



# Profitable Tutorials

## in 4 steps

HOW TO CREATE TUTORIALS THAT SELL

# Speakers introduction

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RIGID BODIES SIMULATION TD @ ILM



# About CGCircuit

- Tutorial platform
  - Different kinds of tutorials
  - Promotion help
  - We help bring content over
- Contact us at [info@cgcircuit.com](mailto:info@cgcircuit.com)



# About this Webinar

- Divided in 4 sections
- Between 1 and 2 hours
- Conversation at the end of each section
- Enter questions during the webinar
- Answering questions at the end of the Webinar
- Email answers if no time
- Recording available for a limited time



# About this process

- Great success rate
- Not the only way for success
  - Start smaller
  - Adapt with your audience





# Research

STEP 1

- Look around for content on the same subject
  - Check for the following (in order of importance):
    - Number of views
    - Number of comments
    - Number of replies to other comments
    - Number of Likes
  - Popularity score to 10-50 courses you find



- *Visit the 5 courses with the highest popularity score*
  - *Take note on:*
    - *Audience main pain point from comments*
    - *What people like/don't like*
    - *Give it your "spin"*
    - *The most common terms people use (keywords)*
  - *Write down the biggest takeaways*
    - *Keep them always in front of you*





- *Where does your audience hang out?*
  - *Facebook Groups*
  - *Forums*
  - *Twitter Hashtags*
  - *Blogs*
  - *Podcasts*
  - *and more*





Discussion..



# Planning

STEP 2

- Tutorial Planner: how to use it
  - The main subject
    - If more than 4 words, then refocus
- Viewer Benefits
  - Be very specific, this will help with research and promotion
    - Example: *“People who have never rigged anything in their career will have a basic understanding of the rigging concepts used in a production environment”*
- Audience
- Takeaways
  - Try to complete the sentence: *My audience will be able to...*



- *Mark your calendar*
  - *Tell your friends you will make this course*
  - *Talk about it with your spouse*



- **Course Outline**
  - Start with the subject (title)
  - Write down the main large topics
  - Now break down these large topics in smaller ones
    - These will be the titles of your videos
    - Break down more if needed
  - [optional] intro and outro for each video
- **Cross reference the outline with your research**
  - Answer these questions
    - How is my course addressing my audience's pain points?
    - Do I have a video that specifically addresses what users didn't like about other courses?
    - Do some of my videos titles have those keywords I wrote down during my research?



# Outline

## Character Rigging Techniques

### 1. Intro and Base Controls

#### Videos:

- Introduction
  - **Intro:** *hello there! Welcome to this workshop on the world of rigging! We are going to explore how to professionally rig a biped character.*
  - **Outro:** *Alright, with that in mind, let's get started!*
- Example files
  - **Intro:** *Before we begin, let's talk a little bit about how I organized the example files for this course*
  - **Outro:** *Cool, so now that we understand how you can use the example files provided, let's talk a bit about Automation.*
- Automation
- Related tutorials
- Naming conventions
- Space switching
- Scripting: auto naming
- Scripting: auto animation control
- Scripting: Automate space switching

### 2. Rigging a Flexy Spine

#### Videos:

- Initial Setup
- Proxy mesh
- Flexy Mesh creation
- Rigging Flexy Mesh
- FK IK with no switch
- Connect Spine to skeleton
- Scene cleanup
- The COG [control](#)

### 3. Head Neck, Jaw and Eyes

#### Videos:

- Chapter intro

# Final upload

The screenshot shows a video management interface. On the left is a sidebar with navigation options: Create Content, Content Type, Info, Workshop Info, Audience, Videos (selected), Media, Promo Video, Help, About this page, Planning, and Recording. The main area is titled 'Videos' and includes a 'Next >' button. A note states: 'Remember to create videos that are not too long. On average, a single video should be 7 minutes in length and should never be over 20 minutes.' Below this, requirements are listed: 'Requirements: Minimum resolution 1280x720, Accepted formats: .mp4, .mov, .avi'. The interface is organized into weeks. 'Week 1' contains a section titled 'Introduction and Base Controls' with a list of 9 videos: Introduction (54s), Example Files (1m 22s), Automation (3m 51s), Related Tutorials (1m 37s), Naming Convention (6m 7s), Space Switching (4m 21s), Scripting - node naming (6m 11s), Scripting - create an animation control (9m 12s), and Scripting - create space switching (6m 49s). 'Week 2' contains a section titled 'Rigging a Flexy Spine' with one video: Spine Initial Setup (2m 30s). Each video entry includes a 'Replace Video' button and a trash icon.

- *Reference your tutorial planner*
  - *Answer these questions*
    - *From the list of my videos, is it apparent the “Benefit to your viewer”?*
    - *Can I add (or remove) any topics that are useful for my Audience?*
    - *For each topics write down what the viewer would be able to do after watching*
  - *Outline is easy to change*
  - *Print your outline and keep it at your desk*







Discussion..

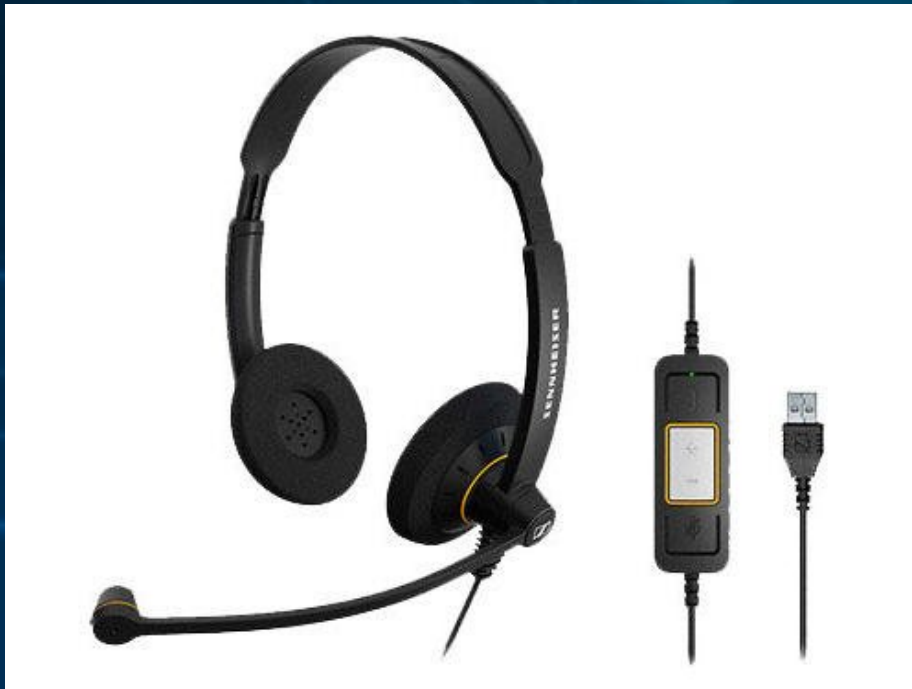


# Production

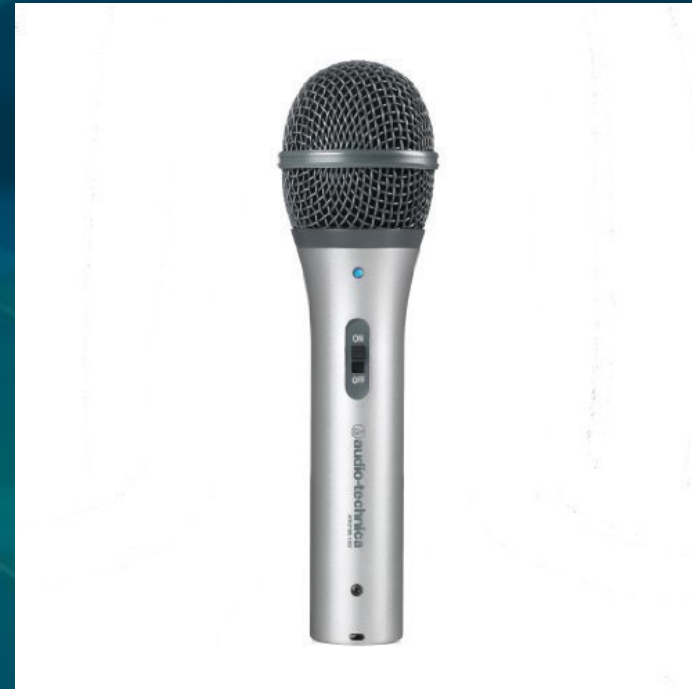
STEP 3

# Microphones

SENNHEISER SC60  
\$40 ON AMAZON



AUDIO-TECHNICA ATR2100  
\$64 ON AMAZON



# Capture software



TechSmith Camtasia 2018™



# Camtasia Key Features

- Record Screen
- Multi track editing
- Annotations
- Transitions
- Animations
- Voice narration
- Audio/Visual Effects



# Other recording tools

- Screencast-o-matic
- OBS Studio (it includes a Linux version)



# Recording

- Disk location for your project
  - Dropbox folder (or similar)
- Videos naming convention
  - 1.001 – Squash and Stretch.mp4
- Recording checklist
  - Mic position relative to mouth
  - Volume level
  - Light setup (if you are recording from your webcam)
  - Course Outline in front of you



# Recording

- Test Recording
- Recording tips
  - Continue recording when making a mistake
  - Optimal video length: 5-7 minutes





# Editing

- Remove any mistakes
- Enhance the experience:
  - Title animation
  - Annotations
  - Display shortcuts
  - and more..



# Description

- Describe how your course helps
- Think Keywords and SEO
- Who is the Course for and NOT for
- First sentence most important:
  - Examples of first sentence
    - Pain point and solution
    - What viewers will be able to do after watching



# Imagery

- As appealing (to your audience) as possible
- Something people recognize
- Think brand
- Think promotion
  - Social media images
  - Youtube Thumbnail



# Promo videos

- Main promo video
  - 1-2 minutes long
  - Show interesting parts of the course
  - Be clear about:
    - Who the tutorial is for/not for
    - What will viewers be able to do after watching
    - Example files (if worth it)
- Promotional Magnet
  - Video to give out for free
  - Section of course with voice narration (value!)





Discussion..



# Publish and Promotion

STEP 4

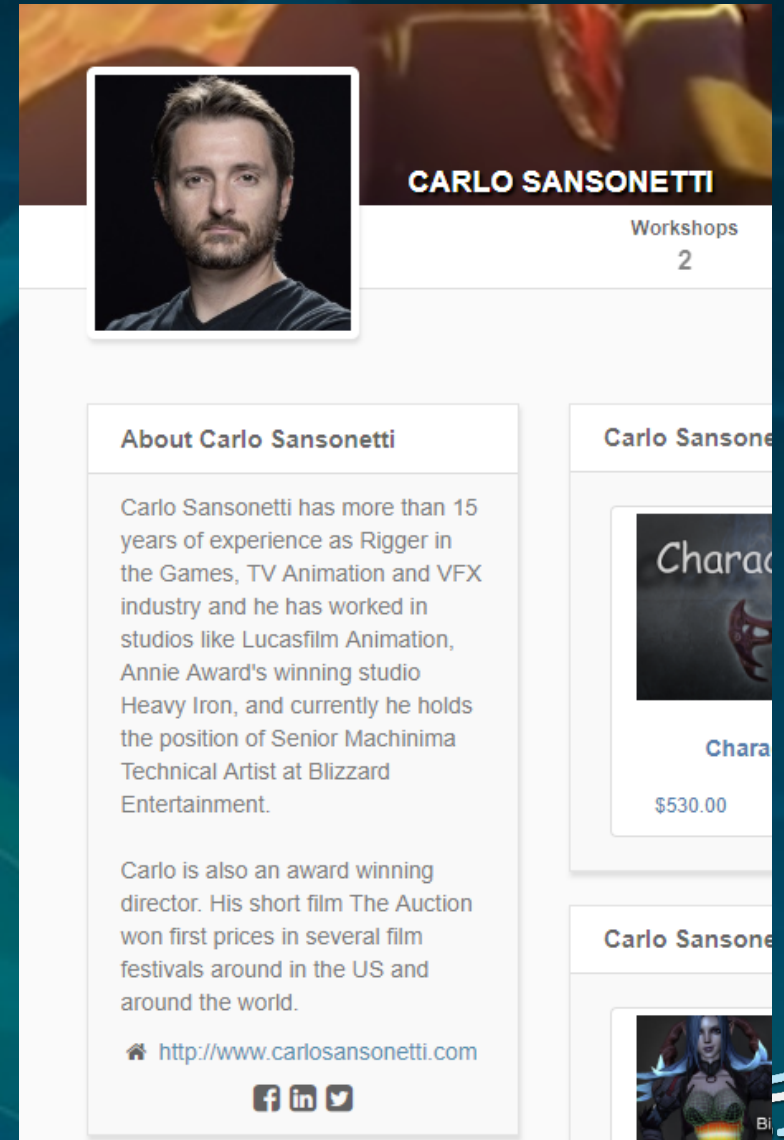
# Choose a platform

- Is it easy to be found?
- Platform subject focus
- Promotion offering
- Payment system
- Video protection



# Your profile

- Complete your profile 100%
- As much info on you as possible
- Post images of your work
- Use a good picture of yourself



The screenshot shows a professional profile for Carlo Sansonetti. At the top, there is a profile picture of a man with a beard and a header with the name "CARLO SANSONETTI" and "Workshops 2". Below this is an "About Carlo Sansonetti" section containing two paragraphs of text and a website link. To the right, there are partial views of other profile sections, including one titled "Carlo Sansone" with a character image and a price of "\$530.00". At the bottom right, there is a small image of a character and a blue icon with arrows.

**CARLO SANSONETTI**  
Workshops  
2

**About Carlo Sansonetti**

Carlo Sansonetti has more than 15 years of experience as Rigger in the Games, TV Animation and VFX industry and he has worked in studios like Lucasfilm Animation, Annie Award's winning studio Heavy Iron, and currently he holds the position of Senior Machinima Technical Artist at Blizzard Entertainment.

Carlo is also an award winning director. His short film The Auction won first prizes in several film festivals around in the US and around the world.

<http://www.carlosansonetti.com>

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\$530.00

**Carlo Sansone**  
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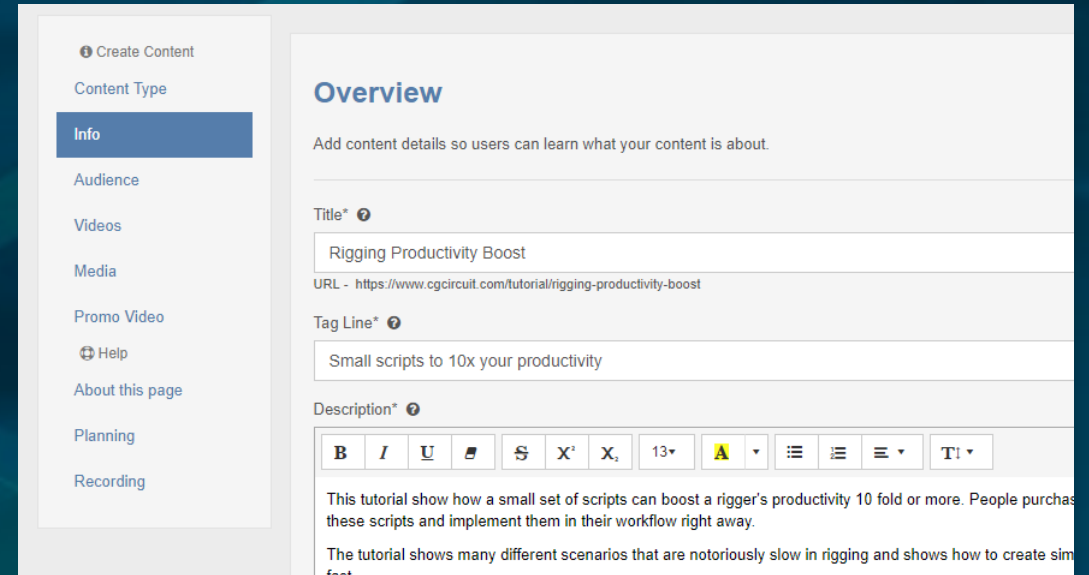
# Analytics

- Enter Google analytics ID
  - Track the following:
    - How many people visited
    - Referral sites
    - What course they visited more
    - Bounce rate
    - Course with more bounce rate



# Upload content

- Use research data for
- Choose a price
  - Think of value
  - Your rate



The screenshot shows a content management system interface. On the left is a sidebar with a menu: 'Create Content', 'Content Type', 'Info' (highlighted), 'Audience', 'Videos', 'Media', 'Promo Video', 'Help', 'About this page', 'Planning', and 'Recording'. The main area is titled 'Overview' and contains the following fields:

- Title\***: Rigging Productivity Boost
- URL**: <https://www.cgccircuit.com/tutorial/rigging-productivity-boost>
- Tag Line\***: Small scripts to 10x your productivity
- Description\***: This tutorial show how a small set of scripts can boost a rigger's productivity 10 fold or more. People purchas these scripts and implement them in their workflow right away. The tutorial shows many different scenarios that are notoriously slow in rigging and shows how to create sim fast

Below the description is a rich text editor toolbar with icons for Bold (B), Italic (I), Underline (U), Strikethrough (ABC), Link (X), Unlink (X), Font Color (13), Background Color (A), Bulleted List, Numbered List, Indent, and Text Color (T).



# Promotion strategies

- Promo video Magnet on YouTube or Vimeo
- Share on Facebook and boost post
- Use platform tools
- Share course where your audience hangs out
- Reach out to blogs and podcasts





Discussion..

# Last words

- Don't get stuck on perfection
- Start small if necessary
- Always ask for feedback from your viewers
- Want step by step help from Research to Promotion?
  - Contact us at [teachmehow@cgccircuit.com](mailto:teachmehow@cgccircuit.com)

