

Kathryn: Welcome to episode 33 of Compass, I'm your host Kathryn Hunter. Do you only have a vague idea of what you want to do? Today, Sarah Cordiner and I talk about that and more when we discuss becoming a course creation expert. I wanted to let you know, currently, I am offering free one on one brainstorming sessions, to help you find your location independent path. To book, visit compasspod.com/brainstorming and let's get started. You're listening to Compass, where we talk with location independent womxn about their work and the paths that got them there. We get into their stories of struggle and success, finding clients, figuring out what to charge, and of course, we talk money. Join us and take the next step in finding your direction. Sarah, welcome to the show.

Sarah: Good morning Kathryn, or good afternoon for wherever you're listening from and it's great to be here today.

Kathryn: I like to start with your early life and see where that influences you later on. What did you want to be when you were five?

Sarah: I think when I was five, if I remember rightly, there was a day in preschool and we were asked to paint a picture of what we wanted to be when we grew up. My vague recollection of that day was that I painted a picture of a teacher.

Kathryn: How had that changed by the time you left high school?

Sarah: Oh, when I got to, nearing the end of high school phase, I had pretty much got to the stage where I hated school. I felt as though I was growing up and I was ready to go out into the world. I do remember rebelling quite a bit, not being sure of what I wanted to do other than being very certain about the fact that I just couldn't wait to leave my education. Because I was on the precipice of a very pivotal decision and the time was running out for me to make the choice of do I just have fun, let my hair down, play, be crazy, and see where life takes me. Or do I actually pulled my pants up and take this last shot I had, what I thought was my last shot at getting an education and setting my life up for supposed success.

Kathryn: Did you pursue university?

Sarah: Unlike my peers at school, going, you know I'm going to apply for this university and you know they were going around the country and checking out all these universities and colleges and deciding which one they were going to go to based on which one their best friend in class was going to go to and what topics they wanted to do. The thought for me of jumping straight from high school into college or university was quite overwhelming for me. And the second I could walk out the school gates. I got straight on a plane at London Heathrow and I went on a trip around the world and it was when I was on that trip that for me, I believe my, my destination into moving back into education really commenced. I actually found myself falling into volunteer positions in schools in different developing countries volunteering and working and teaching in orphanages. And by the time I returned from that year long backpacking trip around the world, I decided that I absolutely wanted to share the gift of education with others going forward. And I phoned my local university when I returned home and there was

one spot left on one course and that was a degree in education. I mean if there's, if there's such a thing as destiny, I think I experienced it there and then.

Kathryn: How did you get into being location independent?

Sarah: I've always been a bit of a traveler. In fact, my, my actual family background comes from the Gypsy heritage. So, for those not aware, it's also known as travelers. So, my real historical heritage is just embroiled in this world of moving around and traveling about. By the time I was 21 I was living overseas, had moved to the Mediterranean from the UK and started my business over in Malta. And very quickly after that I fell in love with my wonderful husband, I've been married to for eight years now. And he said to me one day, he was working away at the time, he said, if you have a thought about Australia. And I said, well what do you mean thought about it. Of course I have. What do you mean? And he said, well, would you like to live there? And I said, well, why not? And six months later we were packing our lives onto a plane and moved to Australia where I again recommenced my education company. So, I kind of have always been location independent too. I think it never really had a term, I don't think when I first started doing it. And I remember I came across that book by Tim Ferriss The Four Hour Work Week. And I remember reading that book, I went, Oh wow, I'm already doing it. And today I actually live in one of the most remote tiny seaside towns in the whole of Australia. And yet I run an international education company from a spare room in my house.

Kathryn: How do you describe your job to people who are just being polite when they ask?

Sarah: Every single person has some kind of expertise or some kind of life experiences that they've been through. There's information and education to share with the world. So in simple terms, I help you turn that into an online course.

Kathryn: When you're talking to someone who really wants to know the details.

Sarah: Yeah, I like to tell people about, I ask them what do they do? What's their job, what have their previous jobs been, what do they do today? How do they like to help people? What are they interested in? What are their hobbies? And have they thought about turning that into an online course? And if so, I can help you do that.

Kathryn: How did you get from going to your teachers course to becoming someone who helps develop courses?

Sarah: When I returned from my trip around the world, I remember thinking, right, I want to get into education. At the time I had no idea that such a thing as adult education even existed. So I kind of went into it with quite an open mind and still not being entirely certain of what it was that I wanted to do. If you're looking to go into business, and you're not entirely sure what it is, that shouldn't stop you. It's really important that you take the first step and just do something, anyway. For me it was just about going, I have to take the first step because step number one leads to step number two. So that's what I did is I signed up for this course, a degree in education, not being entirely sure where

that would end up taking me because I didn't even know all the options were. Through that course, I basically found myself undertaking various different work experiences and I volunteered my time. And through those different experiences, one of them that I led to was teaching in prisons. So I conducted a dissertation on the effectiveness of education in the prison system and how that affects recidivism, how also how it impacts offenders esteem and so on. And so I was looking at education in a slightly different way and I really, really, really found my zone. This was where I discovered that adult education existed. And it was very different from what I had experienced in education. It was about people, it was about being surrounded by the life experiences of adults and all of the different sets of knowledge and personalities and experiences that they've had. And I realized there, and then that for me, adult education was the direction that I really wanted to go in.

Sarah: So, as I progressed through my degree, I specialized in adult education and I then moved on into doing a postgraduate degree. And I specialized that postgraduate degree in adult education and lifelong learning. And that's where I discovered, you know, this whole world of professional development and personal development in that organizations paid, you know, training companies for all kinds of topics of education. You know, it was amazing, fascinating subjects, the whole plethora of different things that we can learn. And that's where I started discovering that the world needs constant continuous education. I realized that there was a massive market for education. My work luckily took me into a place of being in the right place at the right time. My employer, I had just won a brand new government contract and had to write to a whole heap of training in over 50 different subjects from scratch.

Sarah: And because I was the new enthusiastic young one, they were very delighted to hand the whole project over to me and I just chewed it up. They were great success and then I got given the responsibility of teaching all of the other trainers in the organization how to deliver that training. And so I actually started my business on the side when I was still unemployed. I was not unemployed; I was still employed. So I ended up having to employ my university lecturer to go and teach for me under my business, as my first employee so that I could continue in my training management position. So it all just really went from there. And there was all these different government contracts that were available. You know, you can contact your local shires, your local municipalities, contact organizations in your area and you'll find that they have a huge range of training needs that your experience and expertise might actually match and they will pay you very handsomely to design good training programs to, to fill those needs.

Kathryn: So was that how you got your first clients, was approaching the municipalities and seeing what they needed?

Sarah: Yes. So when I saw did in the very beginning, my understanding of business was very much from the traditional sense. And so what I did to get my first projects is I picked up one of those big old heavy phone books back in the day and I got a highlighter pen and I highlighted every organization that I felt may be a potential client. I wrote, hand wrote a letter saying, Hello, my name is... and here's what I can do for you. And I literally posted them all letters. But it's actually funnily enough, a strategy that I still use today because almost like snail mail is so old school that it's kind of cool again. But that really, really

works for me back in the day. The other thing is, yeah, just to, to just simply call your local shire or municipality because there's a huge amount of grants and contracts and tenders that are out in the world all the time.

Sarah: It's amazing how kind of unpromoted those funds go. I guarantee you wherever you are, there will be multimillion dollars available in your state. So when I, by the time I came to Australia, I actually rocked up in Australia alone with a 25 kilo suitcase and nothing else. And I simply started searching for conferences and expos in my local city that my target audience might be at. So, the most important thing there is understanding who it is that you want to get in front of. And the cool thing about conferences and expos is your target market have paid a fortune for a stall or some kind of table at those events. So they're a trapped market, there's no gatekeeper saying that they're not available or can't talk to you today. So, I just went around with my phone number written on scraps of paper because it didn't even have any business cards yet when I landed. And I just went around and spoke to every single one of them and by the time I left at the end of the first day I had over 300 business cards and I think it was just over a week later, I had my first six figure contract as a result of that effort and building on from that, using techniques such as then contacting those conference organizers and offering to speak for free at one of their breakout sessions or one of their mini stage sessions that a lot of these conferences have. And you'll be amazed if you're referring those services for free. The conference organizers are usually quite keen to take you on if you've got something, a talk or presentation, that's relevant to the theme of the conference.

Kathryn: Tell us about your first major struggle.

Sarah: Struggles in business are very common. I think we experience those every single day. If we don't, I think we might be doing it wrong. They're great learning opportunities, but for me like the biggest one that stands out in my, like in my career and business would certainly have to be at the end of around 2014, I had a multimillion dollar company. By that point I had 23 stuff and multiple offices across Western Australia. I had got slightly complacent. Things were going very well. I was very comfortable. I was not pushing myself very far, very hard because I had a very large contract with the federal government that was paying extremely well. And as a result I had all of my eggs in one basket and one day each of my clients who were funded under that federal fund just called me on said, well, we're really sorry. We've just come off a conference call, and the Prime Minister has decided to cut the fund where I need about nine months into this 19 month project and it's gone. I just remember sitting on the phone every time I put down one phone call, the phone rang again and it was the next client who was funded by the same fund. He said the same thing and like I remember not being able to speak. And at that time I had 23 trainers who were out in the middle of nowhere who I was paying very, very handsomely, so I just had hundreds of thousands of dollars to pay out in terms of salaries, redundancy packages, obviously the ongoing tax requirements as part of a high income business, that I knew the next quarter was going to be impossible to make and I, I had lost everything in a day.

Sarah: I lost a \$2.7 million contract, let alone then all of the costs that come with losing a contract. And I had to tell 23 people who had become quite literally my family that they weren't going to get paid, yet and I'm afraid I had to let them all go. It was the most

heartbreaking day of my life. And in fact, five years later I've only just finished paying off all of those outstanding bills for some of those tax debts that were there were left remaining, cause they exceeded over a million dollars in the end. So getting through a struggle, which is a very light word to use for what I went through at the time. Getting through that challenge was definitely tough. It required a lot of resilience. But I think entrepreneurs have that in oodles. There's, I think that's one of the key strengths that we must have. One of the key characteristics we must have in business, whether we are doing it small time or whether we want to aim for a huge, you know, multinational multimillion dollar organization, resilience is key. So for me it was about, you know, I use the term, you know, good old English girl, pull your pants up and get on with it, kind of attitude to myself. I let myself have a cry. I let myself drink, maybe one or two glasses of red wine more than I should have, had a good cry and just went right, I have to move on. So at the time when this, this fund had disappeared, at the same time, Western Australia was also just entering the global financial crisis and all of the organizations that the couple of years before I'd just generated big contracts with were also starting to pull back on their budgets. So, where we were also losing a lot of our corporate work as well. And I just thought, what am I going to do? But I knew I had to do something.

Sarah: There is always an answer. There is always a way. So what I did is I thought, well, how can I do what I do differently if my local market is struggling? If the local economy that I have been depending on is not thriving right now, how can I possibly access the different market without having to change what I do or who I am, what I specialize in. And so this is for me where I very much transferred from the traditional consultant, the traditional face to face, B to B training, education services, you know your classroom based services to doing things online. So I thought to myself, right, well I know what I know, I know what I know how to do. I'm going to find a way to put this online and be able to access an international market. So, I remember going through and basically writing out as you consultant, as an advisor, what are all the questions that my clients constantly asked me over and over again, regardless of what industry they're in. And I started answering them to a camera. I then looked at, pulled out all of my training materials, all the workshops, like ever delivered. And instead of teaching it to a classroom full of people, I just taught them to a camera. Now, at first this was really awkward because nobody is born naturally talking to a lens. It's really a, it's a real challenge when you first get started. It's very confronting, looking down that camera lens and talking to yourself that you do. You do get used to it. You do get better at it the more that you do it. So after sort of 12 months I had over 60 online courses put together and I immediately, the second you press publish online, you have a international global marketplace instead of a local one.

Kathryn: How about your first major success?

Sarah: Do you know what, it was, it was getting through my biggest failure or biggest struggle. I think for me that was when I first realized that I had succeeded. It was coming through that challenge, coming out to the other side and realizing that it was like just one day that I woke up, that I had gone from an absolutely nobody facing administration to suddenly being quite well known in my industry. And we had people tagging me in Facebook groups, being recognized by the Huffington post as their top 50 must follow female entrepreneur, being asked to speak on stages all around the world. I suddenly

kind of woke up one day and went, wow, I've really achieved something here. And for me it was almost as if that felt more successful than you know, building, building the business to such a high financial level when I first arrived.

Sarah: Because of the fact that I had done it through such adversity and through such personal internal trauma at the same time, it was the fact that, you know, I did manage to pay all of those, those debts off. I did manage to fight what everyone said was an impossible fight to win. And not only that actually grew my business at the same time. And for me it has been a lesson that I've carried with me since that the worst things that happen to us are usually disguised as something terrible but are the best things that can be possibly happening to us because they, it's almost like the world is constantly trying to tell you where to go, what to do, and it's trying to give us signs of who we're supposed to be and sometimes it has to slap us around the head, so that we find a way to, that we're forced to change and so for me, that very much has been what I believe is my greatest success.

Kathryn: If you could start fresh today knowing everything you already know, is there anything you would've done differently?

Sarah: If I was going to start fresh? It's really hard to say that because I be contradicting myself I think, to say anything other than no. Because if I hadn't gone through the tough lessons that I had gone through, I would not be where I am today. I wouldn't be who I am. As an educator, an entrepreneur, I like to use the word edupreneur, the only reason I have become followed by people is because I have quite openly shared my mistakes. And if you share those lessons as you go along, people can relate to you. They find you helpful, they find you interesting. So would I like to, would I make a lot more money if I could fast forward to what I know today and start back again 13 years ago? Oh yes. That would be great, but I don't think I would, I would be who I am today. So no, I don't think I would change a thing.

Kathryn: Odds are there's no such thing as a typical day for you. Do you want to give us what a random day looks like?

Sarah: Ah, I have got to a point now where if I've managed to automate a great deal of my business, I have a lot of online courses that sit on the Internet and people find them through my blog articles that I wrote once and still generate leads for me and they find the courses, they sign up to them without me being involved in the transaction. So I reserve my time now just for the clients who have paid for the one-on-one services with me. So one of my most popular services is I do a one day course creators setup package. And so in that day I build their whole online school for them, got all of that email automation set up. I create their course plan for them, their whole outline, and they film their course in the afternoon. So I reserve myself doing just four of those a month.

Sarah: And in the mornings I now only work from 7:00 AM until midday every day. And I do that because I'm a mummy. I have a three, a three year old girl and I am currently pregnant with my second child due in January, 2020. So for me, I have tried very much to do what the opposite of what a lot of entrepreneurs like and I've tried to create a bit more routine and predictability. So for me it's very much about doing the normal mum stuff first thing in the morning, dealing with a few clients and a bit of administration for

a couple of hours and working in those clients who want their one day set up services. And engaging with my social media followers is also something I like to do. My little Facebook group, I have Entrepreneur to Edupreneur, jump in there, answer people's questions, check if anyone needs any help with anything. But I like to live life fairly, fairly comfortably. And I feel like now after 13 years of hardcore work and hustle, that thanks to having an online business that's now a reality.

Kathryn: Did you keep up with any kind of continuing education, formal or informal?

Sarah: Oh yes. You can only be a fantastic educator if you're a great learner. You can only be a fantastic entrepreneur and business owner if you are constantly learning new things. So yes, for me, a lot of my friends will tell you that I'm the biggest book addict they know. I love to read a lot of nonfiction. I have shelves full of books surrounding me in my office right now, but I would say I love to read fiction as well. I think we can't, we can't be all work and no play. Audiobooks of course is a fantastic way to learn. Podcasts, you're listening to one now, so you already a learner obviously, but also subscribing to blogs or online magazines that contain content that is going to be very valuable for your particular business and industry. I like to go to conferences and now we're really lucky. There are so many online summits. There are lots of online conferences that you can now attend. I like attending a lot of workshops too and in your local town there's bound to be a range of workshops available. And I like to use Google alerts for things like that, so if there's particular topic that you want to be seen as the expert in, you need to be an expert learner in that topic too it's the only way that I can be of best service to my industry by making sure that I'm on top of the ball for them.

Kathryn: What are you excited about right now in course creation?

Sarah: I think the great thing about online business of any kind is that the world constantly changes. So what's most exciting about that space is that there's always something new. This isn't an industry where anything's going to get stale anytime soon. So there is a massive, massive demand at the moment for people to learn, as the world realizes that they can now access education online, whether it's an online summit, so online courses, they are searching more and more for it and it's more accessible to more people in the world. It was 6 billion plus people on planet earth. There is a lot of hungry people out there and a lot of opportunity for sharing your knowledge and expertise with the world. So now is the time. We are really lucky to be at the precipice at the beginning of this journey. My, I keep saying to people, if you want to be part of that \$325 billion industry right now, all you've got to do is create an online course and it's not as difficult as it might sound. And that industry currently, according to a large number of statistical researchers is set to double in the next three years alone. Now is the time to jump into this market and I just think there's nothing more exciting than an uptrending market.

Kathryn: Now it's time to get into the numbers. What would you say your income range is and how long have you been doing the work?

Sarah: Yeah, so I've been in this industry now for well over 13 years with my company. I do have a seven figure business and that has been created by having multiple income streams, now particularly after my learning my lesson a few years ago. To do what I do

and to do it sustainably, you do have to do think this, do your thing in different ways. I will never again make the mistake of only having a single income stream and that's why I use the Internet to my advantage of having really small priced products, right the way up to very, very high end corporate services. Having that mixture opens up my market, even though I'm providing the same service. It opens up your market, it opens up your various income streams and it just makes your income and your business much more sustainable. So it's important here that I say that you don't have to be a teacher or have an education company.

Sarah: There is a range, and I like to sort of use the terms information, implementation, and transformation. So your information products that you can be making money from right away. A book will set you back, anything from five bucks to 30 bucks. You could be creating a small mini course in your area of expertise. Sell that for anything from \$5 to \$100 and people will basically pay you to learn what you know and often will then become your service customer too. They realize that you totally know what you know. They've seen that there's actually a lot more to it than what they thought and at the end you say and hey, I know I've just taught you how to do it, but if you want me to do it for you, here's how, and they end up then paying you for your high end services.

Sarah: So that's kind of how this, this model all fits together with the, with sort of the teaching your market kind of income stream, but that might have been your mini introductory course for those that are sort of interested for those that went, wow, that's really interesting, I want to learn the advanced level. Perhaps, then you have an advanced level course that could be anything from a hundred bucks to thousands of dollars depending on what you've put in there, what your market competition rate is and the results that it gets for people. Then if you look at the services side of it, it's what you upsell them to. Perhaps you have an immersion style bootcamp. Perhaps you provide some kind of very high end top end service. Perhaps you have a monthly fee that they pay you for a year's worth of services, and that is how when you put this all together, you can build yourself a six figure, seven figure business very, very quickly Using your online course as basically a marketing tool that pays you.

Kathryn: What would you say the beginning income range would be?

Sarah: If you're just working on the information stage and you're just selling those cheaper end courses, you know, you're looking at anything from \$5 to \$100 a course. When you're selling courses individually, you know someone's, you have great months, some months you don't have such great months. It depends what marketing that you've done. But if you have created a membership site for your online courses, this is where your income level starts to become quite sustainable, even though you're only selling each sale for a very small amount of money. I put all of my courses into an online school and I then decided to create a membership whereby people can have access to every single one of those online courses for just \$47 a month. And I thought, right, well just let's go with me. Let's see what happens. And what you more find is, if someone's paying you \$47 a month, you have 200 people paying you \$47 a month, and that's something like 11 grand a month coming in for doing nothing. Once you've created the course, you've done the work, it's finished. So that money is, is quite literally passive by definition that you're not involved in the transaction or the service or in the sale at any way. So when

you say what's the beginning income range? Well, if you've only got one customer, you're only earning \$47 a month. If you've got 200 customers, you know it's, it's 11 grand a month, it goes up very, very quickly. How many people could you reach? How much marketing you prepared to do? Well, the top income range is sky's the limit. There is no limit. When you're in an online course, there's no limit to the number of people that you can enroll.

Kathryn: How did you decide on your pricing, both for your individual courses and your membership?

Sarah: There's a lot of things that go into picking your pricing for an online course. I mentioned the information, implementation, and transformation and this is where I'll go back and describe those are. This is, this is where I sort of guide people with how to price your stuff and now the first thing is is obviously to look at your market and there's a platform called Udemy, U. D. E. M. Y. That's one of the biggest open market online course platforms out there. Anyone can put their courses on there and sell them on there, but it's a good spot for your initial research phase. Have look at the course curriculum. So what that means is what people are teaching and how much that setting it full and that will start to give you a really good idea as to what you could be creating and what you could be expecting to earn in your industry. However, just because that's what other people are selling their content for doesn't mean that you have to sell yours for the same price. What I encourage people to do is once you've seen what's out there and what the market are offering, how can you make yours better and different and therefore be able to charge more. So information, if your course is containing very basic content, it's your mini introductory course, for instance, keep the price low. You want to see this more as a lead magnet rather than an income generator. Imagine you know, people give away free lead magnets information where you're just PR sort of compiling and curating a really tailored bunch of tips for your particular market.

Sarah: In a mini online course, you know you're going to be looking at anything under \$100 that's your low end sort of minimum price range for your information type products and services or your information type courses. The second level up from that is what I call implementation and this is where if your course actually shows people how to do something, so if you take them through step by step process to do something, then you are helping them implement the information. That means your course is more valuable. So you can start to price a bit higher. This is where you're going to be looking at anything from the \$100 mark and perhaps up to a thousand dollars. And then you have transformation, so transformation is when you quite literally transform somebody, when you transform their life, when you transform their business. And I don't know, maybe you're a nutritionist, so before your course they were overweight, unhealthy, fatigued, whatever. By the time that they finish your course, they've lost two kilos, they feel happier, have more energy. So when you literally change someone or something, as a result of your course, you have what's called a transformation. And that is where I would say to you, this is where your pricing needs to be at your top end. So you're talking a thousand dollars upwards.

Kathryn: What tools and gear would you recommend beginners start with?

Sarah: Look, it doesn't need to be expensive stuff these days to both run a business, but also to do online courses. Most people now have pretty good smartphones and to be honest nowadays, the camera quality on those smartphones is really, really good. So if you are on a budget and you don't want to sort of jump into spending lots of money creating courses, your mobile phone is quite literally enough. Stand by a nice well lit window, and simply teach what you know. It's as simple as that. Of course then, access to a computer to upload the videos to wherever you're going to host your courses, whether that's on an open marketplace, on your own learning management system, or on your website, all of which there are free platforms for these days. Or if you want to really take this seriously and get yourself some quality filming equipment. There is actually now really, really cheap stuff available.

Sarah: Amazon and Ebay are your friends. You can buy what's called a photography starter kit or filming starter kit, online. And what that includes is two or three massive professional studio lights. It includes a big frame to hold up a backdrop. It includes a black, white, and green screen, like literally a professional filming studio and you can get those now for under \$200. You can get yourself a quality webcam and for you know, no more than \$100 and you can get yourself a really quality microphone. And I use little lapel microphones and you can get those now really perfectly high quality ones for under a hundred bucks. And you just need good lighting and if you just want to buy the lighting sets from Amazon or Ebay these days, you can get that for about 20 bucks. So lights, camera, microphone, mobile phone, Internet connection. You are set up to start creating yourself as potentially a multimillion dollar business through online courses.

Kathryn: What's your number one tip for women looking to get into course creation?

Sarah: So for anyone who is thinking about creating online courses, there's lots of different ways that you can get into it. Look, you can jump straight in and find yourself a course creation expert like myself and get someone to help you through the process. I have a one day set up service that's will have everything done from your course plan, helping you come up with your course topic, idea, pricing, everything online, school setup, the whole shebang or you might like to learn how to do it yourself. So there's lots of courses out there in the world. I have one on how to create profitable online courses, but I also have a lot of free content. I've got a free course and I'll give you the links as well for these in a moment, that will take you through how to create your first course plan in 60 minutes. It's completely free. I have a course plan challenge that's completely free and sends you a tutorial video every single day and this will perhaps start introduce to what's the best topic for you, in a way you're going to love for a start. You want to be really enjoying this process, but also that's going to be profitable and fit into whatever else it is that your business already does so that they also cross promote each other and make more income both ways. So, if you're looking on getting started first think about, you know, what do you love, what are you good at, what does your business already do? And your topic that you're going to teach perhaps will then fit somewhere in between those three things. Then what I would suggest you do is start writing down all of your top tips in that particular field. What are the most commonly asked questions from your audience?

Sarah: What are the most common thing that you're doing for people or having to advise people on? And all of these things are going to start then forming your course content. So if anyone does want any help with those, my website is sarahcordiner.com and there's a courses tab on there which will take you either to my academy or to some of my free courses on there. The Plan Your Course in 60 minutes, which is completely free of charge. There's not even any signup required for that, you can just watch that straight on the website and of course come on into my Facebook group, Entrepreneur to Edupreneur Course Creators and you know, just start putting your feelers out there and seeing what might work for you. Of course, get in touch too if you'd like to have a chat about what your course idea might be.

Kathryn: What are your next steps?

Sarah: I like to have one clear goal. There's lots of different ways that you can achieve goals. For the entrepreneur who likes to do lots of things, you can still be satisfied, but I think it's really important that you pick one thing and to do that really, really well. So for me, you know, I found that my online academy is one of my easiest business strategies because I get the monthly subscriptions for my own input. Now I've created the content, lots of work into that very little effort required on my behalf to actually grow that regardless of how many more people join. So my number one goal is to keep building the academy. The more people are in there the more courses I create for those members. But also because my academy also then starts filtering clients into my services side of my business, but also because it's very efficient in terms of effort. As I said, don't, I'm currently pregnant with my second baby. So what's next for me is just making sure that the academy is nice and full for that passive income to come through to the business so that I can enjoy a nice maternity leave, when my little one comes along.

Kathryn: Where can listeners find you?

Sarah: So for those who interested in creating online courses or just learning a bit more about the space and what you might be able to do, I do have a couple of free things that you can come along and join. I have a course plan challenge. It's completely free of charge, which will help you create your very first course plan. Come up with what your topic might be. It's [sarahcordiner.com /courseplanchallenge](http://sarahcordiner.com/courseplanchallenge). I also have a course that's at exactly one hour long. It's a video, you don't have to sign up for this one. It's called how to plan an online course in 60 minutes and it's very easy to jump on and view that. It's just one simple video on my website, [sarahcordiner.com /60mincourse](http://sarahcordiner.com/60mincourse). If you take those two, it will be a massive stepping stone. By the time you've watched both of those videos, you will know what course topic is going to work for you. You will have learned a number of market research strategies so that you can work out that your course has market demands or not. It will also help you draft out your course plan, outline exactly what lessons you will teach in what order and you will be ready to start your course creation journey, from there. Those of you who are interested in just getting some, some sort of set up services done for you, I have the one day set up service, so if you go to [sarahcordiner.com /onedaysetup](http://sarahcordiner.com/onedaysetup) and also [sarahcordiner.com /services](http://sarahcordiner.com/services) and you can look at my pricing, what's on offer from those pages there. And of course, don't forget to jump onto the Facebook group Entrepreneur to Edupreneur and join the community

of other course creators, those people who are already really successful in this space, making thousands of dollars a year and to those who are completely brand new as well, and just learning this for the first time. There's a whole range of of thousands of people in there who are course creating.

Kathryn: Sarah, thank you so much for joining us. This has been great.

Sarah: Absolute pleasure. Thank you for having me here on the Compass Podcast and I can't wait to hear about all of the courses that get created as a result of this episode. Thank you Kathryn.

Kathryn: If you want your own location independent life and are eager to take that next step, join us in compass insiders where every week I send you actionable tips, inspiration, and motivation so you can take that next step towards going remote. Join us now at compasspod.com/insiders Did you enjoy this episode of Compass? If so, please take a moment to write a review. Leaving a review helps other women find us so they can find their direction too. Thank you for listening to Compass. You can find today's show notes at compasspod.com/033, that's compasspod.com/033. Join us next week when we talk with Nicole Berry, study abroad organizer.