

# HOW TO TEACH ONLINE



"Build authority with your signature online workshop"

*Hilary L Hahn*



## Hey Entrepreneur,

Even though things are already opening up, I know that online teaching is here to stay! The ability to connect, learn, share, create and provide to people across the country, even world-wide is something really special that is revolutionary. In the past 18 months, online learning has enabled me to offer 100 workshops in marketing and creativity. Not only have I recovered from the initial set-back of the pandemic, but I have pivoted and grown.

I want that for all entrepreneurs that have some thing special to offer to the world. Workshops have helped me to grow as a global authority, expand my following and earn income while I scale my business. In fact, I believe that a **Signature Online Workshop** is the key to successfully scaling your business with ease.

Are you ready to start earning an income while growing?

In this guide, I will share with you what you can be doing to take your services online rather quickly, and what is needed to fully SERVE your community.



## In This Guide

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# 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
- free from trading time for money

After filming 2 e-courses, I went back to work on my LIVE workshop offerings and the results are tremendous.

It's true that LIVE workshops can easily be turned into recordings and offered later online. You might be wondering- how do you get that initial following? That is what I teach you inside **Creating Your Signature Workshop Online**. Register in advance to receive the BLACK FRIDAY special pricing!



## 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!

Do you want to fully understand each and every detail of how to offer your online workshop? Register now for [Creating your Signature Workshop Online](#). It's going to be a valuable experience that will never ever be offered at this price again. Best of all, you will receive lifetime access. Build your business and create a lifestyle doing what you absolutely love. You may go on to offer, workshops or a series.

## **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 series.

## **Courses**

Courses are self paced, pre-recorded and can include LIVE elements. They can cover a topic more in-depth and offer consistent opportunities to learn and share. Courses can be easy to sell because there are no time constraints.



## 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. You can purchase it little by little as you **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 are 3 things that you can do today!

1. Join our FREE **FB group for Abundant Entrepreneurs**
2. Jump in to **The Content Formula** and get prepared!
3. Sneak Peak at the **Black Friday Special**

Please contact, [hilary@thecreatorspath.com](mailto:hilary@thecreatorspath.com) with any questions!

## Signature Online Workshop

