour, and a graphic designer would cost at least \$70 an hour.

## Tools and editing software

There are many platforms and tools you can use to develop an online course, we'll give them a closer look later on.

The costs of using these platforms and software vary. Some are free, like WordPress, and some are paid, like Adobe Creative Suite.



The prices of the paid platforms and software also vary. For example, LearnWorlds starts at just \$19/month, while Adobe Creative Suite starts at \$49.99/month.

The cost of online course development using these platforms and software would be around \$100-\$500/month.

## Online course hosting

The next important part of online course development is choosing the learning management system (LMS) so make sure you pick one that meets most of your needs in terms of features.

You may evaluate several learning management systems, but be sure it won't take up too much of your time.

Prepare for it and read reviews so you know what to expect. Then, once you've decided, start building your institution – develop your landing page and upload your course.



It's also possible to set up and create your pages and content for a virtual school with a few clicks of the mouse. However, suppose you are not confident about even basic technological concepts and want to pay someone to create your online course for you. In that case, this may be an additional expense. Hiring a professional would cost around 35\$ an hour.

If you're on a budget, it's important to find out how much your LMS will cost. Then, choose an LMS that can link with your existing WordPress site if you already have one.

## Domain Name

The costs of registering a domain name for your business may range from \$10 per year to \$100,000 or more, depending on your domain name. However, using an old domain name like good old wine is usually pricey, and there is always the choice of creating a new one.

## Student Support

Every product or service should have customer support. That's what student support in the online course industry is. If you haven't done this yet, you should think about how you will handle student inquiries and when you will be available to talk to them.

You have the choice of providing on-call assistance and letting them know ahead of time what your working hours are so that you may answer inquiries and provide adequate feedback. Note that costs for this sort of communication should also be added.

Call quality varies by country, and the rates will differ based on your calling plan. For example, a paid subscription for Skype or Zoom costs between \$2.95 and \$14.99 per month in various countries.

Also, consider how much time you are willing to dedicate to your students. It all depends on how many students you have and how many hours they need to complete the curriculum each day. If you have 100 students, it can take two hours every day; if you only have 50 children, it can take one hour. Remember that this is dependent on demand as well.

## Sales Page

If an online course platform of your choice doesn't offer a page creation assistant, you should create one yourself. It's critical to have one because that's where you're going to direct people from your blog, website, or social media sites.

If you want to try and do it yourself, you can use WordPress or any other site builder. In addition, many online course platforms allow you to create a landing page as a part of their features. So if you want to save money, here's where you can do this.

Of course, if you want a more professional-looking page, you'll need to spend more. Hiring a graphic designer is generally a good idea for online course development. They can work on any visuals and graphics and take care of your landing page.

Generally, creating a landing page from scratch would cost about \$500 if you decide to hire someone.



## Marketing

After you've created your online course, it's time to market and promote it. The costs of marketing and advertising an online course can be significant, but it's important to reach your target audience.

Digital marketing is vital for any business in today's world. However, the cost of hiring a digital marketing agency will depend on your business size, budget, and goals.

To lay it out for you, the average cost for a small business to hire a digital marketing agency is \$2000-\$5000 per month.

## Paid Ads

Paid ads are a quick and easy way to get traffic to your page. However, you should carefully craft a budget for advertising and include a spending limit.

If you've done sponsored advertising before, this is a fast method to get people to your course or hire an agency. Of course, the quality and price determine the cost of a lead, but they can start at around \$100 plus your advertising budget.

## Email Marketing

You'll need to create an email list once you have an audience. Creating an email marketing strategy to distribute your courses is simple and straightforward.

The cost of top-rated email builders varies, but the most beneficial are those that make it simple to design unique email content most quickly and easily possible. Make sure to check how much they cost before making a decision.



## Social Media

Facebook Ads are another type of paid ad and come in handy if you don't have a big following on Facebook. Consider investing in it to further promote your online course.

Next, turn on your YouTube, Instagram, LinkedIn, Twitter, and Pinterest accounts and begin advertising campaigns for as little as \$1 per day in impressions. To learn more about pricing for advertising, go to WebFx and see what information is available for each platform and how they operate.

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## Blog

Providing educational content and advice through blogging can attract more people and encourage them to visit your school. You can also use the help of agencies or freelancers. They can take care of content creation, content distribution, and SEO.

## Affiliate Programs

Another type of marketing action that might be worth considering is setting up an affiliate program.

With affiliates, you have no upfront costs. Instead, you just owe them a commission when they have referred you to a paying customer – a person who has enrolled and paid for your course.

Many online course platforms provide an affiliate program tool integrated into your course. It helps to simplify the process – affiliate registration, commission settings, management, and reporting are all under one roof. Such platforms can save you from \$39 up to \$499 per month on using other affiliate management systems.

Then there are affiliate fees to consider. Each affiliate will be paid a piece of the sale. While affiliate fees work the same way on advertisements, costs may accumulate with partners taking a big bite out of your earnings.

# CAN YOU MAKE A Course For Free?

With all these costs of making an online course, you may be wondering if it is possible to make a course in a less expensive way. The truth is you can make an online course for free!

If you find a niche with an undiscovered demand by course creators, you can easily record an online course with your phone. People will still watch you as your course will be the only one available on this topic. The only condition is to make great content and provide value to your audience.

*If you devote your time and effort to being present online you can market your online course for free!*

# Chapter 6

Making Money of Your Online Course

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# HOW TO INCREASE Your Online Course's Value

1. **Educate yourself:** There's nothing like a great level of expertise that will increase the value of your online course. The more knowledge you have on the topic, the better your course will be. People will see more value in it and be willing to pay more for your lessons.
2. **Build an online community:** Creating a community around your online course can bring enormous benefits to you and your students.
3. **Update your course regularly:** If you update your course regularly with new knowledge, people will want to purchase it throughout the years. It can also increase the trust that people put in you and your expertise on the topic.



*Even if your expertise is impeccable you can still develop teaching skills. The better you convey information, the more people will benefit.*

# HOW TO INCREASE Your Online Course's Value

4. **Make classes interactive:** Engaging people in interacting with your online course ensures that people will stay with you and recommend your course to their friends or colleagues.

5. **Establish personal brand:** Making money from online courses can be much easier if people recognize you. It doesn't mean you have to be famous in general, but people in your industry should know who you are and what you do. Think of it as a part of your personal development and not as a marketing move. You will reach more people, and those people will more likely stay with you if you are yourself.



*To establish your personal brand you can start a blog or a YouTube channel, be present on groups and forums or produce content for social media*

## Common mistakes online course creators make

1. They don't outline the course objectives: Course objectives are important for both a course creator and students. Without clearly established goals, it will be much harder for you to create lesson plans and execute them properly. It will also make it harder for you to prepare scripts and set evaluation methods for your students.
2. They don't provide feedback: Evaluation methods are important for tracking the progress of students. It's important for them to feel the satisfaction of achieving milestones you set out for them. In addition, they need to see the real value you provide with your course for them.
3. They don't create compelling sales materials: If you want to convince someone to take your online class, you need to show them it's worth it. With a video or a blog post you can showcase your expertise, who you are and what your course is about. If people don't know that, they won't buy your product.
4. They don't manage the budget properly: It's easy to lose track of the money you spend on an investment that is supposed to bring you more money in the future. However, you should be wary of your spending at all times.

# Bonus

Best Tools For Creating an Online  
Course

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# Podia

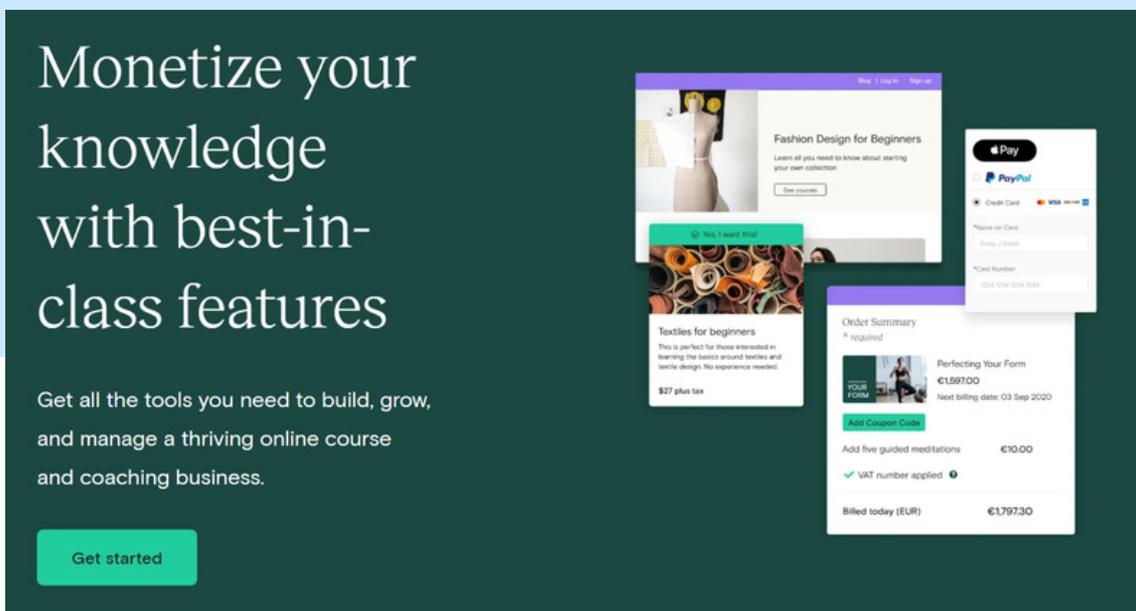
Podia is a platform for creating and selling all kinds of digital products - courses, coaching, ebooks, webinars, workshops—almost anything! Podia takes care of hosting products, taking payments, and getting products to your customers. For online course creation, Podia provides an easy-to-navigate course builder that makes your class look amazing. And all the lessons, files, and video uploads are handled for you.

The screenshot shows the Podia website landing page. At the top, there is a navigation bar with the Podia logo, links for Features, Examples, Pricing, Demo, and Resources, and buttons for Login and Sign up free. The main heading reads "Your website. Your products. Your community. Build them on Podia." Below this, a sub-headline states: "Thousands of people like you use Podia to build websites, sell courses and digital products, and host communities. Podia is free. And when you grow, it has all the tools you'll need along the way." A central purple button says "Get your free account". Below the text is a growth curve diagram with four stages: Start (Website, Email list), Build (Downloads, Coaching, Community), Grow (Courses, Webinars), and Scale (Affiliates, Teams). The curve starts at a low point and rises steeply towards the right. A "Free" label is positioned above the Start and Build stages. A "Sign up free" button is located in the top right corner of the page.

[REGISTER NOW!](#)

# Teachable

Teachable is a simple, all-in-one platform where you can create an online course or coaching business. Teachable provides you with an intuitive drag-and-drop builder and customizable sales page creator and offers integration with various marketing tools. And on top of that, you have features like comments, quizzes, and certifications of completion to drive learning outcomes and student satisfaction.



Monetize your knowledge with best-in-class features

Get all the tools you need to build, grow, and manage a thriving online course and coaching business.

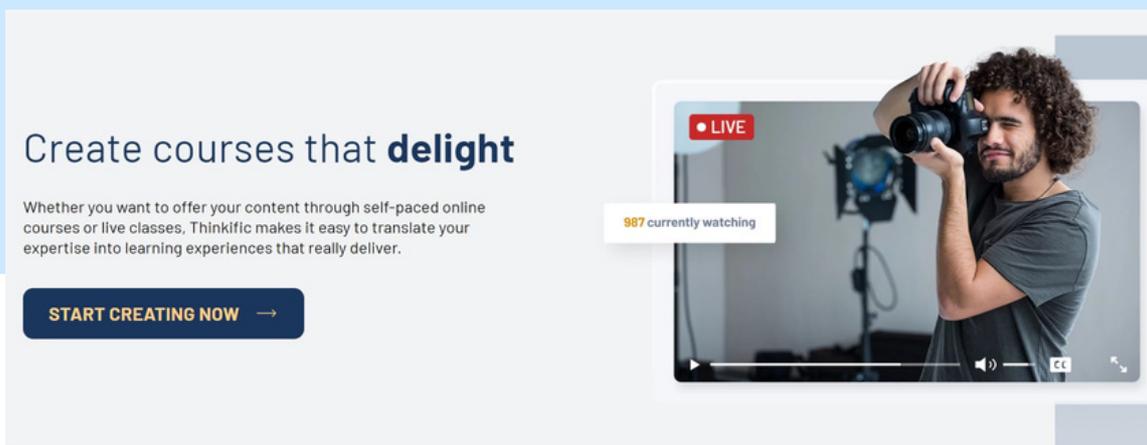
[Get started](#)

The advertisement features several overlapping screenshots of the Teachable interface. On the left, a course card for 'Fashion Design for Beginners' is shown with a 'See course' button. Below it is another card for 'Textiles for beginners' priced at '\$27 plus tax'. On the right, a checkout process is visible, including a PayPal payment gateway, an 'Order Summary' for 'Perfecting Your Farm' (€1,597.00), and a final total of 'Billed today (EUR) €1,797.30'.

[REGISTER NOW!](#)

# Thinkfic

Thinkfic offers an online course creator that gives you total control of your brand and business. You can quickly create professional digital learning products for any kind of audience. With course templates, the process is easy to navigate with no coding or technical expertise required. Thinkfic also provides live lessons, drip schedules, randomized quizzes, and other features that boost student engagement.



The screenshot displays a webpage for Thinkfic. On the left, the text reads "Create courses that **delight**" followed by a paragraph: "Whether you want to offer your content through self-paced online courses or live classes, Thinkfic makes it easy to translate your expertise into learning experiences that really deliver." Below this is a dark blue button with the text "START CREATING NOW" and a right-pointing arrow. On the right, there is a video player interface. The video shows a man with curly hair holding a camera. A red "LIVE" indicator is in the top left of the video frame. A white box above the video says "987 currently watching". The video player has standard controls like play, volume, and a CC icon.

[REGISTER NOW!](#)

# Conclusion and Next Steps

You've made it to the end of our ebook! We know that launching an online course can be a daunting task, but following this comprehensive guide and using our helpful checklist will set you up for success. By choosing the right topic, format, and platform for your course and pricing it appropriately, you can make sure that your new online learning experience is a hit with students both old and new. So what are you waiting for? Get started today!



At Peep Strategy we're passionate about helping our readers grow their businesses. We believe that every business has the potential to thrive and reach their full potential!

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