



Teaching Web Skills

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UniForum Chicago

The International Association of Open Systems Professionals

Why Teach?

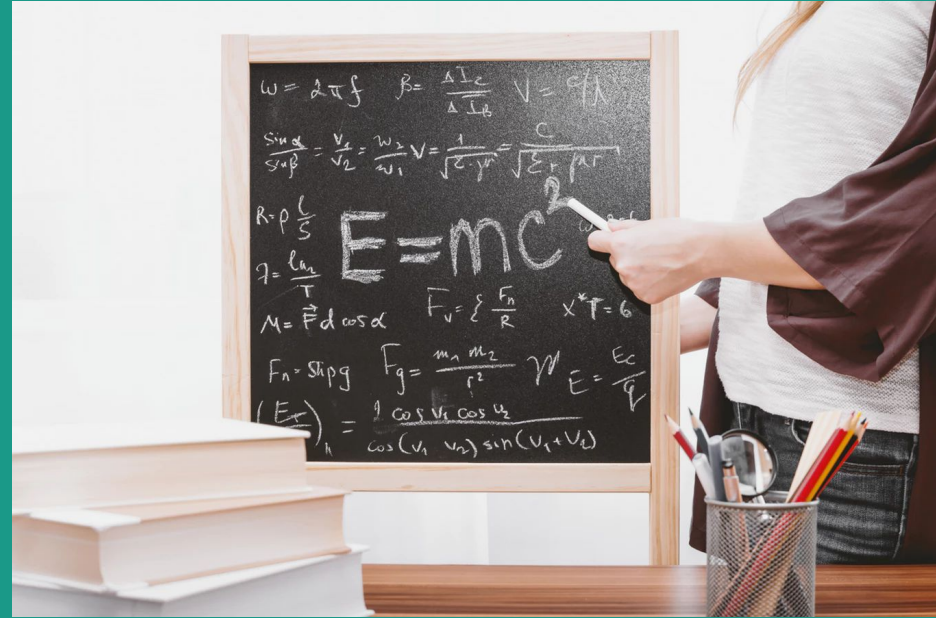




Why Teach

- Creative “Growth” Mindset
- Tighter connections, more value to clients
- Excellent source of referrals
- “Productizing” your business

What to teach?





What to Teach - Web Skills

- Listen to your clients
- Research: Target your audience
- What tasks do you frequent or have mastered?
- Keep it simple: Empower don't drowned
- Fail.

Leverage
teaching to
grow your
business.





Teaching to Grow Your Business

- Integrate training into your service offering
- Qualify your students into clients
- ... and vice versa

**Building your
initial training
product &
delivering
instruction.**





Building your initial training product & delivering instruction.

- Understand your student needs
- Show them the “holy land” and the gap
- Provide your best content
- Small bite size chunks



Types of Training

One on One
Ask me anything

Small Groups
Corporate Training

Classroom
Various Individuals

Online Training



Ease of production



Scale of your offering



Lesson Planning

Overview

Initial
Explanation of
Core Concept

Relatable
Examples

Detailed
Explanation

Activity
You Try It

Summary and Call to Action

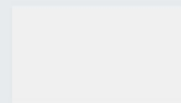
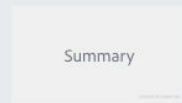
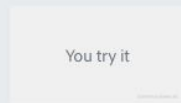
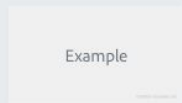


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What will you teach, and why is it interesting or relevant?
How will people use what they learn?

CONTENT ACADEMY, INC

0:02



1

2

3

4

5

6

Credits

Outro

Refine your
training product.





Refine your training product:

- Test your content out
- Find demand for your product
- Build a landing page on your website
- Create a training experience

**Growing your
opportunity with
training.**





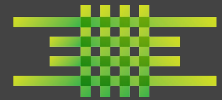
Growing your opportunity with training.

- Build a community around your training
- Refine and then sell instructional products
- Incorporate content marketing.
- Collaborate with others
- Hire out what makes sense.



**Growing your
opportunity with training.**

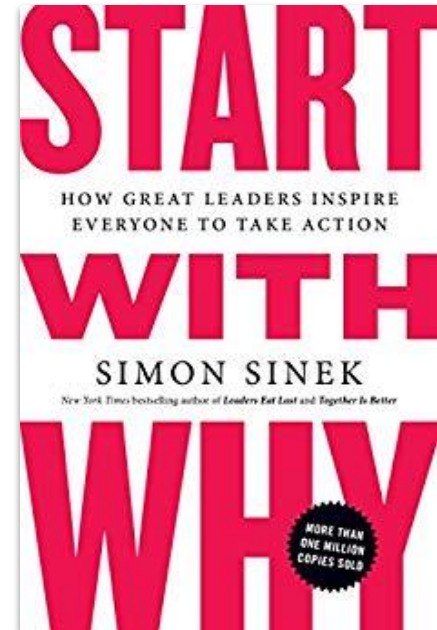
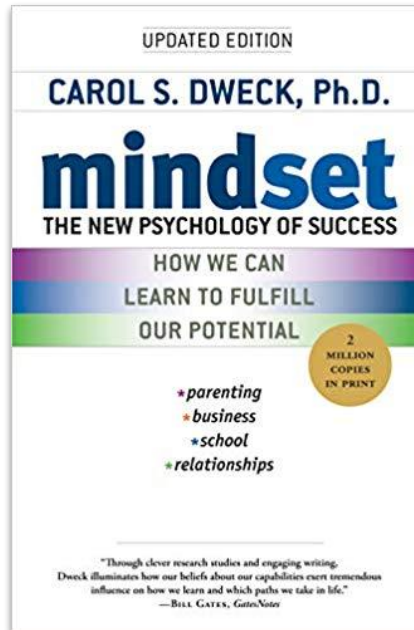
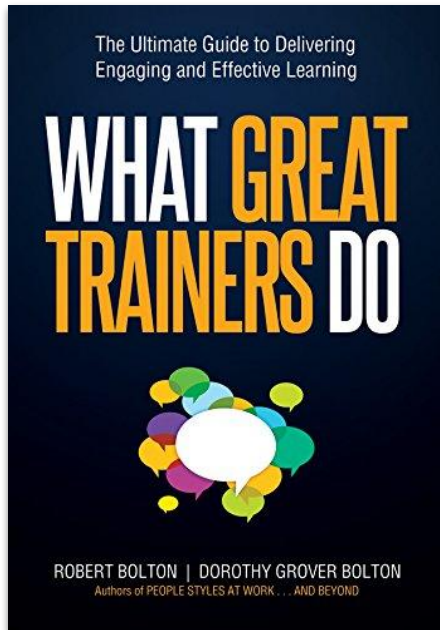
**Course Development &
Marketing Bootcamp**



CONTENT
ACADEMY®

**Course Incubator
Program**

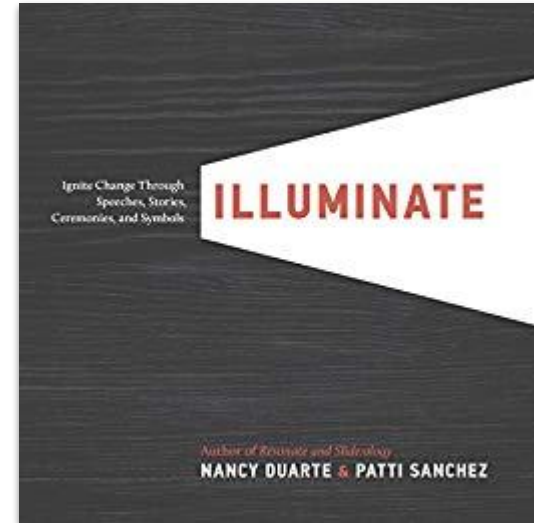
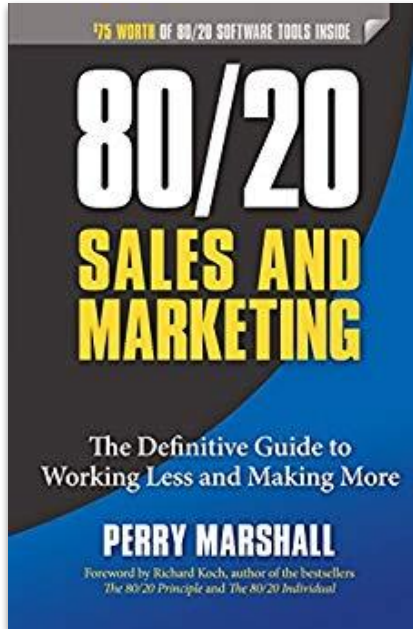
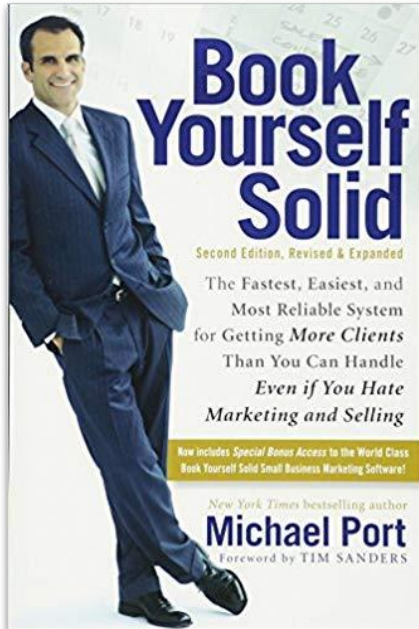
Book Recommendations



312-884-9673

<https://scottwinterroth.com/book-recommendations-for-getting-into-course-development/>

Book Recommendations




Thank you!

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