



ACTION 1

WRITE A BLOG POST



Writing a blog post is one of the easiest and best ways to drive traffic to your course. This probably means that you will have to create a blog if you don't already have one. This can be done for free, easily and quickly, with a variety of blogging platforms such as wordpress or blogger. I started my website VideosSchoolOnline.com a few months into teaching online. Every time I launch a new course, I write a blog article with a description of the course and a link to enroll. Make sure to use keywords related to your course so that people searching online can easily find your blog. *I've posted weekly articles since then, and I now have hundreds of visitors each day. Many eventually sign up for one of my courses.*



ACTION 2

POST A YOUTUBE VIDEO



You may or may not know that YouTube (YT) is the second largest search engine at this time (behind Google). What does this mean? This means that millions of people are searching for every imaginable topic on YT. Posting videos related to your course subject will inevitably gain some sort of traffic depending on how much you market your YouTube videos and how regularly you post videos. Post links to your courses in the video description and annotations to draw potential students to your website or your course page. *In under one year of posting videos to YT, I have over 600 subscribers and 43k views - by no means is this YT Stardom, but I have made quite a few sales from students initially finding my tutorials on YT.*



ACTION 3

POST ON DEAL SITES



ACTION 5

HOST A WEBINAR



ACTION 6

REACH OUT TO BLOG WRITERS



You can only do so much on your own. Part of being a successful online teacher is connecting with others who can help you succeed. Search for blogs related to your course topic. Reach out to the blog author and ask if they would be willing to write an article about your course. Offer them free access. In exchange for the article, offer to tell all of your current students about their blog. This style of online marketing bartering works well for both parties. *I've successfully reached out to many blog writers with websites reaching hundreds to millions of readers. I've also failed to connect just as often. Try again, and never give up - your best connection is right around the corner.*



ACTION 7

CREATE A FREE VERSION



I've always believed in the power of FREE. Since beginning my online teaching career, I've given away free advice, free videos, free podcasts, and free courses through VideoSchoolOnline.com. One tactic I use to introduce students to my courses is to create a free version with a sampling of lessons. Students can see how I am as a teacher and begin to learn the course content. Make sure the lessons you put in the free version are amazing. Every month or so I remind the students that I have a full course. I often supply a discounted coupon from 25-50% off for the full course. *Every time I do this, I get a handful of new paying students that I wouldn't have received if I hadn't posted the free course.*



ACTION 8

WRITE AN EBOOK

