

Teaching Your Classes at Learn It Live

A quick guide and some inspirational material for setting up your classes

The Big Picture

Setting up a session on our system is simple, easy and takes very little time. It's a progressive way to connect with your current community in a more creative, intimate, and engaging format - and a chance to connect with new groups, communities, and organizations who can benefit from your wisdom and teaching. In addition, it's an opportunity for creating a new revenue stream from the expansion of your work and message.

Below are the details and some common examples of what our experts have done successfully in the past.

We're very excited to be working with you all to further your success, and create a new education paradigm for the benefit of the world!

Some Basics on Teaching Virtually through Learn It Live

- The session is offered LIVE (from your computer), and also RECORDED for your community and anyone you'd like to view afterwards.
- You have complete control over the timing, pricing, content, and structure.
- You have the ability to offer discount codes, set different pricing on the live vs. recorded sessions (or providing some for free), and to make the class private or public.
- For more detail on about how to GIVE an actual class, we offer Advanced Training sessions for FREE to all our new instructors.

What Does this Look and Feel Like?

Some Potential Class Structures and Common Examples

So you've read the information above, and you're wondering, now what does it actually look like to give a course on the system? How long are these courses, and how frequently do I teach? The short answer is - it's completely up to you. That said, below are some suggestions for successful methods of starting up with LIL and reaching your community (and beyond) in new and creative ways.

Typical Class Structure

- The most common session length is 60 minutes (although sessions can run from 5 minutes to 24 hours or longer if you'd like).
- The most common set-up is to begin with a free, promotional 30-60 minute session or two to give your learners a chance to experience the value of interfacing with you on this platform, which may be new to them.
- Experts then typically chose to monetize their courses after a few initial promotion sessions. Courses can be given as one-off sessions, or in a series (e.g., every Tuesday night at 7:30 PM for 4 weeks - in this scenario, users purchase the whole series at one time).
- A typical price for a first one-off course ranges from \$5-29 per user, while a typical 4-week series would start off at an average of \$29 - \$99.
- For more information on LIL's revenue sharing model, see the Commission Structure document in the Expert Center.

Additional Information on Classes

- While 4-week courses and one-off sessions are our most common examples of class structures, sessions can also be organized in segments of any number of weeks, or even multiple times a week.
- There is no required frequency of giving classes - for example, an expert could give 6 sessions in 1 month, then none for 2 months, and then 2 the following month if that's what worked best with their schedule (of course, we recommend providing some regularity to your programming for the sake of maintaining a continual relationship with your learners).
- In a multi-week course, meeting times and session length can vary from week to week (e.g., if desired, experts can choose to have a 30-minute session in a course repeat multiple times one week, then a 60-minute Q&A session once the next week, etc.).
- Sessions can be offered for free or at cost (as mentioned above, we typically recommend beginning with a free session and monetize once you've become comfortable at LIL).
- Sessions can be made public or private (access code provided).
- Experts can create and offer discount codes (e.g., 25%) to send out to their community to incentivize attendance.

Past and Current Examples

- Andrea Beaman's regular 1-off sessions: <http://lrnit.lv/LvkCp2>
- John Perkin's 3-week course: <http://lrnit.lv/KnaqBf>
- Jeff Kluman's 12-week course: <http://lrnit.lv/JyG65E>
- Diane Elms' \$1575 Certification course: <http://lrnit.lv/LN2xcq>
- Yoga / fitness one-off classes, example: <http://lrnit.lv/LN2Hk0>

Other Possibilities

Other possibilities include workshops, retreats, seminars, appointments with clients, making in-person events virtual, creating a virtual community around a transformation process, teaching lessons, holding symposiums and seminars, starting virtual clubs, creating a new outlet for one of your current business activities, or holding a certification class around your area of expertise - to name a few.

For example, some more specific inspirational ideas could include:

- Deliver a two or three-day certification course virtually over a weekend.
- Offer a "virtual weekend retreat" available to users from their homes, with sessions scheduled regularly featuring relaxation, cooking, etc.
- Provide lessons, counseling sessions, or support groups to your clients.
- Hold virtual, interactive office hours online.
- Monetize any free conference calls or teleconference series events you've been holding and add additional value in the process.
- Build a consistent offering of 15-20 minute "tips and tricks" interactive sessions in your area of expertise for \$1 / pp each and see how large a following you can build.
- Virtualize an annual event you've always held in-person to dramatically reduce costs and increase convenience.
- Start a new service based on helping a certain segment of the population who works from their homes.
- Create a series of regular interactive sessions based around providing regular updates and Q&A to your network / community / client base.
- Host any activity your kids are attending online, allowing people to attend without traveling (e.g., CCD, youth groups).
- Hold an interactive book club online.
- Develop programs for corporations, organizations, and government institutions.

- Create a session to teach users about a hobby you've been enjoying for years.
- Begin a new service to help others with critical education in other countries.
- Initiate a new live, interactive dating service using videoconferencing technology or provide classes on dating.
- Join a new international community, invite them to attend your classes, and display your gifts / deliver your inspiration to the world.
- Form a regular live, interactive meet-up group around a topic that holds value for people, especially where people need support (e.g., new mothers)
- Start a community learning program for people who recently received micro-financing and have Internet access.
- Create a learning community and support group for those who just recovered from certain debilitating illnesses.
- Create an online course available to university and / or high school students.
- Start a live, interactive tutoring business.
- Bring your passion out to those in your community by teaching a new subject you're skilled in.
- Build a network of support for a new project through regular updates and Q&A sessions (e.g., new movies, kickstarter, etc.).
- Form a virtual community around a new type of social media or technology that's interesting, impacting or important to people's lives

As you can see, the possibilities are endless! Be creative, think big!

How to Create a Class

Log-in to your Learn It Live account, and click "Create a Class." See the Expert Center and Instructor FAQs for more information on the logistics.

Your Class is Created - Now What??

Once you've created your class, the next step is to send the link for the class page out to your network, community, fan base, and any other group you'd like to have the possibility to attend. Your learners simply need to click on the link and select "Register" to sign up for the session.

See the Marketing Tips document for more info! Best of luck and happy teaching.

Questions? Contact info@learnitlive.com