

A woman in a white shirt and dark skirt is smiling and holding a black clipboard. She is standing in front of a whiteboard in a meeting room. Two other people are partially visible in the foreground, looking towards her. The background shows a window with a view of a city.

INSIDE BUSINESS

CONSULTING

Strategies for Training Professionals to Stay Profitable

Poll

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





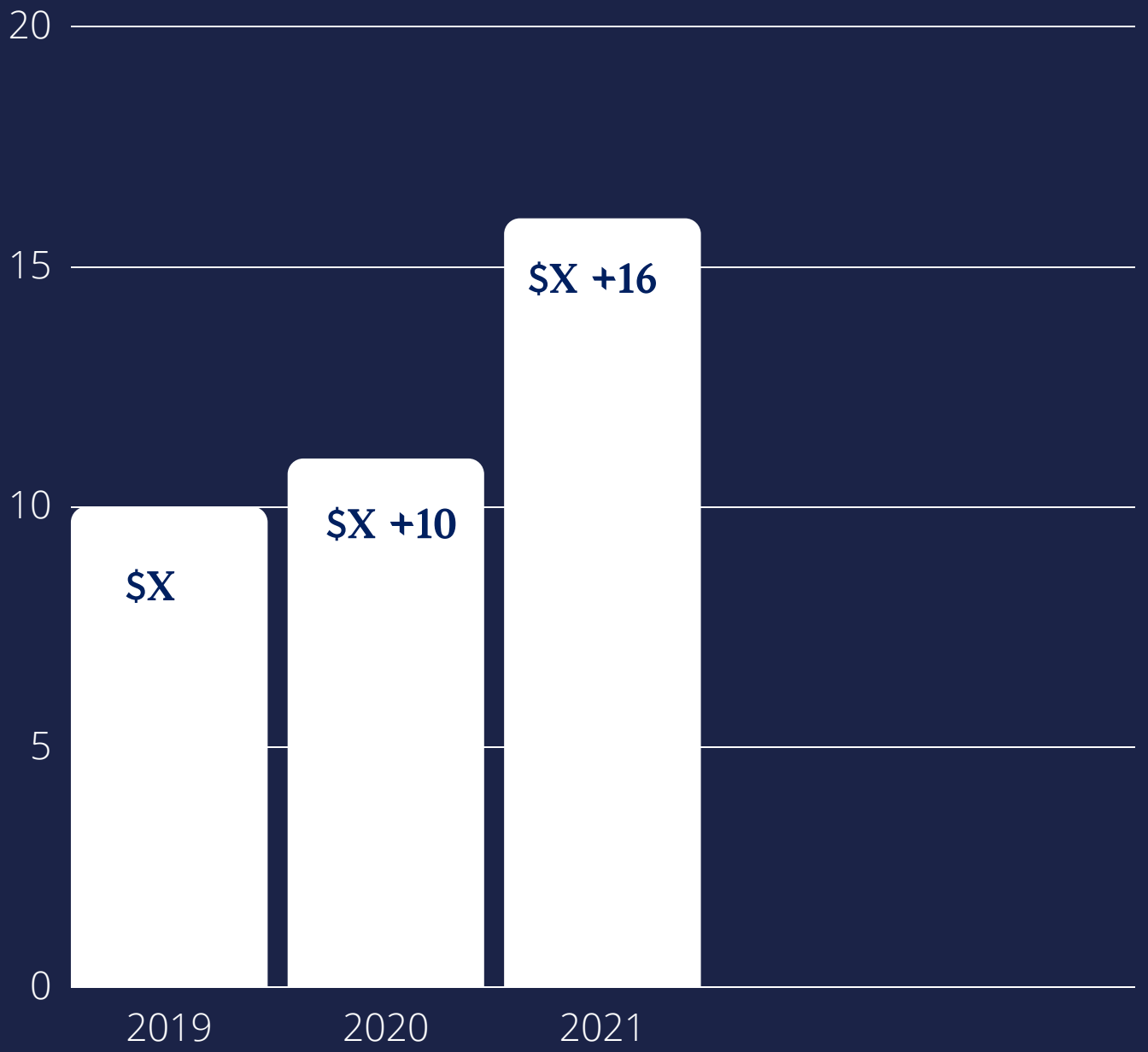
Welcome & Introduction

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**

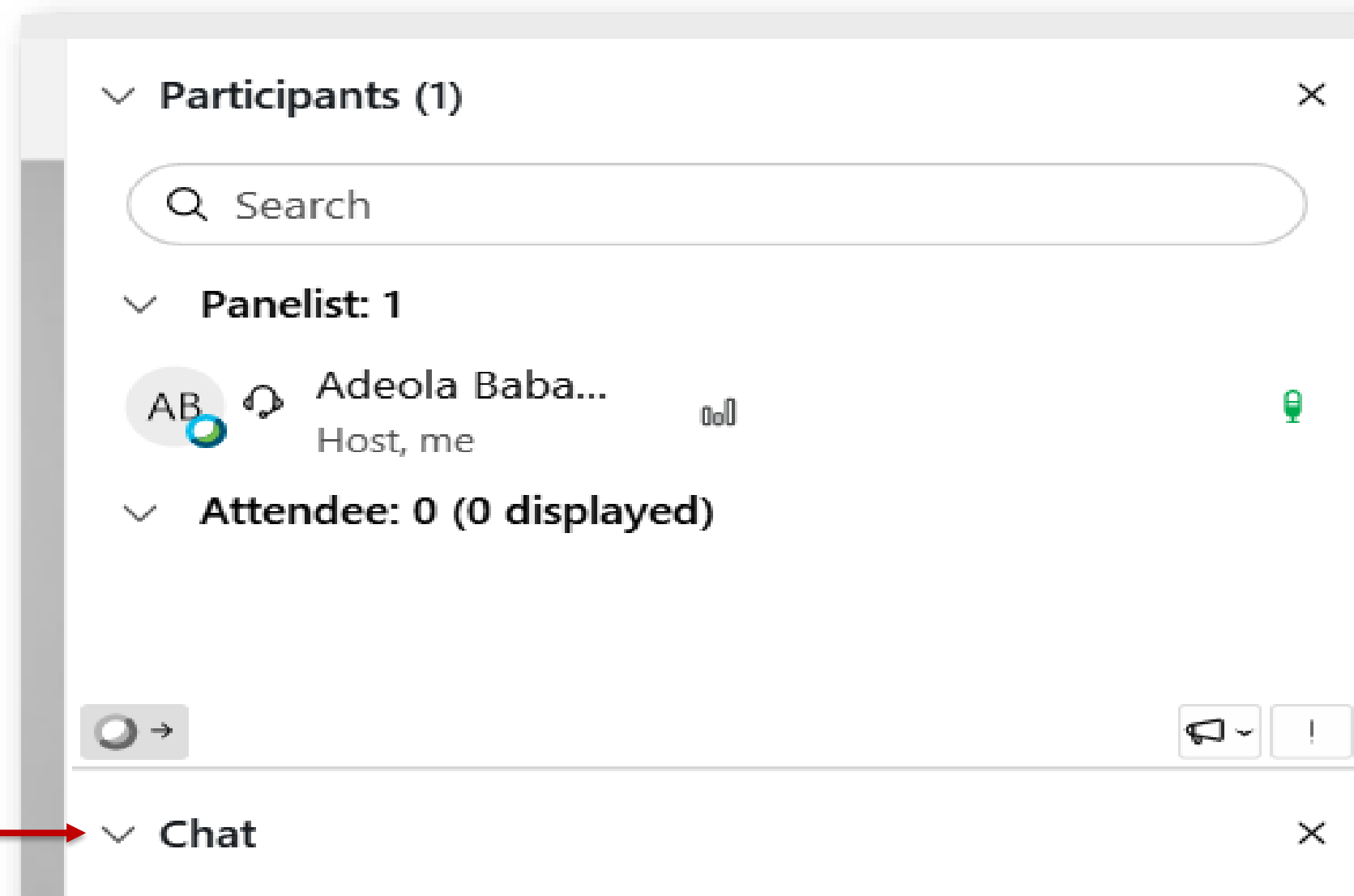


Conventional approach

- 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?



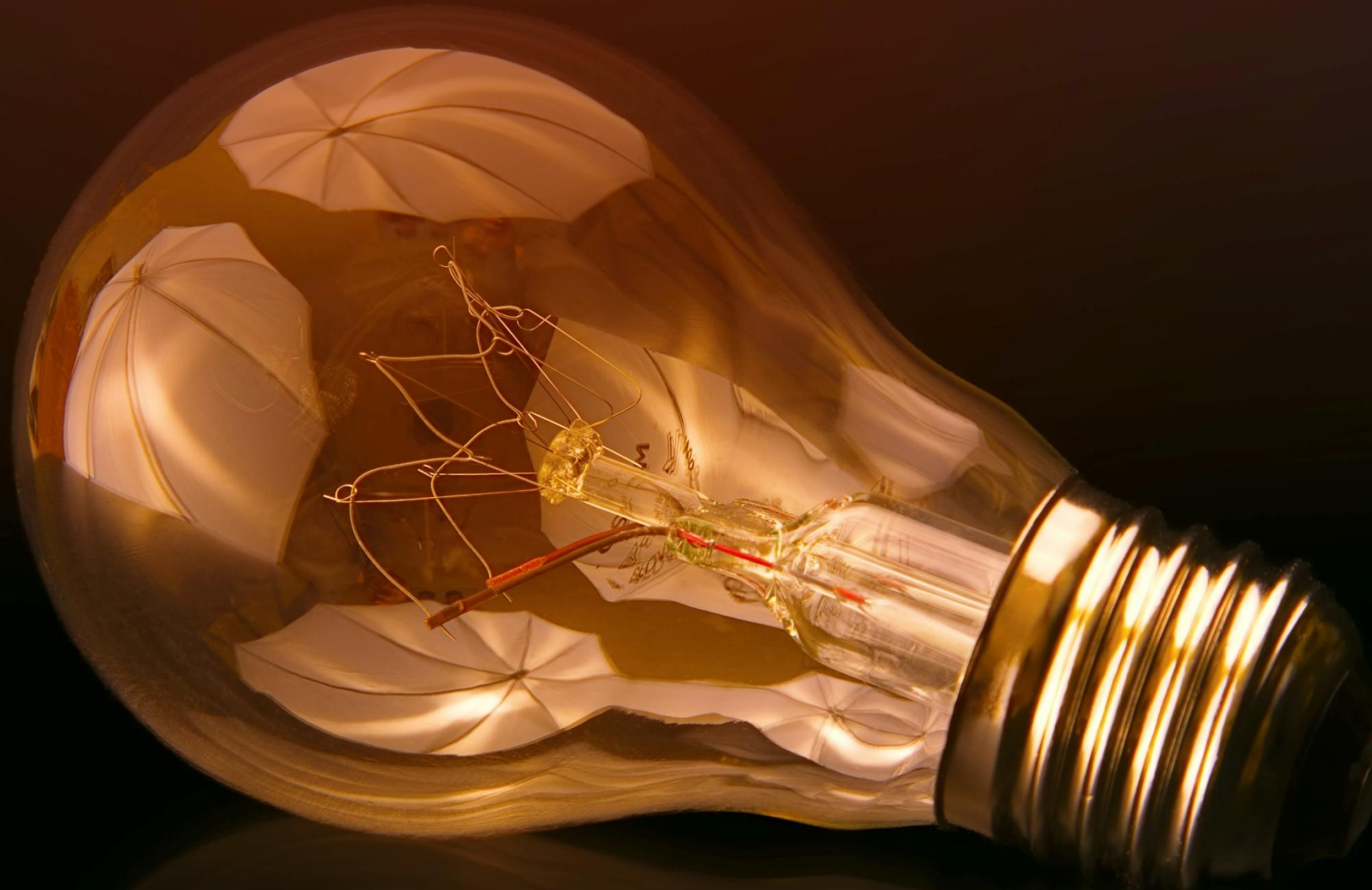
Screen Recording Software



SCREENCAST  MATIC

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

MEETING IN PROGRESS

The image shows a presentation slide with a white background and a pink header bar. The slide title is "Put a sign on the door" in a dark red serif font. Below the title is a bullet point: "• Live video in progress". On the right side of the slide, there is a video inset showing a wooden door with a sign that reads "MEETING IN PROGRESS". A woman with long dark hair and glasses, wearing a red top, is visible in the video inset. A blue circular icon with a white play button and a grey square with a white crosshair is overlaid on the video inset. The slide is framed by a white border with corner and side handles.

Simple video editing

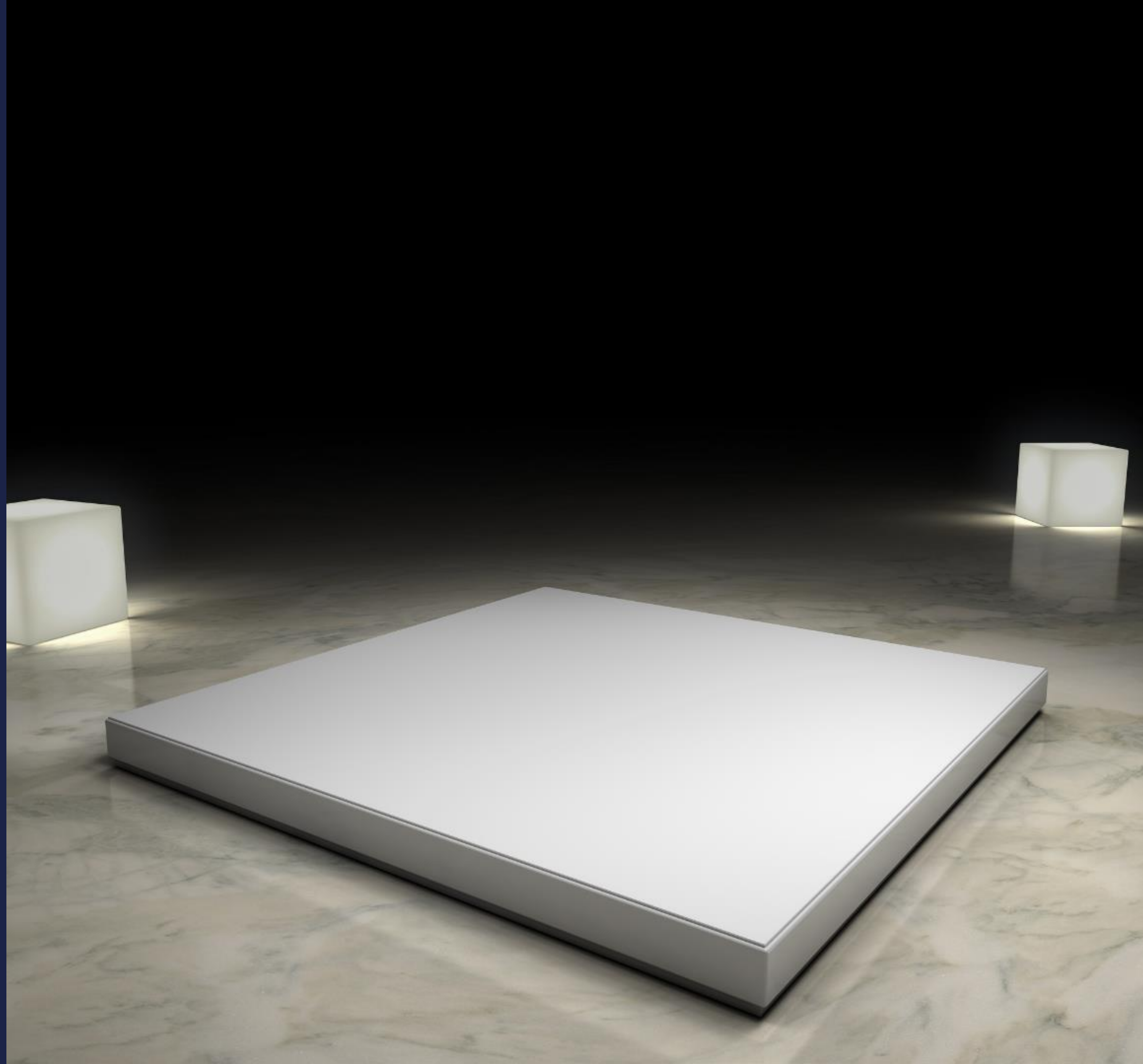
1. Add caption and background music if software permits.

Screencastomatic permits this

2. Get video editor to customize your video if you used a talking head video



**Have you
uploaded
videos online
in the past?
What platform
did you use?**



Some platforms:
to upload course
videos





Your channel
Adeola Babatunde

Dashboard

Content

Playlists

Analytics

Comments

Subtitles

Settings

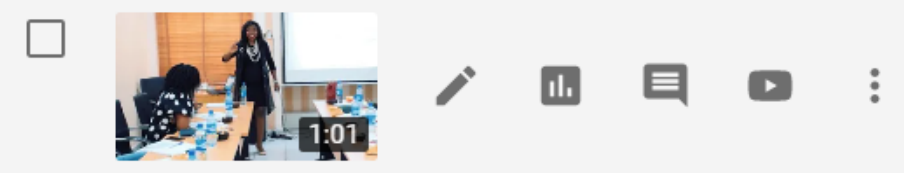
Send feedback

Channel content

Uploads Live

Filter

Video



What the body of your presentation should be ...
Listen to Adeola Babatunde talk about what the body of your presentation should be made up of

One way to Reduce Your Anxiety Level when y...
Adeola Babatunde shares one way to handle anxiety when speaking

Worst way to deliver a presentation
There are some common mistakes people make when delivering presentations. Starting with a...

Listen to a Powerful Testimonial from the Publ...

Save or publish

Private
[+ SHARE PRIVATELY](#)

Unlisted

Public

Schedule

Put your video on private
and share manually

CANCEL SAVE

Public None Sep 5, 2019 11



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





2.

**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.loop.co



"Modern learners want to learn new skills that are directly relevant to their work"

– www.learningsolutionsmag.com

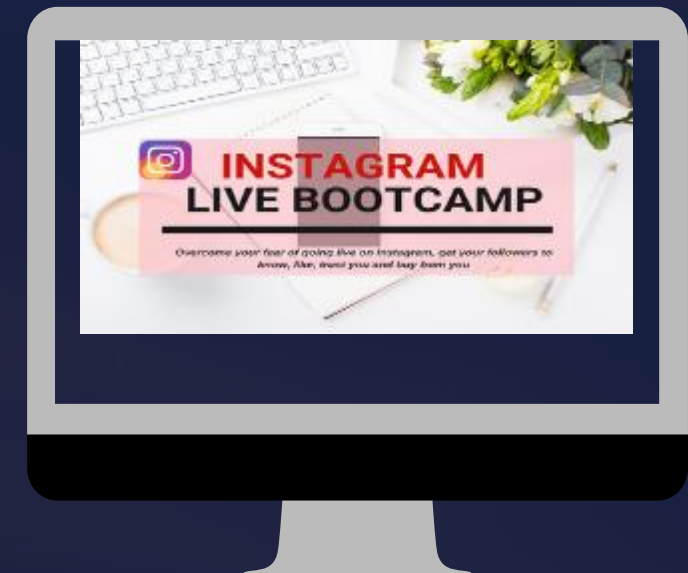
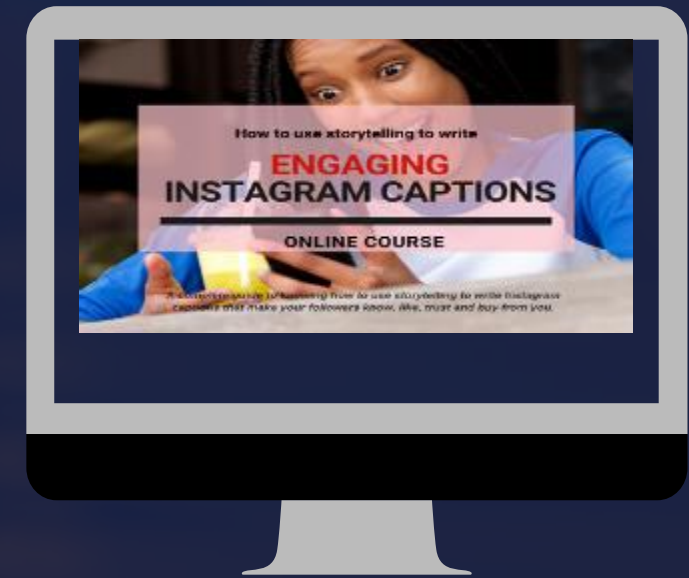


What is microlearning?



**The concept behind microlearning
is to create courses that answer
specific questions**

Examples of microlearning





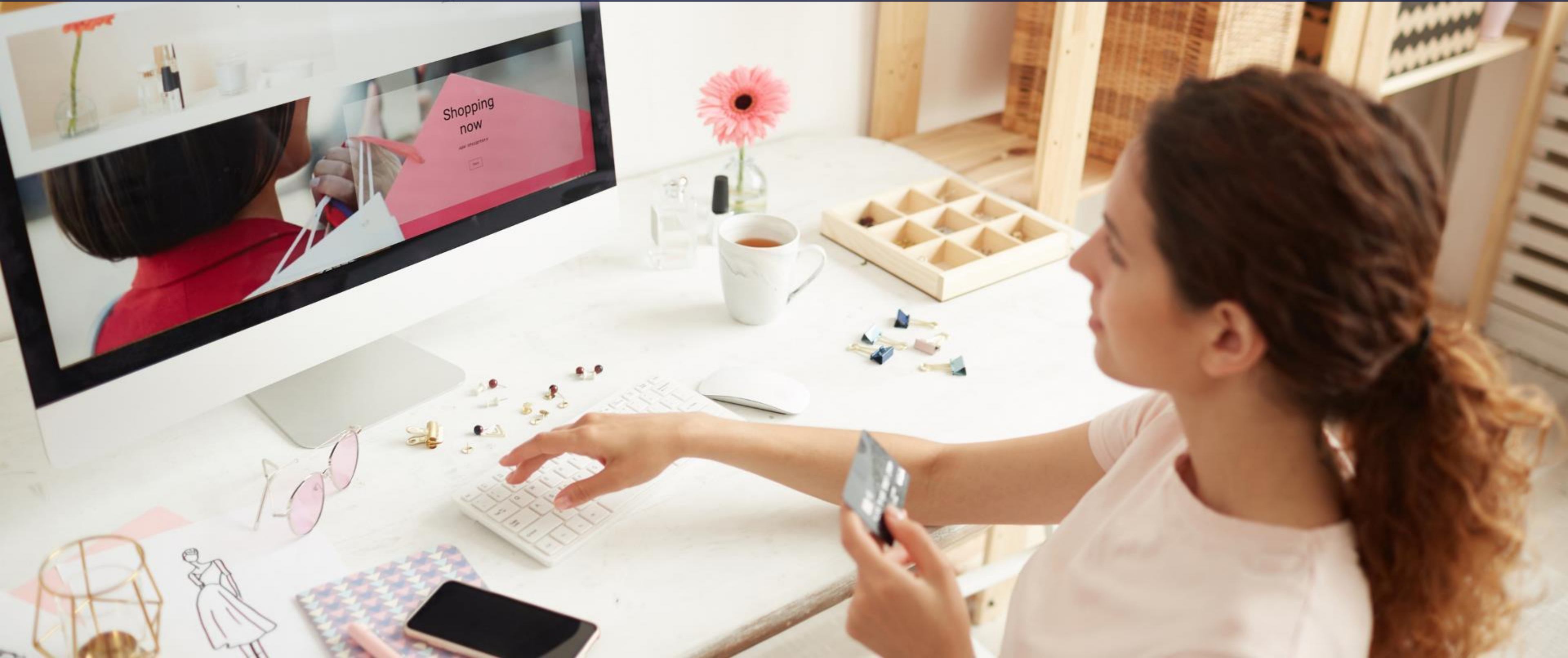
**What are the
benefits of
microlearning?**



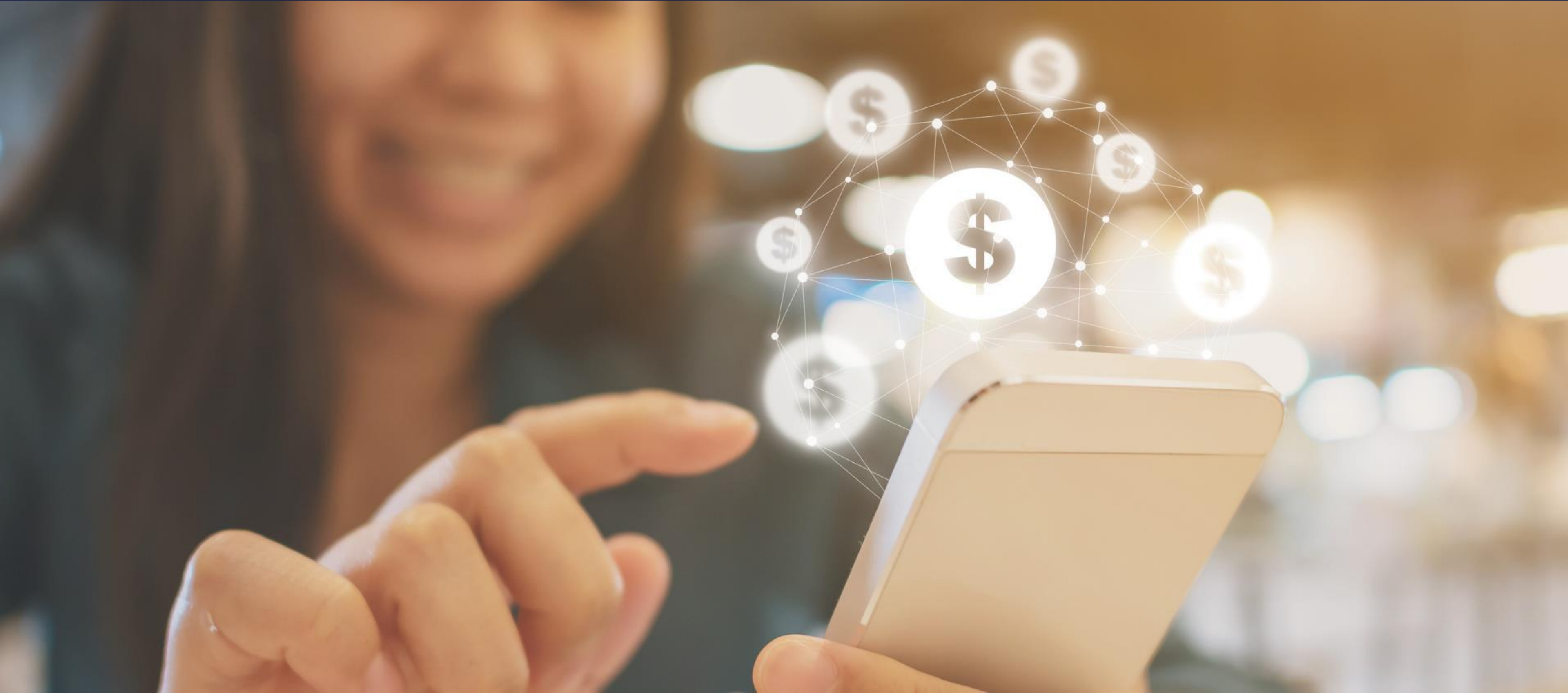
3.

**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?**

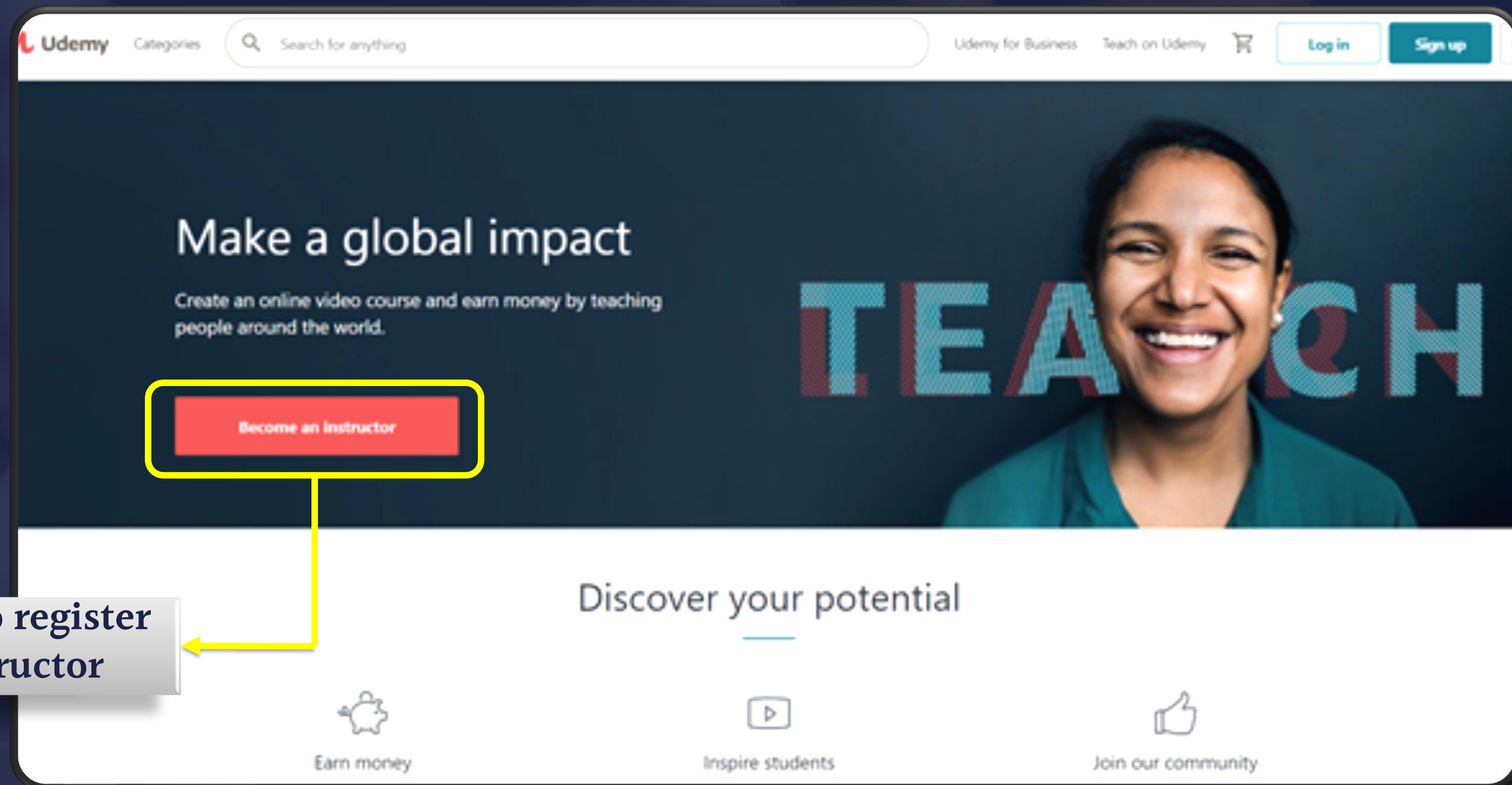
Examples of commercial learning platforms



Udemy

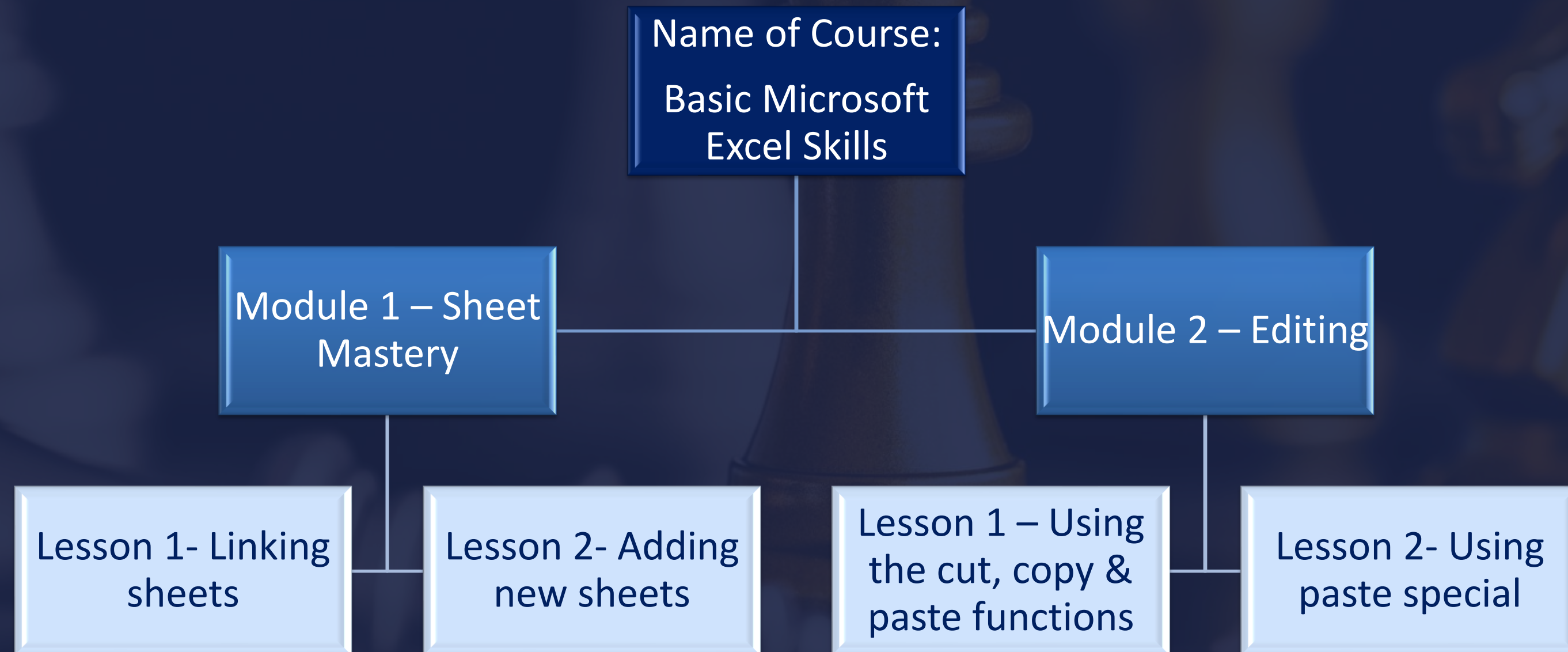


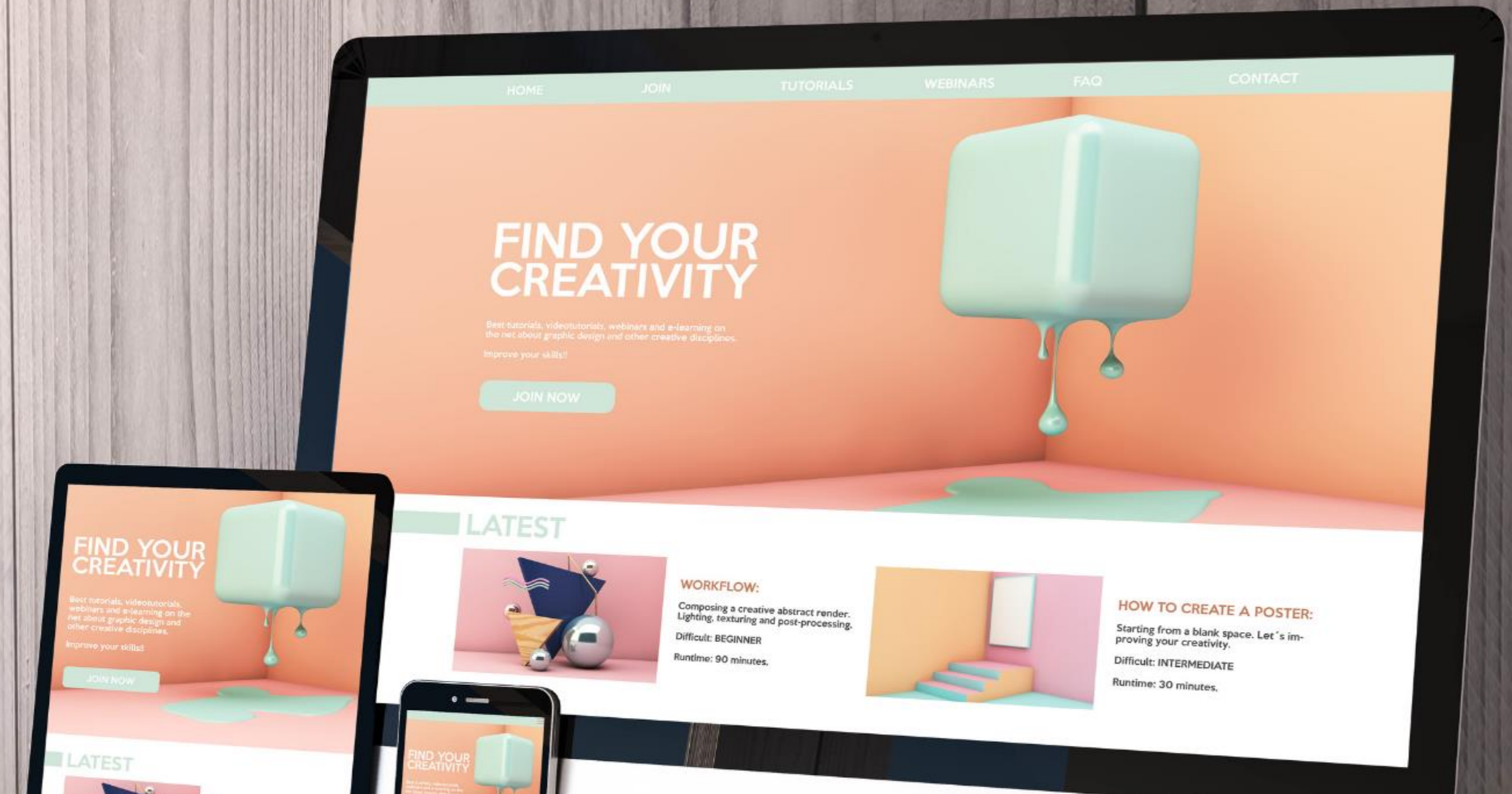
How to get your course on commercial learning platforms e.g. Udemy



Click here to register as an Instructor

1. Create your course curriculum by creating modules and lessons





2. Create a presentation template with your brand colours on MS PowerPoint or Keynote

A person wearing a red and blue plaid shirt is gesturing with their hands in a meeting room. In the background, another person in a grey sweater and white shirt is visible. A laptop on a table displays a presentation slide with various charts and text. The scene is set in a professional environment with a dark background.

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

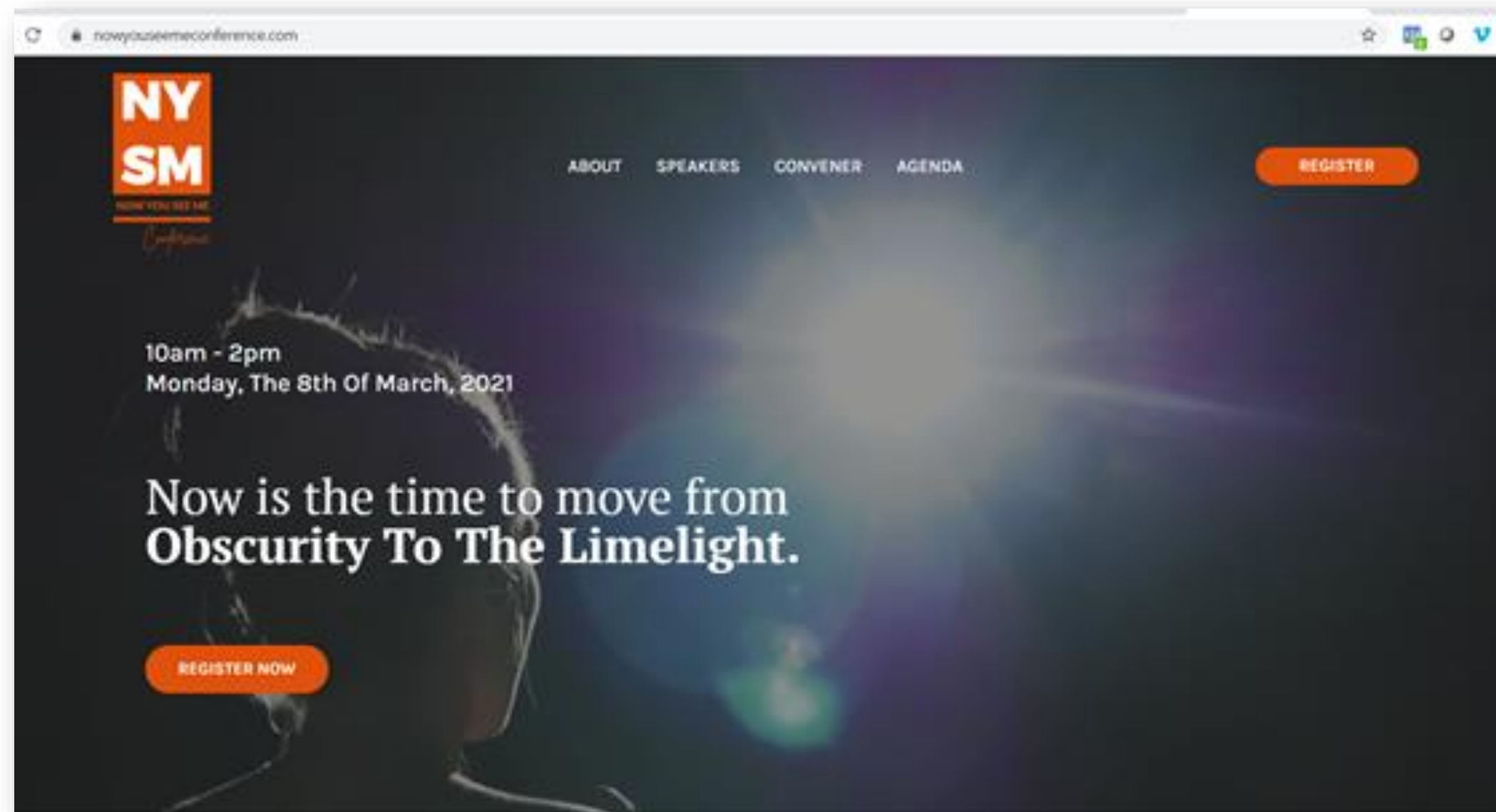


4. Use live video to increase brand awareness and trust



**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

A 3D red puzzle piece is the central focus, positioned on a background of many interlocking puzzle pieces. The background pieces are light gray with a subtle embossed effect. A dark blue horizontal band is overlaid across the middle of the image, containing the word "Conclusion" in white, bold, serif font.

Conclusion

A photograph of a white notepad with a black pen and blue checkmarks in diamond shapes. The notepad is on the left side of the image, and the pen is on the right side. The background is a dark blue gradient.

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

- <https://www.goodreads.com/quotes/331054-but-out-of-limitations-comes-creativity>
- https://www.ilo.org/empent/areas/socialfinance/WCMS_745858/lang-en/index.htm
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- <https://www.arlo.co/blog/the-impact-of-covid-19-on-the-training-industry>

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Q & A