

Course Outline & Objectives

CREATE

1- Brand Set-Up

- Weekly Content Platform Established (YouTube, Blog, Podcast)
- Website with Freebie (You may add this secondary once you have established weekly content)
- Social Media Channels (Facebook and Instagram Business Accounts)
- Affiliate Links You are sharing and promoting (Create a list of your affiliate links)

EDUCATE

2- YouTube (You could also do a blog/podcast) 1+ times a week

- Keyword Research Implemented
- Script, Film, Edit & Upload (You will continue to progress and get better at each of these)

GENERATE

4-Offer

- Decide what you will offer your audience and what the one problem is you will be solving. Start funneling traffic to your offer once you have gained clarity and validated your offer.

By the end of the course work you will

CREATE

- 1) Have weekly content on YouTube Channel
- 2) Have a business Facebook & Instagram Account (Optional)
- 3) Have a landing page with a freebie to grow your email list (Optional)

EDUCATE

- 4) Have a content upload schedule for YouTube and Social Media

GENERATE

- 5) Have an offer that monetizes your brand
- 6) Have a coaching system that will grow to be more hands-off with experience and time
- 7) The resources, community and ability to scale your business- more audience members, more referrals, more clients, more impact & income opportunities.

Online Business Revenue: GENERATE

- 1- Create Influence- Sponsored posts, AdSense
- 2- Affiliate Marketing- Sharing referrals codes/affiliate links etc. and earning a % of the revenue
- 3- Selling and marketing your own coaching, products and services (One-on-One/Group Coaching/Teaching, Teachers Pay Teachers, eCommerce, Digital Courses, Digital Downloads etc.)

FAQ from coursework:)

Module 1A: Branding & Game Plan

- 1) Tips on naming my brand?
 - a) Avoid something so specific that you couldn't branch out in the future such as VIPKid Teacher Nancy. That channel would only be for VIPKid, and if I added another company or wanted to help all online ESL teachers I would have to rename. Keep it simple, but think 5 years down the road.
 - b) Your name doesn't have to be specific to your audience, but your slogan or subtitle are. For example if I'm "Nancy Taylor" that has nothing to do with Online ESL teachers, but that is my brand. In my slogan I state, "About Teaching ESL Online, Growing Your Brand & Becoming the Best Version of YOU!" My subtitle could be "Online Teacher, Brand Coach & Your Personal Cheerleader"
 - c) If you are stuck use your name and revisit the branding and more after you have content out into the world. The most important thing is that you are creating content and sharing it! You will gain insight, feedback and direction on your brand, but it won't come unless you move forward and share!
- 2) Figuring out my audience
 - a) Start simple and share with one audience. This allows you to get super focused and specific on that one audience. For example "Application Process for VIPKid." Now you want to share content that makes you human, personable and shares your expertise in what you know, but don't try and cover all of your passions at once. Take your time. Focus on one & you can add down the line.
 - b) Am I trying to serve to many groups in my audience? If you are able to talk to the same person in all of your content that is the best route to go to start. Now if you have 2 audiences (I have two. Want to teach & Want to recruit) then make sure you tell them who that content is for!:) They should be similar enough that they cross over from time to time.
- 3) Setting up my Social Media
 - a) Do I need to have the email I'm sending others to be the email connected to my YouTube channel? No! You can have your YouTube channel connected to any email, and then market your branded email. This means you don't have to start all over on your youtube channel if it is connected to a different channel
 - b) Can I rename an old group on Facebook? Old Group's cannot be renamed.

Module 1B Advanced Brand Set-Up: Website & Email List Builder-

1) Recommendations for your Set-Up:

Keep it simple and go the route that makes the most sense for you right now. If your goal is to only start growing your email list then do the free route. If you want to start selling products and generating a source of revenue then you will want to purchase a program that works best for that!

Step 1: Purchase a domain name for your website: GoDaddy, Google, Namecheap (\$12 or so a year)

Step 2: Select a website host. If you are only wanting to do a single landing page to collect emails then you could go straight to step 3 as those programs have the ability to create a single landing page to collect emails without an entire website.

Platform	Cost	Rating
Google Sites (found inside your google drive menu bar)	Free	Simple & generic overall, but you can connect a custom URL to it
Wix	\$13-\$39 a month	Beautiful Templates, Simple drag and drop features, and customizable for desktop & mobile device
Square Space	\$12-\$46 a month	Customizable, you can code or have someone code & also add a shop/email service provider etc.
Others: Shopify (to sell physical products), Weebly , WordPress ,		Research these for pricing and fit for your brand

*I use [Kajabi](#) & it has the email service provider, website, courses & all my marketing funnels. It is the priciest, but everything is in one place. [Here is my link to it](#) (This is an affiliate link) and if you plan to create a course and have everything in one place I highly recommend this platform.

Step 3: Select an email service provider: I recommend [Mailchimp](#) (free up to a certain number) or [Convert Kit](#). I use kajabi with its built-in email service provider.

[Amazon Affiliate](#): This is covered in Module 6, but many asked about setting this up now. Once you create your account on Amazon to become an affiliate you need 3 purchases within 180 days to keep it going. You also have to share a landing page such as a website to create your account. You could use your YouTube channel.

With an Amazon Affiliate account you cannot directly embed the links in emails or PDFs. They need to be housed as links online such as a web page or in your YouTube description box. This is in the Amazon Associates Guidelines FYI:)

Amazon Affiliate links cannot be shared offline or inside emails. You cannot have a document or pdf that shares the links that you email to email list subscribers. You will need to make a web page that has the links so that traffic is tracked by Amazon:)

Module 2: Keyword Research

***Tubebuddy you want it to be 100-1,000 on volume. I state less than 100,000 which is true, but the monthly searches we want around 100-1,000. It has a nice (easy-difficult) gauge that is really helpful here!**

- 1) Where to Use Keyword Research
 - a) Can I use the YouTube Keyword Research on my blog or podcast? YES!! You want to use the keyword research in the title, description box and tags on each platform. If you have a podcast be sure that the audio is also housed on a webpage that has the keywords in there.
- 2) Biggest tips for keyword research
 - a) Pay attention to others in your niche
 - b) Add a couple other keywords in the title etc. to make it more searchable in a less competitive pool. In example “Gogokid Demo Tips” vs. “Gogokid demo Tips 2020” There are not as many videos with “2020” and therefore yours has a higher chance of showing up when that exact title is typed in!
 - c) Pay attention to your own videos. If you have a video performing well then use that topic and area for a series of following videos or to gain feedback and insight from your audience on what they want to see.
- 3) Titling Content:
 - a) As you do your keyword research keep in mind that your title doesn’t have to be the exact words you found when you found ranking words. If I found “VIPKid Demo Tips” I could add words to that title such as “VIPKid Demo Tips 2020” or if I found “Work from Home Jobs” and I wanted to title it “Work from Home Jobs for

Busy Moms” then I could add that to the title. You want to make sure that you have some keywords, but every single word doesn’t have to be in the title that you find for keywords. You could use the same keywords over and over. I use “VIPKid” in just about every online ESL video because it is a keyword, and the magic happens when I create a long tail keyword by combining it with some more searched for words, such as “VIPKid Certification Class Walkthrough.” “VIPKid Certification Class” are the long tail keywords. Hope this helps clarify!:))

- 4) Lesson 2.3 has a tutorial on getting a subscribe link for your youtube channel, but it isn’t working on a mobile device. Here is a tutorial that is helpful!
 - a) Tutorial shared by Diana here: [HERE](#)

Module 3: Video Scripting, Editing & Uploading

- 1) Filming Tips:
 - a) Film horizontally on your phone if you use your phone
 - b) Use a stabilizer such as a tripod or a camera that has a built in stabilizer
 - c) Good lighting. Natural lighting in front of you is best. Avoid an uncovered window on the side of your face. My window is on the side of me & I cover it with a blanket for that reason while I’m filming videos.
 - d) Have FUN!
- 2) What if I have copyrighted music on previous videos? What do I do?
 - a) You just want to make sure that you don’t click “monetize” on those videos. You can leave them on your channel and not get a strike, but you don’t want to click “monetize” because you can’t earn money off of footage that has copyrighted music etc.
- 3) TubeBuddy upload checklist to optimize your video: You want each of them checked. I don’t share on twitter, but others can, and I hadn’t pinned a comment on this video yet!:) You will see this checklist in the right side margin on the page your video is on YouTube.

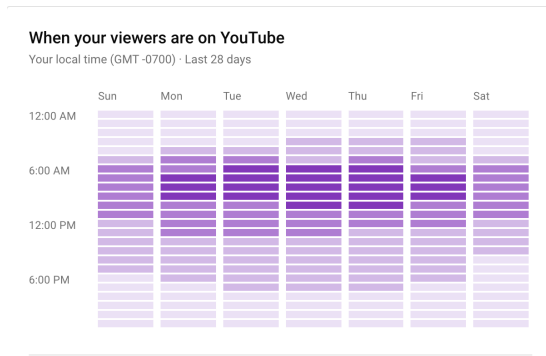
BEST PRACTICES

✓ High Res. Thumbnail	✗ Shared on Twitter	✗ Comment Pinned
✓ Info Cards Added	✓ Liked on Facebook	✓ Comment Hearted
✓ End Screen Added	✓ Captions Added	

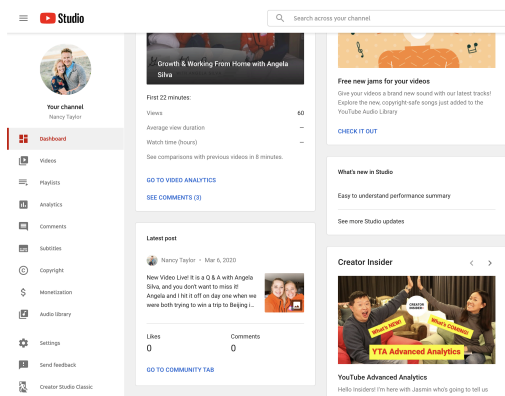
- 4) If I upload “Unlisted” and then schedule it to post days/weeks later does that take away from the 24 hour after uploading optimization?

Not from my understanding. I believe it is from the time it is public, but if you see a dip or change due to scheduling videos ahead you may want to upload them the day of or within 24 hours.

- 5) Best times to upload shared by Yvonne: **2-4 EST**. I have come to find mine get the most views and traffic in the morning by online ESL teachers-Nancy, but evenings are also great traffic for those that work full time outside the home and in their online teaching. You can look at your video analytics to see when your audience is usually viewing your channel: YouTube Studio, Analytics, Audience. Screenshot of mine below.



- 6) Why do I need to go incognito to comment on other's videos?
You don't have to go incognito, but you do need to open another browser and sign out of your account. The reason why is when you stay logged in the recommended videos also have videos listed that you are subscribed to or channels that you recently watched. You want to see what is recommended when you plug your URL in with none of your previous search history. It is easy to go incognito to make sure there isn't anything saved on your cache etc. Then you will go back to the page with your account signed in find that video/channel that was recommended and comment on it when logged in. You want it to show under your login name:) Woot, woot!
- 7) You can also add a post on YouTube itself letting subscribers know that a video went live to optimize your upload! You can add that to the list! You can ask questions there and build Community!! It is in your YouTube Studio! There is also a story function that opens up after a certain amount of subscribers. (Bottom left is the community tab)



Module 4: Share Your Story

Shirts Linked:

- 1) I am nervous to share and don't know if anyone is going to want to listen to me?...
I talk a lot about mindset and the thoughts that pop into our minds about, "why me?" or "I don't know what I'm doing..." or "I'm scared" etc. My best advice is from another and she states, "When that thought comes into your mind, Kill it!" hehehehe. We all have thoughts, fears & mental battles, but keep pushing forward because you would never want your own mind to limit the amazing results that you have in store! Keep moving forward and "Kill" those thoughts!
- 2) I don't want to share things that are personal
You do not need to share your family etc. You can still make your content personable by relating to stories and how you teach the content in your weekly content, but you most definitely don't have to share anything personal. Have a separate account for business & share what you feel comfortable with. Others will relate to you and as you share connections, so be aware that this is building rapport and the beautiful "like, know & trust" factor!!
- 3) How do I balance everything with teaching, life & building my brand?
I love Gary Keller's book, "The One Thing," and in it he teaches that balance is a myth. When you focus on one thing you take time and energy away from another thing. Summarized in my own words is what he teaches!!



You have two "balances" 1) Life 2) Business/Work.

- 1) Life: For life (Family, relationships, self care) you only take small breaks from the center balance. Being away on a trip from your family, having a babysitter for a short time, time away from things in "life" etc., but you never go too far from "balanced" in the middle in the "life" category.
- 2) Work/Business: You can move further from the center balance to go all in. You can sprint and spend a large sum of time on a project to see the best results on this one thing, but you can't maintain that long term.
Life is small steps from balance & in business you can take big steps to see massive results!

I love this concept & think of it frequently when I'm feeling out of balance. I have my priorities at the top! (Family, Faith & Self) and as long as those are taken care of I can move my work and time around them!:) I love this online biz because of that!!! You never feel fully in balance, but there are times and seasons to "go all in!" WOOT! WOOT!

4) How often should I share on Instagram?

I would do stories each day & then post a feed post 2-3x a week. You can have them scheduled out & then leave days for spontaneous posts that you do on the spot! *Later* is an app that will schedule it for you!

I researched specifics for an Instagram business account, and I loved the advice and input in this article [HERE](#). I'll put the key take-aways below for you!

- Adobe suggests that 1 post per day is sufficient. This depends on your brand. Pay attention to your engagement to see if you are posting too little or too much.
- 80/20 rule: 80% Organic Content: These are conversation starters or inspirational content. 20% Promotional Content: This is about your business and services. *If you are doing a sale etc. the % may be different for that week or so:)
- Track how your posts perform so you can see what works for your brand.
- People don't follow you to be bombarded with ads every day, they follow to be entertained, amused and intrigued. Keep this in mind.

Module 5 Recruiting

1) Do you have links to your resources (Referral Only Website & Email Responses)?

Yes, They are in the "Resource Tab" at the top menu bar of your coursework.

2) Can I post on job boards?

Yes, but you cannot link directly to your referral link. You must post without your company name (Specific for VIPKid teachers). An example would be "Teach English Online" as the title and the descriptions of what it is, pay, hours & free coach (You). Link to your contact (email), a resource page, a freebie that subscribes to your email list or something that is not directly linked to your referral link or code.

3) Can I post info in a newsletter?

You can post your brand and your contact and that you coach others, but you can't link to the company name or your referral link. Your goal is to build your audience, brand & then if they are interested in teaching they are in your community & you can help them!

Module 6 Coaching

- 1) What do I set my referral only website up on? You can use Google Sites that is free on your gmail.
- 2) How do I have referrals schedule my live zoom sessions?
You can use **calendly** to have them sign up and then use **zoom** as the one-on-one platform or small group platform. I wouldn't post your zoom link everywhere for anyone to show up in. Make sure it is handled via email so you don't have "trolls" dropping in.

Module 7- Next Level Generate: Affiliate Marketing

- 1) Do I need to tell everyone each time I share an affiliate link?
Best to disclose. See this article for an example and why you want to disclose:)
<https://prettylinks.com/affiliate-link-disclosures-best-practices/>
- 2) What is the best way to share affiliate links:
1- First grow an audience that you know and they know you. Trust is huge when you start sharing products. You want to find a happy balance. Think 80/20. 80% of your content is giving and 20% is asking. Keep a nice balance so that your audience knows you genuinely care. You are able to monetize quickly with affiliate marketing!

BONUS:

Next Level Generate: Coaching/Teaching/Service

Next level Generate: Course Clarity

Social Media

- 1) Could you help me with Instagram stories?
Great tutorial by Louise [HERE](#)



SCALE & Systemize

Live Training Questions: (This workshop was on Marketing and Recruiting and was held on 4/21/2020 & is uploaded to your coursework in Module 5)

Q- So when the year is over, we don't have access to your course, but we can still access the info on the alumni Facebook group?

A- You will have access to the coursework for the lifetime of the course. It will be well over a year from when you finished the course.

Q- What will happen to the Facebook group?

A-The Facebook groups will be archived so that you can access all old posts like a "library." You won't be able to interact there, but there will be an alumni group that everyone is invited to for live conversation, collaboration and continued support of each other. Future alumni groups will be added to this group and you will be able to make new connections and collaborate with new faces.

Be sure to connect with smaller groups to create masterminds with others working towards the same goals and at a similar place with their brand and business to collaborate and learn from.

Q-Will the VIP Facebook Group Continue?

A- It will also be archived, but you will have access to the information. I have pinned an excel sheet with members to input their info specific for the VIP group to the top of that group!

Q- Where is the feedback survey?

A- HERE is the survey to submit feedback for this course, Beyond Teaching ESL Online! I appreciate your feedback!