

How To Easily Make Coaching Courses That SELL

*The Coach's Guide To Creating
Online Courses With CoachTube*



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WHY SHOULD YOU CREATE A COURSE ON COACHTUBE?

Over the last few years, participation in online education has skyrocketed.

We're not even talking about accredited courses. Millions around the world are paying to learn ideas and skillsets not found in a traditional classroom setting.

Sites like Learnable, Udemy, Khan Academy, Nuvvo, Craftsy and many others are generating millions of dollars via their online platforms. Many instructors teaching through these websites have netted yearly payouts in the six figures.

The market is ripe for eLearning.

CoachTube is bringing online education to the sports world, and we are extremely optimistic about this particular market for several reasons.

1. Sports fans are already online.

The sports industry has already moved its hub to the web. While cable television remains the leading channel for sports consumption, online activity is uncontested in the #2 spot and quickly closing the gap.

The following statistics from [Po.st](#) sum things up nicely:

- 63% of fans follow sports online
- 25% of fans in the US follow sports via social networking platforms
- Online is the 2nd most popular method to follow sports
- 1.8 hours each week are spent consuming sports
- 77% of fans access sports content online via a PC at least once a week
- 1 in 4 online fans read live commentary of games/events online

2. Nearly everyone is an athlete.

With [35 million participants](#), youth sports are an integral part of American culture. There is also a vast and ever-growing market abroad. Over 60% of all US kids will play a sport at some point in their adolescent lives.

The market is broad and CoachTube has the first-to-market advantage.

3. Increasing one's skills is the #1 priority of any serious athlete.

Unlike crafting or computer programming, sports participation is inherently competitive. It demands constant improvement. For any serious athlete, the quest for mastery never ends.

By bringing eLearning to the sports world, we are directly meeting an existing need that never depletes. There are millions of kids around the world right now who want to learn from your expertise.

In summary, we are bringing a wildly successful trend to a massive, hungry market. This is one of those rare can't-lose scenarios.

Even pre-launch, our phones were ringing off the hook with both coaches and athletes wanting to use our platform. We had coaches generating major sales without a dime spent on marketing.

Long story short, it's a good day to be a coach.

Let's create a course!

STEP 1: SELECT A COMPELLING TOPIC

The first step in creating a course is to decide exactly what you'll be coaching on. You have two options here:

1. Create a broad, comprehensive course (Beginner's Guide To Playing Baseball)
2. Focus in on developing a specific skillset (Master the 3-Point Shot)

In general, we'd recommend going specific. There is a lot of comprehensive, introductory content around the web. While putting together a broad guide might work for you, going specific gives you the opportunity to stand out from the noise.

Just remember: if you plan on offering a paid course, customers should come away feeling like they received a complete product. Don't go so specific that there's not enough content to create a course.

Once you've selected your topic, think about your ideal student. Who would want to learn this topic? What motivates them? What age are they?

The more specific you are in defining your target student, the more effective you will be at reaching that segment of athletes.

Spend some time thinking about this and once you're ready move on to Step 2.

STEP 2: PLAN YOUR COURSE

Once you've locked down your selected topic and target audience, it's time to plan out your course.

Keys To Success

The first key to a successful eLearning experience is ENGAGEMENT. You want to engage your students and make learning an interactive experience.

Think back to your high school sports days. Didn't you just love listening to your coach talk for 30 minutes straight?

Probably not, and your virtual students won't appreciate a lengthy lecture either. Plan out a course that involves two-way engagement. You can do this in a number of ways.

- Short training videos followed by a recommended period of practice
- Question and answer times with your students
- Incorporated live webinars
- Homework and quizzes
- Taking student video submissions and analyzing/grading their form

Get creative. Put yourself in your students' shoes and ask, "What would make this an awesome experience?" It's really that simple.

The second key to a successful eLearning experience is COHESION. You don't want to publish a random selection of skills training or sports tips.

Your course should be an actual course. It should take students from point A to point B.

If you are promising to help your students master the 3-point shot, every single item in your course should facilitate that goal. Each training segment should build on what has already been taught in some way.

In terms of length, we recommend 10 lessons as a minimum course length. While most courses will be much longer, you definitely don't want your course to be significantly shorter.

Some skillsets can be taught quickly. Others will take years to master. Your course should reflect the topic and give a long-term plan for skills that require long-term practice.

What Types of Media Should You Use?

One of the first questions you might ask is, “What types of media should I use in my course?”

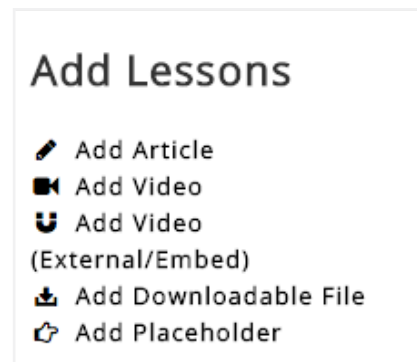
The #1 answer is video, and CoachTube is built specifically for video courses. Anywhere you look on the web, video dominates.

Furthermore, sports are extremely visual, making video the ideal media type for skills training. As a general rule, anywhere from 2/3 to 3/4 (66-75%) of your course content should be video.

This isn't mandatory, and there will be successful courses that don't fit in this range, but aim for the 70% video mark when planning out your course content. We will be discussing video production later in this guide.

But what about that other 30%? What should you be using to compliment your videos?

CoachTube offers the option to insert read-only lessons (“Add Article”), which are great to help space out and organize your course lessons, as well as downloadable files. You could include slideshows, PDF resources, audio tracks, or graphics as downloadable files.



Different people learn in different ways. Using a variety of media types helps round out and complete your course experience.

Create A Production Schedule

If you don't actually schedule-in course production, it probably won't ever happen.

Don't procrastinate. Go ahead and map out your production schedule as you plan your course. Write it down, follow through, and you'll have a completed CoachTube course, ready for publication, in no time at all.

If this is your first time, be conservative. Leave room for your learning curve. Nothing kills a schedule like missing a few deadlines in a row, so don't be overly ambitious.

The best schedules force you to consistently move forward with attainable goals. You got this!

STEP 3: HOW TO PRODUCE A VIDEO COURSE

By this point, you should have both your course and production schedule planned out. Now it's time to start making the actual video lessons.

Shoot It Right

Production quality is extremely important nowadays. When the average smartphone is capable of HD video, shooting with a ten-year-old camcorder isn't going to cut it.

Don't underestimate the power of an attractively shot video. Follow these guidelines to make sure you're doing it right.

- Shoot in 720p at minimum.
- Utilize a cameraman or a stable camera stand.
- Adjust white balance to account for lighting
- When possible, try to shoot any given lesson at a single location.
- For longer videos, shoot from several different camera angles.
- Frame the speaker properly when shooting lectures.

Don't get overly concerned about the camera work. We've included some additional resources for you at the end of this guide. The point isn't to get hired as a video producer. The goal is simply to avoid common mistakes and shoot a nice-looking set of videos.

Essential Editing

Editing is important, but don't overthink it. Free programs like Windows Movie Maker and iMovie allow virtually anyone with a computer to produce professional looking videos without the cost or learning curve of high-powered editing software.

The following are our recommended guidelines for editing.

- Remove any lengthy (5+ seconds) gaps where nothing is being communicated or demonstrated. Your video lessons should be no longer than absolutely necessary.
- Wherever possible, simply reshoot instead of attempting to compensate for a problem with editing. Your finished product will turn out much better this way.
- Keep video effects to a minimum.
- Aim for video lessons to be between 3-10 minutes in length.

Visit the end of this guide for additional editing resources.

Should You Hire a Pro?

The idea of shooting and editing a video might seem a bit daunting. You might even wonder if you're capable of putting together a professional looking video course. When is it time to hire a professional video producer?

For starters, let's redefine what a "professional" is. You probably know people who have been producing videos for decades, charge several grand per shoot, and make videos that look like the 1990's. Don't waste your money on these guys.

There are 15 year-olds on your local high school football team who can produce a better video using their iPhones, and they'd be stoked to get \$50 and something to put on their college application. Why not utilize the talent that is available?

If, on the other hand, you have a fairly large audience already established and a wide base of people eagerly anticipating your upcoming course, it might be worth it to pay for a more professional team to produce your videos.

Whatever your situation, you DO NOT need professionally produced videos to be successful on CoachTube. Start with what you have, get feedback from your audience and improve from there.

You can always update your course with new and improved videos.



STEP 4: HOW TO WRITE A COURSE TITLE THAT DEMANDS ATTENTION

We hope you invest your time and energy into creating a truly remarkable course. That's what CoachTube is all about.

But once you've created something amazing, what then? How can you convince students that your product is right for them before they actually take the course?

MARKETING!

The first key to creating a course that SELLS is creating a great course. The second key is smart marketing. You have two avenues for marketing your CoachTube course.

1. Your personal off-site marketing efforts
2. Your CoachTube course page

When it comes to your personal marketing efforts, the sky's the limit. There is nothing you can't do to funnel buyers to your CoachTube course. We'll discuss a few possibilities in Step 7.

On the CoachTube website itself, however, your marketing efforts will be concentrated to your course landing page. This page can be broken down into 4 extremely important components.

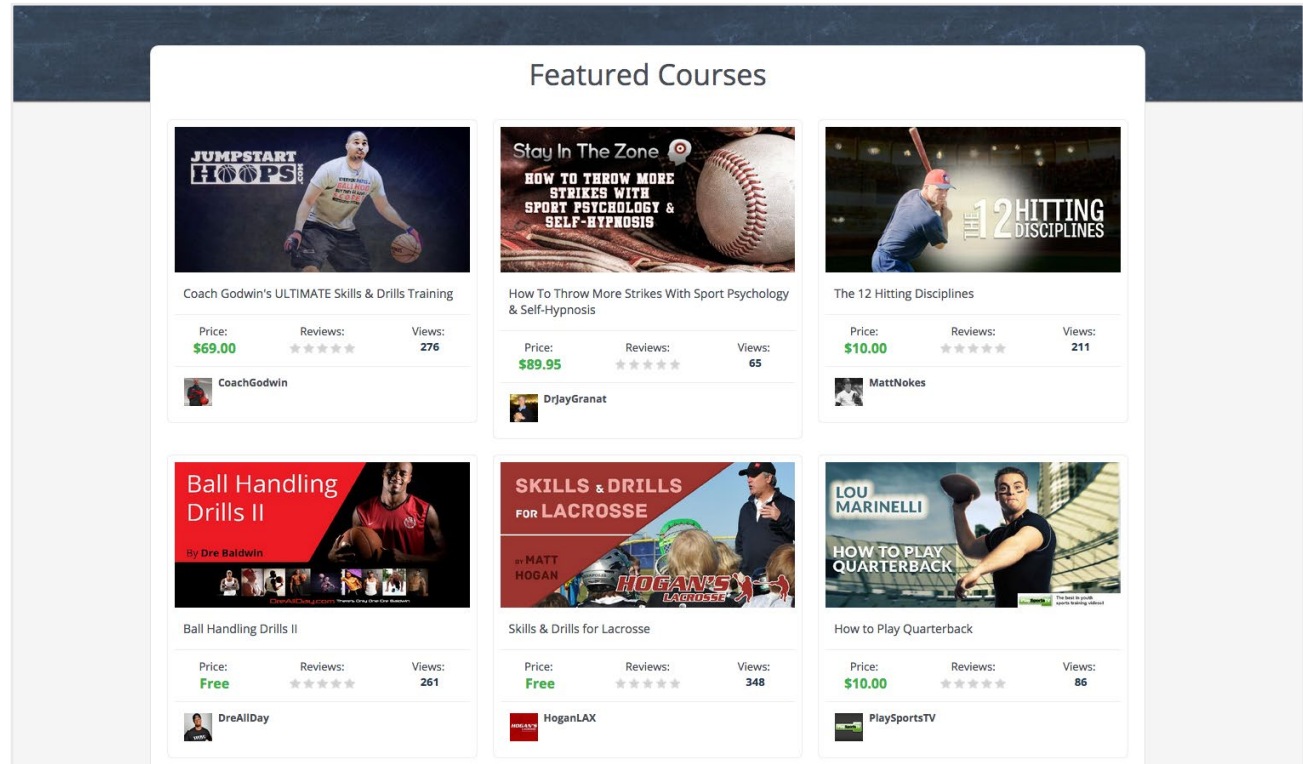
1. Course Title
2. Course Intro Video
3. Course Description
4. Coach Bio (Credentials)

Let's talk about your course title.

Your Title is the Most Important Part of Your Course

At CoachTube, we are working day and night to send hungry athletes your way. We are continuously channeling traffic to courses on our platform, giving you more opportunities to convert visitors into customers.

The simplest way to demonstrate the importance of your Title is to show you how your course will be displayed on the CoachTube course listing pages.



As you can see, the course title and banner image are your primary tools for distinguishing your course. The best banner images actually incorporate the title into the image.

Most visitors on our site will browse the above page, read your title, and then either click-through to your course or simply move on.

Your title is your ONLY chance to grab these readers' attention and get them to click-through to your course page.

But how can you make that happen?

Tip 1: Be Specific

Your title shouldn't be vague. It should be exceptionally specific. What are you offering? Tell us. Tell us clearly. Tell us specifically.

CoachTube is going to be channeling thousands upon thousands of athletes to your digital doorstep. You have ONE LINE to catch their attention.

If you flirt around with a vague title, someone else will steal the spotlight with a specific offer.

Let's look at a few examples.

You are offering a basketball skills course targeting ball handling. Your headline shouldn't be *Improve Your Basketball Skills*. It needs to be specific.

Change it to *Master Your Ball Handling Skills*. Simple. Straightforward. Effective.

Let's look at *Cycling 101* for example.

As of right now, this title is probably sufficient. It communicates an introductory course on the basics of cycling, and since there aren't currently a lot of cycling courses posted, anyone interested in learning cycling will probably opt-in.

But what happens when 5 more coaches add beginner's cycling courses? Now viewers have *Cycling 101*, *Introduction to Cycling*, and *A Beginner's Guide to Cycling* to choose from. Why would they pick yours?

Be specific. What exactly are you offering? Let's try something new.

Everything You Need To Become An Amateur Cyclist.

This title is specific. It communicates exactly what is being offered, and as we'll discuss in the next section, it addresses "The Why."

Tip 2: Address "The Why"

Good titles are specific. They are crystal clear. GREAT titles specifically address "The Why."

"The Why" is the core reason an athlete wants to take your course. It's the emotional motivation that causes your students to spend their time, money, and energy on your course.

If you can address the core motivation in your title, your conversion rates will skyrocket. Let's look at our previous examples.

Master Your Ball Handling Skills

It's specific, but why would an athlete want to master their ball handling skills? What is the core motivation?

Athletic growth? Campus prestige? Financial jackpot with an NBA career? Climbing the pecking order at the local gym?

Who are you targeting? If you can find out what motivates them, you can sell them your course. Let's make a few changes to our title.

Become a Ball Handling Legend
Handle the Rock Like Allen Iverson
Everything You Need To Win Point Guard of the Year
Break Ankles Like Kobe Bryant

As you can see, these titles are not only specific, they're compelling. They tug at the motivation behind the hard work. The more you get to know your audience, the easier it is to give them what they want.

Tip 3: Add A Timeline

Be specific. Address "The Why". And finally, add a timeline.

By adding a timeline to your title, you can offer viewers a more defined benefit. You aren't just going to teach them ball handling skills, you are going to help them master these skills in just two weeks!

Your titles start looking like this:

Become a Ball Handling Legend In the Next 3 Weeks
You're One Month Away From Handling the Rock Like Allen Iverson
Everything You Need To Win Point Guard of the Year
Learn To Break Ankles Like Kobe Bryant In 5 Easy Steps

By adding this element of time, we start to stir vision in our viewers. They begin to imagine themselves breaking ankles like they've always dreamed about. "And to think, I'm just a single month away..."

Vision is compelling. Fulfilling dreams is compelling. Becoming your team's best ball handler is compelling. Doing it now is really compelling.

Ball handling drills themselves... well, not so much.

Be specific.

Address "The Why."

Add a timeline.

STEP 5: HOW TO CREATE A COURSE PAGE THAT SELLS

So you've crafted a fantastic title and brought an excited athlete to your course page. Now what?

The good news is that you're halfway there. Getting them on your page is half the battle, and now, you have a lot more tools to work with.

1. Course Intro Video
2. Course Description
3. Coach Bio (Credentials)

Each of these components is an important part of your pitch to prospective students. Let's take a look at how you can utilize them all to make a course page that SELLS.

1. Course Intro Video

While creating a dedicated Course Intro Video is optional, we would highly recommend utilizing this feature.

Market research shows that viewers are between 64-85% more likely to purchase after watching a product video. You are already creating a video course. Why not throw in an extra intro video and boost your sales over 50%?

It's a no brainer.

To make a great intro video, keep one important thing in mind.

It's not about your course. It's about your students.

No one cares about your course. People care about themselves. They want things. They want to accomplish things. They want access to exclusive things. They want to impress people who will then give them things.

Don't talk about your course. Talk about the *benefits* your course will provide to your students. Talk about what they want and how your course will give it to them.

Just like with your title, be specific, address "The Why," and offer a timeline for experiencing the promised benefits.

2. Course Description

The course description is your opportunity to place all your cards on the table. Describe the course in detail. Tell students all the neat things they will learn. SELL your course!

Use the description to create a thorough vision for what life will look like for your students after completing this course. Paint a picture.

Just as before, be specific, address “The Why”, and create a timeline for success.

Unlike your headline, you are not limited by space in your description. There’s no need to write a book, but you should take advantage of the provided space.

3. Coach Bio (Credentials)

Unless you’ve managed to already create a far-reaching personal brand, viewers won’t already know who you are when evaluating your course.

Why are you qualified to teach them? How do they know you can deliver?

The Coach Bio is your chance to explain who you are and why you have the capacity to help them fulfill their dreams. Here’s how you do it.

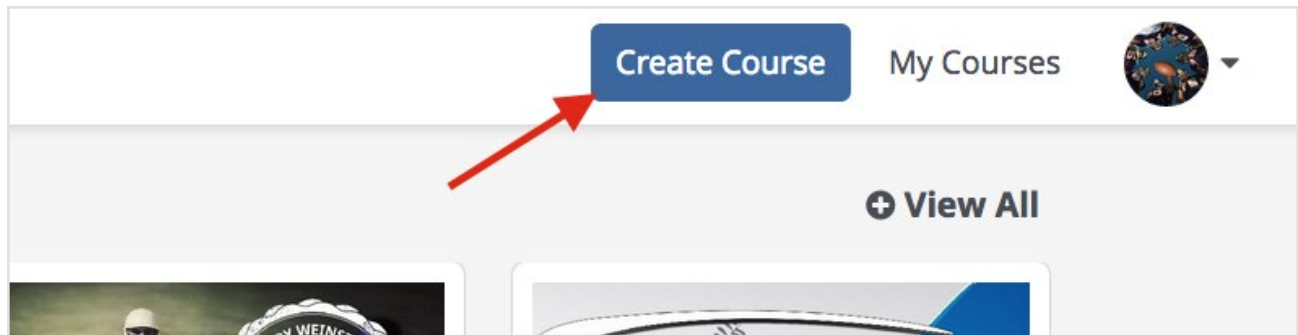
- Establish your topical authority - Demonstrate your expertise.
- Sell yourself. AKA don’t sell yourself short. Leverage every ounce of experience and success you’ve ever had.
- Tell a story. A list of credentials isn’t nearly as compelling as a story of success.
- Build trust. Cite examples of clients you’ve worked with or problems you’ve overcome.

The Coach Bio is about connecting with your audience. Customers aren’t just absorbing your materials. They are looking to be mentored by your expertise. This is your chance to show them that YOU are the right coach for the job.

STEP 6: PUBLISH TO COACHTUBE

So you've put together your course and you're ready to publish it to CoachTube. It's a beautifully painless process.

1. Login to your CoachTube Account
2. Select the "Create Course" button in the upper right corner of your screen



3. Enter your course information, including title, description, images, and coach credentials
4. Upload your lessons and course resources
5. Select "Publish"

There is zero technical expertise required. It is that easy to publish your course to CoachTube.

STEP 7: MARKET YOUR COURSE

After you've published your course, the CoachTube marketing machine will begin working for you! You will probably make sales without doing anything more, but if you are serious about monetizing your course, now is the time to start your own personal marketing campaign.

We will be releasing an in-depth Course Marketing guide via our CoachTube Blog in the near future. But we wanted to give you some quick ideas right away.

Your marketing efforts outside the CoachTube site itself are only limited by your imagination. Here are a few great places to start:

1. Link to your course on Twitter, Facebook, LinkedIn and other social channels.
2. Start a blog on your course topic.
3. Guest post on other blogs and link back to your CoachTube course.
4. Tell your friends and family about your course.
5. Advertise it to your existing sports teams or audience.
6. Offer a free pass to local sports coaches and a discount for team members
7. Sponsor a sports camp with your brand and advertise your course
8. Ask for feedback from local coaches or parents.
9. Publish your intro video on sites like Youtube, Vimeo, etc and link to the full course.
10. Find groups of relevant athletes and offer them a discount code.

The possibilities are truly endless. Don't wait for people to find you. Go out, find your audience, and send them directly to your course.



You're Ready To Go!

Well, we've covered everything you need to begin making money on CoachTube. You are officially good to go!

Welcome to the CoachTube community. We're excited to partner with you and learn from your expertise!

Check out the CoachTube Blog for marketing tips, coach interviews, and course success stories.

It's a great day to be a coach!

COACHTUBE FAQ

What does a typical CoachTube course look like?

A typical CoachTube course has 30 minutes to 2 hours of content, with a minimum requirement of at least 10 minutes of content being 70% video content preferably broken down into 2-10 minute videos.

Who owns the content?

Never us, we are just a distribution channel. All the content on CoachTube is 100% owned by the provider of the content, usually the coach or production company that had it made.

Are there any costs associated with creating a course on CoachTube?

Nope! Creating a course is entirely free for our instructors and there are never any maintenance fees. You keep 100% of the revenue (minus payment fees) when you bring new students to CoachTube. For every student CoachTube brings to your course through our marketing efforts, you keep 80% of the sale. CoachTube handles all customer service, payment processing and hosting fees.

How should I price my course?

Some instructors are keeping it free and using it as a way to drive exposure. Some are charging an arbitrary amount and channeling the revenue to their favorite charity. Some instructors use a metric of around \$10 - \$30 per hour of course content.

Feel free to review our Terms of Use [here](#).

How long are students able to access my course?

Once your course is purchased, the student has access to all course materials indefinitely, just like an on-demand channel!

What does CoachTube do to promote my course?

You name it. We use all forms of promotion but mostly leveraging social, search, and partnership with large audiences. We also focus on enabling our instructors to successfully promote their courses via coupon codes.

ADDITIONAL RESOURCES

Shooting Video

[How To Shoot Pro-Quality Video On A Budget](#)

[Tips for shooting with a DSLR](#)

[How To Turn Your Smartphone Into A Professional Video Camera](#)

Editing Video

[Top 9 Free Video Editing Programs](#)

[10 Editing Tips From The Producers of TED Talks](#)

[Video Editing For Non-Editors](#)

Marketing

[The CoachTube Blog](#)

[How To Write Magnetic Titles](#)

[How To Write Effective Guest Posts](#)