

THE LEARNING REVOLUTIONARY'S TOOLBOX



By Jeff Cobb

Thank you and Welcome!



This free eBook is based on parts of my book *Leading the Learning Revolution: The Expert's Guide to Capitalizing on the Exploding Market for Lifelong Education*. For information about the book, including how to download free chapters, visit

<http://www.learningrevolution.net/book/>

In case you are wondering who I am and why I am qualified to write something like this, I've been in the e-learning industry for more than 20 years. I've helped lead multiple education companies and have founded two successful companies of my own – one of which was an online course creation and platform company.

In more recent years, through my consulting, writing, and speaking, I've advised thousands of organizations and individuals on strategies for increasing the reach, revenue, and impact of their education businesses. My aim with this eBook is to share some of the tools that I and my clients find most helpful for creating and selling online courses.

For more resources to help you launch and grow an education business, visit www.learningrevolution.net. And don't hesitate to reach out to me at jcobb@learningrevolution.net.

Now, let's open the toolbox!

Jeff

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Jeff Cobb

Founder

Learning Revolution

Affiliate Disclosure

In many cases, I have an affiliate relationship with the sites/companies I link to in this document and on the associated website (learningrevolution.net). This means that I will earn a commission (at no extra cost to you) if you happen to click through and/or buy anything from the linked site. This sort of reader supported approach to content is the main way I generate enough revenue to keep Learning Revolution going and provide resources like this one.

Keep in mind that my aim is to provide you with knowledge and resources that will be of real help to you in creating, promoting, and delivering educational products. I wouldn't link to the sites I link to unless I thought they actually supported that aim. That said, I urge you to *always* do your homework in vetting products or services before making a purchase and make sure they are really the right fit for *you*.

That's the "user friendly" version of my affiliate disclosure. If you are hankering for a much more legalistic version, [you can find it here](#).

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Introduction

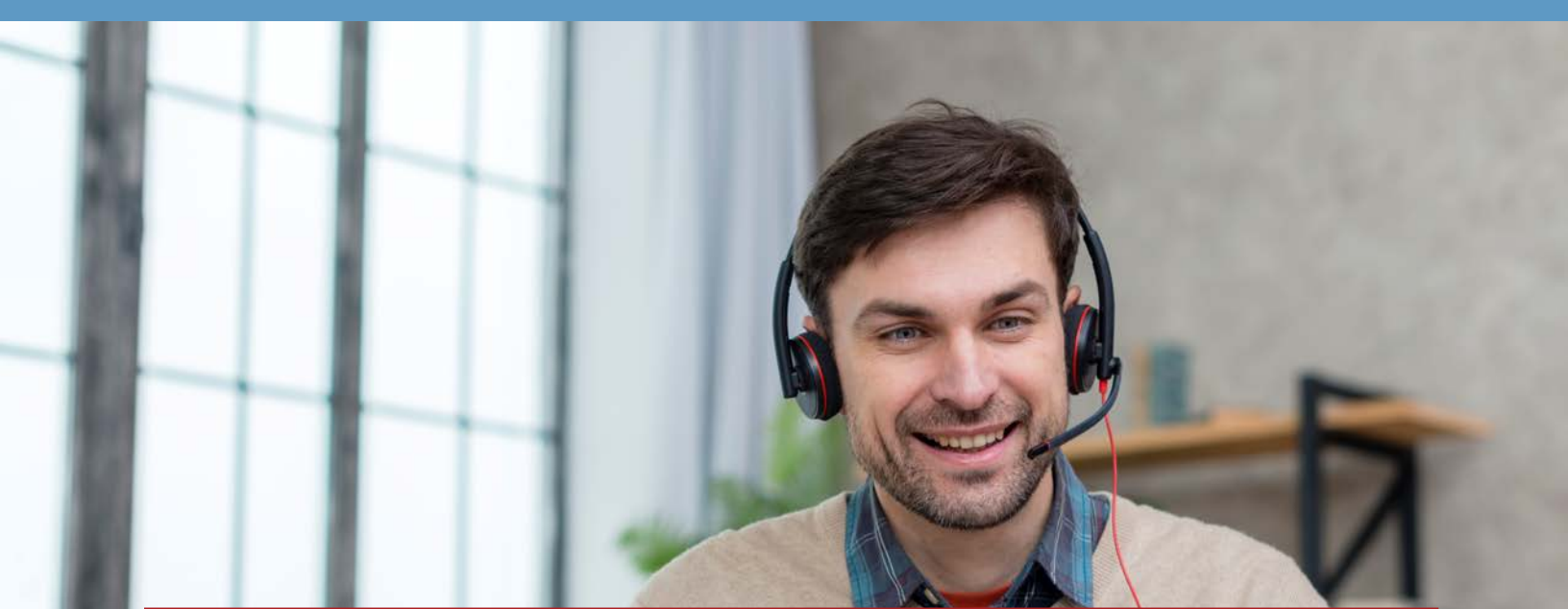


The number of tools now available for creating, delivering, and managing online courses and other educational content is amazing – so amazing, in fact, that you can become overwhelmed quickly when trying to figure out which ones are right for your needs. In this eBook – which is a companion to my full-length book [*Leading the Learning Revolution*](#) – I cover some of the tools that I have found most helpful over the years, whether in my own efforts or in my work with clients.

Keep in mind that these aren't just about creating courses. To succeed in the Learning Revolution, you need to provide value through a range of learning opportunities – formal, informal, free, paid, online and off – not just courses. And many of the tools you use for creating education will be the same ones you use for marketing – the two activities are tightly connected.

In general, my approach in this eBook is to suggest specific content tools, but also to put them in the context of more general skill sets – e.g., “maintaining a home base website,” “producing and delivering video.” The skill sets are much more important than the specific tools you use. Master them with whichever tools you choose to use, and you will be well equipped for the Revolution.

While I do recommend and link to some specific tools in this eBook, I also maintain resource pages on the Learning Revolution site for each chapter of the book. This makes it possible for me to make updates and additions much more easily. A link to the relevant resource page is included at the end of each section and I've also listed them below for your convenience. I encourage you to bookmark these and to share them with others.



- [Toolbox Home Page](#)
- [Home Base website Resources](#)
- [Online Course Platforms](#)
- [Course Authoring Tools](#)
- [Video Equipment and Software](#)
- [Screencasting Software](#)
- [Audio Equipment and Software](#)
- [Image Creation and Editing Software](#)
- [Webinar Platforms](#)
- [Document Software and Resources](#)
- [Marketing Tools](#)
- [Outsourcing](#)

Now, let's get started.

Don't forget that just about anything you create could have the potential for being re-used in some other format or situation. If, for example, you deliver a classroom-based seminar or a Webinar, remember that:

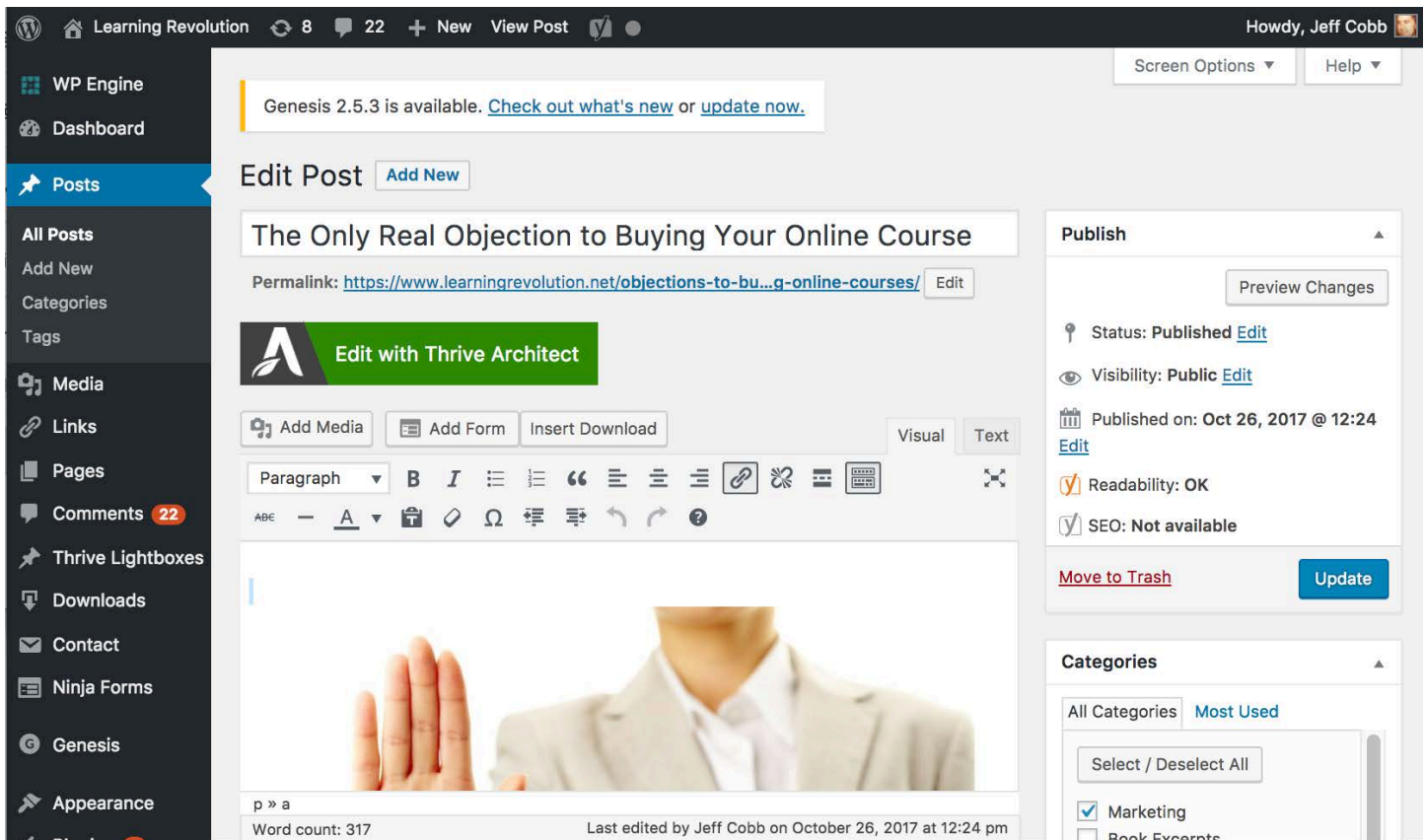
- a. either can be captured as video for re-use as a Web- or even a CD/DVD-based product;
- b. it may be possible to “chunk” the captured content into multiple segments, each of which might be a separate product;
- c. it may be possible to use clips from it as [content marketing](#) to demonstrate your skills and knowledge and attract students to you;
- d. the audio can be extracted from it and used as a separate product;
- e. the audio can be transcribed and mined for articles or shaped into an eBook or, for that matter, a print publication
- f. all of these pieces can be combined, re-combined, and re-packaged with each other or with pieces from other educational experiences to create different versions of a product – typically aimed at somewhat different audiences – or new products entirely.

The bottom line is that it pays to view any situation in which you are delivering knowledge or learning as a production event that may be a source for numerous spin-offs.

Adapted from [Leading the Learning Revolution](#), pp. 129-30

See also [Everything Is A Production Event](#)

Maintain a Home Base website



No matter where you host your courses, make sure you maintain a “home base” website that supports your brand and business.



No matter what kind of learning products you create or where they “live” (a topic we’ll cover in detail in the next chapter), you will still benefit from maintaining a website that supports your overall brand and serves as the hub for most of your marketing and communication activities. You should, in short, have what I call a “home base” – a destination where your learners can always return to find you and that you can use to attract new prospects. There are a number of reasons having this kind of home base is critical to your success.

- ✓ It gives you a place to publish content that showcases your expertise. [Demonstrating your expertise](#) is a critical part of [developing your brand](#) , [building an audience](#) , and greatly increasing the chances that your courses will sell.
- ✓ The content you publish on a home base website can be indexed by search engines, making it much more likely that people who have never heard of you, but who are interested in your topic, will find you. (See also [Using SEO to Sell Online Courses.](#))
- ✓ A good website platform is going to give you options that enable you to grow, change, and scale over time. If you need to add sign-up forms, membership capabilities, a podcast – you name it – a good website will support all of this and more.
- ✓ Perhaps most importantly, it gives you full [control over your brand](#) and your business – much more so than if you rely, for example, on social media platforms like Facebook for your main web presence. Not that these platforms can't be highly valuable – you just have to remember that **you don't fully control them**, and any of them can make changes at any time that may be harmful to your business.

Your goal with a website is to build a long-term business asset that, based on publishing valuable content, will consistently attract new prospects to you.

One Word: WordPress

My default recommendation for managing a home base website is WordPress. Originally developed as a platform for blogging, WordPress has evolved into a very powerful, and yet still relatively easy-to-use content management system (CMS). You can download it for free at www.wordpress.org, but it is also available for plug-and-play use from nearly any respectable Web hosting company or from WordPress itself through WordPress.com. Perhaps most importantly, WordPress is hugely popular – around a third of all sites on the Web are run on it. This means that finding contractors who can help you tweak it, manage it, and generally get the most out of it is very easy.



With WordPress in place, you can easily manage a multi-page website and also take advantage of its core blogging engine to keep adding fresh content to your site over time – a practice that helps with your search engine rankings and makes your business much more valuable. Indeed, if you are not able to take advantage of using WordPress to manage your overall home base, you should still make sure that a blog is part of your web presence, whether on WordPress or another platform. (Be sure to read my related post [The Benefits of Blogging – Or, Is Your Blog the Asset It Should Be.](#))

Best of all, it is incredibly easy to add a wide range of “plugins” to WordPress to extend its capabilities. The vast majority of these are free, though there are also many premium paid options – still usually quite low cost – that are worth checking out. It would be overwhelming to try to cover the full range of WordPress options here, but a few key options include:

- ✓ **Membership site** plugins like [MemberPress](#), that make it easy to handle paid registrations and communicate with members of your learning site
- ✓ **Frameworks** like [BuddyBoss](#) that enable you to add discussions, messaging, and other rich community features to your site
- ✓ **Sales Page and Lead Generation** tools like [LeadPages](#) and [OptinMonster](#) that help you convert site visitors into list subscribers and course purchasers.
- ✓ **Search Engine Optimization (SEO)** plugins like [Yoast](#) to help make sure your site pages rank as well as possible
- ✓ **Social Media** plug-ins like [Social Warfare](#) that make it easy for your visitors to share content from your WordPress site on major social networks.

And there are, of course, a wide variety of themes and plug-ins for WordPress – like [CourseCats](#), [LifterLMS](#), and [LearnDash](#) – that basically turn it into an online course platform, along with everything else it can do.



Specialized WordPress themes like [CourseCats](#) can turn your WordPress site into an online course platform.

The list goes on, but a good Wordpress site armed with just those options listed above can be the start of a powerful platform. (You can easily find and install most of these by going to Plug-ins > Add New within WordPress and searching for them. I have also included links to them at [http://www.learningrevolution.net/homebase/.](http://www.learningrevolution.net/homebase/))

If you go the WordPress route, I strongly recommend that you use a professional, dedicated WordPress hosting company like [WPEngine](#) for your site. Their service and support are outstanding and they offer reliability, security, and site speed that are leaps and bounds above other hosting companies, in my experience. If you are serious about your business, you *really* need to be serious about your hosting.



My WordPress Set Up

Here are the major components of my current WordPress site for Learning Revolution:

WP Engine

I use WP Engine to host all of my WordPress sites. It is superfast, secure, reliable, and I can't say enough about how good the service and support are. If you are serious about your business, this is the level of hosting you need. As a bonus, as a WP Engine you also get access to all StudioPress themes. (WP Engine bought StudioPress a few years ago.) Find out [how to move your site to WP Engine in less than 30 minutes](#).

StudioPress Theme

StudioPress offers a wide range of professional-looking, high performance themes built on the Genesis Framework. At the time of writing this version of the *Learning Revolutionary's Toolbox*, I use the [Mai Law Theme](#). As mentioned above, StudioPress is part of WP Engine. You don't have to be a WP Engine customer to use them, but I do highly recommend it.

OptinMonster

I use a range of plug-ins in my site, but the only one I'll highlight here, because it plays such a central role, is OptinMonster. Really, OptinMonster is a completely separate conversion optimization platform, but I use it for all of the embedded forms and pop-ups that you see on Learning Revolution, so it really is an integral part of the site – in fact, you probably wouldn't be here without it. As a way to grab the attention of your site visitors and convert them to leads, it really can't be beat.



I rely on WP Engine for all my web hosting.
[Get 3 months free](#) with an annual plan.

Other Options: All-in-One Platforms

As much as I love WordPress, there *are* other options. For course entrepreneurs, some of the main ones to consider are what I characterize as “all-in-one” platforms that are designed not only to help you build and manage your website, but also to help you manage your customer database, do e-mail marketing, and sell products – including courses. These can be seen not only as course platforms, but also as true replacements for a platform like WordPress.

Examples of this type of system include platforms like [Kajabi](#), [Kartra](#), and [Simplero](#). These platforms include most of the features that you would otherwise rely on plug-ins for with WordPress and the people behind these companies are really focused on serving Internet entrepreneurs. My preference in this area is [Kajabi](#). It’s been around a long time and is a firmly established and reliable player in this market.



[Kajabi](#) is a top choice for an “all-in-one” course platform.

One thing to keep in mind with all-in-one platforms is that they are rarely the “best of breed” in any of the functionalities they support – and this includes courses. If your courses are primarily a series of videos and you don’t have the need for complex quizzing or detailed tracking of learner activity, then Kajabi or a similar platform is most likely great for your needs – and it gives you a full range of other tools to run your business. Just be sure you are clear about what you really need your course platform to do before deciding to go with an all-in-one platform.

Other Options: Course Platforms

Some of the major standalone platforms – particularly [Thinkific](#) and [LearnWorlds](#) – have greatly expanded their website capabilities over the years. You can now use them to build out a pretty sophisticated site to complement your online course offerings. My bias is that you may want to do this if you are just starting out or if you really need a separate site for one or more of the courses you offer. Over the longer term, though, a full-fledged CMS or all-in-one platform is a better choice. These platforms were truly built for managing websites; course platforms weren’t. And, if you someday decide to switch course platforms – which you inevitably will – it will be much harder if your entire web presence is built using the course platform.

Other Options: Sales Funnels

Finally, because I tend to get asked about them a lot, I'll mention the possibility of using lead generation and sales funnel tools like [ClickFunnels](#) and [LeadPages](#) for creating websites.

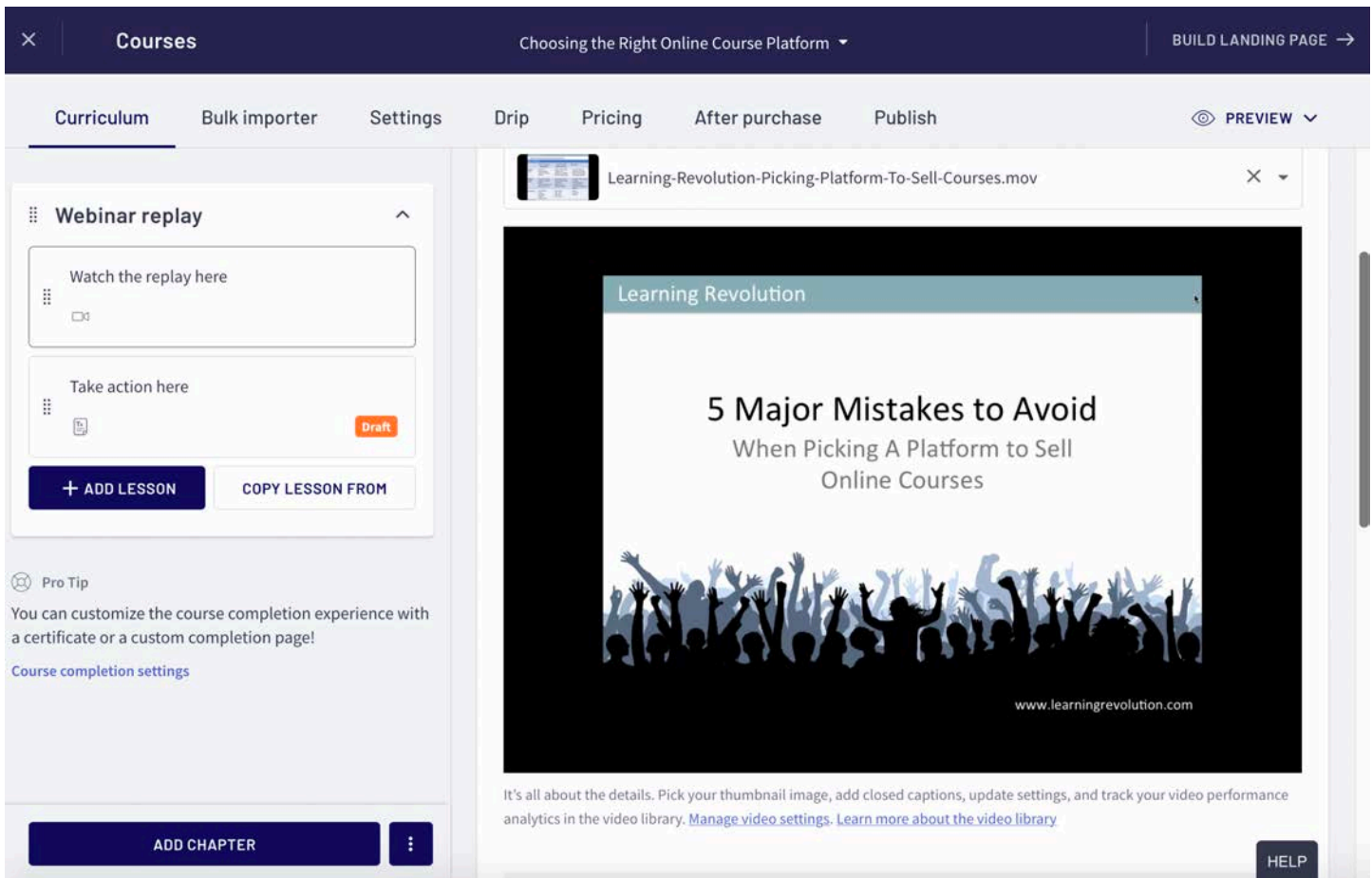
Basically, I think these are great tools and they definitely have a role to play in most online businesses, but my bias is that they are better for specific campaigns or products and not as your core web presence. In other words, they should be a complement to and extension of your website but should not be your core web presence. (I know there are people who will argue with me about that, but hey, it's my eBook.)



For links for all of the tools and sites referenced in this section, visit:

<http://www.learningrevolution.net/tools/homebase/>

Online Course Platforms



Specialized platforms like [Thinkific](#) provide a complete set of tools for creating, publishing and selling online courses.

Most serious course entrepreneurs will benefit from using a specialized, standalone platform to host their courses, but it is worth taking a moment to be certain this is true for you.

If all you need to do is make sure that only paying/registered learners can access your content, it's possible you don't need any sort of specialized platform for selling courses. Many membership and e-commerce plug-ins for WordPress and other popular content management systems can handle this level of functionality. (For more detail on this topic, see my post [But do I really need an online course platform?](#))



If, on the other hand, you want access to a range of real learning features like quizzes, course-specific discussion, and tracking of learner performance, you probably need a more specialized platform. This is even truer if you want or need to conform to e-learning Industry standards like [SCORM](#). At the most basic level, a good platform for selling online courses should be able to:

- ✔ Present a catalog of courses
- ✔ Enroll learners through an e-commerce transaction (often through integration with major payment platforms like Stripe or Paypal)
- ✔ Present enrolled learners with a menu for launching their courses
- ✔ Provide for basic quizzing/testing
- ✔ Provide tools for communicating with learners by e-mail and forum
- ✔ Track learner participation, quiz scores, and completions
- ✔ Provide tools for you to be able manage and report on everything above
- ✔ Provide good options for integrating with third-party tools like e-mail service providers (e.g., ActiveCampaign, MailChimp, ConvertKit) and Webinar platforms (e.g., GoToWebinar, Zoom)

Most of the popular online course platforms are also going to have tools for you to create courses, but keep in mind that this is double-edged sword: creating courses in whatever platform you choose may be the easiest way to go, but it may also be hard to get those courses out later, if you decide to switch platforms. (For more on this see [Will your online course be held prisoner?](#))

If “portability” of your courses is really important to you, then you should definitely check out some the course authoring and screencasting tools I highlight later in this document. Keep in mind that relatively few of the course platforms that are geared towards solopreneurs support [SCORM](#), which is the set of e-learning standards designed to – among other things – help ensure portability of content from one platform to another. This can be particularly important if you are interested in selling your courses to businesses rather than or in addition to individuals – i.e., “B2B” vs. “B2C.” In many cases, businesses will already have a learning management system (LMS) and will want to be able to make your courses available through their system. To do that, you will typically either need to provide them with SCORM-compatible course content to install or – much better – provide access to your SCORM-based courses through a “dispatcher” like [Course Container](#).



Because I have written about the topic of online course platforms so extensively in other places, I will point you to those places rather than covering this topic in more detail here:

- ✓ [15 Platforms to Publish and Sell Online Courses \(and Counting\)](#)
A blog post that categorizes and discusses a range of platform options.
- ✓ [Learning Management Systems for Small Businesses to Sell Online Courses](#)
An overview of platforms that tend to be a better fit for more established training businesses.
- ✓ [5 Online Course Platform Free Trials You Should Do](#)
A quick tour of five major course platform types.
- ✓ [How to Select the Right Online Course Platform](#)
A free eBook and accompanying worksheet to help you pick the right platform.



For links to all of the tools and sites referenced in this section, visit:

<http://www.learningrevolution.net/tools/online-course-platforms/>

All-Around Top Choice: [Thinkific](#)

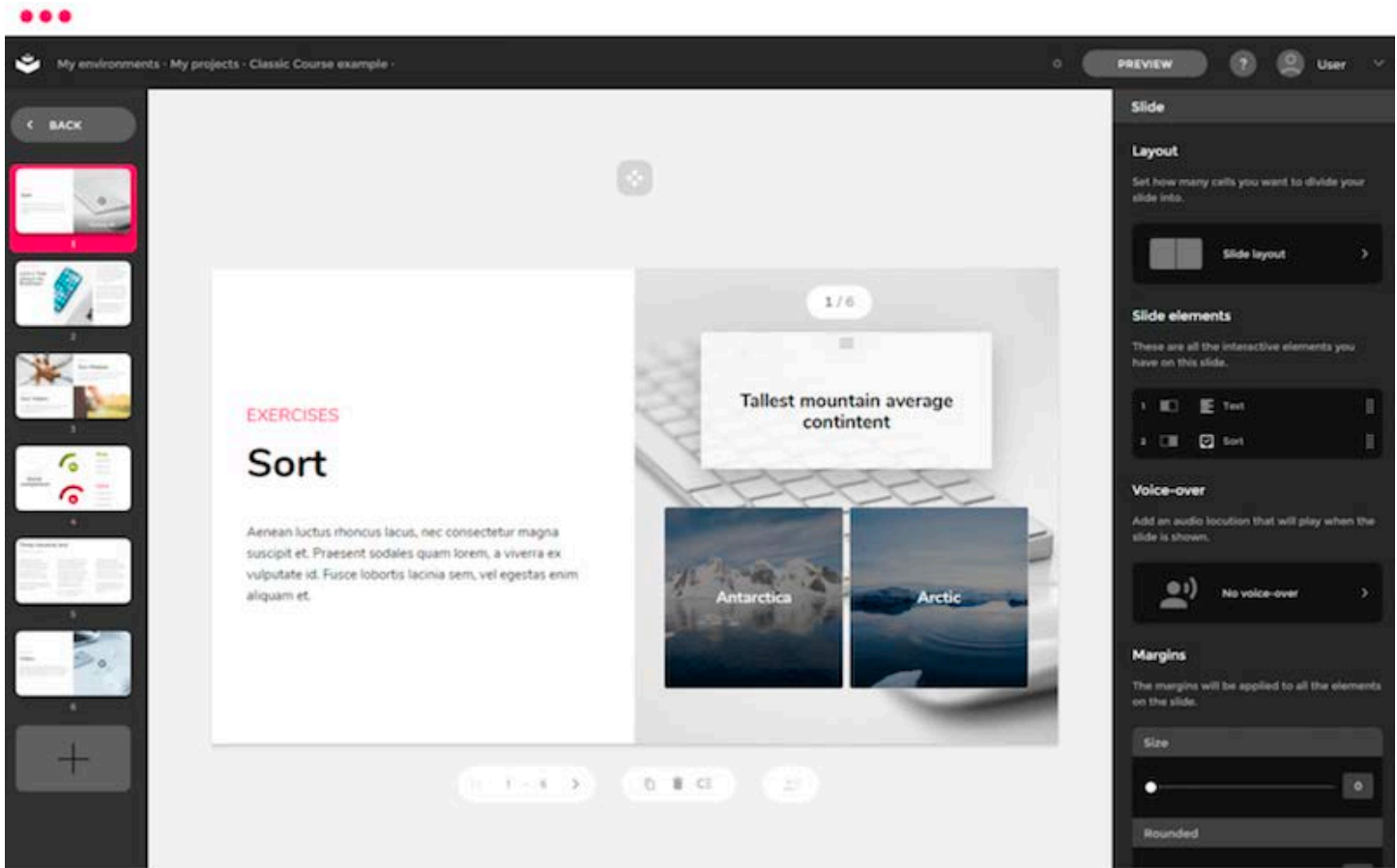


THINKIFIC

Always be sure to do your homework and be certain that any course platform you choose fits your specific business and instructional requirements. That said, my current “go to” recommendation for most course entrepreneurs is Thinkific. In my experience, it provides the full range of business and learning features that most course entrepreneurs need and it has consistently gotten good reviews from my readers at Learning Revolution.



Course Authoring Tools



Authoring tools like [isEazy](#) make it easy to create course that conform to e-learning industry standards. Use code [PA_0202008_DISCOUNT](#) to get a discount.

As mentioned in the previous section, many of the popular online course platforms (e.g., [Thinkific](#), [Teachable](#)) provide tools for creating courses. You will need to use these to a certain extent to organize your content – i.e., to make it possible for your learners to navigate through it in a logical manner – and possibly to supplement it with elements like discussion boards. Make sure, however, that you have a good sense of what a platform’s authoring tools can or can’t do. For example:

- ✓ In most instances, you will need tools separate from the platform to handle key activities like producing video and downloadable documents. Even if the platform appears to support these abilities, you will almost certainly get more features and flexibility with tools that were developed specifically for these purposes. To the extent that you do make use of the tools in a platform for these activities, make sure you have access to the files that are created and can download them for editing and re-use in other places. (Like, for example, if you choose to move to another platform in the future).

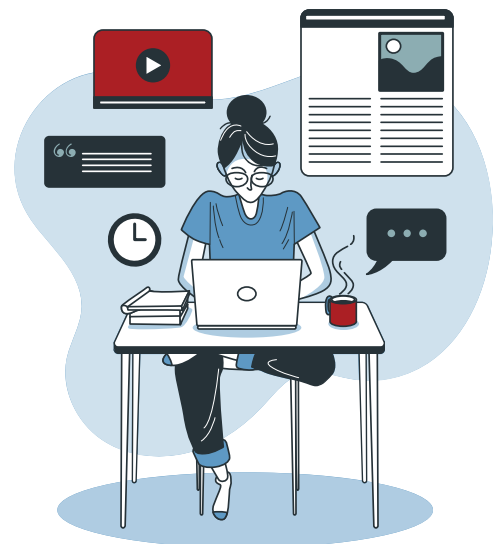
- ✓ Most platforms will enable you to create HTML-based course pages. To do this, you will use a “What You See Is What You Get,” or WYSIWIG editor that makes authoring feel as simple as creating a Microsoft Word document. Be very cautious with this approach. In the vast majority of cases, there is not going to be an easy way to get these pages out of the platform and into another platform in the future should you decide you want to use a different platform. You will most likely have to cut and paste to re-create courses made this way, and that can be a huge pain in the neck if you have large courses, a lot of courses, or both.

A key way to avoid, or at least reduce, the issues raised above is to use software that is separate from your delivery platform to produce your courses. As already noted, you will almost certainly want to do this for video – including screencasting – and document creation. These topics are covered in later chapters. You may also want to consider using software that is specifically designed for creating online courses.

There are quite a few options for this type of software. Some of the most popular include tools like Articulate Storyline and Adobe Captivate. These are desktop software packages – i.e., you install them on your computer – but there are also good Web-based options like isEazy, Easygenerator, and Udutu. I discuss these and other options in more detail [on the Learning Revolution site](#), but the main characteristics these types of software share are:

- ✓ They are designed to help you create and organize the pages or screens of an online course and make it easy for your learners to navigate through them.

- ✓ They include options for creating quizzes and tests.
- ✓ They often include tools for inserting interactive exercise – e.g., drag and drop, matching – as well as game-like activities that can help keep learners engaged.
- ✓ They often include stock photos, buttons, and other images that you can use in creating your courses.
- ✓ They usually enable you to import a PowerPoint presentation to use as the starting point for your course. Some of them integrate directly with PowerPoint. The software then turns PowerPoint into HTML pages that will display correctly on the Web.
- ✓ They can usually export content out to a variety of formats – e.g., for use on the Web, on DVD, on a mobile device, etc. And most of them export your courses using common e-learning industry standards like [SCORM](#) and xAPI/TinCan. This is important because it means your courses can be installed and played on any standards-compliant learning management system (LMS).



Those are just some of the highlights. Overall, the big upsides to using a specialized course authoring software package are that:

- ✔ You are usually going to be able to create a much more sophisticated learning experience than you can using just video and/or the tools in a course delivery platform.
- ✔ Your courses are going to be much more “portable” – i.e., you can move them from one delivery platform to another.

The main downside is that the learning curve for this type of software can be steep, and sometimes it is more than the average subject matter entrepreneur wants to take on. Still, if you are able to get up to speed on one of these tools, it can help you take your course development to a whole new level *and* help ensure your online course business will be as scalable and sustainable as possible. (And, of course, as discussed later, outsourcing your course development is always an option.)



For links for all of the tools and sites referenced in this section, visit:

<http://www.learningrevolution.net/tools/course-authoring-tools/>

All-Around Top Choice: [isEazy](#)



Always be sure to do your homework and be certain that any authoring tool you choose fits your specific requirements. That said, my top all-around recommendation for course authoring tools is isEazy. It's a web-based authoring platform that makes it easy to create engaging, interactive online courses that comply with e-learning industry standards. [Read a full review here](#)^[JC1] and use the code **PA_0202008_DISCOUNT** to get a discount on the isEazy site.

Produce and Deliver Video



It's a great practice to capture video any time you speak on your topic. The footage may be useful for your course content or for marketing.

Video is the hottest medium going right now on the web and mobile devices, so you definitely want to have at least some level of capability for producing it. In this chapter, I focus on video you capture with a freestanding digital camera (i.e., not your computer's internal web cam). In the next chapter, I'll cover screencasting, or video capture of whatever is happening on your computer screen – another critical approach to video for course entrepreneurs.

Video Equipment



In most cases, the video camera on a smart phone will work well enough for capturing presentations, conducting interviews, or shooting brief promotional pieces, but if video is a major focus for your courses, you may also want to invest in a high quality, dedicated digital video camera – particularly one that is designed for streaming, like this model from [Sereer Technology](#) or the pricier, but very cool [Mevo Start](#). This can make it much easier, for example, to set up – and leave in place – a dedicated space where you shoot video for your courses.

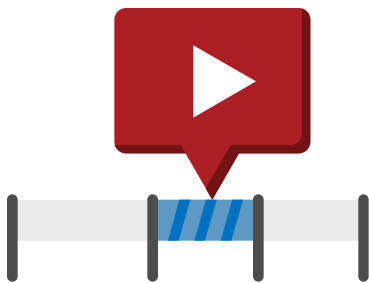
Regardless, make sure you use a camera that shoots high definition (HD) video and – this is important if you really want good quality – also supports attaching an external microphone. In order to capture high quality audio, you often need to have the flexibility to run a microphone to whoever is speaking, rather than capturing audio from wherever the camera is positioned. Also, invest in a decent tripod to go with the camera. This one small accessory can dramatically increase the overall quality of your video and also makes it possible for a single presenter, working alone to capture video. Finally, spend some understanding how lighting works and how to set up lighting that will help your videos look as professional as possible. You can buy a [basic lighting kit on Amazon](#) for less than \$200. It's one of the best investments you can make.

It's worth noting that you can also do screencasting with [WeVideo](#). In fact, I have found that what I use most often – and what tends to make the most sense for course producers – is an editing option that includes both screencasting and general video editing. Each of the major screencasting tools I discuss in the next chapter – e.g., [Screencast-O-Matic](#), [Camtasia](#) and [Screenflow](#) – can record through your web cam and have solid general video editing capabilities. By using one of the packages for your video editing, you will also have access to all you need for capturing demonstrations and other on-screen activities that you want to include in your courses.



[WeVideo](#) offers powerful, but easy-to-use web-based video editing

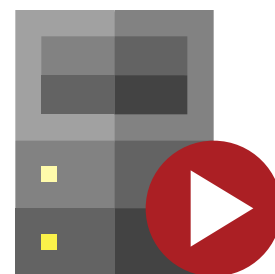
Video Editing



For editing, there is a range of low cost options. These include:

- ✓ iMovie, if you have a Mac – this comes included
- ✓ Sony Movie Studio, Adobe Premier Elements, Corel VideoStudio, or Pinnacle Studio – all under \$100 for PC users.
- ✓ [WeVideo](#) – one of the best browser-based video editing options.

Video Hosting



While some online course delivery platforms do enable you to upload video directly to their servers, you will find that a number of them expect your video to be hosted somewhere else (and they just provide ways for the video to display in courses you create on their site).

For the purposes of this eBook, I'm going to focus only on hosting that I feel is appropriate for your online course videos as opposed to videos for general marketing purposes. YouTube, for example, can be a great place to host videos that are intended for marketing because it is basically a huge search engine – second only to its owner, Google – that can help drive traffic to you. On the other hand, YouTube's main goal is to monetize the video content it hosts through advertising. You can turn off ads on YouTube ([see this tutorial](#)), but if your video happens to contain any copyrighted content, don't be surprised to see ads creep back in. Additionally, if you are worried about protecting your content from unauthorized users, YouTube is not the best platform for the job. You can set your videos to be unlisted, but that doesn't mean the link can't be shared. And setting them to require a password will usually result in a poor experience for your end user.

So, when it comes to video hosting, I highly recommend going with one of the better paid services – namely, [Vimeo Pro](#) or [Wistia](#). These will run you from \$20 per month (Vimeo) to \$99 per month (Wistia), but really, if you are serious about being in this business, there are few areas in which spending a little money is more worth it. I won't go into all of the pros and cons of each here, but I will note that I use Vimeo personally and have for many years. I'll also note that Vimeo provides a service for selling your videos on-demand – an option that may be all that some course entrepreneurs need.

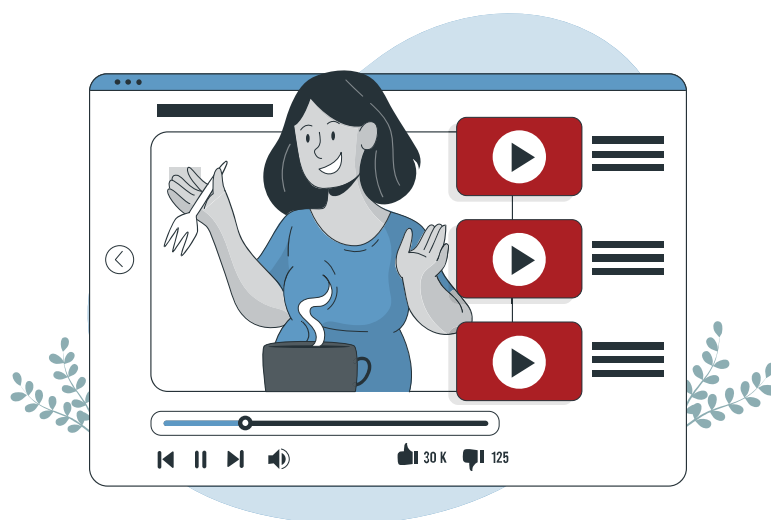
A couple of final points:

- ✔ It pays to figure out which course platform you plan to use *before* determining how you will host video. As noted above, the platform may provide for video hosting or support options other than Vimeo or Wistia.
- ✔ Whatever you do, don't host video on your own site. Chances are good that you are not set up for streaming the video (as opposed to requiring learners to download it) and even if you are, serving video is very resource intensive and can slow down your site – and your course – considerably.



For links for all of the tools and sites referenced in this section, visit:

<http://www.learningrevolution.net/tools/video/>



Selling Video Courses

One final note: while pretty much all of the major online course platforms empower you to sell video-based courses, some are definitely better designed for it than others. If videos are your main focus, look for a platform that specializes in high quality video streaming, enables you to easily organize your videos in a compelling way both for individual and subscription sales, and ideally, provides for a wide variety of distribution options – i.e., not only through a website, but also through mobile apps and specialized “over the top,” or OTT channels like Roku and Apple TV.

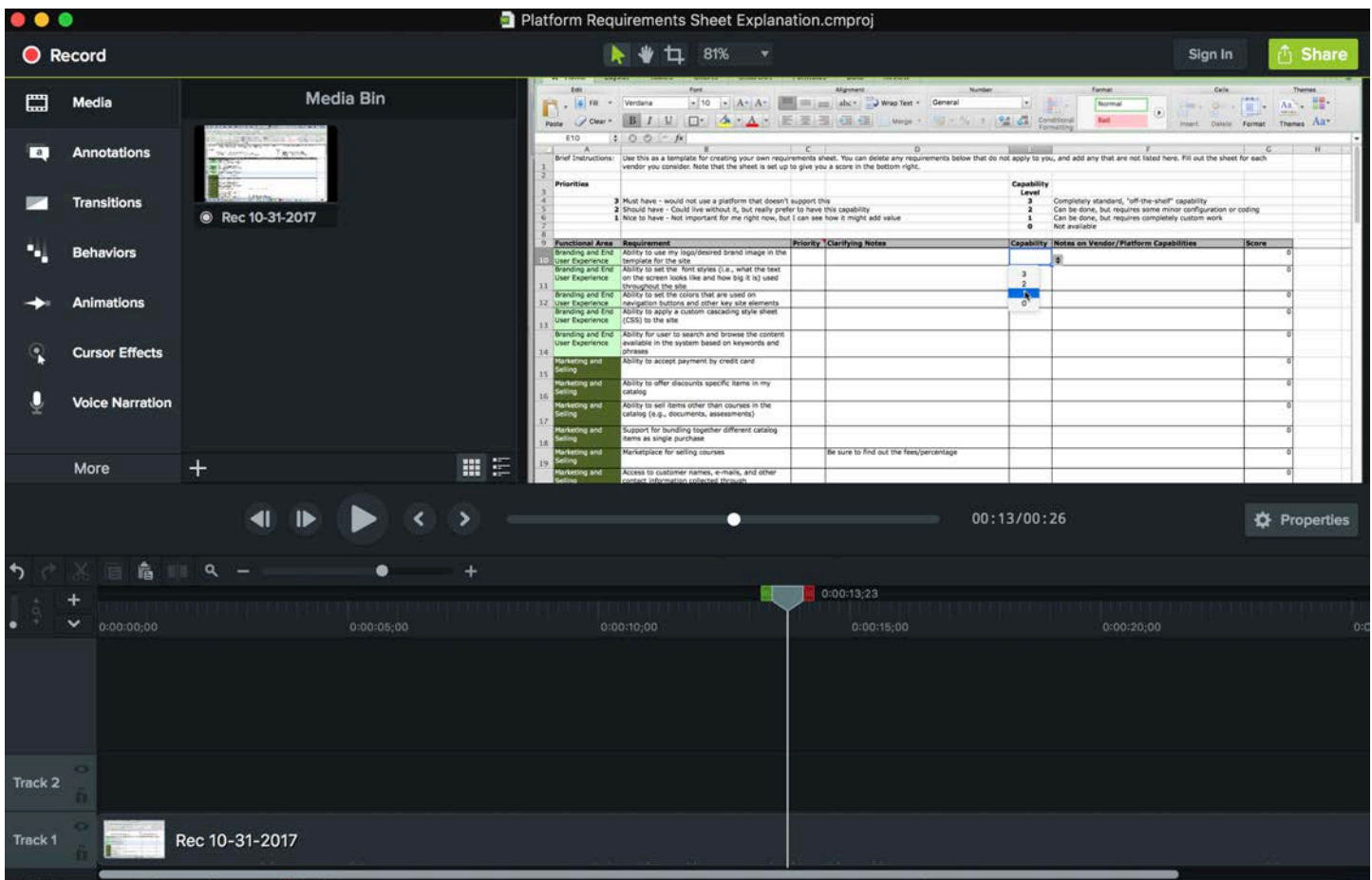


All-Around Top Choice: [Uscreen](#)



If selling videos is your main focus, definitely give Uscreen a look. Often referred to as the Netflix of video monetization platforms, Uscreen provides a website with a high-converting storefront and sales funnel that is simple, intuitive, and hosts a breadth of customizable options. Unlike most course platforms, Uscreen also offers the capability to create native apps with Roku, Apple TV, and other OTT channels. [Read a full review here](#), and then check Uscreen out.

Record a Screencast



Tools like [Camtasia](#) provide powerful capabilities for creating and editing instructional videos

Being able to record the sounds and images that appear on your computer screen is known as “screencasting.” It is another form of video, but it’s important enough in its own right that it deserves to be highlighted separately from video captured with an external camera. Using this approach, you can, for example:

- ✓ Quickly demonstrate how to perform basic tasks in a software program or on a website – e.g., tutorials
- ✓ Record yourself talking through a PowerPoint deck or other type of presentation. (Most screencasting packages will enable you to record both audio and video of yourself talking and switch back and forth between video of you and video of your slides.)
- ✓ Mix together the two approaches above and even drop in video from other sources – like footage of you presenting in a classroom.

These are just some of the obvious possibilities. Most good screencasting programs are also going to give you tools to insert text, to insert arrows or other graphics to highlight key elements of your content, and even to zoom into or magnify specific parts of the screen at appropriate times. They will also allow you to separate audio from your video track, so that you can make use of the audio on its own – for example, as a podcast.

Think about all of that for a minute: less than a decade ago there would have been almost no way a single individual on a limited budget could have pulled this off! It's not an exaggeration to say that good screencasting software may be one of the most valuable tools in your toolbox as a course producer.

There is a range of good tools available for screencasting these days. For capturing short videos with minimal editing capabilities, TechSmith's [Snagit](#) is a dependable, low-cost option. For full-featured screen recording and editing product, however, step up to one of the following products:

- ✓ [Screencast-O-Matic](#) (Web-based)
- ✓ [Camtasia](#) (Mac and PC)
- ✓ [Screenflow](#) (Mac only)

I discuss each of these much more fully [on the Learning Revolution site](#). The great thing about each of them is that they can handle a full range of video editing needs – not just screen capture. You can pull in video from any source – including whatever you shoot on your camera – and add in transitions and other effects easily.

Hosting

Because screencasts are videos, the hosting options are pretty much the same as those discussed above under “Produce and Deliver Video.” Note, however, that TechSmith (the maker of Snagit, and Camtasia) offers Screencast.com, a hosting service for screencasts that starts with a 2GB free plan. Also, Screencast-o-matic provides for hosting with all of its plans, though you'll have to jump up to the Premier level (still just \$4.00 per month) to get higher bandwidth and ad-free payback of your videos.



For links for all of the tools and sites referenced in this section, visit:

<https://www.learningrevolution.net/tools/screen-recording-software/>



All-Around Bargain: [Screencast-O-Matic](#)



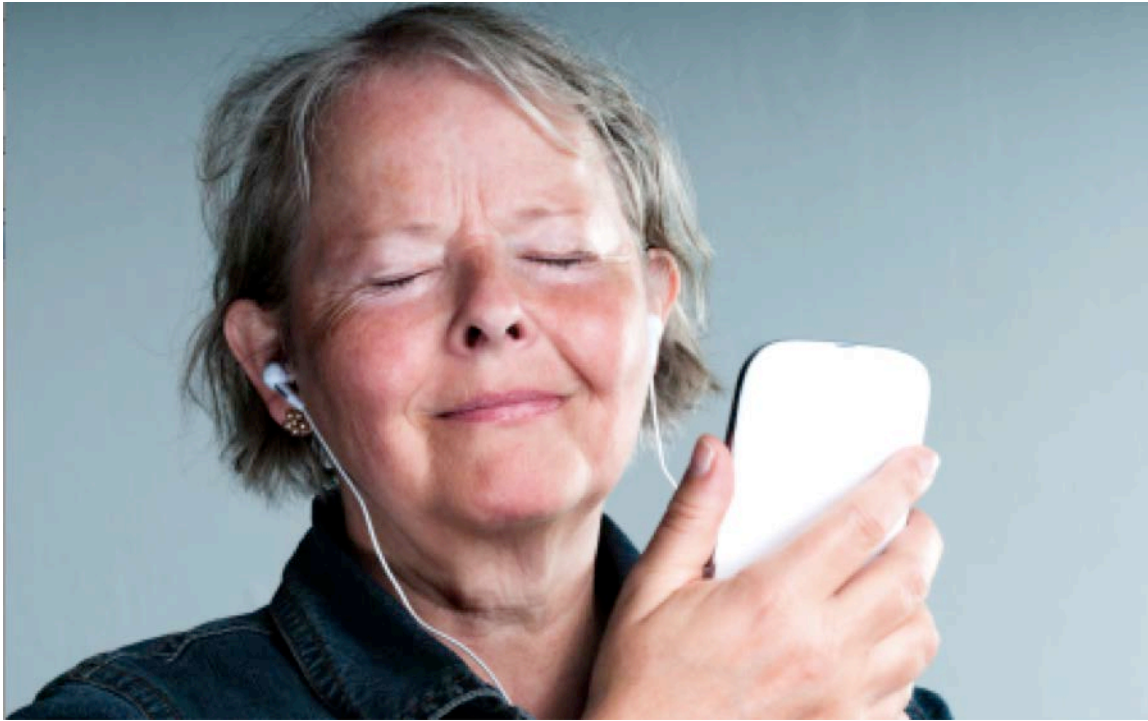
For sophisticated screencasting and screenshot capabilities at a very reasonable price, consider Screencast-O-Matic. It's web-based, so it works on pretty much any computer and you can host your files on Screencast-O-Matic or export them to wherever you like. Best of all, you can [get started with a free plan](#) to try it out.

E-learning Specific: [Camtasia](#)



With Camtasia, you can easily add annotations to your videos, insert professional-looking transitions, and use a range of special effects without having any previous video experience. I suggest it here as a second option because it is installable – and this not dependent on having an Internet connection – and it can export video to SCORM, the e-learning standard I discussed earlier. [Try Camtasia free for 30 days.](#)

Produce and Deliver Audio



Audio – which can easily be accessed on a smart phone – has wide appeal.

If you are recording video for your courses you will, of course, also be recording audio. And, while you don't need to deliver a Dolby Surround Sound type experience in your courses or podcasts, making sure your sound is professional will help increase the perception of that your courses are of high quality. It will also help to ensure your learners are not distracted by pops, hisses, or other unwanted noises in your audio tracks.

Aside from recording audio as part of your course videos, keep in mind that audio is also a powerful medium on its own. Why? Think about how many people use their smartphone or another audio player when they exercise or work. And think of the fact that just about every car manufactured in the past several years now has an external audio jack and/or Bluetooth as a standard feature. (The daily commute can be a prime time for consuming learning products!)

And besides all of that, some people just prefer listening over other forms of learning. So, you may even want to consider hosting a podcast as part of your overall learning business strategy. The [growth in podcasting](#) has been huge in recent years, and there are [good options for monetizing them](#).

Bottom line: it definitely pays to put some thought and – as appropriate – a little money into making sure you deliver a high-quality audio experience.



Microphones

As you might expect, your key piece of equipment for audio recording is a high-quality microphone. I cover some of the options on the Web page that goes along with this chapter. My main message here is: *don't cut corners and try to rely on your computer's or cell phone's internal microphone*. And don't rely on the microphone that is part of most ear buds either. You simply won't get the same quality of audio that you will by plugging an external microphone into these devices and positioning that microphone close to you or whoever else is speaking. The good news is that there are very good microphones available for \$100 or less that will plug right into the jacks on your computer or cell phone. Make the investment to get one of these. ([Check out some options here.](#))

Software

In addition to a high-quality microphone, I've found that another essential part of my audio set-up is software for recording remote interviews – i.e., interviews with people who are not in the same place I am. You can easily incorporate these interviews into a course or use them as the basis for a podcast. One very easy method for capturing interviews is to subscribe to a phone conferencing service like FreeConference.com that enables you to record your conversations and then provides you automatically with the recording that you can either link to or download and then upload to a hosting provider of your choice. Using this approach, all of the parties involved in an interview can dial into a conference bridge. The downside to this approach is that each participant's voice is captured in a single audio file, making it more difficult to adjust volume levels, cut out background noise, or address other variations in sound quality from speaker to speaker.

While you can use Zoom for this, I've found I get better sound quality if I use Skype in combination with call recording software like [Call Recorder](#) (for Mac) or [Pamela](#) (for PC). Both of these provide capabilities for capturing separate audio tracks that can then be adjusted and edited independently. This option can work well even if the person you are interviewing does not use Skype. Skype offers an inexpensive "Skype to Phone" service that enables you to call landlines and cell phones around the world. Additionally, if you happen to need to interview someone who insists on calling you, you can even set up a phone number that is attached to your Skype account. When the person calls, you answer on your computer and use either of the call recording packages mentioned above to record the call. (Note: For legal and ethical reasons, *always* make sure the person you are recording knows you are recording the call.)

For editing your audio files, Macs are again hard to beat – they come with the Apple's audio production software GarageBand already installed. Another great option, though, that works on either Mac or PC, is [Audacity](#), a free open source audio editing applications. With either option, you may also want to consider using [Auphonic Leveler](#), software that adjusts the voice levels in an audio file so that they are roughly equal and also automatically reduces or removes unwanted noise from your audio files. While it can't make a truly bad audio recording into a good one, it can help you significantly increase your audio quality without having to pay a professional sound engineer. If, for example, you do an interview in which your voice is much louder than that of the person you interview, or vice versa, simply processing the audio file will fix the issue.



Finally, if you produce standalone audio (i.e., not part of a video file), you are going to need a good way to host it. You can, of course, simply upload it to your website and have visitors download it from there, but this can slow down your site, and it may not create the best experience for your users. Sites like [Buzzsprout](#), [Libsyn](#), and [Blubrry](#) specialize in podcast hosting at a relatively low cost. Alternatively, you can make use of Amazon Web Services, which is very low costs but requires a bit more technical know-how.



For links for all of the tools and sites referenced in this section as well as other resources, visit:

<http://www.learningrevolution.net/tools/audio/>

Create Images with Impact



A few lines of text added to a photo could take you viral!

If you doubt that a few simple edits to a photo or other image can have a huge impact, spend some time on Instagram. Or, for a blast from the past, just visit [ICanHasCheezburger](http://ICanHasCheezburger.com) (yes, it's still around). Based almost entirely on people applying captions and other minor edits to pictures of kittens and cats, the site rapidly grew into one of the most popular destinations on the Web and has spawned a series of other popular sites. Now, I'm not saying you will – or should – get the same results with your educational content, but clearly a decent photo with a little bit of editing can go a long way!

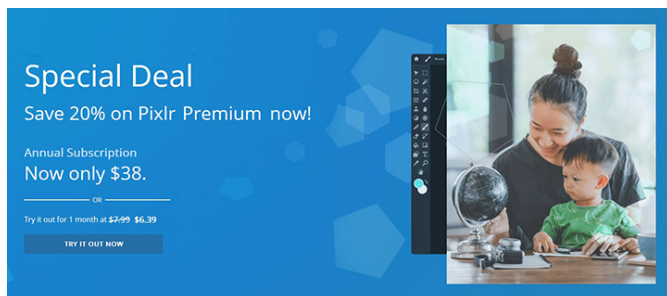
More to the point for Learning Revolutionaries, you will inevitably need to crop, add text, touch up, and otherwise edit photos as part of creating online courses and related marketing images (for use on social media, for example). And you will probably need to create or modify at least some instructional or navigational graphics (aside from whatever may already be available in any course creation software you use). So, a go-to image-editing tool is really an essential part of your toolbox.

While there are various good image creation and editing packages that you can install on a Mac or PC, the learning curve on these can be pretty steep for your average non-graphic designer. Fortunately, there are now a number of very good Web-based image creation and editing options that are pretty easy to use.

[Pixlr](#), for example, provides some great photo editing capabilities online.

[Canva](#) makes it very easy to create social media images, infographics, ads, and other marketing materials.

[Vectr](#) enables you to create any sort of custom graphic (e.g., navigation buttons, instructional graphics) from scratch.

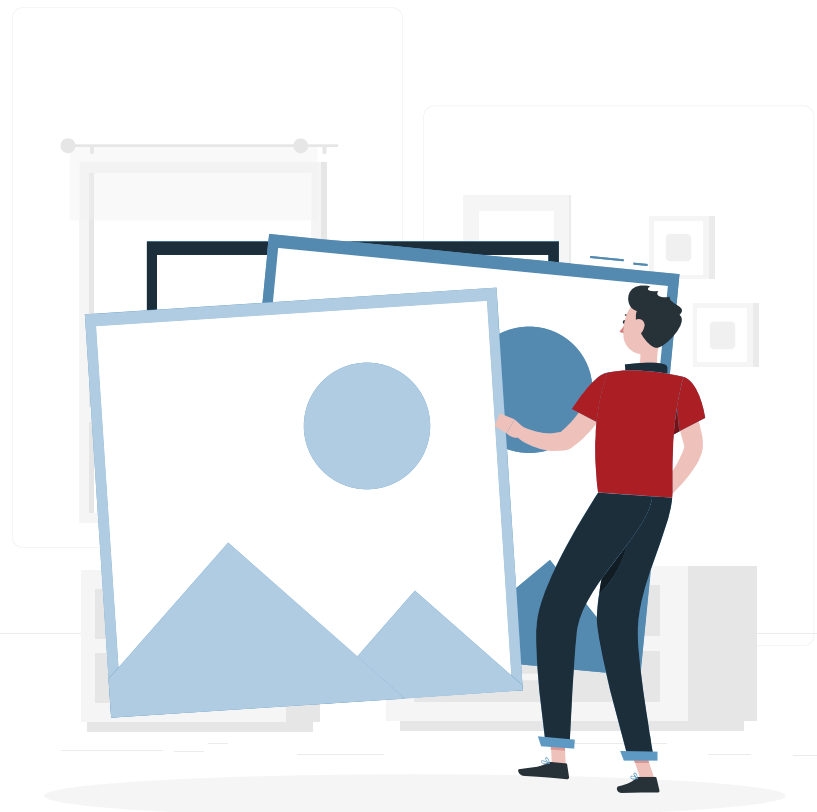


[Get 20% of an annual Pixlr Premium subscription](#)

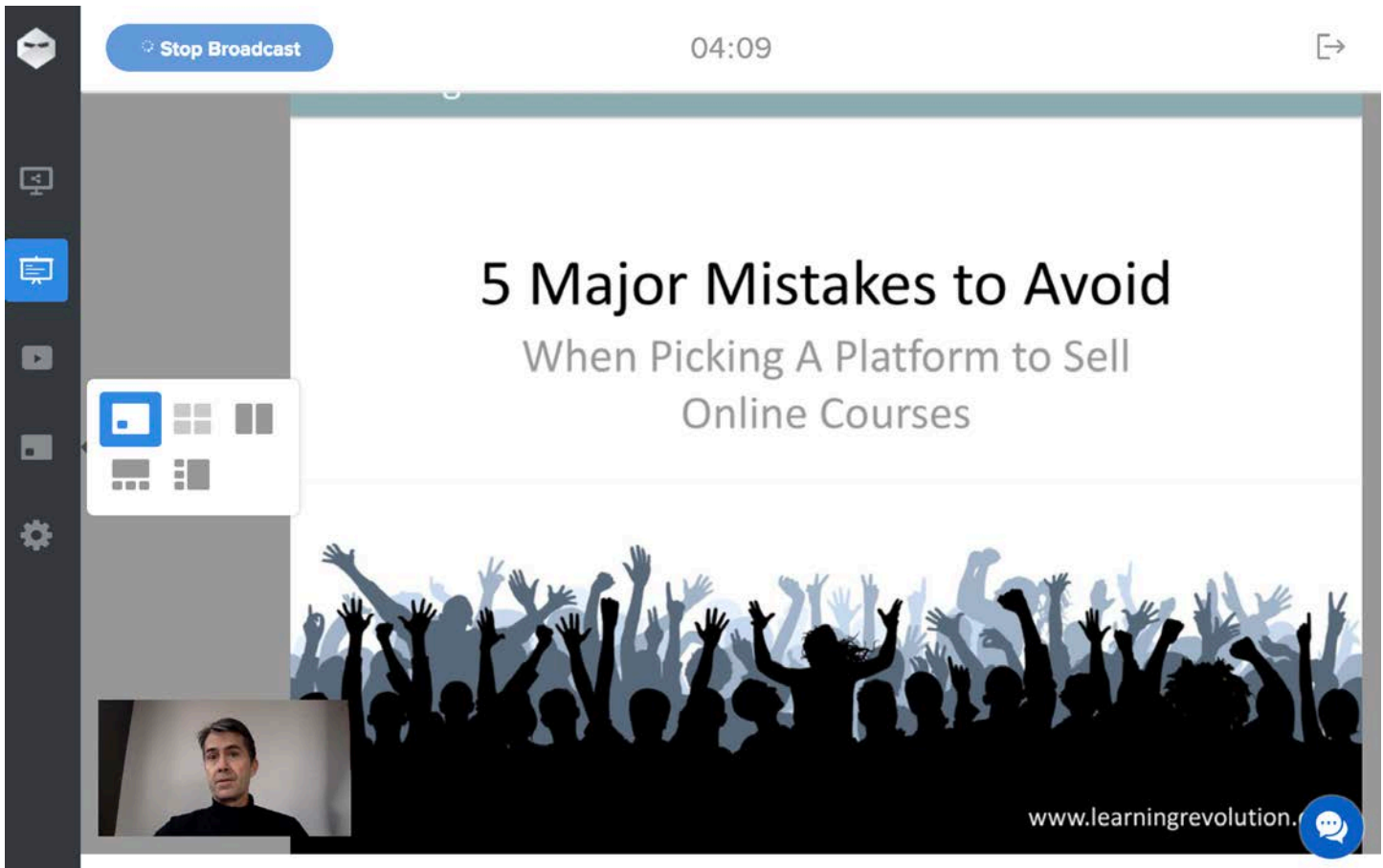
The first two of these have free versions that will meet the needs of most revolutionaries and Vectr is completely free.

Keep in mind, too, that there are plenty of sources for free or low-cost photos and images that are royalty free (i.e., you only pay for them once, if at all). It often works well to start with a stock photo or image and then modify it – using one of the tools already suggested – to fit your needs. For a range of image sources as well as links for all of the tools and sites referenced in this section, visit:

<http://www.learningrevolution.net/tools/images/>



Host a Webinar or Webcast



Delivering a Webinar on [WebinarNinja](#)

There is glut of Webcasts and Webinars on the Internet- many of them free - but even so, the capability to use this medium well is among the most essential skills a Learning Revolutionary can possess. Aside from its usefulness in delivering lecture-type learning experiences, a good presentation/communication platform can be used for:

- ✓ [Piloting your course ideas](#)
- ✓ Brief product overviews
- ✓ Q & A Sessions
- ✓ Discussion groups
- ✓ Group and individual coaching

I'm sure you can think of many other uses based on your instructional goals and the specific goals of your business. All of these can be delivered in-real time and, when it makes sense, can also be recorded for later replay. There are numerous options available for delivering Webinars and Webcasts, and you may want to take advantage of different platforms for different purposes. Overall, though, I recommend identifying a single platform that you will use most of the time. My current general use platform – for meetings, discussion groups, etc. – is [Zoom](#). It is affordable, easy to use, has good video capabilities – and, a growing number of course platforms, like [Thinkific](#) and [Learnworlds](#) have made it “plug and play” with their systems. I have also started using [WebinarNinja](#) for some of my Webinars. It has a built in registration system that can also be used to take payment and it also has good chat capabilities for interacting with participants in real time. Other good options include the “usual suspects” GoToWebinar, WebEx, and Adobe Connect.

An aspect of Webinar platforms to keep in mind is that they are almost always separate software from your online course platform (e.g., Teachable, Thinkific). Webinar software is pretty specialized and most course platform makers have decided – rightly so, in my opinion – not to try to compete with established Webinar solutions like Zoom and GoToWebinar. Instead, they assume that you will use one of these platforms in addition to using their online course platform. The online course platform typically handles delivery of on-demand content while the Webinar platform is used for delivering live, real-time online learning sessions. The issue you will run into is that both require learners to register and both platforms track a certain amount of data about learners. So, you end up with learner data in two different places.

The solution to this issue is to “integrate” the Webinar platform and the online course platform. When the two systems are integrated, the learner can register in one place for both on-demand courses and live Webinars, and all of the relevant learner data gets stored in one place – in most cases, this means in the online course platform database. The reality, however, is that online course platforms vary widely in how well they integrate with Webinar platforms. If Webinars are going to be a significant part of your business – whether for learning delivery, marketing, or both – this is an area in which you will want to be very careful when choosing an online course platform. Make sure you understand which Webinar platforms the online course platform can integrate with and – importantly – *how*.



Some online course providers, for example, rely on Zapier for integration. Zapier is a very cool platform that enables you to create (or use pre-existing) “zaps” that create a connection between two different types of Web software. In theory, a zap can be created to connect just about anything. Keep in mind, though, that you may or may not be able to easily get a Zapier integration that actually passes the data you most want from one piece of software to the other. Also, beyond a very limited level, Zapier is not free. By relying on Zapier for integrations, you will be adding a minimum of \$20 per month to your costs. That can be a tremendous bargain – historically, it has cost a lot of money to get custom integrations programmed – but it is a cost you want to be aware of. The need to use Zapier or not could easily tip the scales in favor of one platform or another when you are in the process of choosing both your Webinar platform and your online course platform.



For links for all of the tools and sites referenced in this section, visit:

<http://www.learningrevolution.net/tools/webinars/>

All-Around Top Choice: [Webinar Ninja](#)



Zoom is great as an all-around option for webinars, but if you are looking for a platform that is much more geared toward *selling* webinars, check out Webinar Ninja. One thing I really like about it is that it is much easier to switch from a view of your slides to a view of just you on video – makes for a more professional appearance. Don't take my word for it: you [can try it for free for 14 days](#).

To ensure maximum flexibility for both you and your learners, a good Webinar platform should:

- ✓ Allow for easily presenting standard document types like PowerPoint and Word;
- ✓ Support both dial-in and voice over Internet (VoIP) as an audio option. (While it is increasingly common for learners to be familiar with and make use of VoIP, using VoIP only can still cut into attendance significantly in many audiences. Have dial-in as a back-up can be useful when unforeseen technical issues arise);
- ✓ Allow for text-based Q&A with participants, and ideally, text-based chat among participants;
- ✓ Include the ability for the presenter to broadcast video;
- ✓ Support recording of the session in a way that gives you full access to the recording file.

- from [Leading the Learning Revolution](#), pp. 138-39

Sweat the Details on Documents

Don't underestimate the power of making the documents you present or provide to learners look as appealing and professional as possible. This rule applies even to handouts, worksheets, and other "utility" documents you may use in seminars or courses. Indeed, because these documents are often shared (whether or not they are supposed to be!), and because so few providers take the time to make them look as good as they could, a little extra effort can really go a long way.



Professional looking documents – like this [platform selection eBook](#) – can help bolster your brand and reputation.

Making things look professional doesn't mean you have to be a graphic artist. Just spending a bit of time learning how to use basic features like styles and headers and footers in Microsoft Word, for example, can go a long way. (If you have no idea what I am talking about, just search on these terms in your handy dandy "Help" area in the software.)

Also consider, using a tool like [Canva](#) – already mentioned above in the Images chapter. Canva not only supports working with images, it also provides a variety of tools and templates for creating brochures, flyers, eBooks, and other documents

This is also one area in which most providers can benefit from some outsourcing – use [Fiverr](#) , [99Designs](#) or another freelance service to find someone to set up some nicely formatted, branded templates for you in Word, PowerPoint, or other types of documents that you use consistently, and then *use these templates consistently* whenever you create new documents.

Also, be sure to convert your documents to PDF whenever providing them to customers or prospects, unless part of the value you are providing is the ability for the documents to be modified. The PDF format can provide some protection for your intellectual property (though I think worrying too much about this kind of protection is a losing game). More importantly, it preserves your formatting and branding as documents are viewed on different computers and different platforms.

Finally, don't forget that every document you produce, even if it is intended primarily to support instruction, represents an opportunity for marketing. At the very minimum, your documents should always include your company name and/or logo and a link to your website. Even better, use your documents to highlight related educational offerings. If, for example, you offer a more advanced version of whatever course a particular document is intended to support, consider putting a half or full page “advertisement” for that offering – along with a registration link, of course – into the document.



For links for all of the tools and sites referenced in this section, visit:

<http://www.learningrevolution.net/tools/documents/>

All-Around Top Recommendation: [Canva](#)



Canva is a tool I use almost daily just because it so incredibly useful. Using the wide range of templates it offers, you can create worksheets, handouts, and other value-adds to go with your courses. And, of course, you can easily create professional looking images to insert into our promote your courses. [You can start for free](#), but it's well worth upgrading to Canva Pro to get access to tons more templates, stock images and video, a re-sizing tool, and much more.

Marketing: More Than Half the Battle

Most of this document is dedicated to tools for creating and delivering courses, but the fact is, that's not where most course creators stumble.

Sure, it can be challenging to put a course together, but you probably know your stuff really well, and with a little discipline can put together an outline, write a script, and shoot some videos. Put that into a decent platform, and you are good to go.

Except that you still need people who are actually willing to pay to access your course – aka students, aka customers.

That's where most course creators stumble.

The fact is the course is only half that battle – maybe even less. If you want to succeed in the education business, you have to be prepared to market effectively, and that means more than just blatantly promoting your courses. It means cultivating a relationship with the *right* customers.

While technology can't do this for you, it can certainly help a huge amount with the three steps that lead to a sale:

- ✓ Traffic generation
- ✓ Initial conversion
- ✓ Lead cultivation



Traffic Generation

This is just what it sounds like – generating traffic to you, meaning visitors to your website who are likely to be interested in the value you offer. Sounds simple enough, but how do you find these people? Or more importantly, how do they find you?

You certainly want to devote time to actively raising awareness about you and your product. That might include, for example, speaking at events (online and off) related to your topic, getting interviewed on podcasts, and guest posting on other peoples' blogs.

It might also mean judiciously running ads through Facebook or Google.

Those are all important things to do – especially when you are just starting - but for the greatest success over the long term, you want to attract people to you because they are actively *looking* for the sort of high value content you offer.

To do that, there's really nothing more valuable than understanding search. What are people searching for? What words are they using? What's bringing them to your competitors' sites?

For that, you need a tool like [SEMRush](#). With SEMRush, all you have to do is type in your website address or the address of your competitors, and you can see which pages are most popular and which search terms people are using to find your site and your competitors' sites. This is absolutely invaluable information for knowing what content to publish on your site and what words to use in your site content and any ads you run.

SEMRush can do a whole lot more than that – and it does have a bit of a learning curve – but if you want to build a real edge over time as an edupreneur, one of the best pieces of advice I can give you is to start using even its simplest capabilities now to guide your content strategy, and then build your skills with it over time.

Check it out. Seriously, you will be glad you did.

Initial Conversion

Attracting people to you is great, but until you know who those people are and have a way to communicate with them, traffic is of limited value.

Yes, you will always manage to convert a certain percentage of your site visitors into course buyers right away, but that percentage will probably be in the low single digits. You need a way to demonstrate your value and get people to hand over an e-mail address so that you can continue the conversation.



That requires a “lead magnet” of some sort – i.e., something people will sign up for. Many of the tools already described throughout this document can help with that.

Examples of what a lead magnet could be include:

- ✓ Webinar
- ✓ One or more videos – usual of a “how to” nature
- ✓ A document (like this one)

That's your “offer”, but then you need a way to alert people to the offer, showcase its value, and make it easy for them to provide their contact info. There are two main tools I rely on for this:

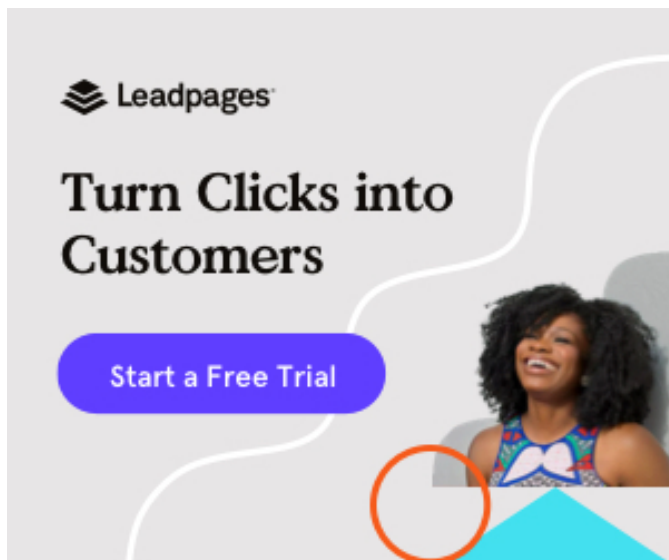
OptinMonster

OptinMonster enables you to easily create highly visual forms that you can be embedded into one or more pages across your site or configured to pop up after a visitor spends a certain amount of time or takes certain actions on your site. You can track the results and easily try out different variations (“split testing”) to see what works best. Also, you tell OptinMonster where forms should appear and can easily turn them on and off, making it much easier to manage your marketing without a bunch of manual, page-by-page changes on your site.

LeadPages

LeadPages can also be used for pop-ups, but the main thing I use it for is to easily create targeted landing pages to showcase important offers, particularly ones that may require a little more “selling” that you do with just pop-up or embedded form. LeadPages offers a ton of time-tested templates you can use as a starting point for creating your landing pages and the results make you look like a real pro, even if you have zero design skills.

Of course, once you capture contact information from an OptinMonster form or LeadPages landing page, you still need a way to communicate with your prospects on an ongoing basis. So, let’s talk about lead cultivation.



LeadPages helps you turn clicks into customers. [Start a free trial today!](#)

Lead Cultivation

Your main tool here will be your e-mail platform. Whether you use OptinMonster, LeadPages, or other options for collecting contact information, that information should feed automatically into your e-mail platform – all good conversion tools have plug-and-play integration for doing this – and then your e-mail platform should automatically send one or more e-mails to deliver access to whatever offer you have promised and start building a deeper relationship with your prospects. There are many options for e-mail platforms and the general range of features most offer is pretty similar. Some key things you want to look for when choosing are:

- ✓ **Integration:** Whether the e-mail platform will integrate easily with the course platform you are using (or considering using). The most popular ones, like Mailchimp or ConvertKit, usually will. If there isn’t a direct integration, you can usually use Zapier, but make sure you are clear about how to do that and whether any costs will be involved.
- ✓ **Automation:** One of the most valuable capabilities of any e-mail platform is its ability to automate communication with your prospects – e.g., send messages at pre-determined times or based on actions the user takes, like whether not they open or click a prior e-mail. Be sure to think through the sorts of automations that could be valuable to you and make sure any platform you are considering can support them.
- ✓ **Deliverability:** Platforms do vary pretty widely in how successful they are at actually getting e-mails into your target customers’ e-mail boxes, so definitely check out some of the latest stats.

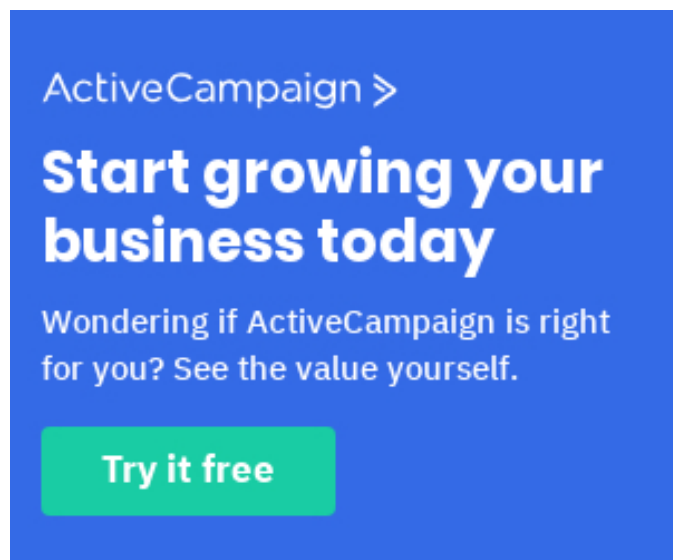
If you are just getting started with an e-mail platform, Mailchimp is one of the best all-around bets. As your list grows and your needs become more sophisticated, I'd consider one of the two following providers:

ConvertKit

If you are a solo edupreneur or represent a very small business, ConvertKit is a great choice. As the name of the product suggests, it's really geared toward helping you convert your prospects into customers. How? By giving you tools to easily tag your subscribers and automate personalized communications and downloads. It also integrates easily with just about every major course platform.

ActiveCampaign

Active Campaign, which I use across my businesses, takes automation to even higher levels than ConvertKit, including the ability to track website activity and present personalized content. It also has a customer relationship management (CRM) system, making it possible to coordinate any direct selling you do with your marketing activities. Basically, it's on par with major marketing automation systems like Hubspot or Infusionsoft, but more affordable and (at least in my opinion) easier to get up and running

A blue rectangular banner with white text. At the top left, it says "ActiveCampaign >". Below that, in a larger font, is "Start growing your business today". Underneath that is the text "Wondering if ActiveCampaign is right for you? See the value yourself." At the bottom center, there is a green button with the text "Try it free" in white.

Ready to take your marketing to new levels? [Try ActiveCampaign today](#) .

You can, of course, also use the e-marketing tools that are included in many course platforms. Keep in mind, though, that most of these will be pretty limited in their capabilities and/or you generally have to be on the higher priced plans to get the full capabilities. The main exceptions are the all-in-one platforms like [Kajabi](#) and [Kartra](#) , which offer full-fledged e-mail systems as part of their standard packages.



Outsourcing

The screenshot shows the Fiverr website interface. At the top, there is a search bar with the text 'Find Services' and a 'Messages' button with a profile icon. Below the search bar, there is a navigation menu with categories: Graphics & Design, Digital Marketing, Writing & Translation, Video & Animation, Music & Audio, Programming & Tech, and Business. The main heading is 'eLearning Video Production' with a sub-heading 'Create engaging video courses for eLearning platforms' and a link to 'How Fiverr Works'. There are four filter buttons: 'Service Options', 'Seller Details', 'Budget', and 'Delivery Time'. Below these are three toggle switches for 'Pro services', 'Local sellers', and 'Online sellers'. A message indicates '239 services available, including ads'. The results are sorted by 'Recommended'. Three service cards are visible: 1. 'Ad by eleven_moveon' (Level 1 Seller) showing a laptop screen with a 'VIDEO PLACE' label. 2. 'Ad by fatur341' (Level 1 Seller) showing a tablet screen with the Udeemy logo and text 'Start this year well!'. 3. 'Ad by pew_die_pie' (Level 2 Seller) showing a video thumbnail with the text 'SCIENCE VIDEO WITH SCRIPT' and 'GIVE US THE TOPIC AND IT WILL BE READY'.

Sites like [Fiverr](#) can help you find contractors for all parts of your learning business.

I believe every Learning Revolutionary should develop a basic set of skills related to the types of content creation and management I've covered in this eBook. Having a working knowledge of what is involved is highly valuable because of the speed and flexibility it affords.

But having some basic skills and knowledge doesn't mean that *you* have to do all of the work related to producing content. In a lot of cases, it makes much more sense for you to draw upon off-the-shelf content or to hire others who can create for you. One key benefit of possessing some basic skills and knowledge yourself is that you will have much better idea of what to look for as you seek outside resources. You will also have the ability to direct outsourced help effectively or to modify and improve upon any outsourced content that you license or pay to have produced.

It is now easier than ever to find qualified contractors to perform content related tasks from basic transcription services to more sophisticated programming and course production. Online services like [Fiverr](#), for example, enable you to search for qualified contractors, post projects for which you need help, and manage the relationship with whatever contractor you hire, including tracking time on the job and handling payment safely. To help ensure the quality of your selection, these services also feature ratings for prospective contractors, information about work history, and scores on various types of skills assessments. As with any hiring situation, there is no guarantee you will find the perfect individual or company, but the odds are certainly higher and the process a whole lot easier than the traditional approach of simply posting an ad. I have had very good success with finding help on research, editing, transcription and variety of other services using these platforms.

Another site I like and have used a number of times is [99Designs](#). This one can be a bit more expensive than a site like Fiverr, but in my experience, if you are looking for graphical or web designer, it tends to attract higher quality talent. I've used 99Designs to create logos for multiple businesses (including Learning Revolution) and have been very pleased.

Serious Help: courseCREEK

Finally, if you are looking for someone to partner with you to take you through the whole process of launching and/or dramatically growing your course business, then you'll definitely want to check out [Learning Revolution's partnership with courseCREEK](#).

courseCREEK was founded by Robert Lunte, a successful edupreneur and one of Learning Revolution's earliest subscribers. If you are ready to invest in your success, Robert and his team can guide you through the process from an initial course idea to successful launch on a platform like Kajabi, Uscreen, or Udemy. Interested? [Find out more and book an initial, free consultation](#).

The logo for courseCREEK, featuring the word "course" in a blue sans-serif font and "CREEK" in a larger, blue, stylized font where the 'E's are represented by three horizontal lines.

If you are looking for serious help with creating and selling courses, [find out more about courseCREEK](#)



For links for all of the tools and sites referenced in this section, visit:

<http://www.learningrevolution.net/tools/outsourcing/>

Quick Wrap-Up

So that's it for this collection of Learning Revolutionary tools. I've only scratched the surface here, of course – there are literally thousands of great tools you can make use of in creating learning content for your audience. Using only the tools I've described in this eBook, though, the possibilities are practically endless.

Be sure to check out all of the resource pages using the links throughout the eBook or starting at the main tools page at:

<http://www.learningrevolutionary.net/tools/>

I'll continue to update and add to these over time.

If you have questions you would like to ask me, please [subscribe to my e-mail list](#) and then reply to the welcome e-mail you receive to send me your questions. Or, once you are subscribed, e-mail me at any time. (Please note: I do not respond to questions from people who are not subscribed to my e-mail list. It is, I think, a very small price to pay and it keeps me from spending all day responding to e-mails!)

That's all for now. *I'll see you at the Revolution*



Explore Learning Revolution