

## How Phil Ebiner Built a Full Time Income Selling Online Courses on Video Production

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- ❖ How Phil started
  - Back in 2012 I had been out of school for a few years and working full time at different colleges usually doing video production video work for them and I learned about this whole passive income thing through halfings blog and different podcast. And I was always trying to figure out how I could do more stuff like that on my own just because I as soon as I started working for other people I was always getting the itch to do other things and I also was in a lot of student loan debt and I felt like I wasn't making any progress came that often.
  - I just know from my family's background that struggling with money wasn't something that I wanted to do. And for long term so I always trying to figure out ways to make a little bit of extra cash on the side. Starting a wedding videography business and doing freelance work on the side. And so yeah in 2012 I discovered this idea on teaching online classes and put together my first one teaching exactly what I knew and was passionate about the video editing and that I put on udemy.com because that was the first place I'd heard that anyone could teach online. And luckily I made a few sales that first month and I made sixty dollars. And from then I just got addicted to creating online classes and building my own brand.
- ❖ Concept of Co-creating Course
  - Collaborate with another instructor mean there's obviously an overlap of skills to some degree. So you need to decide who do you gonna do co-create a course with.
  - First people that I created courses with were friends of mine who I knew not like the online world or the online teaching world. And these were friends who went to college with me and studied film production with me. And so I knew them, I knew their personalities. I knew what their expertise was and so most of my courses are with people who I actually know.
- ❖ Creating a Course
  - It depends on the course. But we all a lot of times I'll do a lot of the heavy work of writing out the outline of the course and structuring it because I feel like I know how to do that now and then we'll split up on camera time. Some classes where the other person is definitely more of the expert and I'm just kind of the I would say publisher now I kind of see myself as a publisher of course is all just the sort of behind the scenes more so I won't even be in the class as much which I think is definitely a viable thing.
- ❖ First course Phil started with

- The very first course by myself it was a good piece of advice, it was a video editing fast but using a program called Final Cut Pro 7 which was sort of an old version of the Velika Pro which is a video editor by about six months or so after I created that course. They completely redid that whole program and my class kind of became outdated. And even though I think some people use Bonica No.7 now because I see it if you will and rolling in that class it wasn't sort of that evergreen topic that I wish that now I can try to create classes on. So when you're creating scores trying to make it something that will last longer.
- ❖ Publishing outdated course or adding new lectures
  - Well it depends on the software and how it works. I know for some software for example I teach love the Adobe products like Photoshop and Premier pro for video editing and a lot of people still use the old versions because they don't want to pay for the upgrades and especially a lot of people in an international audience get a hold of a copy of an old version of Photoshop.
  - And so for a lot of those bosses all leave the old versions as a separate class and create a completely brand new course.
  - But there are also some courses where it's more of a general course. I've been photography class one of my most popular classes called the photography master class. And for years we've just continue to update that class with new ideas, new topics to make sure it's up to date.
- ❖ How Phil developed a online video school creation on his own platform
  - It's been a difficult process because you have to have traffic and know how to sell your courses to your trap and to be successful on your own farm. And as someone who didn't know how to do that it's taking me a while to figure it out.
  - If you want to slide your classes on your own site individually it might be a lot easier than a membership model unless you just have some sort of big following already and people who are already late waiting to pay for something of yours. I've tried everything from charging premium prices for my courses and that didn't work. I have charge individually for courses at a lower price for my courses individually and it works better similar to what is happening on you.
- ❖ Using YouTube for video production
  - YouTube is one of my biggest traffic sources. And again it's not something where I proudly overnight success it's just been kind of slow long grind of being consistent with it. And right after I started getting online classes in 2012 I realized that I did need some sort of brand and an identity where off of you and me to build. And so that's when I started school online and that became my YouTube channel on my website.
- ❖ Does the video sent to the platform
  - No. I've changed depending on how I don't depending on what I was feeling that month. But sometimes I'm sending them directly to the uni course especially when I launch a course. The goal is to just drive as much traffic to that course as possible get that initial those initial reviews and try to use that ranking as fast as possible.



- ❖ Phil in using paid traffic
  - If had a lot of traffic to my website at the very least installed by Google and Facebook retargeting pixels and I would just be doing retargeting first because whatever lots different offers and say what offers work best field targeting people obviously excluding the people who have purchased as well and then and then. So once you get your remarketing or retargeting campaigns profitable and humming along nicely that's the thing is they don't actually cost a lot.
  - Those campaigns then you can start just building your marketing list because now you've got that end of funnel campaign working the news to populate that funnel. So I would even to start with a really small amount maybe even just on Facebook because you could have a lot more ad copy is probably a much easier interface for you and you might be surprised actually how well it works.
- ❖ Testing Ads
  - Put it this way I reckon you'll get a sense pretty quickly which ads are working and which ads are not working. Just stop with two and you'll get a sense pretty quickly which one is getting more momentum than the others and what you'll find especially if you stop with Facebook is purely because it's social. People will share it. If you write your ad in such a way that is compelling. And as somebody might rate art this would be great for my friend who is also in the same industry as me and they'll share it with their friend and tag their friend etc.
- ❖ Phil's advice to get into online course creation
  - Well I think one big thing is that probably is going to take a while and a lot don't work before you're making the amount of money that you want to be making. I think most you will see them like oh I want to do this full time making enough money to quit my job or whatever that is. And the truth is it's going to take a lot of work.
  - And so because of that I I'm a huge market making it niche. And of course to start out with that you just truly are passionate about and you love but also something that you can foresee expanding on with multiple courses and creating an entire brand around a lot of people will start with courses that they don't. They're unable to create a course that is related that they can cross promote with. So pick a topic or topic that you can create lots of courses and if you're going to me that's the way that I found to have the most success.