



How to sell your course on CGCIRCUIT GENERATING A REGULAR PASSIVE INCOME



INTRO

Online courses are definitely a great way to generate passive income.

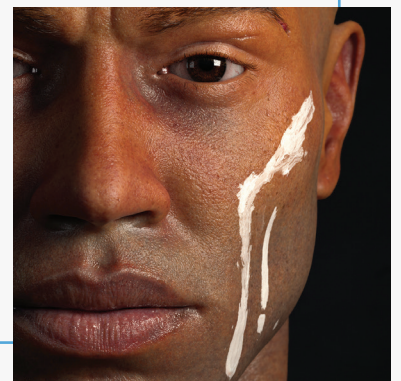
At CGCircuit, it's possible to reach thousands of students worldwide and turn teaching into a substantial part of your monthly income.

Top teachers on the platform see returns of over \$20,000 monthly, creating courses regularly. But, more realistically, you could easily reach the flexibility and freedom to pursue your career and projects you love.

Whether you want to become a full-time instructor or supplement your regular full-time job income by receiving only an additional extra income, CGCircuit is the platform for you.

This guide will provide you with good practices for increasing your sales and generating steady passive income. Clearly, we cannot promise you miracles, a lot depends on you and the value of your content, but CGCircuit certainly helps you focus on what you do best. Sharing your knowledge.

Let's get started.



PUBLISH REGULARLY

In order to build a community that can sustain you on CGCircuit, you need to publish your courses regularly. We recommend at least one in-depth course every 2-5 months and a free small video every week, so your content and your name are always top of mind. Once students complete your first class, they'll be hungry to learn more. So, continue creating courses by taking skills to the next level. This way, you will build an engaged audience that keeps coming back to learn from you.

SHARE USEFUL CONTENT FOR FREE

Here, planning is essential. Think of a series of tutorials and share at least one of them for FREE. It should be the first in the series. Make sure your free course deliver a lot of value for the end user and is related to the next one. Then publish the free and paid course simultaneously. At the end of your free content, you invite your students to purchase your paid course, which offers more in-depth training on the same topic. This is a great way to reach more students and to increase your sales.

Tip: Post the complete free course and the trailer of the paid one to YouTube. Use key search words in the video titles to improve search and discovery. Be sure to link back to CGCircuit in the course description. You can use your profile link for the free course. For the paid ones, you can use the referral link to get 96% of the revenues.

CGCircuit can also use these pieces of content to help promote your tutorial on its networks. This will build confidence and excitement for your tutorial, leading to more purchases.

ENGAGE WITH YOUR STUDENTS

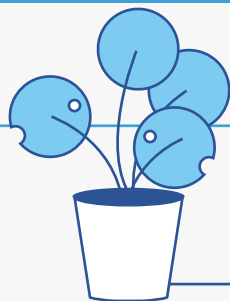
Engaging with your students is extremely important. The best instructors are more than content creators; they spend time interacting with their students. We encourage you to build a loyal student base. Engage them in conversations, respond to their questions, and improve your course based on their feedback.

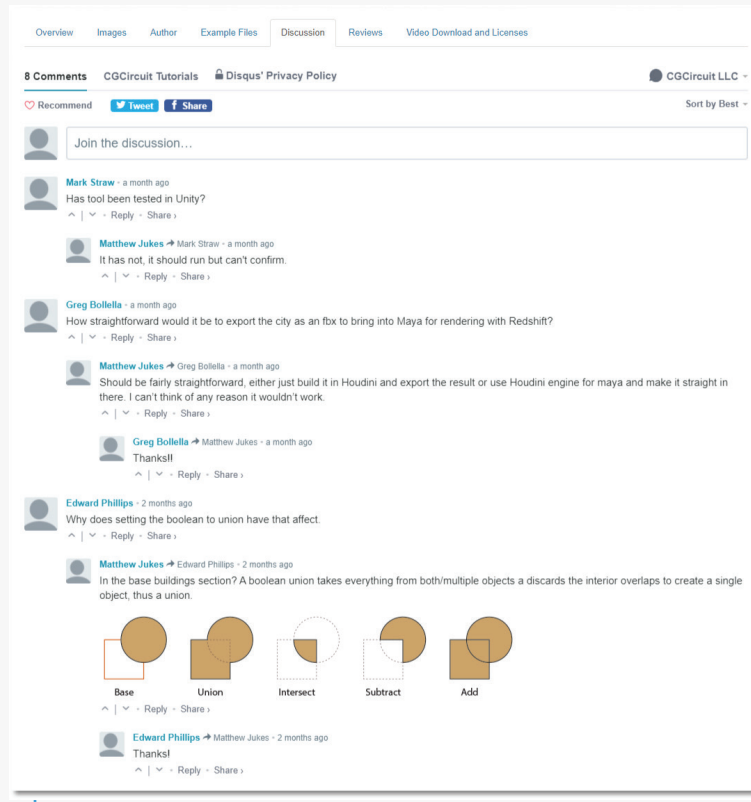
HOW TO ENGAGE WITH YOUR STUDENTS

Subscribe to all the discussion threads for your content. We use DISQUS as a messaging system, so we can't do this step for you. Each published course has a discussion section where students can ask questions, chat with each other, and share tips and resources. This board is a great way to engage your students in community discussions. You can ask questions, call out projects, chat casually, share tips or use it to post your tips or resources. Your own public profile page has also a discussion thread that people may engage you through, so make sure to subscribe to that as well.

We recommend checking every 1-2 days to reply to unanswered questions with your helpful tips and insights.

Note: You need to subscribe for every new tutorial you publish.

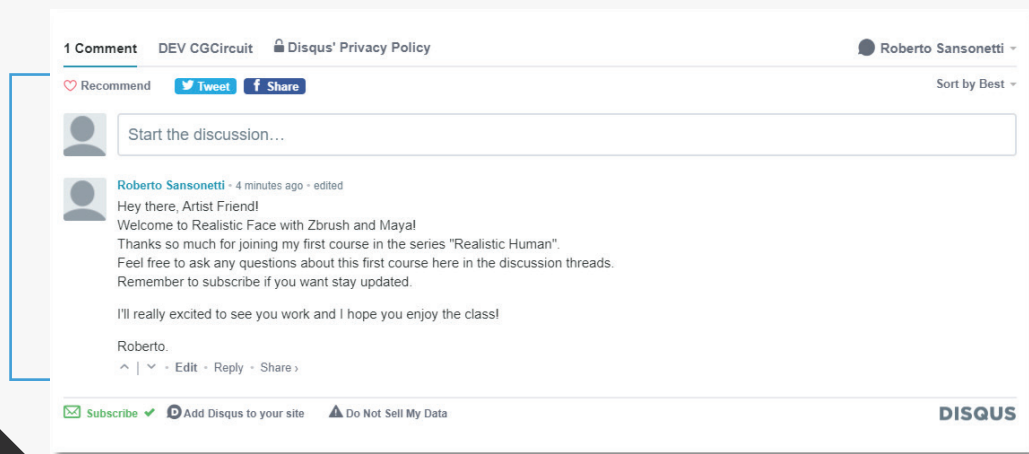




POST A WELCOME MESSAGE

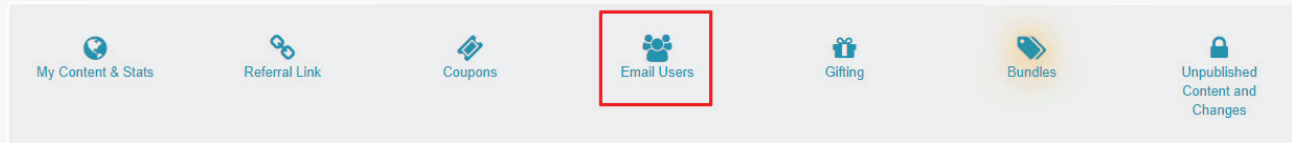
After publishing your course, post a “welcome” message to let them know that you’re available to answer questions that come up along the way

Example:



EMAIL USERS:

You can communicate directly with your students using our mail service by clicking on **My Courses/Teaching** and **Email Users**.



This can be very useful, for example:

- Announcing a new content published.
 - Notifying users who purchased a specific course about an update you made.
- You can select who will receive your mail:
1. When you select **"Select All Courses,"** your message will be sent to all your students.
 2. Users who purchased or added a specific course to the learning library selecting related courses manually.
 3. You can add manually any other email address (comma separated).

Email your users

You can select any of your content from the left and type a message below. The message will be sent to all users who purchased or added the selected content to their library.

This can be very useful for you to announce a new title, or an important update to your content etc.

Currently you have selected:

Select All Courses Deselect All Courses

Type your message here.

From:

info@cgccircuit.com

To: (0 users from your courses.) Add more below - comma separated.

info@cgccircuit.com x contact_us@cgccircuit.com x

Note: We strongly recommend using this service with great caution for the following reasons:

- Too many emails could annoy users, leading them to unsubscribe.
- CGCircuit periodically runs discount campaigns reaching your students too.

BUILD YOUR CREDIBILITY WITH REVIEWS

Prospective students use reviews to decide which courses and instructors are right for them. As an instructor, it's important to collect feedback from your learners since the reviews and ratings of your course establish the credibility of the course.

Start by aiming to get 4-10 reviews when you begin the course.

Student feedback is essential. Negative reviews will allow you to figure out what needs to be improved. Hopefully, the improved course will result in positive reviews. It helps you gain credibility and encourage students to sign up for your course when you have positive reviews.

TIPS FOR REQUESTING REVIEWS ON CGCIRCUIT

- Ask for a review directly in your course by requesting feedback in your introduction video and in between lectures.
- Reach out to your students through announcement emails. Let them know that their opinions matter and will assist you in improving the course material and overall learning experience for future learners.

Note: If you decide to use the CGCircuit email with the sole purpose of requesting a review, be sure to do so at least 1 month after publication. You can only do this once for each course.

- Request a colleague in your field to watch your course and leave an honest review. You should ask him to include his own professional expertise in the review so learners can see how suitable the course is for them. Note: Option ally, you can encourage your colleague by gifting him your content through our "Gifting" tool.

 My Content & Stats

 Referral Link

 Coupons

 Email Users

 Gifting

 Bundles

 Unpublished
Content and
Changes

SPREAD THE WORD

Use your referral link to promote your new class launch on all your social media channels – Facebook, Twitter, Instagram, Pinterest, YouTube, etc.

Post a teaser video or cool pre-launch image. Share your class on as many social platforms as you can (regardless of how few connections you have on such platforms). Make your post enticing by including an image or a video from your class. Then, after your course launch, post another message to remind your followers to take a look at it.



BIO PROFILE INFO

“Credibility” is one of the most important considerations when choosing an online course, so it's crucial to establish your expertise and knowledge in your Instructor Profile to boost students' confidence.

This is the space dedicated to showcasing your expertise and knowledge.

Best Practices:

- Your Instructor Bio should relate to your course topics. For example, if you're teaching rigging, emphasize your rigging skills and background. Do you teach courses on multiple topics? Include your expertise in all the topics in you bio.
- Show potential students that you are a real-world expert by including social proof.
- Have you ever worked for large companies? Name them. Your bio is more interesting with real-world examples.
- Include a high-quality picture of yourself. Establish more trust with your students by sharing an image of yourself. If you are publishing as a company, you should include a logo.

Note: How to properly setup your profile on CGCircuit?
Make sure you watch this [video](#).

