



HOW TO TEACH ONLINE



Dear Creative,

You might be feeling a lot of feelings right now, and I'm guessing your life may be different today than just a few weeks ago. I know things changed overnight for me. I had 2 in-person workshops planned and 1 business summit. Not to mention a trip to India to work on my new textile line. All that has changed now, and I have a five-year old with me 24/7 and he has school-work. Once I adjusted to the initial disappointment and change of plans. I realized there is no time like the present to be my creative self, and there are a LOT of things that we can do RIGHT NOW. In this guide, I will share with you what you can be doing to take your creative skills online rather quickly. I want you to know there are a lot of opportunities to explore in the midst of current events and I am HERE for you!

THE
CREATORS
PATH



In This Guide

- 1. WHY TO START**
 - 2. WHERE TO START**
 - 3. WHAT TO USE**
 - 4. WHAT TO DO NEXT**
-

Why teach online?

By Hilary L Hahn

Beyond the current day, there are tons of reasons to start teaching online!

- online income
- worldwide reach
- location independent
- no need to travel
- no need to transport supplies & materials
- low overhead

In fact, I already had 2 e-courses for creatives that sold year round. So, I recently added a "live" virtual class. So although, my in-person workshops and privates were cancelled, I was able to take them online and plan a webinar leading up to the postponed Summit. Perhaps, you would like to get started online too? Read on to discover **WHERE** and **HOW** to start!



Where to start

First off, we want to decide **HOW to teach online**

There are 3 methods that you can use:

- 1.On camera
- 2.Slidepacks
- 3.Combination: Screenshares that include camera and slides

For many creatives **on camera** will be the best fit because you will be demonstrating or showing a technique.

Next, decide **WHERE to teach online**

My **TOP 2** recommendations are:

- #1 Zoom an app that can be used for video conferencing and classes
- #2 Facebook groups can be used by going LIVE, and a private group can be created for members who have already paid or joined

Another option that I have used is Instagram LIVE this works well if you have a large following there. People can give by donation only using Venmo in U.S and Paypal internationally.

So now, it's up to you to decide, will you offer pre-recorded videos or **LIVE**? I offer both! My thoughts are that you can always record a LIVE class, edit it and offer it later as a recording if there is continued demand.



What to teach

Workshops, lessons or courses. It's up to you to decide!

Workshops

A workshop is a single event that can be taught in person or online. I LOVE both formats. In general, any workshop that can be taught in person can also be taught online!

This is what I teach in the **Creative Workshop Formula**. I show creatives exactly how to create a workshop, which enables them to build a lifestyle around their skills and talents.

Lessons

A lesson is a single class that focuses on a skill or theme. I often use lessons when I am starting up a group class. You can host virtual lessons, then turn them into an ongoing course.

Courses

Courses are classes that meet on a regular basis. They can cover a topic more in-depth and offer consistent opportunities to learn and share. Courses can be popular.

In my email course, the **Creative Workshop Toolkit**- I teach you how to outline a workshop, lesson or course in 15 days. In this case, a student receives an email with homework every 2-3 days!



What to use

Now, let's consider what equipment to use. First, take an inventory of what you already have, do you have a iPhone or camera?

Do you have a room with good natural lighting?

Here is a list of items for you to consider:

Flexible mini-tripod for iPhone

Camera that records video

Tripod stand

Microphones

Lapel microphone

Microphone

Lighting

Ring Light

I know from experience that with basic equipment such as these you can get started filming good quality videos from your home. Next find out what else you can be doing right now to **GROW!**



What can you do right now?

I hope that you found this information helpful. There is a LOT that you can be doing while you are at home to **GROW**.

Here is a list of things that you can get started on today!

- Mindset work - believe in what you DO
- Plan your next workshop - this is what I teach in [The Creative Workshop Toolkit](#)
- Host a webinar to create awareness
- Build or start your mailing list
- Start serving through LIVE videos
- PIVOT your work or message
- Design a lead magnet
- Serve your clients - HELP them
- Offer value

If you have questions about any of the strategies above join our Facebook group [The Creator's Path](#) ask questions! Our group has a wealth of knowledge and we are here to help you!