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

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 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