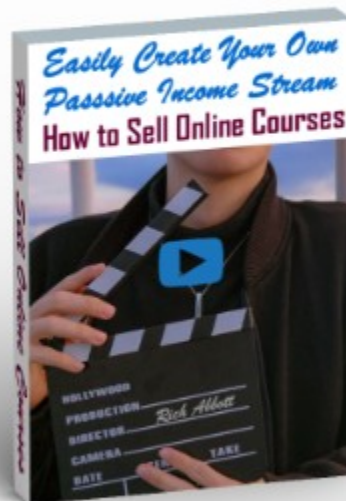


# *Easily Create Your Own Passive Income Stream* **How To Sell Online Courses**

*Nine Tactics Toward Your Success*

By

*Rich Abbott*



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**How to Sell Online Courses**

## **Introduction**

Why would you wish to create a video course?

Simply because it helps viewers to clearly understand your topic much better than written or audio material.

People love to be entertained and they want to see things in detail.

You can do product reviews, how to fish, how to hunt deer, build a cabin, cook a favorite recipe, and the list can go on and on.

Quite often if you're selling an eBook, you can Upsell the customer with a video course so they can have both for a special price.

They might watch the video first, or read the eBook first, or follow along with the eBook while watching and listening to the video.

If you include subtitles, this is great for the hearing impaired, blind, and maybe elderly people losing their eyesight or hearing.

So, with that in mind let's take a look at how to create your own video course(s). Assuming you do one, you might do more!

### **1) What's a video course?**

A video course is a longer version of an eBook that explains and demonstrates your subject matter in greater detail.

Consider what you are reading now as a template to what you will see on the video in greater detail.

Usually, it is focused on learning "how to" do something.

In this case it will be "**How to Sell Online Courses**" but for you will it will be **entirely different**.

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It is also usually comprised of several shorter videos focusing upon a specific task. That way in our crazy busy world, we can walk away when one is done and start the next one when ready, instead of trying to find our place again.

Or you may want to focus on one smaller niche about a broader subject, so you create short videos with a narrow topic.

You could go out and buy a bunch of special equipment or you can do it the cheapest way possible. You may also choose to use paid services.

But, if you're like me, you will want to do as much free as you possibly can.

This will be tactic number one!

**Tactic One: Use Free Resources When Possible**

**2) Video Course Overview**

This video course will take you back to your childhood memories and help you to remember what it's like to dream again.

To think about possibilities. To dream and dream big. To envision a life of finally being able to help someone else, to share your knowledge, or your ability to research and pull off another video, to love doing it, and making a little profit along the way helps too.

**Tactic Two: Dream**

You might become so successful that you will have to hire people to handle all the extra workload such as accounting, refunds, and customer service!

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Hang on. Oh, sorry I was helping you dream a bit more and got carried away.

Well, one thing is for sure. It's not as hard as you think and I will guide you along the process step by step, and video by video.

### **3) Video Content**

Your content will come out of your experiences and/or your research of a new subject that you are particularly interested in.

I stress new because it helps you dig and learn and then to be able to share it in your individual manner with people that will like your style.

#### **Tactic Three: Soul Searching**

For me, it would be showing someone how to build a log cabin, how to garden, how to dress a deer, how to butcher your own meat, how to replace brake shoes on a car, how to succeed online as an affiliate marketer, as well as many others. The list is endless because with a creative mind and the time, you could create one a week!

Now it's up to you to dig into your past or embark upon a new journey of interest and say, "Hey, I know what I will do"!

Quick. Write it down. Write them all down. Brainstorm a list of possibilities and then narrow it down to one you really think you could do well at.

Then go to the largest video provider on the internet, namely YouTube, and type those ideas into the search bar to see what pops up.

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Suppose you wanted to look up 'How to make a paper airplane' or 'how to build a tiny house,' and watch as YouTube suggests other possible ideas such as 'building a tiny house on a trailer'!

To me that would appeal and I could do a basic course on building a tiny house on wheels. I just might. See how you can be excited about something!

### **Tactic Four: Researching**

I would think about all the steps involved, I would write short notes or bullet points about it, and then do several short videos focusing on one aspect.

Such as the different types of trailers, how to build them yourself, or where to buy them, framing, roofing, electrical, insulating, plumbing, interior design, kitchen layouts, various interior and exterior wall products, heating systems, the best insulation and why, pros and cons about certain products, local by-laws, and... you get the point.

If you see a large number of views on the videos listed, you can be sure that there are many people interested and you will want to target a specific area that others maybe haven't touched on.

The various angles of approach would naturally depend upon the subject matter.

You could easily discover those areas right on YouTube by using keyword video tools and zoning in on something that you can create a video course about for others to enjoy.

Then you have two choices.

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- A) Find a compelling affiliate offer on an affiliate site such as ClickBank and Upsell your customers to another product that fits in very well with your video.
- B) Create your own eBook and create your own video course and list it on ClickBank for others to become affiliates for you and get even more sales.  
Use your video as an Upsell when buying the eBook. You can still Upsell another product as an affiliate yourself.

In the case of the tiny house on wheels, how about “[How to Build Your Own Solar Panels](#)”? Yes, it is a clickable link. Just to give you the idea.

If you choose “How to Create Your Own Custom Keto Diet” maybe there is a supplement or recipe book you can offer as an Upsell?

On social media you can search for groups that focus on weight loss and offer your video course there.

If search engine results show a large interest you already have an audience. It’s up to you to find a niche or a unique way of presenting the video in a way that customers will love.

Once you have done this, you now are ready to produce your own Tactical Video – a specifically **targeted** Video course.

Make an Outline. Try keep it simple and fun.

Fill in the blanks as you gather it. Practice online, finding what you need, keep the browser tabs open, organize them in order left to right, get ready to record and reveal to your customers what you know.

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### **Tactic Five: Recording for Free**

For most people the easiest and most familiar recording tool is ZOOM. There are others like OBS studio, and possibly more.

Maybe you want to create a course on which one is better and why?

Practice using the software to share your screen, navigate around the different browsers, how to use PowerPoint, and be prepared to learn that the phone will ring, the baby awakes, the dog barks, someone is at the door, and stuff just happens. But the more you do, the more you will learn what not to do.

Mute phones, pick the best time to record, mute notifications on computers, cover the door bell, put a note on the door, tell your family your recording, etc.

Once you have practiced a few times, go for the real deal and record it. By keeping each video short you will also reduce the number of possible mistakes.

After recording you may download it onto your computer so take the time to save it where you want to find it later.

If it's on your cellphone and the quality is good, you can upload it directly to YouTube from there.

Once you have that video always watch it to see how it is. Need a redo? Now is the time to do it while the subject matter is fresh in your mind. Having to do it several times is part of life.

Assuming it was a hit, you can now upload it to the website where your course will be stored. If you make each segment a YouTube video, you

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can make it 'private', and then embed it into your website; then if they want to see it, customers have to pay.

Now you need a way for them to pay and that can be done with links or buttons going to PayPal or a number of other merchant providers.

You might even want to take Bitcoin with the understanding there are no refunds.

### **Tactic Six: Advertise**

Advertising is necessary and cannot be avoided.

You can try free publications where the people interested in your subject visit regularly and buy advertising from them.

Or find places online like forums or social groups where they meet, and advertise there. You may want to try Facebook, LinkedIn, and Pinterest to see if there is interest.

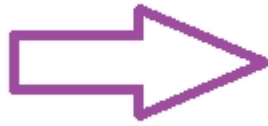
Using a video keyword tool and tag finder will help you focus on a specific niche topic on YouTube.

Then you make the first one available as free, and in the description area, have a link to view one at a time or the whole series for a special unbelievable price.

4) Upload your videos on YouTube as private, (except the teaser video) then embed them on a web page with a 'buy me' button at the end of each video for the next video or, if you have chosen to offer them for free, at the bottom of each web page give a link to the next video. Or an arrow.



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### **Tactic Seven: Have A Membership Site**

You can have a WordPress site with a membership plugin that only allows paid members to see what's in the back office. Individual pages may also be restricted. You can also choose to password protect any page you like. Paid members get the password. Simple.

You may upload each video on a separate page for single payments or all of them on one page for those that paid in full for a reduced price.

### **Tactic Eight: Alternative Website**

This is a tactic whereby you have your sign up page and sales page on a particular domain such as a funnel program, but you store all your content on a separate site altogether.

That way sneaky people trying to find access through a back door can't find it because it's not there.

If you have a funnel/autoresponder like I do, then you can easily create a separate page for the videos and send people to a subdomain or a secret domain. For less than \$20 dollars a year, you have a private vault within a system you're using anyway. The current price of \$17.97 is for each domain name and requires no extra hosting.

If you're planning on doing many video courses then a central location might be a good place to store them. This will cost more for hosting,

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and then you will still need an autoresponder. But it's an option to consider.

When someone goes through the payment process, they usually end up on a thank you page that is part any domain, and the access link is there or it contains a note: "Check your email" for the link and password. Trouble? [support@domain.com](mailto:support@domain.com)

If you are really worried about it then you can password protect it if you wish, using WordPress on a regular hosted website.

In this way you can have a domain like <https://mediastorage.com> as an example and each unique product is within its own subdomain or folder.

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Like this: <https://mediastorage.com/videocourse> or  
[videocourse.mediastorage.com](https://videocourse.mediastorage.com)

And so, it gives a level of security knowing that most people will not be able to access it without payment and if they want it, they will pay.

If you're using this method, you can also click “no follow” within WordPress and search engines will not display it.

### **Tactic Nine: Use Autoresponders**

Purchase an autoresponder system, like the one listed 'under **‘Resources’**, that allows subdomains and have all the videos embedded on one subdomain page by itself. Send paid customers to it.

This system will include landing pages, video embedding, editable website pages, autoresponder and email system, and a lot of other features for a very low price compared to other autoresponder systems.

### **4) How to make your video(s)**

- **Cellphone/Webcam**

You can use a good quality cell phone to record your video and then upload it as is, or send to your computer and use free video editing software to splice, shorten, add text and more.

You can use a phone holder or tripod for desk style recording like cooking classes or use a Selfie Stick if doing specialized videos for that great shot or closeups, especially if you have someone to record for you.

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- **ZOOM**

Zoom is easy to use and allows screen sharing. You can add your own background. Use a green screen for a richer background and less ghosting.

- **VideoManPro** is a great tool for doing a whole lot of things like text to voice speech especially if you don't want to be on camera. Add music. Add Titles. Have sign ups within your video.

This a great tool to have and one of the better text to voice software programs out there. Store your videos right on the platform and avoid YouTube ads and eliminate the competition.

- **Video Editing Software** is excellent for putting several short clips together. I usually try to do 2–5-minute segments and then splice them together in case I have to redo it. I can easily recreate that one short scene instead of a whole 15-minute episode. Add text and music, for cool effects.

Sometimes the camera falls over, or you check and it was out of focus so shorter time frames can be essential if doing complicated things.

## **5) Video Course Quality**

- Make your documents look impressive. Add pictures and colorful text. Get someone else to give feedback. Get it right first before you release it. Taking a few extra days to make it sizzle is well worth the time because you will need to fix it or modify it later anyway.

- Create your eBook or blueprint on a program like Microsoft Word because it helps avoid spelling and grammatical errors. Mistakes distract people.

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- Turn your documents into PDF's because it adds more value. Anyone can read them. Not everyone has Word on their computers or the right version of Microsoft Word or some other writing software. Everyone can read a PDF and you can use it to create a book on places like Amazon later if you wish.

I use Office on <https://onedrive.live.com/> and it lets me convert to PDF easily. • Include the pdf document with your video course as a bonus.

- Get your own unique domain name for your video course. The domain name [tinyhouseonwheels.com/video-course](https://tinyhouseonwheels.com/video-course) looks better than this, <https://app.video.com/Bhakli7RSWv//details>

Cloaking software like [bitly.com](https://bitly.com) and [Pretty Links](#), which is a WordPress plugin works well too.

A domain such as [richabbott.com/solar](https://richabbott.com/solar) looks like a normal link but it might be a Clickbank affiliate link like this: (<https://ae69a7p8wp0brr8pzv2st40y2z.hop.clickbank.net/?tid=video-course>) going toward a sales page. So, it's a link shorten-er/cloaker and it looks cleaner.

- Put some music in your videos if you like. Music might be good for intros or as background noise.

Some people love background noise while others hate it. So, if you choose to do it, make sure it's quiet enough to give the mood you want but not so loud the viewer can't hear you speaking.

## 6) More Tactics

**A.** If you can't afford an autoresponder at first, you can use the “**Out-of-Office Auto-reply**” feature in Gmail or other email programs and write a short message directing them to your offer instead.

Simply get a new email account for this purpose. Later you can add their names to your new autoresponder. It is more time consuming but it's a way to have that first contact and get those early sales.

**B.** Your computer most likely comes with a free program called Paint. You may use this graphic arts program to do some really cool stuff.

My original eBook cover was designed in Fireworks, an older version of Macro-media products.

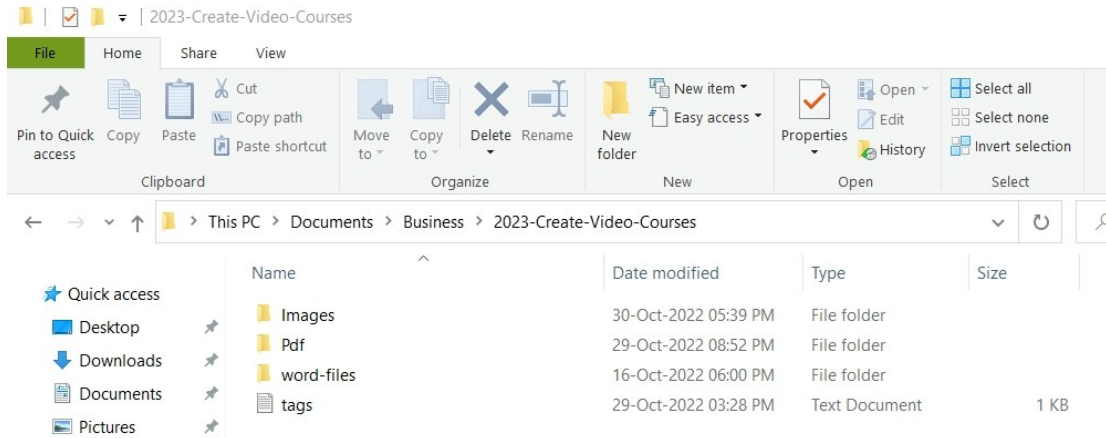
You can also use sites like Canva and also get some good quality photos to add text and create video covers, eBook images, YouTube thumbnails and more.

**C.** Organize your project(s) well for ease

Create folders for images, documents, videos, and voice files within a larger folder such as 'Create Video Courses'.

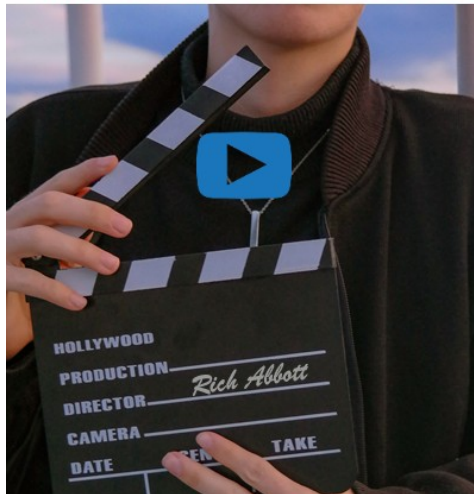
Put your work such as videos and documents into the correct folder and clearly label each one for retrieving later.

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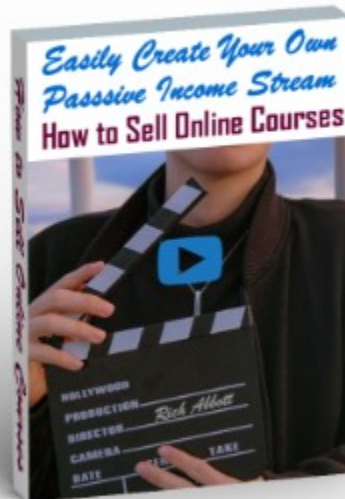
**D.** Make video play buttons on images for your emails and advertising that match your video course. It looks so good. Use the same photo for the boxed version below.

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**E.** Make images for your documentation like boxes and book covers to give your course more perceived realness and value.



**F.** Creating YouTube video “Shorts” on YouTube right now is hot and YouTube promotes you more than regular videos because they want people watching shorts. Shorts are 1–2-minute short versions of the full video. Pointing it toward your other video is important.

**G.** Listing your new video as a “Premier” will get you better viewership from YouTube and help you gain subscribers to your channel.

**H.** Get Testimonials!!! This will increase your sales. If you have a website, consider asking your customers to send you a quick email or to record a quick video. Or what I use is, Interaction.

## **7) How to get sales with your course(s)**



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The only way for people to buy your video course(s) is to have a **buy button** or **link** on the page regarding the videos.

There is a new tactic where the sign up box appears within the video. Cool!

You may also want to make recommendations to other videos or similar affiliate offers on your Thank You Page or within the blueprint!

Once you get your autoresponder make sure you let your people know, “Hey I just finished this brand-new video and I’ll let you have it a special price – if you Act Now”!

## **8) Conclusion**

Once you decide to create a video, you can create and produce the entire video course in a couple of hours or days from start to finish.

### **Three Tactics for Success Are:**

A. First, just do it. Don’t overthink it too much. Work on one small part at a time and sometimes you will have a thought regarding another part. If you already have saved a document for each part, just save it quickly on that page and move back to what you were doing just prior.

Eliminating distractions and just doing it is the biggest hurdle.

B. Second, create an attractive video and documents with the techniques shown in this course. Do the eBook in the rough for now, spend quality time on the videos and edit the eBook last so it syncs with your video.

Once again, some people may go back and forth watching the videos again, so the eBook is more of a guide. Don’t get bogged

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down in details with the eBook/Blueprint.

\*\*\* Hint – I went into a lot of detail here but some of it won't be clear until you watch the video, so bullet points and referring to the proper video works too! \*\*\*

- C. Third, go make another course now that you got the hang of it. You never know when the one you make can go viral and that is the one that launches your video career.

So, keep making more videos and as you do you will become more efficient and creative; and one day you might just have a blockbuster.

As you gain more email subscribers find ways to share all your courses with them. Always have your video list in the end of your eBooks.

Simply say “More Video Courses by author” and list them with links.

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## More eBooks by Rich Abbott

Check out my eBook on [“Affiliate Marketing – Strategies for Success”](#) to really learn how to be a successful online marketer. Comes with a Free Advertisers Insert.

Read my other eBook [Time & Life Management Secrets](#), to learn all about how to maximize your time and get way more done in less time.

If you really want to strike it rich then [Millionaire Mindset – Discovering Abundance](#) is the best book on the market to help you discover how to unwind and develop the mindset required to make it all happen.

[Easily Create Your Own Passive Income Stream - How to Sell Online Courses](#) teaches you how to create your own video course(s) from scratch. Each video will demonstrate some aspect of the whole process. It comes with the eBook and the videos in one package. Read and watch the video together if you like. Comes with a Free Advertisers Insert.

A [Custom Keto Diet](#) might actually help you attain your goals. Lose weight. Feel good. Achieve more.

If you have other health issues that your concerned about, feel free to visit <https://naturalrestorehealth.com> for great natural solutions.

*Thank you kindly for your purchase and I hope you benefited greatly from the material within!*

Best of luck in your endeavors.

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*Rich Abbott*

## Video Resources

My first consideration is to check out the [autoresponder](#) because you will want one to email your new subscribers daily for at least 14-21 days to convince them to buy your Video Course.

Your ads or affiliates are going to need to send them somewhere, so why not to a place where it makes sense?

Your Splash Page can be as long or short as you want it, with or without video, and when they try to leave, a sign up form pops up to encourage them to sign up.

After they join, you can email them daily until they say “Hey I’m out of here” or “Yes I’ll buy”.

If you have another video series or multiple video courses, you will want to fire off an email to your customers announcing the new product. Or fire off one randomly; maybe even Happy Thanksgiving, Merry Christmas, whatever.

It will be far cheaper than Aweber, Get Response, ClickFunnels, Groove or many of the other popular autoresponders but it will give you a whole lot more for less money.

If you must pay, then pay the least amount possible, right?

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It also has an affiliate program but don't concern yourself with that. My reasoning for this is because your focus should not be recruiting people away from your video course.

Your focus is to earn a lot more money through your videos and I think this is the best way. I have been using it for several years now and I am quite happy with it.

You purchase a domain name (annual fee of \$17.97) and get unlimited sub domains, your email list sender, with a lot of options. It's awesome!

Check out the [autoresponder](#). Watch both videos to learn more about it.



Another tool I love to use is [VidIQ](#) because it helps choose the best keywords, shows you what is hot, and shows #tags others are using. I have literally ranked in the top 5 videos within 24 hrs.

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The screenshot shows the vidIQ dashboard with the following sections:

- Channel stats:** Time period: Last 7 days. Views: 13 (+44.4% ↑). Subscribers: 0 (-100.0% ↓). Watch time (Total hours): 0.47 (-30.0% ↓). Retention (Average): 33.0% (-1.3% ↓).
- Daily Ideas:** Ideas will update daily. Save or dismiss up to 50 ideas to help our AI give you the topics best suited to your channel. A table of ideas with 'View prediction' (all 'Very high') and action icons (edit, delete, like).
- Monetization tracker:** You're on your way to monetizing! You need 1,000 subscribers and 4,000 hours watched. Subscribers: 1/1000. Watch time (h): 4/4000 (Last 12 months).
- AI Title Recommendations:** Add keywords that you want to base your titles on. Button: Get title ideas.
- Keyword opportunities:** (Section header visible)

## Resources (Free)

- <https://onedrive.live.com/>
- [Tube Buddy](#)
- [ClickBank](#)
- [All Search Engines](#)
- [Video Editing Software](#)
- [Make a software box or course image](#)
- [Free Images & Videos with Creative Commons](#)
- [More Free Images](#)
- [Make a Video Play button for your images and videos](#)
- [YouTube video shorts](#)
- [YouTube Premier](#)
- [PayPal](#)