

Why teach online?

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Why teach online?

Global trend, greatly accelerated by coronavirus. Will not go away when this is finished. People want it.

Expand your knowledge into **another stream of income**. Many authors teach at colleges or online.

Scalable product - create once and sell over time

- **Higher price point** than a book as multimedia is more valued

Why teach online?

- People learn in different ways so you can serve your audience more
- More adapted to **physical skills or software** or anything that doesn't fit well in a book e.g. playing piano, yoga, growing vegetables, knitting, software demos
- This is NOT about scamming people or merely re-packaging a book, this is about offering **extreme amounts of value for a reasonable price** that will hopefully change people's lives in some way.



Online courses can sell globally, make income & help others



James Patterson
Teaches Writing



David Mamet
Teaches Dramatic Writing



Judy Blume
Teaches Writing



Malcolm Gladwell
Teaches Writing



R.L. Stine
Teaches Writing for Young Audiences



Margaret Atwood
Teaches Creative Writing



Dan Brown
Teaches Writing Thrillers

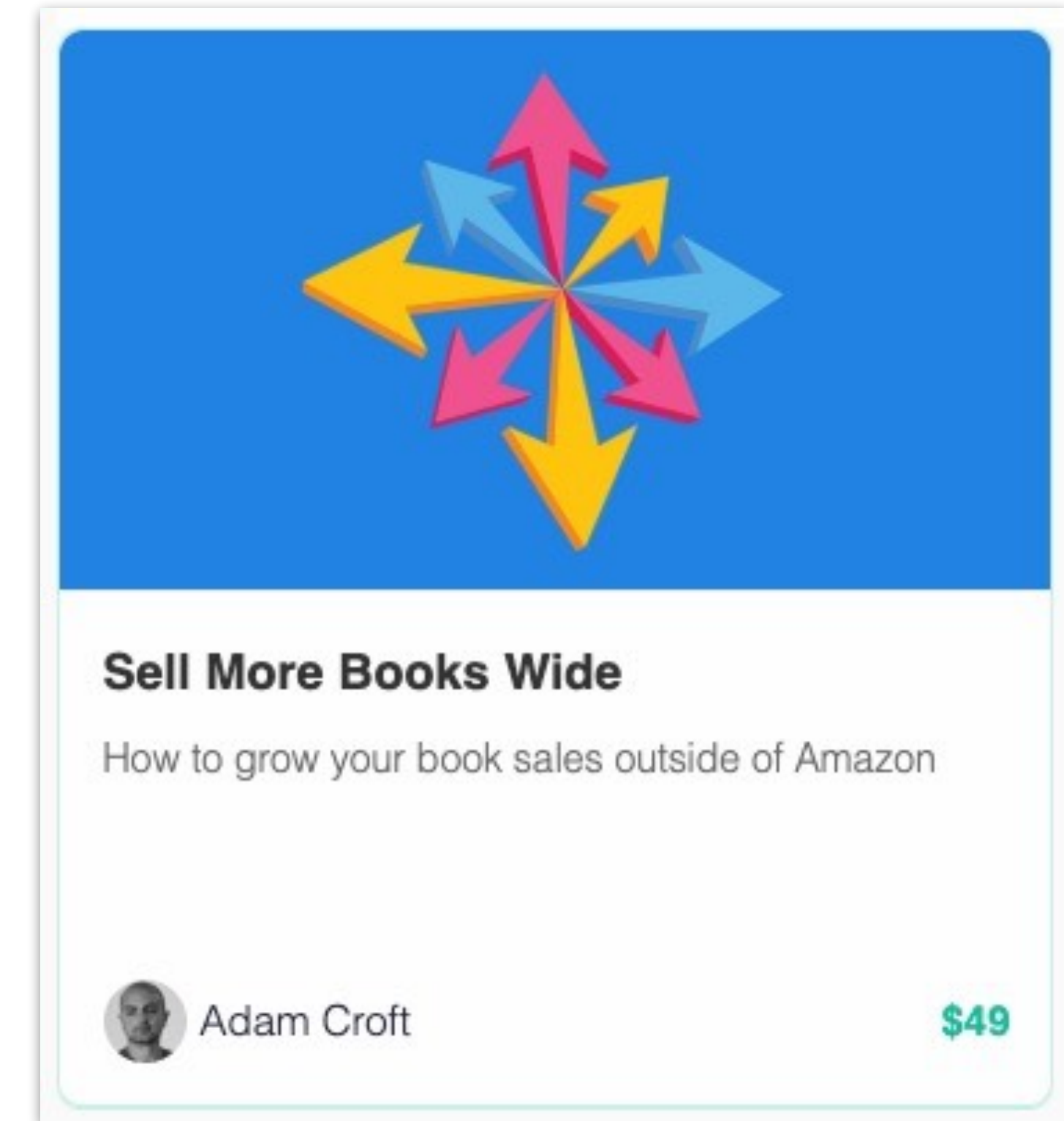
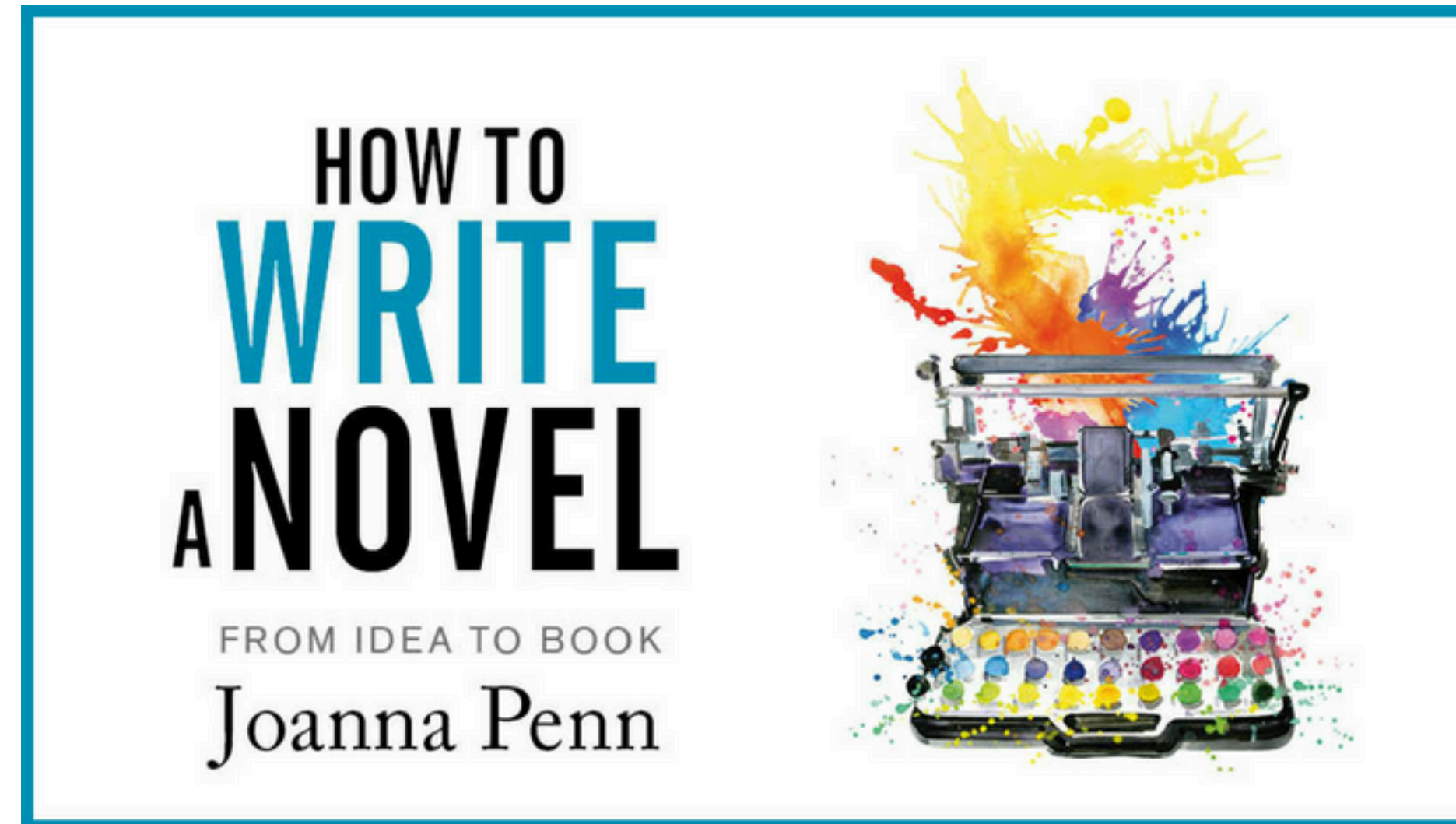


Neil Gaiman
Teaches the Art of Storytelling



Joyce Carol Oates
Teaches the Art of the Short Story

What do you know? What could help others?



Many of use Teachable - www.TheCreativePenn.com/teachable

Why do you want to create an
online course?

What are the potential
benefits?

