10 ACTIONS TO GET MORE STUDENTS



ONLINETEACHING CAREER. COM

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.

POST A YOUTUBE VIDEO

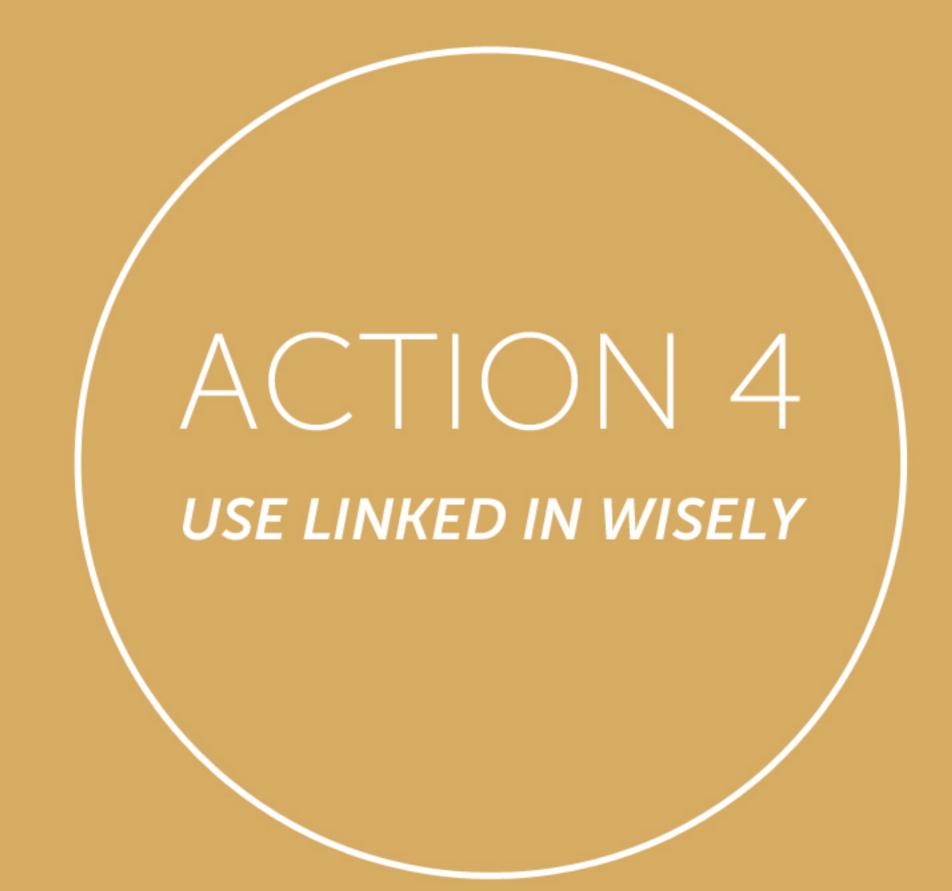


You may or may not know that YouTube (YT) is the second largest search engine at this time (behind Google). What does this mean? This means that millions of people are searching for every imaginable topic on YT. Posting videos related to your course subject will inevitably gain some sort of traffic depending 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



One of the quickest ways to get your course 'out there' is to post your course with a promotional code on deal sites such as Slickdeals.com, Coupons.com, Retailmenot.com, and the slew of others (just search for 'deal site' or 'online coupons' in Google). These sites have built in audiences of people searching for coupons to buy things! If your sole purpose is to get more students at first and revenue later, try posting free coupons to these sites. Having more students in your class will look good to potential purchasers. I've posted many of my courses on deal sites and other forums with heavily discounted or free coupons. Many of these 'free' customers went on to purchase another of courses later on.





LinkedIn is a social network for professionals. The website has grown exponentially over the past few years as more and more job seekers and companies create profiles, join groups, and connect. Many LinkedIn members are looking for ways to improve their own skillsets and job qualifications. If your course can improve someone's chances of getting a job, then you have the perfect audience in LinkedIn. Join discussions in groups related to your course. Post quality comments and questions. Include links to your website or course - but don't spam! I automatically set up LinkedIn to post updates whenever I write a new blog for VideoSchoolOnline.com. This brings in more engaged traffic looking to learn.





Hosting a webinar is easier than ever. Google Hangouts On Air and other online applications allow you to broadcast video and audio for free to hundreds of audience members. Host a free webinar to teach a topic or certain portion of your course. Invite any current students, social media followers, or other people who might be interested. Give away lots of great quality tips in the webinar and make sure to plug your full course a few times throughout the webinar. I've attended many webinars over the past year to learn about online marketing. After the webinar, I always feel connected to the host - more so than by reading a blog article. This building of trust is essential for being an online teacher.

REACH OUT TO BLOG WRITERS

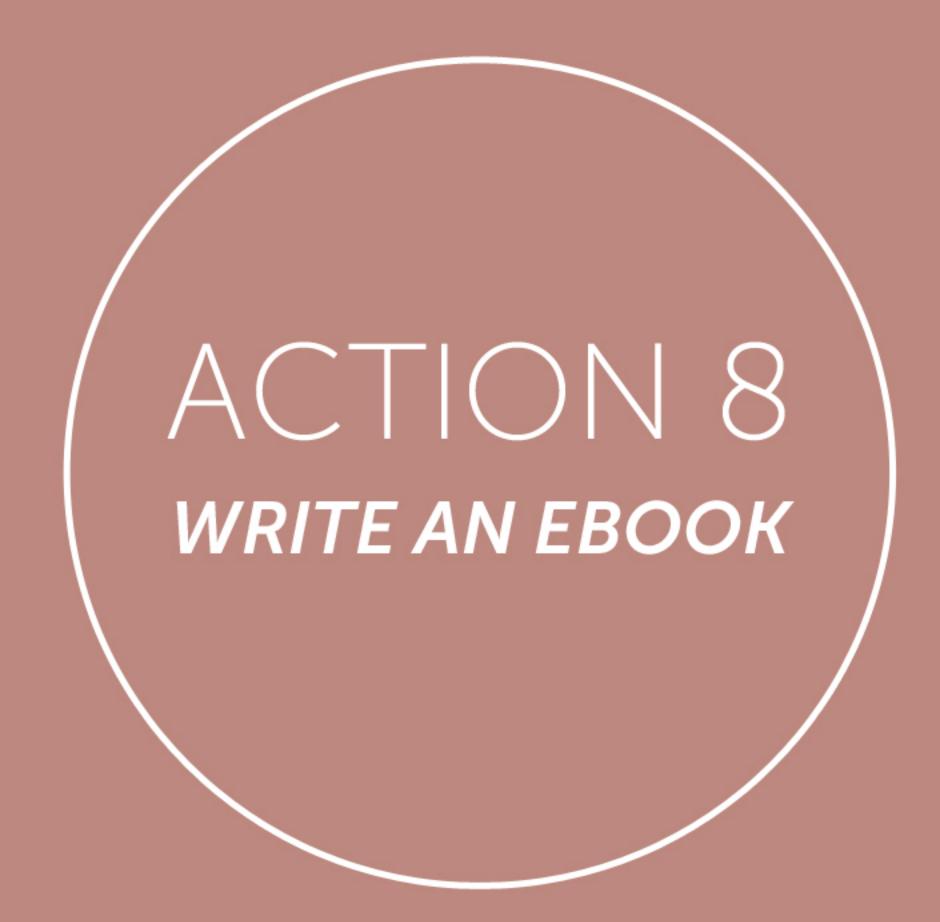


You can only do so much on your own. Part of being a successful online teacher is connecting with others who can help you succeed. Search for blogs related to your course topic. Reach out to the blog author and ask if they would be willing to write an article about your course. Offer them free access. 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.

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.





Part of being a successful online instructor is positioning yourself as an expert. Having a course already does that to some extent. Having an eBook further qualifies you as an expert in your field. If you're selling your eBook on Amazon's marketplace or the Apple iBook store, you can also reach millions more potential students. Make sure to include links to your website where students can purchase your course. It might be nice to include a discounted coupon as a thank you for purchasing your eBook. I'm currently working on a number of eBooks that I hope help further qualify me as an expert video creator and online instructor. I may give some of these away for free as an incentive for students to sign up for an email list.





Podcasting is a unique form of media that is loved by millions of listeners. Because a podcast is just an audio file, people can listen to it on their way to work, while excersing or cooking, or during many other activities. This allows podcasts to be longer than other forms of content, giving you plenty of opportunities to share inciteful information and connect with the listener. Don't spam your listeners with too many course plugs. Just give lots of amazing content away, and listeners will become loyal followers in your tribe. I started podcasting soon after creating VideoSchoolOnline.com and have interviewed a number of experts in fields related to my courses. My students love this additional content!

ASK ANOTHER INSTRUCTOR



Instructors are your friends, not enemies. Even if an instructor is teaching a similar subject, they can be a potential ally. They have their own online outlets, marketing strategies, and following. Reach out to other instructors. Introduce yourself. Tell them your story and what you teach. Propose an exchange of promotions. You'll promote their course (as long as it is not directly competing with one of your courses) if they promote yours. Offer a discount and the opportunity for the other instructor to be an affiliate. I've reached out to and been contacted by a number of instructors looking to partner in some way or another. Thousands of dollars of income are attributed to these partnerships that I couldn't be more thankful for.

Thank you for downloading this action guide to gaining more students and making more sales. To really see the full effect of any of these actions, you must complete them with passion and patience. Teaching online isn't a get-rich-quick scheme. Done right, you can be like the thousands of other online teachers making a living by teaching online. I'm so grateful for where I am today, and I look forward to continued success and support.

Phil Ebiner

To learn more: OnlineTeachingCareer.com.