Easier Internet Marketing
Incorporating Multiple Income Pathways

Issue 7

www.easierinternetmarketing.com

Inside this issue

CREATING YOUR OWN E-COURSE!

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Welcome to Issue Number 7!

E-courses are enormously exciting resources to add to your internet marketing arsenal, and in this newsletter I want to introduce you to the concept of the E-course and how to develop one yourself. I've broken down this introductory section into seven key questions;

1) What is an E-course?

An E-course, as the name indicates, is an online training resource incorporating video, audio and text components. The worst examples are merely e-books chopped up into chapters or shorter sections, and delivered by email over a specified time period. The best examples are multi-media presentations, having been designed from scratch with the end-user in mind. As a teacher it really disappoints me when I see poor quality teaching materials being delivered under the guise of an E-course. E-learning is a really important means of learning and

communication, and as such we need to utilise the power of software tools to make the process of learning constructive and enjoyable.

2) <u>Are there any examples of E-courses?</u>
There are many E-courses on line, and the following links should be used to have a look at some of these. When viewing a course, consider some of the issues I raised under the first section. Is it interactive? Does it accommodate the various learning styles? Have top quality resources been used, or is it just regurgitation of existing content?

www.cruiseshipdiploma.com

www.elearn.co.uk

www.elearners.com

www.learnersonline.com

www.learndirect.co.uk

3) <u>Why run an E-course?</u>
I'm really passionate about life-long learning, and E-courses enable me to deliver quality content to learners of all ages, of all abilities, and with a range of interests. The internet allows us to incorporate a wide range of teaching resources in our E-courses, ensuring that we reach people's needs in the most appropriate way.

Developing an E-course is also an excellent way of marketing your site. To encourage potential customers to sign-up for your list offer them a mini E-course. Use an autoresponder to deliver the content over a pre-determined time period (perhaps every two days for two weeks) and encourage your readers to give you feedback so that you can constantly refine and update the content.

4) <u>Where do I begin?</u>
As with any training course, you've got to set yourself up as

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the 'expert'. It's essential that you come across as knowledgeable in your chosen field. In education circles, we say that you can only teach something effectively when you truly understand it. Immerse yourself in the content and really learn everything you can. Having got to a stage of 'expertise' then consider what others embarking upon studies in your chosen area would want to know. What are the basic questions they would ask? A necessary skill to develop when writing an E-course is to decide the level at which you are going to pitch the content. Are you presenting to absolute beginners, or are you expecting a modicum of knowledge?

So begin by choosing your subject carefully, develop a deep understanding of it, then pitch the content at the right level.

5) What software is available?
A quick search in Google will

present you with a range of possible resources. Some are relatively inexpensive, whereas others will really stretch the bank! In the beginning, a very suitable course can be constructed using Powerpoint with narration over the top of the slides. Remember to mix-up audio, visual and text so all learning styles are addressed.

www.brindlewaye.com

www.clickclass.co.uk

www.adobe.com/eLearningSuite

www.articulate.com

6) How do I develop the course?
Having decided upon the topic for the course and having written the basic content, create a logical sequence. How many modules do you expect the course to contain? What will the module headings be? Don't forget that your readers will only have a limited concentration span, so

limit the length of each module. Within each module consider the best way to present the information. Are there any video clips that you could include? Do you have any case studies that might be appropriate? What do you expect your students to do – just sit and listen, or to interact in some way?

Will you be having downloadable documents that students can access during the course? Are you expecting your students to take a final assessment upon course completion to check upon their level of understanding? You might also wish to consider some form of certification at the end of the course.

7) <u>How do I market my course?</u>
If starting out from scratch, then you need to start building your list using the standard techniques of blogging, writing articles, videos, etc. As you become more and more established start to drop hints to your list about the forthcoming E-course, and develop a series of pre-launch emails to whet appetites and get your customers ready for launch!

Recommendation: For this issue, a couple of books that I have found really helpful;-
    Michael Allen (2007). 'Designing Successful e-Learning'.
  Richard Mintzer (2007). 'Start Your Own Online Education Business'.

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In the next issue:
Video and Audio Marketing.

Articles extra!

Ecourse Development Can Be the Perfect Home Business for You

Ecourses are self-paced training courses that people can download on to their computers, or view online. Most of them are divided into a number of lessons and can include video lectures, audio narration and worksheets. Ecourses are very popular because they allow people to learn the information they need from the comfort of their own home without having to be in a classroom on a specific day, at a specific time. This type of self-paced learning has become very popular because people just don't have the time or money to attend traditional classes. If you are looking for a way to make extra money at home, or even to start a full time business, creating ecourses can be the niche for you.

Think About What You Know to Do

Do your friends often come to you asking you to how to something? Even small stuff like "how to bake a ham" or "how to remove stains from laundry" or "how to keep a plant from dying?" If you answer these questions a lot that means you have knowledge that others don't have! To you these may be trivial things because you are an expert at them, but to others this is valuable information that they need. Think of one thing that someone always runs to you to get your help with doing. Now, go to Google and search! I bet you will find that other people need help with the same thing, right?

Now, Transform it Into an Ecourse!

To develop your ecourse you will need to create a number of lessons. Depending on the complexity of your topic, about five lessons is a good number to aim for. You want to make the lessons small and digestible, not too overwhelming.

Articles extra!

Each lesson should consist of a set of slides, just like in a regular class. This will be your "lecture." Record your slides using a screen recording software such as Camtasia (techsmith.com), or Camstudio (camstudio.org) which is free. Pretend like you are standing in front of a class and giving a presentation.

You will also want to create a number of handouts to go along with the presentation, just like in a regular classroom. Your handouts can include checklists, diagrams, notes or even a full guide. It all depends on what you feel is best for your students.

When you are finished with the development part of your ecourse, you can sell it from a site such as ClickBank. They will handle all of the payment processing for you. All you have to do is make sure your "students" are happy and learn what you are teaching!

If this is your first time creating an ecourse or any type of information product, you might want some pointers and advice. Please join me on my blog where I share many tips and ideas for product creation and ecourses http://www.gwentanner.com

Source: http://www.submityourarticle.com

Permalink: http://www.submityourarticle.com/a.php?a=97394

Articles extra!

Using eCourses to Leverage Your Expertise Online

You're a wonderful service provider, whether you're a massage therapist, real estate agent, mortgage broker, web designer, etc. However, as a service provider, you have only so many hours in the day to work with your clients, yet there are still hundreds and hundreds of people in the world who could really use the knowledge and expertise you hold about the service you provide.

Enter the eCourse. eCourses are a timed-released format of delivering valuable information to your customer base via email. The course segment emails consist of shorter pieces of information that can be consumed in generally 1-2 minutes. Using autoresponder technology, the lessons can be delivered with a specific interval of time in between and delivered automatically, with no regular human attention needed beyond the setup of the eCourse. How cool is that?

Never been exposed to an eCourse? Here's one you can sign up for right now: "5 Keys to Putting Money in Your Pocket with a Virtual Assistant", found at http://www.Boost-Your-Bottom-Line-with-Virtual-Assistance.com.

The eCourse can be offered free of charge and used as a marketing tool to gather contact information from prospective clients and to expose them to your expertise and sell them on your products and services. Or, it can be offered for a fee for clients who might want to get a taste of what you offer but aren't willing to pay your full service fee yet.

An eCourse is pretty simple to write. Come up with a topic that is appropriate for your target market. Each lesson becomes a simple article. Write 5-10 lessons, and you have a terrific eCourse on your hands. Or, if you like to write Top 10 lists, create one of those and make each bullet point become one of your lessons for the eCourse. Write your eCourse in a comfortable and conversational tone--just as though the reader were sitting down to have a chat and a cup of coffee with you. Include new and innovative information in what you're writing so that the reader is assured that you're the expert.

Give some real-life stories or practical applications about how the reader can apply the information in your eCourse. Cite valuable resources in your materials that will further help your reader.

Articles extra!

To keep your reader motivated and empowered, sprinkle some inspiration in with your eCourse message. You'll want your reader to come away with useful and valuable information and be anxious to receive or buy further information or expertise from you.

If you've been in business for awhile, you know that it takes 7-10 "touches" for a client to decide to buy your product or service. A multi-issue eCourse gives the prospective client multiple opportunities to "check you out". And, because you're getting in front of the prospective client each time s/he receives a new segment of the eCourse, the eCourse permits the prospective client to get to know you before hiring you, thus making the eCourse the perfect relationship builder and lead generator.

Once you have the content for your eCourse, you can format it in plain text, or in HTML, using a program like FrontPage. However, you won't want to have to personally send out the ecourse to everyone who subscribes, so I use the autoresponder and subscription features that come as part of my shopping cart program. You can sign up for a free 30-day trial here and use all of the features of the program:http://www.kickstartcart.com/app/?pr=31&id=59401

Demonstrate to the world what a phenomenal service provider you are. Start drafting your first eCourse today!

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