

The Teach Your Way Challenge Workbook



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First things first:

Join the Challenge:

- Get step-by-step emails to help you create your first course
- Submit your course for review by June 30th and get a \$50 USD bonus
- Have 50+ students enrolled by August 31st and get an additional \$50 bonus

Official rules for the Teach Your Way Challenge

Once you've joined the challenge, and committed to creating your course...

How to start your course:

1. Purchase a **microphone** today. Choose one from our [recommended list](#).
2. Submit a [test video](#) by June 1st to get free advice on your home studio.
3. Start an [outline](#) with your sections and lectures.

Resources for Instructors

[Studio U](#)

Studio U is Udemy's community of thousands of instructors on Facebook. It's moderated by Udemy and it's the best place to ask questions and learn from what others have done. If you find yourself stuck, or don't know how something works, ask the community!

[Teach Hub](#)

Visit the Teach Hub for a wealth of course creation resources, plus info on how to market your courses, and news from the instructor community.

[Support Center](#)

Visit the Support Center for answers to specific questions, or to browse FAQs.

Question 1: What type of course are you making?

Your first decision point will be whether you'll appear on video. Not all instructors do. Even though all Udemmy courses are video-based, some consist entirely of screencasts. You may choose to appear in your videos in order to create a connection with your audience or to demonstrate something in physical space. For subjects such as programming or using software, a screencast may be all you need.

Decision 1:

- A. ☐ Talking head: you'll appear on camera
- B. ☐ Screencast: you'll record your screen
- C. ☐ Hybrid: you'll do both

Resources to help with Question 1:

[Marketplace insights for choosing your topic](#)

[Choosing the right lecture format](#)

Question 2: What equipment will you need?

For all instructors, no matter what sort of course you'll be creating, you will need a reliable microphone to capture good, clean audio. The built-in microphones in your computer or headphones are not sufficient to capture the quality of audio necessary for an effective course. Your microphone may be the most important investment you make.

That said, most instructors spend less than \$100 to get started recording their first course. You can always add accessories later when you get a feel for what you need.

Decision 2:

(check all that apply)

A. Mic

- a. ☐ Lav
- b. ☐ USB
- c. ☐ other

B. Camera

- a. ☐ phone
- b. ☐ DSLR
- c. ☐ other

C. Screencast software

- a. ☐ yes
- b. ☐ no

If you're going to appear on screen in your lectures, you'll need a camera. For many instructors, a smartphone is adequate.

You may find that available lighting--natural daylight or household lamps--meet your needs, or you may choose to purchase a simple lighting kit. See the equipment guide in the resources below for more information.

Resources to help with Question 2:

[Recommended equipment list](#) of instructors' top picks for recording both talking head and screencast videos. We've included options for every budget.

[Filming Set Up/Equipment](#)

Question 3: Where will you record?

Choosing a location to record is one of your most important choices for capturing clear audio. You need to pay attention to outside noise, such as traffic or construction, as well as indoor sounds such as air conditioning or pets. You might try recording in a few different locations, testing for distracting echoes or noise.

There are also simple ways you can reduce echo using rugs or blankets. We have a wealth of resources online to help you navigate common challenges of recording environments.

The test video is a free service to help you get your production basics right before you record your lectures. It's free, and you can do multiple tests as you refine and make improvements to your setup and environment.



Resources to help with Question 3:

Guide: [No-Shame Hacks for Better AV Results](#)

Free mini course: [How to Shoot Your Videos](#)

Free mini course: [How To Improve Your Audio/Video Quality](#)

Question 4: How will you plan your course?

An outline helps you organize your ideas and sets the stage for a successful course. A course outline can be a text document, spreadsheet, or chart. To get started you can use the templates we've provided in Google Docs or Sheets. You might also use a mind-map, or any format that helps you to organize your ideas.

Example:

Course Goals				Lecture Format Key		
The student will be able to...				TH	Talking Head	
1	Build a drip email campaign in MailChimp			S	Screencast	
2	Use marketing psychology to write copy that motivates email opens			SP	Screencast Presentation	
3	Deploy a campaign			A	Article (Text)	
4	Track and manage performance			Q	Quiz	
5				More on choosing the best format		
Why Email Still Matters						
1	Section Goal	Be able to begin strategizing an email campaign. Will have a starting place to outline a campaign.				
	Est. Time (Min.)	Lecture Title	Format	Activity	Resource	Notes (content, script notes, visual cues, etc.)
1.1	2	Introduction to the course	TH			
1.2	8	Why email still matters	TH, SP			Talk about conversion rates in various channels
1.3	3	Signing up for MailChimp (or getting it set up the right way)	S	X		
1.4	7	Outlining your campaign	S	X	Word/Excel Template	Show them how to outline a simple campaign flow in word or excel
1.5	4	Keeping your goals in sight	TH			Help them get clear about the goals for each email and campaign in general
All About Lists						
2	Section Goal	Be able to set up your list in MailChimp.				
	Est. Time (Min.)	Lecture Title	Format	Activity	Resource	Notes (content, script notes, visual cues, etc.)

Resources to help with Question 4:

[Course Outline Template](#) (Google Sheets)

[Course Outline Template](#) (Google Docs)

Free mini course: [How To Create Your Course Outline](#)

Free mini course: [How to Set your Course Goals](#)

Question 5: When will you work on it?

When creating your course, it's important to plan ahead to be sure you can fulfill all the requirements and meet your deadlines. You can plan out your course creation using the journey map below. Every course is different, and you'll probably have to adapt the timeline to your own needs.

Start with the key dates from the journey map, then set additional deadlines for yourself that will support your strategy for completing each milestone.

Resources to help with Question 4:

Tools to try:



Google Calendar and other calendar apps are the most important tools to help you block out your time. Use the guide below to **plan ahead** and **dedicate time to each step**.



Google Drive is great because it **backs up all your work** to the cloud. You can use Google Docs for starting to **script your first lectures** and you can use Google sheets to **track your progress** on each one.



Trello can be great for your **course outline**. Each column can be a section and each card can be a lecture. You can also use it to **track your progress** and next steps



Evernote is great for **gathering all your course content** in one place. Use their web clipper to help gather examples. Use the reminder feature to **set deadlines** for recording individual lectures.



Asana is a **project management** app. **Add tasks** and deadlines and view them in the calendar tab. Update the status of each item to **gamify your progress**.



Advanced! Scrivener is not a free tool and comes with a bit of a learning curve. It's designed for writers and content creators and helps you organize your work in bite-sized chunks. It might be worth your while if you plan to do a lot of scripting.

The Course Creation Journey

Week	Task	Target Date
Weeks 1-2	Plan	
	☐ Define <u>your topic</u>	
	☐ Identify target audience	
	☐ Set <u>course goals</u>	
	☐ <u>Outline</u> : Define your scope and the topics you'll cover	
	☐ Purchase your <u>basic equipment</u>	
	☐ Get your home studio set up and running	
Weeks 3-6	Produce	
	☐ Record and <u>upload a test video</u>	June 1st
	☐ <u>Rehearse and record</u> your lessons in audio and/or video	
	☐ <u>Edit your raw footage</u> into useful lectures	
Week 7	Publish	
	☐ Begin <u>uploading your lectures</u>	
	☐ Write your <u>Course Landing Page</u> description	
	☐ Request your <u>customized course image</u>	
	☐ <u>Submit your course</u> for review	June 30th at latest
	☐ Pass review. Your course is now live!	July 7th
Weeks 8+	Promote	
	☐ <u>Spread the word</u>	
	☐ Market your course to your <u>target audience</u>	
	☐ Reach 50 paid students	August 31st at latest

FAQ / Udemy Instructor Essentials

Are there requirements to get started? Am I qualified to teach on Udemy?

We believe anyone can be a great teacher. The only requirements are that you...

- Create a course that meets our [minimum quality requirements](#)
- Complete the [Instructor Verification Process](#) to confirm your identity.

How much does it cost to be an instructor?

It's free to become an instructor and submit your course on Udemy. However, we do recommend making a small investment in a microphone to ensure your audio meets our minimum quality standards.

How will I get paid?

- Read the [Instructor Payment Overview](#)
- Complete a [Premium Instructor application](#)
- Learn about [Udemy Instructor Revenue Share](#)

Can I use a pen name or use my company name?

Yes, you can use a pen name or company name as your official public-facing name. But please keep in mind that you will need to submit your real name and credentials in the instructor verification process.

Can I teach a course in any language?

Yes. The Udemy site is available in German, English, Spanish, French, Italian, Japanese, Korean, Portuguese, Russian, Turkish, Dutch, Polish and Chinese, but you are welcome to create your courses in any language!

Does Udemy have exclusive rights to my content?

No. When you create a course and host it on Udemy, you still own the rights to your content.

How should I price my course?

Learn about [pricing your course on Udemy](#)

Will Udemy market my course for me?

You can opt in to [Udemy's marketing and promotions](#)

How can I market my course?

Follow our guide at [Marketing your course 101](#)



Recommended Mics + Recording Tools

Screencast

USB Mic Options:



Audio-Technica
ATR2100 (\$64)



Blue Yeti
(\$129)



Rode Podcaster
(\$229)

Screencasting software options:



Screencast-o-matic
(free)



Screencast-o-matic Pro
(\$15)



Camtasia
(\$249)

Talking Head

Lapel Mic Options:



YouMic
Easy clip on
Lavalier (\$18)



Rode
smartLav
(\$79)



Rode RodeLink wireless
mic system (\$395)

Camera options:



iPhone



Logitech C920
(\$51)



Canon EOS
Rebel
(\$350-450)