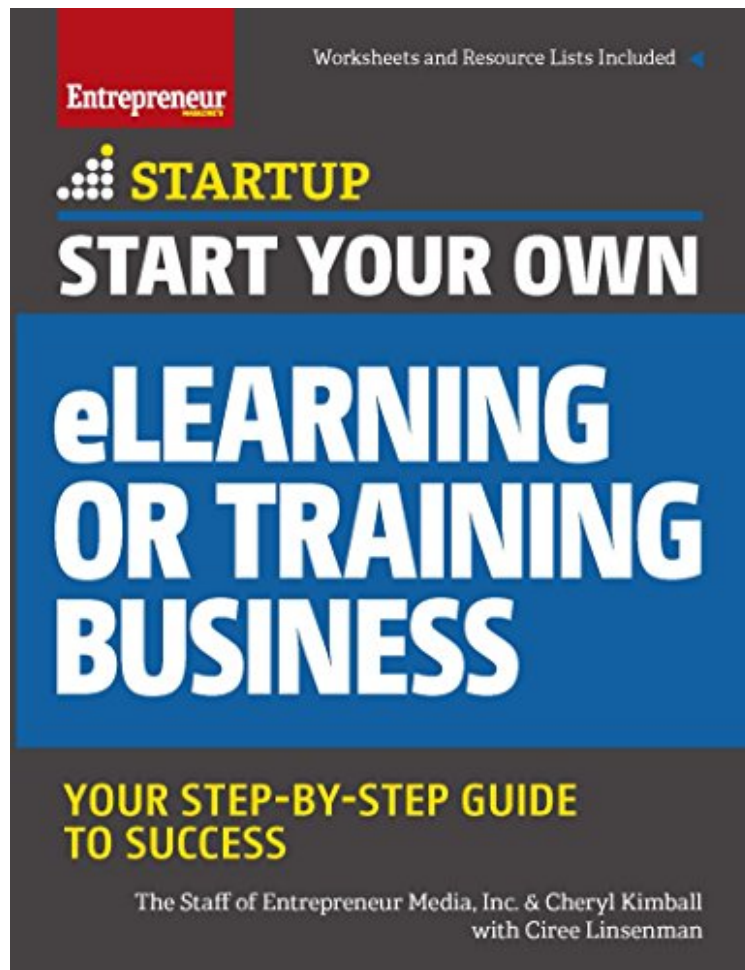


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Start Your Own eLearning or Training Business: Your Step-By-Step Guide to Success (StartUp Series)

Ciree Linsenmann

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From the Back Cover Set Your Course for Success The education and training industry is thriving. Driven by a preference for self-paced learning and paired with the convenience and mobility of personal devices, eLearning attracts a seemingly endless combination of audiences looking to enrich their lives, learn a skill, or achieve professional certifications. Whether you're a business owner looking to expand your offerings or an educational professional looking for a global classroom, our experts explore the opportunities within three billion-dollar industries eLearning, corporate training, and personal development and teach you what you need to know about starting, running, and growing a successful eLearning or training business. Learn how to: Discover your niche, identify your offerings, and target the right audience Select the right teaching platform for your courses and products Set your business apart with low-cost marketing and strategic networking Stay on top of current trends and ahead of the competition Create an online presence that promotes and organizes your work Manage daily operations, set rates, and hire a support team Plus, gain valuable insights and advice from practicing eLearning professionals, stay on track with worksheets, and stay ahead of trends with a valuable resource list. Everything you need to know to make your eLearning or training business a successful reality is right here. Get started today!