

## Online Course Content Research

### Introduction

This research document summarises the market for digital courses on online course creation and selling products online. Both are part of an overall industry known as 'How to Make Money Online'. In today's digital age and information era, online businesses with low barriers to enter are hugely popular. But therein lies a problem. They're everywhere. Consumers don't know which course to take, which expert to trust. Nor do they know which platform to trust, equipment to use, product to sell or marketing channel to use.

Accordingly, this research focuses on those core pain points and also includes some competitor analysis. Sources are included throughout and the Resources section outlines additional data.

### Consumer Pain Points - Course Curators

#### 1. Sales and Marketing

The proliferation of online courses means consumers (i.e. students) are spoilt for choice when it comes to course and teacher selection. From cooking to crafting,

speaking to sign language, most topics are covered by multiple course curators. The abundance of options means it's critically important that courses stand out with their marketing and sales efforts. But most course curators don't know how to stand out. Here are the key takeaways from frustrated course curators:

- I don't have the marketing skills across social, search and paid to market my courses effectively
- I don't have the existing network to leverage or launch my course
- I'm not confident in marketing myself personally (i.e. I don't want a personal brand)

Possible Solutions:

- Courses need to cover essential marketing skills (copywriting, ads, referrals and so on)
- Consider sending referral traffic to agencies (i.e. recommending agencies in return for commission)
- Platforms need to deliver sales and marketing tools including automation

Sources:

- <https://www.quora.com/How-can-I-sell-my-online-course-better>
- <https://www.quora.com/What-are-the-best-courses-on-making-money-online>
- [https://medium.com/@rakesh\\_43004/the-biggest-challenge-faced-by-online-course-creators-today-a99a546482e5](https://medium.com/@rakesh_43004/the-biggest-challenge-faced-by-online-course-creators-today-a99a546482e5)

## 2. Platform Saturation and Uncertainty

From Thinkific and Kajabi to Teachable and many more, there are a number of LMS and other technology platforms to assist entrepreneurs in their course delivery. But many consumers simply don't know where to start and what the best platform is. This has slowed consumers down and overwhelmed some consumers so much that they never got started. Complex pricing models, a lack of training content and a poor UI/UX are common frustrations. Here are examples from course curators summarising the different platform pricing models:

- Some charge on each sale
- Some charge a fixed monthly or annual fee
- Some charge for paid module upgrades

Possible Solutions:

- A course or content that helps contacts choose. I.e. 'Which platform to us' (you could earn commission for referrals.
- Platform specific content. I.e. 'How to set up your online course using Kajabi'

- A course or tips that remove the middleman. I.e. 'How to build your own course membership site with Wordpress and Stripe'

Sources:

- <https://www.quora.com/How-to-create-best-online-courses>
- <https://www.quora.com/How-do-you-create-a-successful-online-class>
- <https://www.quora.com/How-do-you-create-a-successful-online-class>
- <https://www.quora.com/How-much-can-you-make-on-online-courses>

### 3. Content and Presentation Confidence (or lack thereof)

There are two types of people that create courses. The first group are experts. Subject matter experts who genuinely want to share their knowledge with the world. Their knowledge is hard-earned and respected. This group might have the content confidence but may lack the presentation skills.

The second group are entrepreneurs and opportunists who see an opportunity to create passive income with course content. However, they aren't necessarily content experts. Thus, they lack the confidence to be able to front and sell their courses. These are the questions that they're grappling with prior to launching their courses:

- 'Why would someone sign up to my course?'

- 'They could just get the information from Google?'
- 'I don't have the respect, trust or background to deliver this course'
- 'If I've never delivered lessons in person, why would someone sign up to my online course?'

#### Possible Solutions

- A course dedicated to content delivery, public speaking, presenting and confidence (this is relevant for both subject matter experts and novices)

#### Sources

- <https://www.quora.com/What-is-so-difficult-about-creating-online-courses>
- <https://www.quora.com/What-are-the-detailed-steps-to-create-an-online-course>

#### 4. It Makes Me Look Cheap / I Don't Know How to Price My Course

Selling a course for \$99, \$199 or \$299 can make a consultant look cheap. Or at least that's the barrier and perception for some people thinking about entering the online course industry. It's particularly relevant for experienced consultants who can charge thousands for a day of work. Selling their IP for just a few hundred dollars dilutes their brand and the value of their consulting.

## Possible Solutions

- A course that explains 'how to pitch your course at a higher price point'
- A course on the pricing and unit economics of online courses (i.e. setup costs, hosting costs, marginal cost of additional students and how that's just sensible business not brand dilution)
- A course that includes elements of consulting (i.e. breakout Q&A sessions, paid one on ones, face to face webinars or seminars).

## Sources:

- <https://www.forbes.com/sites/piasilva/2017/11/22/youre-not-ready-to-build-an-online-course/#31311607504f>
- <https://www.quora.com/What-is-the-best-site-to-learn-online-courses>

## 5. I Don't Have an Existing Audience

Most experts recommend launching an online course only when you've built a big enough audience to sell it to. It's simply too hard to sell the course otherwise, they say. Audiences are built with valuable gated content — eBooks, playbooks, guides templates and newsletters.

New course curators worry that they don't have an active engaged audience to launch their course to.

Possible Solutions:

- Courses that focus on the pre-course marketing activities
- Partnerships and cross-promotion advice and facilitation

Sources:

- <https://www.learningrevolution.net/online-course-creators-fail/>
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Consumer Pain Points - Amazon and eBay

### 1. Competition is Cutthroat

Many of us know that selling products on eBay and Amazon can be lucrative. With FBA and dropshipping options, now you don't have to be responsible for holding stock or fulfilling orders, you only have to be an excellent marketer to make a tidy income. However, Amazon is incredibly competitive. For every product there are hundreds of competitors. And rather than racing to the bottom and competing on price, sellers want to compete on search engine results, product descriptions and marketing. However, sellers don't know how.

#### Possible Solutions:

- In addition, to 'How to Sell on eBay and Amazon', courses like 'How to stand out on eBay and Amazon' could work
- A course about 'Finding a niche', 'Finding the next big consumer product trend' or 'Finding a segment with less competition'
- Micro courses on 'Product Descriptions for Amazon or ' eBay pricing strategies'

#### 2. The Initial Investment can be Intense

When dropshipping isn't an option, sellers will need to rely on FBA. But to do that they have to buy \$30,000 worth of goods, package it all up and buy boxes and ship them all to Amazon.

#### Possible Solutions:

- A course that details 'How to start selling on Amazon and eBay without upfront stock (i.e. dropshipping'

#### Sources:

- <https://www.reddit.com/search/?q=how%20to%20sell%20on%20amazon>
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## Additional Consumer Insight - Online Courses

### 1. Trust

A common trend in forums, Google searches and anecdotal feedback is that courses offering advice on 'How to make money selling on eBay and Amazon' need to be taken with a grain of salt. Some internet correspondents don't believe successful sellers would be giving away their secrets and potentially increasing their competition. For example, *'Why are the expert sellers on eBay and Amazon waste their time selling courses to teach people "how to sell online", if their financial income is great'.*

This shows there's a lack of trust in current course curators and an important lesson for other course curators to learn. That is, they need to build trust in their marketing messages and earn respect by proving their credentials.

### 2. Lack of Differentiation in Course Content

Almost every subject in the world is now covered in an online course. There's no new content, only content that is better than the others in the same field. But duplicate content has limited value. On the other hand, a unique course has more value, greater reach and a higher likelihood of success. It makes marketing much easier, word of mouth referrals easier to come by and the first move advantage

that is craved by entrepreneurs. The overwhelming feedback online is that there are no new courses that can be monetized online.

#### Possible Solutions

- Changing the boundaries as to what can be taught online (e.g. one to one customised course content, physical skills)
- Change the boundaries as to what is included in course materials (e.g. templates, product lists etc.)
- Find uncharted course and content territory

#### Sources:

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#### 3. Lack of Audio / Visual Skills

One of the biggest challenges for would be course curators is that they're not natural salespeople, presenters, storytellers or confident public speakers. Even without a live audience, they're nervous about their ability to deliver a compelling message. They often also lack the skills to setup equipment, edit video and audio and add illustrations, animations and other graphics that make course content more memorable.

#### Potential Solutions:

- Cover these pain points in the dedication course lessons or modules
- Partner with the best equipment suppliers to generate referral commission
- Partner with agencies to offer editing (i.e. supplementary services)

#### Sources:

- <https://www.learnworlds.com/how-to-create-an-online-course/>
- <https://baileyrichert.com/10-hard-truths-no-one-tells-you-about-launching-a-high-value-online-course.html>

#### 4. Reputational Damage and Scam Connotations

You only have to quickly search for Sam Ovens or Dan Henry to find that a lot of consumers, potential students are worried that they are scams. They're not. You genuinely get the content they offer, but that doesn't change people's perceptions. It's a natural consequence of Tall Poppy Syndrome and a regular response to success. People see Sam Ovens in his fancy apartment, they see his income figures and worry that it's all a big scam.

This probably can't be avoided and therefore some course curators are anxious to put their name and family name through the mud.

#### Possible Solutions:

- Content that is valuable won't be categorised as a scam. That is crucial. Therefore, someone needs to teach course curators how to create valuable content.
- Quality control of content. User feedback groups. Focus groups. For example, a product / service that asks students to take the course as test students and give feedback; ultimately improving the course before it goes 'live'

## 5. No One Completes Online Courses

Unfortunately, those who sign up for online courses never complete them. That's a worry because you" struggle to get honest reviews and referrals from people who haven't completed the course. To make matters worse, even the most sophisticated marketing automation reminders and triggers don't help. Consumers of digital courses are digital hoarders, dreamers and not doers. They procrastinate, jump on the next big thing and have a massive fear of missing out. This might not matter if they pay for the course up front, but it matters for testing your content, getting feedback about follow up courses, getting reviews, improving rankings and building a base of consulting clients

## Competitor Analysis

There are two main competitors that we researched. Both are expert salespeople and marketers, relying heavily on social media advertising. They are also divisive. Some consumers hate them and their content and some of them love it.

### Sam Ovens

[consulting.com/consulting-accelerator](https://www.consulting.com/consulting-accelerator)

Sam Ovens is deliberately attention-seeking and confronting. He dismisses funnels, buyer journeys and challenges other digital marketing experts. His course prioritises product over marketing, but also includes mindset advice, advertising advice, sales advice and amplification measures.

### Areas to Differentiate:

- Some of the content is too long. Online reviews complain that the videos and sections are too time-consuming. That means the content isn't engaging enough or it's repetitive. Courses shouldn't be measured by the time they take but the value they deliver.
- Humility: Many will be put off by Sam's blatant wealth flaunting. Instead of providing evidence of his success it tends to grate some potential customers.

## Reviews:

- <https://jacobmcmillen.com/sam-ovens-consulting-accelerator-scam/>
- <https://www.mysamovensreview.com>
- <https://www.quora.com/What-do-you-think-about-Sam-Ovens>
- <https://luvinitconsulting.com/consulting-accelerator-review/>

## Dan Henry

[Soldoutcourses.com](https://soldoutcourses.com) / [getclients.com](https://getclients.com)

Similar to Sam Ovens, Dan Henry is a smooth talking course host who specialises in start up business growth; mainly through Facebook Ads and ClickFunnels. The pain point that Dan Henry is largely addressing is marketing; helping entrepreneurs acquire customers through low cost ads (including retargeting) and automated backend systems.

## Areas to Differentiate:

- Courses over consultants. Both Sam and Dan help established businesses get more clients and grow. But there's definitely a space for help before a business is established. I.e. How to start...
- Free value. There could be an opportunity to build trust with free content (first lesson free, free eBooks) as a lead generation tool. But to differentiate,

this content has to be incredible and regular. Build trust through knowledge, expertise and value and your customers will come.

#### Reviews:

- <https://howtoentrepreneur.com/getclients-com-review>
- [https://www.reddit.com/r/socialmedia/comments/5vpr0z/has\\_anyone\\_taken\\_a\\_paid\\_facebook\\_ads\\_course\\_by\\_a/](https://www.reddit.com/r/socialmedia/comments/5vpr0z/has_anyone_taken_a_paid_facebook_ads_course_by_a/)
- <https://www.onlinecoursesreview.org/dan-henry/>

#### Resources

Search Engine Traffic - Online Courses (Source: SEMRush)

Keyword	Volum e	KD %	CPC \$	Com .	SF	Results in SERP
<a href="#">how to create an online course</a>	1,300	58.22	9.22	0.88	3	<a href="#">2.5B</a>
<a href="#">how to sell online courses</a>	390	67.28	2.7	0.74	4	<a href="#">720M</a>
<a href="#">how to make an online course</a>	320	76.88	6.75	0.77	3	<a href="#">3.2B</a>
<a href="#">how to teach online courses</a>	260	67.43	3.15	0.77	4	<a href="#">549M</a>
<a href="#">how to build an online course</a>	210	66.68	4.95	0.76	2	<a href="#">1.9B</a>

<a href="#">how to create an online course for free</a>	210	64.62	4.5	0.75	3	<a href="#">2.6B</a>
<a href="#">how to develop an online course</a>	170	65.92	6.27	0.78	3	<a href="#">945M</a>
<a href="#">how to create an online course pdf</a>	110	64.34	5.77	0.9	2	<a href="#">1.6B</a>
<a href="#">how to market an online course</a>	110	58.95	3.6	0.56	4	<a href="#">1.6B</a>
<a href="#">how to complete an online course</a>	90	74.83	0	0.39	2	<a href="#">2.5B</a>
<a href="#">start asl free online course</a>	70	73.7	0	0.1	2	<a href="#">37.7M</a>
<a href="#">start asl online course</a>	70	69.7	0	0	4	<a href="#">28.9M</a>
<a href="#">start your own business course online</a>	70	82.07	17.3	0.94	1	<a href="#">1.7B</a>
<a href="#">starting an online course business</a>	70	63.92	13.1	1	3	<a href="#">956M</a>
<a href="#">how to start an online course</a>	50	70.12	7.9	0.79	3	<a href="#">3B</a>
<a href="#">how to start an online course business</a>	50	71.18	12	0.91	3	<a href="#">2.9B</a>
<a href="#">starting an online course</a>	50	68.1	10.6	0.83	2	<a href="#">1.8B</a>
<a href="#">how to start your own business online course</a>	30	77.99	16.1	1	2	<a href="#">2B</a>
<a href="#">start &amp; scale your online store course</a>	30	71.65	0	0.29	0	<a href="#">455M</a>

Make Money Online Keyword Research



Keyword	Volum e	KD %	CPC \$	Com	SF	Results in SERP
<a href="#">make money online courses</a>	110	71.04	5.46	0.6	2	<a href="#">0</a>
<a href="#">how to make money selling courses online</a>	70	70.24	6	0.78	3	<a href="#">2.3B</a>
<a href="#">best courses to make money online</a>	50	75.22	7.12	0.37	2	<a href="#">2.5B</a>
<a href="#">how much money can you make selling online courses</a>	40	66.48	5.6	0.55	2	<a href="#">4.3B</a>
<a href="#">how to make money teaching online courses</a>	40	67.19	7.9	0.71	2	<a href="#">574M</a>
<a href="#">make money creating online courses</a>	40	68.1	5.25	0.84	4	<a href="#">1.2B</a>
<a href="#">online courses that make money</a>	40	70.24	4.67	0.75	2	<a href="#">858M</a>
<a href="#">courses to make money online</a>	20	68.34	5.33	0.65	2	<a href="#">860M</a>
<a href="#">do online courses make money</a>	20	71.38	0	0.46	3	<a href="#">4.8B</a>
<a href="#">how to make money selling online courses</a>	20	66.55	4.38	0.64	3	<a href="#">2B</a>

Selling Online Questions (Source: BuzzSomo)

If I have sell online, do I have to setup PayPal to accept different currencies?

Is it legal to write erotic romance in Pakistan and sell online as an e-book?

Is it easier to sell online to the general public or business?

What legal documents do I need to sell online certification courses in digital marketing for Indian college students?

Is lego a profitable product to sell online? And how does one get cheap lego to sell online, buy in bulk from suppliers?

What are the demand products in mobile accessories and which is suitable to sell online?

Is passive Income a real thing or is it a scam to sell online courses and ebooks? Because it is

What can I sell online back to China from Australia?

Can you sell online a physical product in "Pre-Order" without having a company?

What's the best way to take a photo to sell online merchandise that doesn't include a person?

What makes a good product to sell online?

What can I sell online to make money?

What can I sell online?

Where to sell online codes?

How to use social listening to find the first product to sell online? No brand, customers, or

What is the most interesting fact, or best testimonial for or about what you sell or plan to sell online, or elsewhere?

Is this authentic? the website specifically says they don't sell online, therefore can't guarantee the product.

How do I find an authorized distributor for general merchandise to sell online?

#### Selling on Amazon Questions (Source: BuzzSomo)

How long do you think it will be this difficult to sell on Amazon?

What name would you pick for a course that teaches you how to sell products and make money on Amazon?

How do I publish an e-book to sell on Amazon?

How to Sell My Book on Amazon?

How can I find products to import and sell on EBAY and Amazon? I do not want to use Amazon scout and as such?

How can I sell product on Amazon? Is there any product benefit to sell on Amazon? How can I add the product on Amazon?

I want to join in Amazon Business to buy goods in bulk and sell the same goods on Amazon retail?

Is it profitable to sell dry fruits like almond and cashew nuts on Flipkart [ <https://www.flipkart.com/> ] and Amazon? How much it will cost to start?

How do I get to know about the upcoming sale on online selling apps like Amazon in advance? Is there any way?

want to start selling online on either b2b or b2c websites like indiamart and amazon. How to start? Any tips will be greatly helpful.

How do people work with Amazon sellers to sell electronics?

in the US (online sales of fashion jewelry, with physical inventory both on and off Amazon). How would I go about selling the business?

How to you get extended warranty if you buy on amazon? i don't even see the 2 cycle oil anywhere to add to order. why do you not sell still?

How much % of MRP does Amazon charge to sell a self-published book on their website?

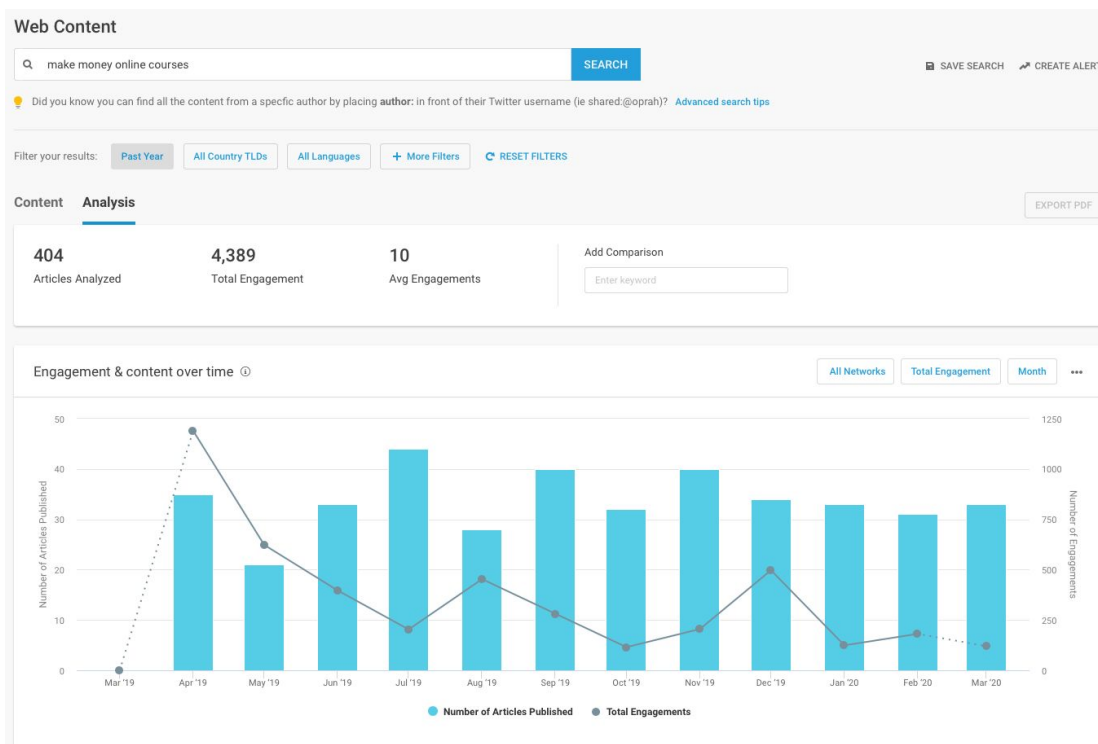
Is this pen guaranteed to be authentic cross ? how can amazon sell for \$80 what cross sells for almost \$200 on their web site ? factory seconds ?

How can I get training in Patna Bihar to sell products on Amazon?

How do I sort a list of products from AliExpress that are easy to sell on Amazon?

Need someone to sell my products on Amazon. I'm in the UK. How do I find someone?

## Selling on Amazon Pieces of Content (Source: BuzzSomo)



## Selling on Amazon Pieces of Content (Source: BuzzSomo)

# Web Content

Q selling on amazon SEARCH

SAVE SEARCH CREATE ALERT

Did you know you can find all the content from a specific author by placing **author:** in front of their Twitter username (ie shared:@oprah)? [Advanced search tips](#)

Filter your results: Past Year All Country TLDs All Languages + More Filters

Content **Analysis**

EXPORT PDF

**5,887**  
Articles Analyzed

**971,413**  
Total Engagement

**165**  
Avg Engagements

Add Comparison

Enter keyword

## Engagement & content over time

All Networks Total Engagement Month

