

q series: with TINA TOWER

How these Aussies made millions from creating an online course

Making money from what you know is simpler than it's ever been. Years ago, there were complex coding and technology to master to create online courses. And that's before even trying to get your customers to understand how to use it! One of the advantages of the past year has been the increased comfort that people feel online and the willingness to learn in a self-paced at home environment.

It's never been easier to package your expertise and set up an online course. You may start just wanting to generate enough income to fuel your life and get some extra investments on the side, or you may be ready to say goodbye to that Monday to Friday 9 - 5 life and live the life you've always imagined.

It can be so scary saying goodbye to what you know. Start small and decide at what point you'll give yourself permission to quit. Then, once you're all in on your business, you can level up. Like any business, online courses are something that either stays very small and doesn't gain any traction, or, it goes big - really big.

Too often I see people start online courses and expect it to be passive income and to work without the effort. You know the saying "If it looks too good to be true, it probably is". Selling your expertise isn't passive, but it is extremely leveraged. You're able to take what you're already great at and known for, and package that information and sell it to help others up who are behind you.

The biggest determinate of success is your attention to customer results. The more you can help your clients, the better you will do. For that, you have to be passionate about what you're doing, be willing and able to talk about it again and again and again and to be fiercely obsessed with helping others to learn what you know.

I used to run serviced based businesses. I built tutoring centres for years and then licensed my curriculum and then franchised. I built it to 35 locations throughout the country and it was HARD work. Every dollar was earned - blood sweat and tears. Business as we traditionally know it is an exchange of money for time. If we want to grow our business, then we need to work more hours or hire more staff to work more hours. My love affair with online course businesses began when I realised that it's not a time for money exchange, but instead, a value for money exchange.

You get financially rewarded for the impact that you're making in the world and the value that you're giving to other people. And because of how leveraged online courses are and your ability to scale and serve so many people at one time by utilising software and automation without the increase of hours in delivery, then it's massively leveraged.

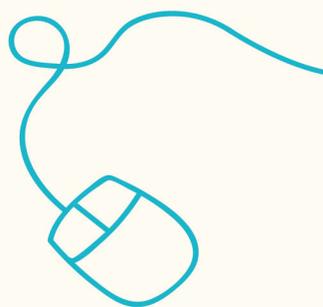
It took me over ten years to get my serviced based business to over \$1 million a year in revenue. For my online business, it took 19 months, with no money spent on social media advertising. I embraced content marketing and set about serving people as best as I can. When I'm asked about what helped me to create a million dollar company online, I come back to what I said earlier about customer success. I was just as psyched to serve two customers as I am to serve 200. I am completely driven by results for the people I serve and those results are what continues to propel my company forward.

The common thread that I get from online educators is that if they can do it, so can you. You already have the knowledge in your head, now you can package it, sell it and make a bigger impact than you ever dreamed possible.

Tina Tower, author of Million Dollar Micro Business (Wiley (\$29.95)), is an award-winning serial entrepreneur who has founded, grown, and sold several businesses and franchises. Tina has helped hundreds of people package their expertise into an online course and launch it to the world. Through her program, Her Empire Builder, she is on a mission to help 100 women build a \$1 million a year business by 2025 and her new book shows show you how to package your expertise into an online course. Find out more at milliondollarmicrobusiness.com



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