

Top Questions and Answers About Ecourses

The Top FAQ Received From
Ecourse Central Subscribers

Let's Start Out With This
What Is An Ecourse?

Let's see if we can clear things up a bit and get you comfortable with E-Courses.

First of all, let's define an E-Course. An E-Course is a class or a course (text, audio, video or combination of all three) where YOU teach, train, promote, motivate or provide info to potential clients about the product and/or service you provide.

This class is done electronically over the internet, hence the term E-Course. This class is done with the distribution help of email marketing and the class is broken down into several easy to follow "parts" so your "student" does not get overwhelmed with knowledge you're providing.

Just like in school, you didn't learn everything about a subject in one setting, did you? E-Courses are used in the same concept, over a period of time (short time).

See, that wasn't so bad, was it?

Now, the purpose of your E-Course is to ultimately make some money. Yes, some folks want to get their knowledge and their expertise out to the world. Great, go for it, but why not profit from it in some way, shape or form?

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Question

What Price to Charge and How Big the Ecourse is for that Price?

One of the hardest things for people to understand or comprehend when it comes to "how much do I charge" is to think about what that actually means to you.

My philosophy is if you have an Ecourse, the bottom line is your goal is to create some sort of financial gain from it. If this isn't your goal, that's fine. We just have a difference of opinion is all.

I believe that if you have some sort of knowledge inside of you; whether it's your profession, your hobby or something you enjoy doing; it's your obligation to show it to the world. Give that knowledge to others that seek it.

I also believe it's your RIGHT to gain financially for this knowledge. If you don't want to charge for it, that's fine, but it's your RIGHT to so don't ever feel bad for doing it.

Now, will people pay what you charge? That's the million dollar question.

The bottom line is, there is no right or wrong answer to this. It's whatever the marketplace is willing to pay for your information.

Remember this, people need to know-like-trust you. That's what you should be doing when you're first starting out.

Once that is established, and your information is good, people will pay for it.

So, you can have a one module Ecourse and charge \$10,000 for it or you can have a 10 module Ecourse and charge \$1 for it.

Either way, the market will dictate whether that's a good price or not.

Your job, if just starting out, is getting the marketplace to know who you are. After that, the size and the price for your Ecourse is totally up to you. There is no set answer for it.

But, if you need a target, shoot for 5-7 module Ecourse and give it away. How's that?

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How Do You Create An E-Course From Scratch?

Believe it or not, the complicated part of an E-Course is NOT the information within it.

Creating an E-Course from scratch is just as easy as writing a 7 item grocery list, maybe even easier.

I say that because you have knowledge on something, right? No one is saying you have to be an expert, but you should have knowledge on some kind of subject, some kind of hobby or even your current profession. Whatever it is you do or like to do, that could be the starting point of your E-Course. That could be the catalyst of you making money on the internet.

Here's what you do, write down 7 points of something you enjoy doing. It could be 7 words or 7 sentences, but you **MUST** write them down. Once you have that done, guess what? You have just created the foundation for your very own ECourse!

See, I told you it was easy, didn't I?

Once you take this first step, the rest of creating the E-Course will be a natural progression and, if you build it right, you'll have a marketable AND sellable product that **YOU HAVE CREATED!** All by utilizing the knowledge and the expertise already inside of you.

I'll say this again, if you can write a 7 item grocery list, you can create your very own

E-Course that will make you money. How cool is that?

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How Do You Find the Best Ecourses to Create?

Finding the best ecourses to create isn't really an art, it's something you already do. You already have the information inside of you.

The teaching ecourse may be the easiest ecourse to create because you already know all the research and whatever you feel you don't know is easy for you to find because you're already involved with that topic. (Whew, that was a mouthful!)

Heck, you probably already have internet friends on that topic as well which would make finding out stuff even easier! Keep in mind, a teaching ecourse, in its purest form, is telling someone how to do something in a step by step process.

Think of it as if you were watching a "How To" video of some sorts. You are given a set of steps to follow and when the steps are done, presto, the teaching is done and the ecourse is complete.

For instance, if you were to teach someone how to garden, you would give them steps to follow. "You have to till the land, smooth out the dirt, get the seeds for the veggies you want to plant..."

The way the ecourse is set up, you're not waiting for your subscribers to get done planting their garden, you're just telling them what to do in an easy to follow sequential order.

So, answering the question on finding the best ecourse to create, I would ask you what do you like to do? What are you good at doing? What do you like to talk about? An easy way to understand this is if were to write out instructions for someone to do your job (or a job you've had in the past) what would the step by step instructions be for them?

Just keep things simple and you'll be on your way to ecourse startum!

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Do I Want an Ecourse to be the Next Piece of My business?

I truly believe an ecourse is the cornerstone of ANYONE'S business.

Understanding all the different aspects of your business an ecourse touches gives you an edge on others in your field.

First of all, an ecourse can be used to bring people to your list. A good ecourse not only brings people to you, but it keeps people from leaving as well.

Think about it, if the info is GREAT in an ecourse, why in the world would anyone want to leave the person who created it?

Ecourses are also the catalyst to other products. Did you know, if done properly, you can turn each module of an ecourse into its own product? Sure, it may take a little bit of work, but isn't it worth the time to create a good product ONCE, then have it work for you over and over?

The more products you create, the more likely it is that people will buy stuff from you, which is the point in being in business in the first place, yes?

Let's take it one step further, you can take your ecourse and create a whole teleseminar, or series of teleseminars around it as well. Think about it, you've already created it, why not take the next step and expand it as well? It just seems nature.

So, when someone asks me if an ecourse should be the next piece of business, I say absolutely! The possibilities are then endless.

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Question

How Do You Generate Enough Excitement to Make Subscribers Really Look Forward to the Installments or Your Ecourse?

This is a great question! I like it because most people don't think this way. Most people think because they have an ecourse in a certain subject, most people will just automatically get excited about ANY ecourse within that subject.

The reality is excitement starts with the ecourse creator. YOU have to be excited about what you created. YOU have to SHOW the excited through your words, your audios and your videos.

Yes, I said audios and videos. Nowadays, it's pretty simple to put audio and video on your website. If you currently don't have at least one of them, you better learn. If you have some sort of catchy video, people will pass it on to their friends. Then they pass it on and so forth. Once that kind of excited starts, you really can't stop it.

And where did it all start? The excitement started when YOU took action and got excited about your ecourse yourself.

Now, don't forget your ecourse needs to live up the excitement buzz you've created. But the good thing about that is if you were excited enough to create ANY additional marketing for your ecourse, people pick up on it.

Just keep this in mind, excitement starts from within. It's within you and it's within your subscribers. You cannot make someone excited, they have to want to get excited. You can only control how excited YOU are about the ecourse.

Keep this in mind as well, excitement is contagious. If you get excited about your own ecourse, the chances of others getting excited have increased tremendously!

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How Do I Make Money From Them Without Spending a Lot of Time Marketing Them?

Oh, this is good! Not wanting to spend time marketing your ecourse but wanting to make money from it.

This one puzzles me as I see two sides to this question. It seems like someone wants to make money but doesn't want to spend time working on setting up the money stream.

People must understand that as fun as creating an ecourse may be, it does nothing for you unless others subscribe to it. The way to get folks to subscribe to your ecourse is to let them know about it. Letting them know about it requires **MARKETING!**

Now, I know it may take a lot of work marketing anything, let alone an ecourse, but once that marketing is done, it's done. With the internet being so viral, your marketing stays out there for a long time (especially if you market with articles). **AND**, once you develop a following, your followers will market for you as well. As a matter of fact, a lot of your followers will become affiliates, which means they will be marketing your stuff for you as well. You don't have to rely on yourself to do so, but it's always good to stay active in the marketing department.

In a very counter intuitive way, the more popular you get and the more money you make, the less marketing you may have to do. And, with the making money with your ecourse thing, you may want to research some of my teachings because I do a LOT of talking about how an ecourse is the cornerstone of your business, therefore it's a great money maker for you as well!