Strategies for Training Professionals to Stay Profitable
Poll

Has your income declined due to the restrictions on physical trainings?
Adeola Babatunde

- Certified IFC-LPI TPMA assessor
- Certified IFC master trainer
- Signatory to the GLC principles for learning
- Certified John Maxwell speaker, trainer and coach
- Over 11 years professional experience in learning and development, business consulting with MSMEs, training and coaching.
- Founder of the online public speaking academy for women
- Experienced business consultant teaching women how to run profitable businesses online
Financials

- Created new products
- Focused on meeting current needs in the market
Session objectives

▪ Discover strategies that can help trainers earn more
▪ Recognize opportunities to create new products and reach new clients
▪ Encourage participants to think outside the box
How will this webinar benefit you?
What is one key expectation that you have for this session?
Poll

Since the pandemic, demand for face-to-face training has not returned to what is used to be
"But out of limitations comes creativity"

- Debbie Allen
  Executive Producer and Artistic Director
In the chat box, share in 5 words or less how you usually get training work/contracts
Conventional approach

- Submitting company proposals to organisations
- Following up with decision makers in organisations to get contracts
Restoring your chat

Click the drop-down arrow
What strategies have you used to remain profitable as a trainer since the pandemic began?
Let's think outside the box
Three strategies to increase profitability as a trainer

1. Creating pre-recorded classes
2. Focusing on meeting the needs of individuals through microlearning
3. Optimizing your website/Creating your online store
1. Create pre-recorded classes
Organisations may only want to train two or three staff on a particular skill.
Smaller organisations also have training needs but smaller budgets
On Demand Training is a strategy that involves making learning solutions available anywhere and at any time.
Pre-recording your classes allows you to create on demand training and meet the needs of smaller organizations or organizations with few people to train.
What are other benefits of recording your classes?
You can record a talking head video
You can record your computer screen
If you have recorded your screen before, what screen recording software did you use?
Screen Recording Software

- Zoom
- Screencastomatic
- Vimeo
- Loom.com
How to use screen recording software

1. Create MS PowerPoint/keynote slides
2. Start a zoom meeting, share slides and teach if you are using zoom (you can turn on your video)
3. Initiate software, select portion of screen you want to capture and record if you are using a screen recording software.
Recording slides and video simultaneously

Put a sign on the door

- Live video in progress
Simple video editing

1. Add caption and background music if software permits. Screencastomatic permits this
2. Get video editor to customize your video if you used a talking head video
Some platforms to upload course videos
Put your video on private and share manually.
If you already have a website, you can install a membership plugin e.g. optimizepress. This helps you control access to the videos on your website.
Examples of commercial learning platforms
Focus on meeting the needs of individuals through microlearning
Individuals still have training needs
"People, on average, search the web daily to ‘learn’ for (and help with) their work"

- www.looop.co
"Modern learners want to learn new skills that are directly relevant to their work"

- www.learningsolutionsmag.com
What is microlearning?
The concept behind microlearning is to create courses that answer specific questions.
Examples of microlearning
What are the benefits of microlearning?
3. Optimize your website/Create an online store
Automate your website so learners can pay and instantly access your course.
Get your courses on commercial learning platforms instead
What platforms have you bought courses from in the past?
Examples of commercial learning platforms

- Udemy
- Teachable
- Kajabi
How to get your course on commercial learning platforms e.g. Udemy

Click here to register as an Instructor
1. Create your course curriculum by creating modules and lessons

Name of Course: Basic Microsoft Excel Skills

Module 1 – Sheet Mastery

- Lesson 1- Linking sheets
- Lesson 2- Adding new sheets

Module 2 – Editing

- Lesson 1 – Using the cut, copy & paste functions
- Lesson 2- Using paste special
2. Create a presentation template with your brand colours on MS PowerPoint or Keynote
3. Create the presentation slides for each lesson
4. Record your course videos. Keep each lesson between 4 to 6 minutes.
5. Upload your videos to your website or online commercial learning platform
Now you have to drive traffic to your website/online store
How can you drive traffic to your website/online store?
1. Drive traffic to your website by having a strong presence on social media
2. Choose one social media platform and invest content in it
What social media platform do you mostly use?
3. Educate your audience; it positions you as a subject matter expert in your field
4. Use live video to increase brand awareness and trust
5. Organize a virtual conference/summit to increase brand awareness
The virtual conference yielded visibility and revenue.

I held a virtual conference on the 8th of March 2021 and after that came increased visibility, client base and revenue.
Conclusion
Summary

1. Creating pre-recorded classes
2. Focusing on meeting the needs of individuals through microlearning
3. Optimizing the website/creating an online store
What are your key take aways?
References

- Impact of COVID-19 on Consumer Market and Corporate Training
- https://learningsolutionsmag.com/articles/2294/portrait-of-the-modern-learner
Contact

LinkedIn: Adeola Babatunde
Email: adeola@presentrite.com
www.presentrite.com
Instagram: @adeolababatunde