

Niche-10x

"Case Study" Video Training Summary:
Udemy

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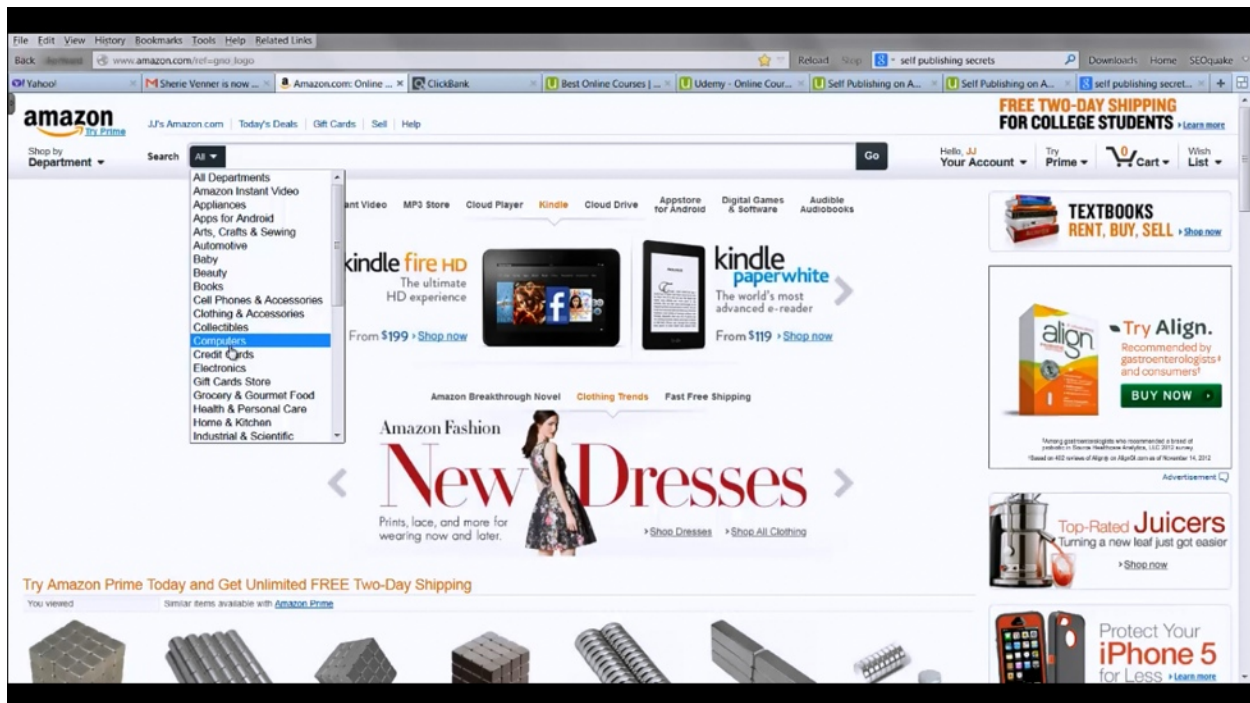
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Niche-10 "Case Study" – Udemy



There are several ways to make money as an underground niche marketer. One way to do so is to promote physical products as an Amazon Affiliate. In doing so, you will receive commissions from Amazon.

One of the best things about being an Amazon affiliate is that you can promote almost anything. Some of the categories of products on the site include:

- Arts, Crafts, & Sewing
- Automotive
- Baby
- Beauty
- Books
- Cell Phones & Accessories
- Clothing & Accessories

- Collectibles
- Computers
- Credit Cards
- Electronics
- And the list goes on and on...

You have already seen some example of how you can take advantage of the Amazon marketplace. All of these strategies are super-powerful, and if you do it right, nearly all of these strategies run on auto-pilot.

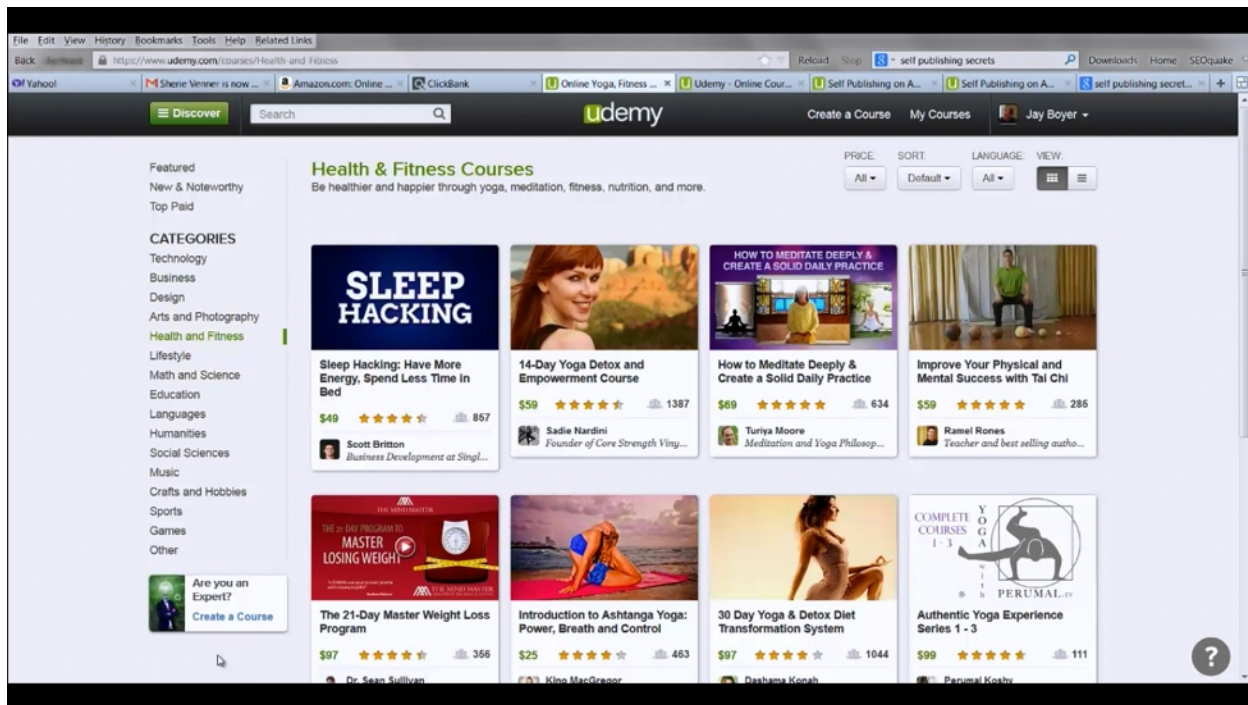
Another powerful way to make money as an affiliate niche marketer is by promoting digital information products. These are digital 'how-to' information products. ClickBank has over 14,000 digital information products that you can send people to purchase and receive a commission for doing so. Commissions are typically very generous here at ClickBank. You can receive commissions between 50-75% typically for a ClickBank information product.

An even more powerful way to make money as a niche marketer is by becoming an information product creator yourself. In other words, instead of promoting somebody else's product, you can promote your own product. You can create your own piece of virtual real estate and possibly keep 100% of the profits.

One of the coolest information product marketplaces has just recently come along in the past 18 months or so. This is a site called Udemy (www.udemy.com). This marketplace is growing very fast. You can use this site to create information products and drive traffic to it very easily. Udemy itself attracts organic traffic, and then you can easily drive traffic through it through various search engines, such as Google, as well.

These products rank very highly in Google for technology products. How-to software products, in particular, sell very well here. However, you can create how-to information products on just about any topic here. Some of the categories on this site include:

- Technology
- Business
- Design
- Arts and Photography
- Health and Fitness
- Lifestyle
- Math and Science
- Education
- Languages
- Humanities
- Social Sciences
- Music
- Crafts and Hobbies
- Sports
- Games
- Other



If you were to click into the 'Health and Fitness' category, you will be led to the page above. The first course listed on this page is 'Sleep Hacking: Have More Energy, Spend Less Time in Bed'. So, for this category you could create a course on how to cure insomnia or how to get more sleep. This is a very good niche to get into.

There is also a '14-Day Yoga Detox and Empowerment' course. The product creator of this course has sold over 1,300 copies of this course at \$59 apiece. Surely, you can understand just how powerful this marketplace can be.

People are finding their way to Udemy one way or another, and they are coming with their credit card in hand in order to purchase information on a great number of different subjects. Another course being offered on this page is about how to meditate. You can also learn about how to improve your physical and mental success with Tai Chi. These are all great underground niches that you can create information products for, and you have just barely begun scratching the surface of what's possible here.

Within this same category, there is a course on weight loss too. Just about every marketer knows that weight loss products are almost always a success. This

particular product creator, Dr. Sean Sullivan, has sold over 350 copies of this one course at \$97 apiece. As you can see, the information product creators on this site are making great amounts of money off of these products and many of these product creators have created more than one course.

Jay Boyer has also created a course here at Udemy. He got a course up last year, kind of on a goof. He didn't know how well it would do at first because he had never listed a product on Udemy before. He ended up making over \$1,500 off of this course though, and he really didn't even try to promote it that much. A lot of the traffic to his course came about organically from the site itself. Some of it did come from Google though.

If you were to search for the title of Jay's course, which is Self-Publishing Secrets, you will see that his course comes up first in the search results. The keyword 'self publishing secrets' is not a noncompetitive keyword either. Currently, over 12 million pages are trying to compete for that keyword. However, his course comes up first in the results, and people are able to simply click on this link and are brought directly to Jay's course in the Udemy marketplace.

The screenshot shows the Udemy course page for "Self Publishing Secrets" by Jay Boyer. The course title is "Self Publishing Secrets" with the subtitle "How to Self Publish a Print on Demand Book to Amazon For Free Using CreateSpace". The price is listed as \$27. The course is by Jay Boyer, who has 2 reviews. The course description states: "Although Kindle ebook publishing is all the rage these days (and for good reason), paperback books will absolutely never go out of style. In fact, many paperback books listed at Amazon.com outsell their ebook counterparts by a margin of 2 to 1. And thanks to print-on-demand publishing via CreateSpace, it has never been easier than right now to get published! In fact, it can take as little as 60 minutes to publish an existing manuscript for free as a paperback book to Amazon...even if you've never done it before. You simply need to know how to format and submit your manuscript correctly, and you can be making sales at Amazon in as little as 24 hours. In this 'Self Publishing on Amazon: Learn How to Self Publish' course I will show you how to potentially double your Kindle ebook royalties by publishing the very same manuscript to CreateSpace as a print-on-demand paperback via CreateSpace.com. You'll enjoy dozens of studio-quality videos, audios, pdf guides, and even a cut and paste formatting template inside this self publishing on Amazon course at a very..." The course has 77 users already taking it and an average rating. The content and goals section indicates "Over 59 lectures and 7 hours of content".

When a person finds Jay's course through the Google search results, and they click through, they are brought directly to the page shown above. As you can see, there is a huge button at the top of the page that people can click on to purchase the course. The Udemy site, by the way, is very good at providing you with different tools and features that will help your course sell well.

Udemy actually creates a sales page for you. It has a very easy-to-use wizard that you can use to do this with anyway. When you create the course using this wizard, you can plug in the product price, you can add a product image or video, and it leads you through the process of writing a description for your course. Furthermore, the wizard helps you to outline your course with some bullet points and allows you to add a bio of yourself as the instructor.

The site also gives visitors a visual representation of what is included in the course. Jay's course consists of audio, video, and written content. People that have come to purchase this course can see what the course includes at a glance thanks to the different symbols the site uses to demonstrate the content.

Probably the greatest thing about all of this is that there is no charge to list a product here at Udemy. If you've never used Udemy before, have no fear. Creating your course and uploading it to the site is much easier than most people would imagine. Just have a look at the monetization guide inside of this module to learn exactly how to upload your information product to the site. That way, you can start making money doing this right away.

If you have never created an information product before, this is a great way to start. This is a breeze because you don't have to worry about things like creating a sales page on your own. For most people, the creation of their first sales pages is an agonizing experience. Jay, for example, says his first sales page took him weeks to create. He explains that he didn't know anything about html at the time.

To create a sales page on Udemy, however, you don't have to know anything about how to create a sales page or even how to create a webpage. The site leads you through the process and lays everything out for you. Another great

thing about Udemy is that the site processes all payments. You don't need your own merchant account to process credit cards or anything like that. Udemy does it all for you, and the site will actually sends you a check, direct deposit, either through your PayPal or your own personal bank account. You don't get paid the first time until after 60 day's time has elapsed though.

Purchaser	Course	Instructor Share	Price	Time (PST)
Kathryn Jordan	Self Publishing Secrets	7.70	11.00	2013-04-24 16:16:54
Stephen Oliver	Self Publishing Secrets	32.90	47.00	2013-04-21 11:13:43
Norman Walker	Self Publishing Secrets	16.10	23.00	2013-04-19 17:48:09
LaTonia Divens	Self Publishing Secrets	7.70	11.00	2013-04-07 21:49:19
Joseph Neville	Self Publishing Secrets	7.70	11.00	2013-04-07 21:35:49
Joyce Restaino	Self Publishing Secrets	7.70	11.00	2013-04-07 16:32:20
Paresh Shankar	Self Publishing Secrets	7.70	11.00	2013-04-06 14:55:45
Udemy1	Self Publishing Secrets	22.95	27.00	2013-04-05 23:39:42
Kevin Willson	Self Publishing Secrets	22.95	27.00	2013-04-05 14:27:50
James Hoag	Self Publishing Secrets	22.95	27.00	2013-04-05 12:03:09
Thumper Bloomquist	Self Publishing Secrets	22.95	27.00	2013-04-05 09:55:18

You can get an idea of what Jay has made off of his course by looking at the screenshot above. You can see that Jay started off selling his course for a very low price. This was to get more people to sign up, starting out. Now, his course is selling for \$27, and he gets to keep \$22.95 of that, which is actually a pretty high percentage of the profits. The picture above shows only a portion of one month's worth of sales. He ended up making \$982.55 in profit. That is just one month's profit for just one course. You can see this displayed in the picture below.

Summary				
Type		Number	Instructor Share	Total Amount
Ad Program	📌	0	\$0.00	\$0.00
Affiliate	📌	0	\$0.00	\$0.00
Deal	📌	0	N/A	N/A
Deal Payment	📌	0	\$0.00	\$0.00
Email Marketing	📌	0	\$0.00	\$0.00
Gift Coupon	📌	0	N/A	N/A
Instructor Coupon	📌	40	\$918.00	\$1,080.00
Mobile Ad Program	📌	0	\$0.00	\$0.00
Organic	📌	1	\$32.90	\$47.00
Promotion	📌	0	\$0.00	\$0.00
Refund		1	-\$22.95	-\$27.00
Udemy Coupon	📌	6	\$54.60	\$78.00
Total:		47 Transaction(s) 0 Gift Activation(s) 0 Deal Transaction(s) 0 Deal Payment(s) 1 Refund(s)	\$982.55	\$1,178.00

Now by this time, Jay was promoting his site with the help of some affiliate marketers. You can look at the monetization guide to find out more about how to promote your course in this way. You can do the exact same thing very easily because they have a robust affiliate program here at Udemy.

Another reason why this is a perfect solution for a first-time product creator is because you don't have to worry about hosting any of this content yourself. You can upload all of your course's content to the site and it is no more difficult than uploading a video to YouTube or something like that. You simply upload any PDFs, videos, or audio files to your course's curriculum page.

A courses curriculum page will be found on the admin side of your account. So, people who are browsing for the course can see or access this page, of course. All of these things are kept hidden behind the scenes.

Again, you can go to your course's curriculum page to upload all of your course content. Udemy will host all of this for free. Jay states that with all the videos he included in his course, his course must hold 200-300 megabytes worth of content. In spite of that, Udemy is hosting all of this content for free.

This kind of thing saves you a lot of money, especially in the long run. Jay states that he spends about five or six hundred dollars a month on Amazon S3, which is his usual self-hosting solution. However, he doesn't have to worry about those sorts of costs when it comes to using Udemy because the site takes care of all those kinds of things.

Furthermore, the site promotes his course for free inside of the Udemy marketplace. By the way, this marketplace is growing by leaps and bounds. Lots of people are beginning to find Udemy, and the ones that have already started using it return to the site over and over again to learn more about all kinds of different things.

There are people all over the web that are looking for information products such as Jay's or some of the other courses previously mentioned. It is really no surprise that people are coming here in flocks. After all, you can find course on just about any niche or topic here at Udemy.

To reiterate, Udemy is a fantastic solution for first-time product creators. If you already have an information product up, you can use Udemy.com as yet another way to sell your product, and why not get your information product uploaded to Udemy? You can start taking as much possible advantage of your past products by creating new 'buy now' buttons for them, just as Jay has done with his.

Jay is actually planning on getting a lot more information products up inside of this very robust marketplace throughout this next year. He is also planning on creating dozens and dozens more streams of passive income over the next year too and exploring some more of the underground niche markets that he has discovered.