Profitable Tutorials
in 4 steps

HOW TO CREATE TUTORIALS THAT SELL

Speakers introduction

CARLO SANSONETTI

CO-FOUNDER OF CGCIRCUIT

STEVEN KNIPPING

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

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

- Tutorial Planner: how to use it
  - The main subject
    - If more that 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 carrer 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

Final upload

- *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*

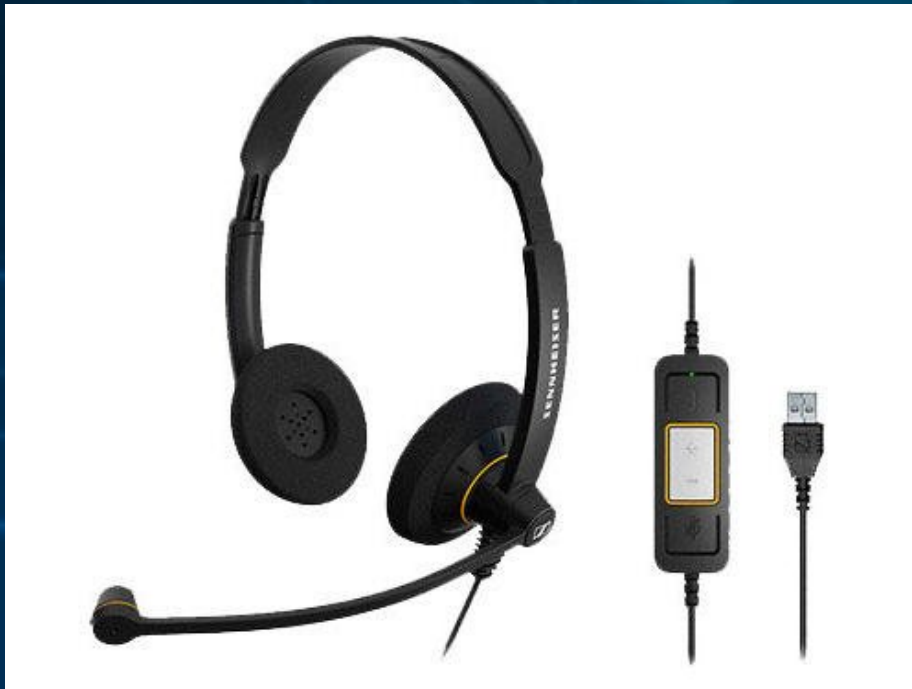- *Print your outline and keep it at your desk*
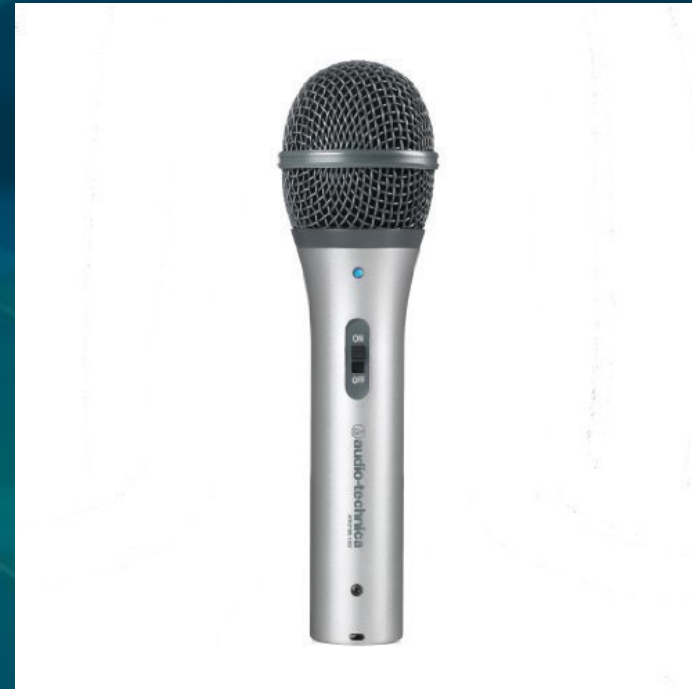
Discussion..

Production

STEP 3

Microphones

SENNHEISER SC60
$40 ON AMAZON

AUDIO-TECHNICA ATR2100
$64 ON AMAZON

Capture software

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
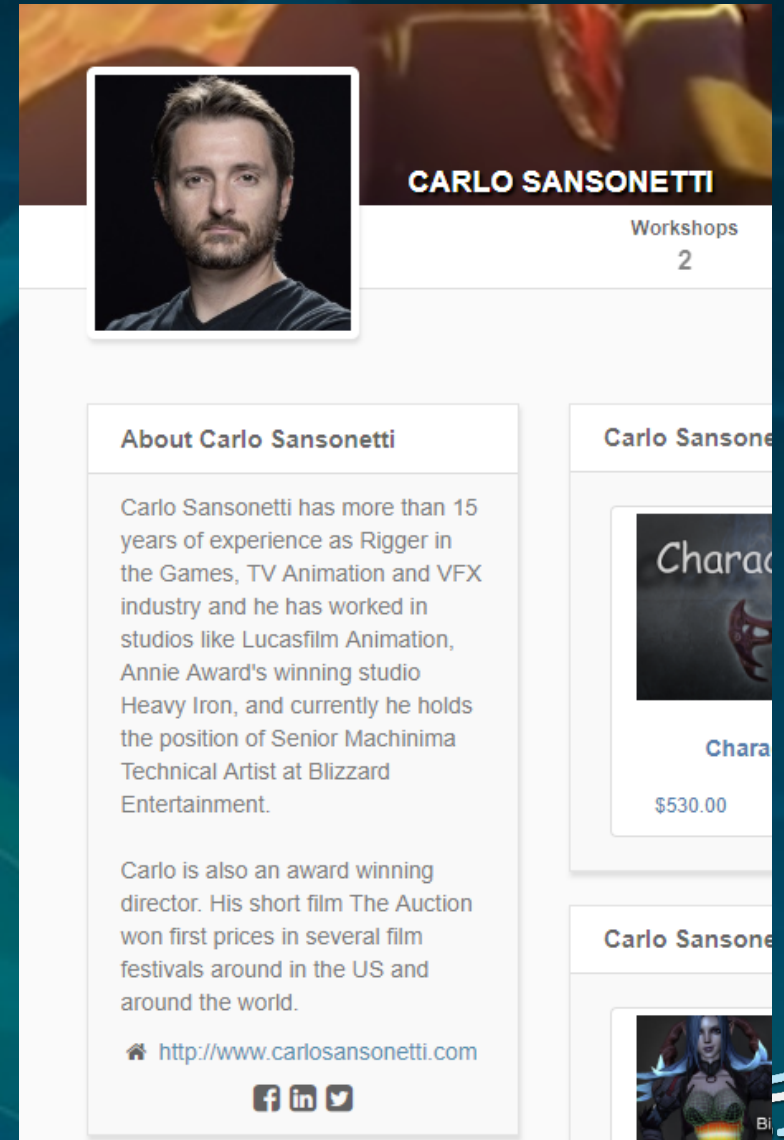
Choose a platform

- Is it easy to be found?

- Platform subject focus

- Promotion offering

- Payment system

- Video protection

Your profile

- Complete your profile 100%

- As munch info on you as possible

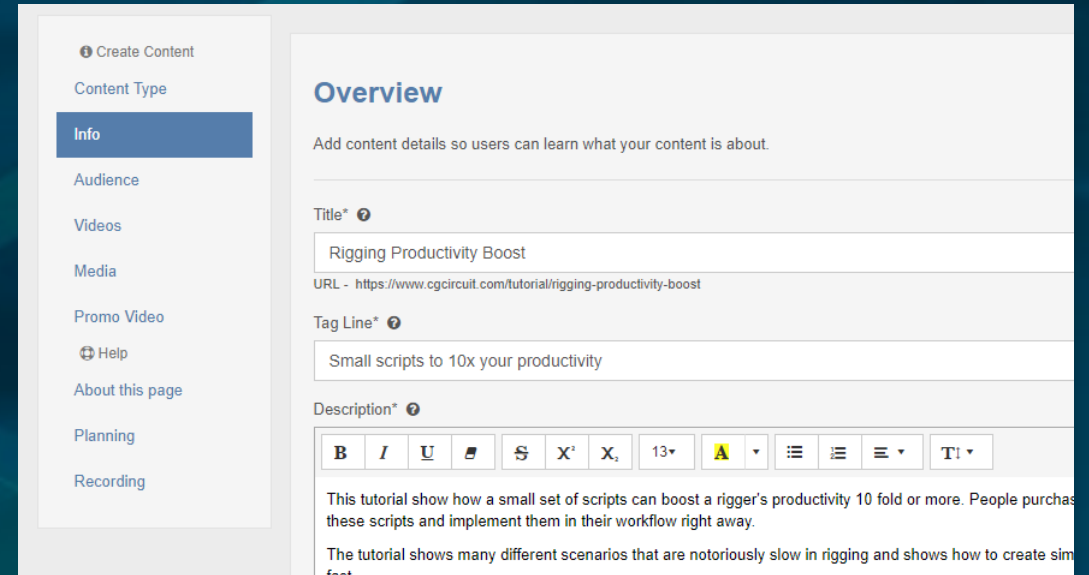- Post images of your work

- Use a good picture of yourself

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

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@cgcircuit.com