

Strategies for Training Professionals to stay Profitable

A Three strategies to increase profitability for trainers

1. Create curriculum and content for pre-recorded classes

- Meet the needs of organizations with small training budgets or organizations with few staff to train with pre-recorded classes.
- Divide your topic into five to seven broad topics. These are your modules.
- List the lessons you will cover under each module.
- Merge all the modules and lessons to form your curriculum.
- Create a PowerPoint/Keynote template with your company brand colours
- Create PowerPoint/Keynote presentations for each lesson.

B Choose method for actual video recording

- Record talking head videos and have a professional edit the video
- Record your screen using screen recording software. This is a more budget friendly approach. You can also decide to record your computer screen and your face simultaneously
- Use vimeo, screencastomatic or loom to record your screen.
- Start a zoom meeting to record with zoom, share your slides and record.
- Add caption, background music and trim your video all with screencastomatic

2. Focus on meeting the needs of individuals through microlearning

- Meet the training needs of Individuals
- Focus on modern learners who want to learn new skills that are directly relevant to their work
- Break down information into topical, bite-sized chunks aka micro learning.
- Create courses that are answers to questions learners have e.g. Instead of creating a course titled "Basic Excel Skills", create "how to use the vlookup up and hlookup up formula in Ms Excel and "how to use Ms Excel to compare data".

C Upload videos on learning platform

- Upload your course on YouTube and mark it as private. This allows you send your courses as a link to your learners via email. The downside is your learners may forward the links to others.
- Host your video on YouTube, vimeo or digital ocean. Copy the embed link and paste on your website if you are building your website yourself.
- Upload your courses and automate sales on your website. NB: Automating sales would require the services of a web designer
- Host your courses on any of these commercial learning platforms; Udemy, Kajabi, Thinkific, Teachable. Follow the instruction on each platform to upload
- Consider selar.com as an option if you are located in any of these African countries (Nigeria, Kenya, Uganda, South Africa)

3. Optimize website/ Create an online store

- Automate your website so learners can pay for your courses and gain automatic access. This allows you to generate income from your website while you are absent.
- Employ a web designer to automate your website so learners can pay
- Build your website yourself using optimizepress software to control access to your courses. NB: This is time consuming.
- Host your courses on commercial learning platforms like Udemy, Kajabi, Thinkific, Teachable etc.

D Drive traffic to website

- Ensure the link to your website is on all your social media real estate
- Have a strong presence on social media
- Choose one social media platform, invest in it, master it before you move on to the next.
- Post at least four times a week on your chosen platform
- Educate your audience. This positions you as a subject matter expert in your niche.
- Use live videos to create awareness and build your personal brand.
- Organize and host virtual conferences to create awareness and generate leads