

HOW TO TEACH ONLINE



Dear Creative,

In many parts of the world things are opening up, but I think that online teaching is something that is here to stay. I know last March things changed overnight for me. I had 2 in-person workshops and 1 creative business summit cancelled. Not to mention a trip to India to work on my new textile line. Things are different now, and over the past year I have run between 50-100 workshops and classes online. This has helped me to recover any lost income and generate even more. After a few successful dye workshops- I put together a group program- that ran 4x last year- all online, connecting me with artists across the globe. I realized there is no time like the present to be a creative, and there are a LOT of things that we can share RIGHT NOW including online offerings. 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 to guide you!



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
- unlimited time

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- which is now an online group program! Would you like to do something similar?! 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. Combinations: 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 Google hangouts

#2 Facebook groups: by going LIVE for shorter periods, 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 content?**
I offer both! My thoughts are that you can always record a LIVE class, edit it and offer it later as a recording or replay.



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 else 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!



How to launch your course this week!

I hope that you found this information helpful. There is a LOT that you can be do to put your next course into motion.

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

- Join FACEBOOK groups in your area of interest
- Take the Course Copy Challenge
- Build interest in your course with a fundraiser
- Create a 1x workshop
- Create a 3 part course by expanding that workshop
- Host a class that meets on a monthly or weekly basis
- Set up your online offering in Event-brite or similar
- Record your workshop offerings to be sold as digital products
- Host a webinar in Zoom to build awareness
- Plan your next workshop
- Build or start your mailing list
- Start serving through LIVE videos

I hope these strategies help to get the wheels turning! By joining our mailing list you will also receive a Topic Selection Tool to help you come up with your course topic! Book a [strategy session](#) if you are ready to take your course to the next level.