Selling Your Expertise with Teachable

You've got your business or side project up and running. You have a passion for sharing your knowledge with others. You need a way to sell access to your expertise. But how do you do that without being a boring, textbook type course?

Selling your expertise means helping people understand the value of what you have to offer. It's not about selling your own ideas, but rather your expertise in helping people solve problems or reach goals that they didn't think were possible.

It can be challenging to know where to begin when learning how to sell expertise on Teachable. After all, there are so many different types of learners and buying habits out there. This insider's guide will help take some of the guesswork out of it, so you don't have to waste time researching and experimenting on your own.

What is Teachable?

Teachable is an all-in-one program designed to help you create and sell courses online. They handle everything from the hosting to the payment processing for your course. This gives you more time to focus on creating your awesome business.

Teachable focuses on having powerful, easy to use features and easy customization. That way you can build an online course, membership, or coaching program you are proud of. And you can do this before you upgrade to a paid plan.

Some of the features include:

- Quizzes
- Email Support
- Order bumps
- Lecture comments
- Course design templates

With Teachable you don't need to worry about having separate platforms to manage your business. These include order management, analytics, reporting and payment systems.

You can also use Teachable to create unique sales pages with product photography and descriptions that help you stand out from the competition.

Selling on Teachable couldn't be easier. When someone visits your Teachable store, they're shown your products based on the search criteria they entered. If your products match their needs, the person will click on your listing to visit your product or course detail page (PDD). Then, they'll go through the checkout process just like they would on any website or app.

Ready to find out how you can sell your expertise with teachable? In this Insider's Guide to Selling Your Expertise with Teachable, we've researched what types of products you can sell on Teachable, the cost to use the platform, whether you need a school or course. We've looked at how to set up your products and courses. We've also included some tips to help you along the way.

Let's get started.

Types of Products You Can Sell

As the name implies, Teachable is about teaching others. But it's more than just putting a class together. There re many options you can use to sell your expertise on this platform.

The types of products you can sell include the following.

Live courses

This type of course is structured around live sessions. The student enrolls prior to the session. Within the course, you provide supplemental resources needed by the students. These might include:

- A downloadable workbook
- A checklist
- The sessions schedule and meeting URLs
- FAQs

After the live sessions you can upload the recordings for anyone who missed the live event or wants to revisit the content.

Example: a series of live workshops on setting up a WordPress site.

Self-directed / self-paced courses

The self-directed curriculum offers your students the flexibility to progress at their own pace. Content is available immediately after purchase. This type of course gives students a chance to make a transformation through a series of milestones.

Example: Offering a course preparing students for an entry level project manager position.

Cohort-based Courses

This type of course is more like a traditional academic structure. It's designed for students to finish in a set amount of time. After the time is over, the students no longer have access to the course. This type of course works well for re-launching every three to six months. And it is good for smaller groups of students.

One-on-one coaching / consulting

One-on-one coaching or consulting type courses are usually set up as one-time bookings offering your expertise. They are simple, fast options your client can book with you.

Example: a voice coach offers a one vocal session; a writer offers an editorial consultation.

Drip courses

Drip courses release content modules or sections one at a time. It's best used for pre-selling a larger course or if you want to keep your students engaged. Drip content keeps from overwhelming the student with everything at once. And they cannot jump ahead.

Drip courses are perfect for those who want to create, prepare, and update course content just before they offer it to their students. Each section can be released after a specified period of time or on a certain date.

Mini Courses

Mini courses are good for testing out an idea first, or if you want to get a small course out quickly. These are short, valuable versions of a larger course. It focuses on a very specific topic, usually set up with just a few steps to take. It's commonly used as a sneak peak into a bigger course with the mini course content taken from the larger course.

Coaching packages

Coaching packages are for longer coaching sessions that require more in-depth coaching. They are usually weekly sessions set up for eight weeks to six months. Everything can be done all on Teachable, from scheduling, meeting to documenting the progress notes.

Course marketplace

A course marketplace is for offering a variety of courses on different topics, usually created by several different people. All the courses are hosted in one place for students to filter and find the course they are interested in. As the course marketplace creator, you set the commissions for the author of their course. Teachable handles the payouts to your teachers.

Course bundles

Kind of like a course marketplace, course bundles are for all the courses you have created on a similar topic. The bundle allows you to sell them at a discounted price. It's a great option as an upsell to your audience.

Memberships or subscriptions

Memberships consist of many types of products. They are typically subscription-based with pre-recorded course elements, live sessions, and one-to-one coaching.

Free Tutorials

This is similar to YouTube how-to tutorials. The difference is that you grab your students' email address as a follow up for additional content. This is a great way to build your online course audience, email list and to gauge interest in the topic or content.

Downloadable Digital Files

There are many types of downloadable or digital files you can offer on Teachable. They can be a part of your course or as individual product. They include:

- Ebooks including planners, mini eBooks, workbooks, trackers, or books
- Digital files, Art or photography digital prints, workbooks, pattern sets, guides, puzzle books, coloring books, recipes
- Web extensions
- Mobile apps
- Guides
- Graphic design templates, other types of templates
- Web design services

Teachable's platform isn't just for one type of course. You can have everything from a live course to drip content, from memberships to digital files to sell from the platform.

Pricing

Before we get into customizing your school and products, let's take a look at the pricing at the time of this writing. They do offer a free account, but it has limitations.

PLAN	FREE $0	BASIC $39 / MONTH	PRO $119 / MONTH	BUSINESS $299 / MONTH
Transaction fee	$1 + 10%	5%	0%	0%
# Courses	1	Unlimited	Unlimited	Unlimited
# Students	Unlimited	Unlimited	Unlimited	Unlimited
Custom Domain	X	Yes	Yes	Yes
Affiliate Marketing	X	X	Yes	Yes

As you can see, they have a level for every need. Once you determine your needs, pick a plan, sign up and get started customizing your school.

Teachable Schools vs Courses

Teachable schools and courses are not the same thing. They are separate entities. The school is the main website or overall site where your courses are hosted. A good analogy would be the college is the institution where the classes are offered.

There is a difference between enrolling in a Teachable school and signing up for a course on that particular school.

You can customize your school in any way you want. The most common pages are:

- **Your Homepage** - This page can be customized with the page editor to include your school's name, a heading and description. You can also list your school's featured courses on the homepage.

- **Privacy Policy and Terms of Use page** - you can use Teachable's default versions or customize them. The links to these are in the footer area of your site.

- **Your Product Directory page** - This is where users see a list of all your published products. It will display as "All Courses" in the top navigation bar.

- **Any Custom pages** - If you need or want to have any other school-related pages such as an About page, you can add them to your Homepage.

Courses are the actual content students purchase. Whatever type of product you are offering goes in the sales pages for each course. These unique sales pages are where students learn more about a specific course and enroll in it.

Teachable allows you to create an unlimited number of courses for your school.

Knowing the difference between a school and courses helps you determine what pages you need to create and where they go.

Customizing Your Teachable School

The homepage is the first page that users see when they visit your school. Let's look at how to set up and customize your school's homepage.

When you create a school, you're also creating a Teachable account. This allows you to be a user (as an owner, student, author, or affiliate) in many different schools all accessed from a central dashboard.

Create your school by signing up for a new Teachable account. Give your school a name. Note: you can have more than one school under your account name.

Click on **Enter My School** to access your school admin to begin customizing your school.

The user dashboard is on the left. This is your main navigational control for your site. It provides your metrics, live feed, access to your site and other information.

To customize your school, go to the site tab on the dashboard. This is where you can modify the design, manage custom domains, add new authors and more.

Once in the site area, you can access the following:

- **Theme**: add your logo, favicon, and a thumbnail image. Choose your fonts and color schemes.

- **Domains**: Go here to set up a custom domain, a subdomain or to change your Teachable domain.

- **Navigation**: Select your homepage. Add custom links to the site header or footer. Create categories for grouping your courses by topic.

- **Bios**: Manage the author bios here.

- **Pages**: Navigate to this section to create new school or product pages. This is where you edit existing pages as well.

- **Custom Text**: Use this to set custom text for menu links, buttons, messages, etc.

- **Code Snippets**: Custom CSS across all pages on your site is done here. Or use it to insert code snippets.

- **Power Editor**: (only available on Business plans) is where you customize your school's templates and add custom code.

Your site logo is how you create a brand for your school. The logo appears in the top of left of all your pages of your school. Upload an image of your logo. The recommended size of the logo image should be 250 pixels X 60 pixels in either JPG or PNG format.

The favicon is also part of your branding. It's the small image that displays in the browser tab. The favicon recommended image size is 32 X 32 pixels.

The final image to upload is your school thumbnail. It's what appears in the Teachable accounts dashboard. The recommended size is 960 X540 pixels.

You can change the logo, branding, thumbnail and your favicon in site>theme menu. Upload your image using the upload button or replace to change an image. Additionally get rid of an image by clicking on Remove.

To remove Teachable's branding you need to have the minimum of the Pro plan. Turn it off by toggling the Remove Teachable Branding toggle. The word 'Teachable' will still appear in certain spots such as the terms of use, your school's login or checkout URL and the Teachable accounts.

If you have the basic or above plan, you can remove Teachable from your URL with a custom domain. Purchase a domain from a domain registrar. Edit your domains nameservers. Create a CNAME record to point your custom domain to your school. Add the domain to the Site>Domains section of your school's admin navigation The domain should be set as your primary domain.

You can customize which font family is used across your school. Teachable has some basic fonts for you to choose from including Arial, Lato, Merriweather, Helvetica among others.

Customize the theme colors through the Color Palette section. Choose either preset/pre-designed palettes or customize a palette to your own branding colors. Set your brand colors for the:

- Navigation bar, footer, and email header background
- Navigation bar links with 2 options. One for fixed and one for scrolling
- Buttons and links
- Headings including course and lecture titles and product titles
- Homepage heading and subtitle
- Course page headings and subtitles
- Body text

Personalize the navigation of your school. Since the Homepage is the first thing people see on your Teachable school, it should be customized with what you want them to see first.

Within the Homepage Settings section, leave it at default page. Or change the default page to a specific course sales page, a custom page, or a directory of your courses.

The course directory displays all of your available courses. A custom page is one you add to your school such as Privacy Policy or some other custom page. The product sales page is a specific course, bundle, or coaching product.

Customize the links in your header or footer, adding new ones or modifying the ones there.

Basically, you'll want to set up and customize your school's home with your own brand identity, colors and feel. Once the school is set up it's time to add your products/courses.

Setting up Products

Now it's time to set up your coaching or course products. Let's take a look at three types.

Setting up self-directed products

A self-directed product is one that allows your customer to participate at their own pace. To set up this type of product there are a few steps to take.

1. Select create a course to add a new course.
2. Name your course title and choose your author.
3. Click continue to be taken to the curriculum tab. This is where you add your course content.

   You have the option of setting up sections and lectures. Sections are groups of lectures. They focus on a particular theme or concept. Lectures are where the structured information is, the text, files, videos, images, quizzes, etc. They break down the theme to explain it further. There is no limit on the number of sections or lectures you can create.

   Create your section by clicking on new section and add the name/title you want.

   Create lectures by clicking the add new lecture button. You can also duplicate a lecture you've already added by clicking on the edit lecture button and the three dots to get the option to duplicate.

   Add your content. Add videos with captions. Use the text editor to add and format text and images. It's a WYSIWYG text editor. Add multiple choice quizzes.

   Note: The supported file types for lectures are PDF, audio, video, and image. Other file types will be added as downloadable files. You can add live video streams or embed YouTube videos using the custom code section.

   Rearrange lectures or sections by clicking and holding the drag indicator, dragging to the place you want it.
4. Design your course by customizing your theme using the "Design Templates" in the Curriculum tab. Choose from three different templates.
5. Set your price. You have four options: free, one-time purchase, payment plan or subscription plan.
6. Once you are done adding content, click on publish and preview

How to schedule one-on-one coaching sessions

To schedule one-on-one coaching sessions in Teachable, follow these steps:

1. Go to the coaching page and click on Create New Coaching.
2. Name your coaching service.
3. Set your client intake flow to determine how you accept new clients. There are three options:

       a. Direct-new clients taken to checkout and sign up.

       b. With an intake form- new clients fill out a form before taken to checkout.

       c. With an intake form plus your approval-new client fills a form then must be approved by you before checkout.

4. Set your pricing plan for your one-on-one coaching product.

5. Choose a start date for the first milestone. Milestones indicate what your client can expect next as they progress. The first milestone is what they see when they enroll in the program.

6. Add information about the first milestone such as title, description, and a calendar link. Or if you choose a fixed date, you can add a video call link. Save and continue to publish your coaching. It's not visible yet.

7. Create new milestones for each client as they enroll. Go to the enrolled tab in your client page to schedule these milestones.

8. You can also add a calendar link within any milestone. This prompts the client to schedule time on your calendar.

9. Add a Meeting URL for a video call in any milestone to prompt clients to join your meeting via a video link. Click on the Add a Meeting button in the milestone editor. Input your preferred meeting or video URL. Select a meeting time.

10. Manage your coaching product by changing the name, instructor or adding a thumbnail of the product. You can also integrate a calendar API key.

11. If you want to showcase your coaching product on the All-Courses section of your school, click the Make Visible button.

12. Coaching products come with three default pages: a sales page, a thank you page and a checkout page you can edit and customize.

13. An additional page for coaching programs is the post-intake page. You will need to create it using the intake form page editor block. Use the text fields to customize the form for your business. The heading, description text and submit button and labels can all be customized. Click update when you are finished.

Setting up live courses

Live courses or webinars are great for directly engaging with your clients. You can embed third party livestreams directly into a course lecture since Teachable doesn't have a native livestream itself.

Embed your livestream from

- YouTube
- Twitch
- Vimeo
- Livestream
- Adobe Connect

You'll need to have set up your course in your Teachable school. Add the name and any content except the embedded video.

To get started, set up and get your live stream ready to go. Whichever platform you are using the steps to set up your live stream are similar. You'll need to get the embed code from that. If you're not sure where to find this on the platform you are using, contact their customer support team.

Select the course to add the livestream embed code into. Choose or create a new lecture where the livestream will end.

Click on add code and paste in your embed code.

The steps for adding courses or coaching to your Teachable school are straightforward and can be done quickly if you have your content, images, videos, codes, and everything prepared in advanced. Once you have the information loaded, you can begin making sales.

5 Tips for Selling Your Expertise on Teachable

1. Optimize your course landing pages for the search engines. This includes using an SEO friendly URL. Use relevant keywords that describe your course.

   The course sales page title should be SEO friendly as well using well-ranking keywords. The meta description can be up to160 characters using detailed sales pitch for the course.

2. Make you content actionable. This way your customers will get real value from you. Figure out concrete ways they can apply what you teach them. By giving them action steps, they can actually use and providing value, you build a relationship that lasts.

3. Create user personas for your Teachable School. This will help you better understand your audience and their needs. Research their pain points and understand their buying habits. List out the top challenges, problems or struggles they face.

4. Don't forget to tell a story using photos and videos in your course. People respond to and remember visuals better than words. Use visuals that help people feel like your content was written for them.

5. Provide continued service through an email nurture sequence. Once you have customers, you want to keep them. One way to do this is by keeping in touch with them through an email service. Continue educating them, providing other solutions for their needs, and building a relationship.

These five tips are just a few of the ways you can optimize and build a successful course business using Teachable.

Templates and Resources

We've included templates and resources to help you get started using Teachable for selling your expertise through courses. They include:

1. Setting up your Teachable School Checklist
2. Selling Your Expertise on Teachable Tips Sheet
3. Teachable Course Outline Template
4. Teachable Course Setup Checklist

Do this Next

Whether you want to sell a course, coaching or digital products, Teachable is the great option for you. They offer different kinds of products on the platform, including digital products, subscriptions, and physical products, from a wide variety of providers.

Here are a few factors that determine how well your products will do:

How easy is it for your prospective customers to find your product? This is a part of your marketing and SEO strategy.

How relevant is your product to the person's needs? Figure out your customer persona before you create the course or coaching program.

Is your course or program well-designed and easy to access? Using the Teachable platform helps you create a well-designed course with easy access.

How good is your product's quality? Make sure your course is the best you can make it. Offer coaching that will make a difference instead of asking the same questions everyone else in your niche is asking.

How easy is it to implement your solutions? Offer worksheets, checklists, templates, quizzes, and other handouts to help them each step of the way.

Once you've answered these questions, dig into the Teachable platform to build your own course or coaching business.