**Selling Expertise on Teachable**

Tips Sheet

1. Use the following tips to help you navigate Teachable and make more repeat sales.
2. Keep your lectures unpublished while you work on content.
3. Add hyperlinks to a text box including http:// or “https://” in front of the URL.
4. Add only one quiz per lecture.
	1. Set your price for first-time course between $47 and $97 depending on the results your students get, the course topic or other factors.
	2. Coaching products use milestones to schedule meetings, set up video calls or send messages and files. They help the client know what to expect next.
	3. Courses and coaching products come with three default pages: a sales page, a thank you page, and a checkout page. Each can be branded with your colors.
	4. Be transparent about your expertise. Especially with your first few sales, you want to make sure that potential customers know that you are new to online course, and you always don’t know what you’re doing. This will make it easier for customers to trust you and accept your mistakes as part of the learning process.
5. Ask yourself these 5 key questions before you sell anything
	1. Is this something that my audience would be interested in? - When people hear the word “course,” they tend to have an idea of what you’re teaching based on their experience with other types of content. Before you even think about offering a course, make sure that what you have to teach fits the audience you want to serve.
	2. How similar is this course to what’s already out there? - As entrepreneurs, you’ve likely got ideas for tons of new courses. But if you’re taking on a topic that’s already been tackled, how does what you’re teaching add value?
	3. How is this different than what’s already out there? - Once you determine that what you’ve got to teach fits your audience and offers value, you’ll want to think about how your offering stands out.
	4. Is there something that makes your course unique, or better, that differentiates it from others out there?
	5. Are there specific ways I can make my content more engaging and helpful? - There are tons of ways to help customers. If you’re selling customized courses on your platform, you have a lot of flexibility. But if you’re selling a general course, you may want to consider adjusting your content to make it more helpful and applicable.
6. Collect and share satisfied customer testimonials. These make great social proof of how well your course or coaching helped others.
7. Focus on being there for your students. Send a regular email to nurture your relationship. Be sure to provide relevant helpful content with them. Check in on them after the program is finished to see how they are doing or if they have questions.
8. Provide value in your course, your customer service, and your relationship with your students. Be available if they need help throughout the course or coaching program.
9. Offer extra incentives for them to show up and participate. IT could be a discount on one of your other related products, extra coaching time or something else.
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## Be transparent about your expertise

## Especially with your first few sales, you want to make sure that potential customers know that you don’t know what you’re doing. Let them know upfront that you don’t know everything about selling online courses, that you’re just doing it for the first time. This will make it easier for customers to trust you and accept your mistakes as part of the learning process.

## Transparency goes both ways. Once you start selling online courses, you’ll want to be transparent about your own experience with selling online courses. What worked, what didn’t, what didn’t work after a few sales, and so on. It’s okay to share your failures and mistakes; people want to know that you’re human and you’ve got a learning curve like everyone else.