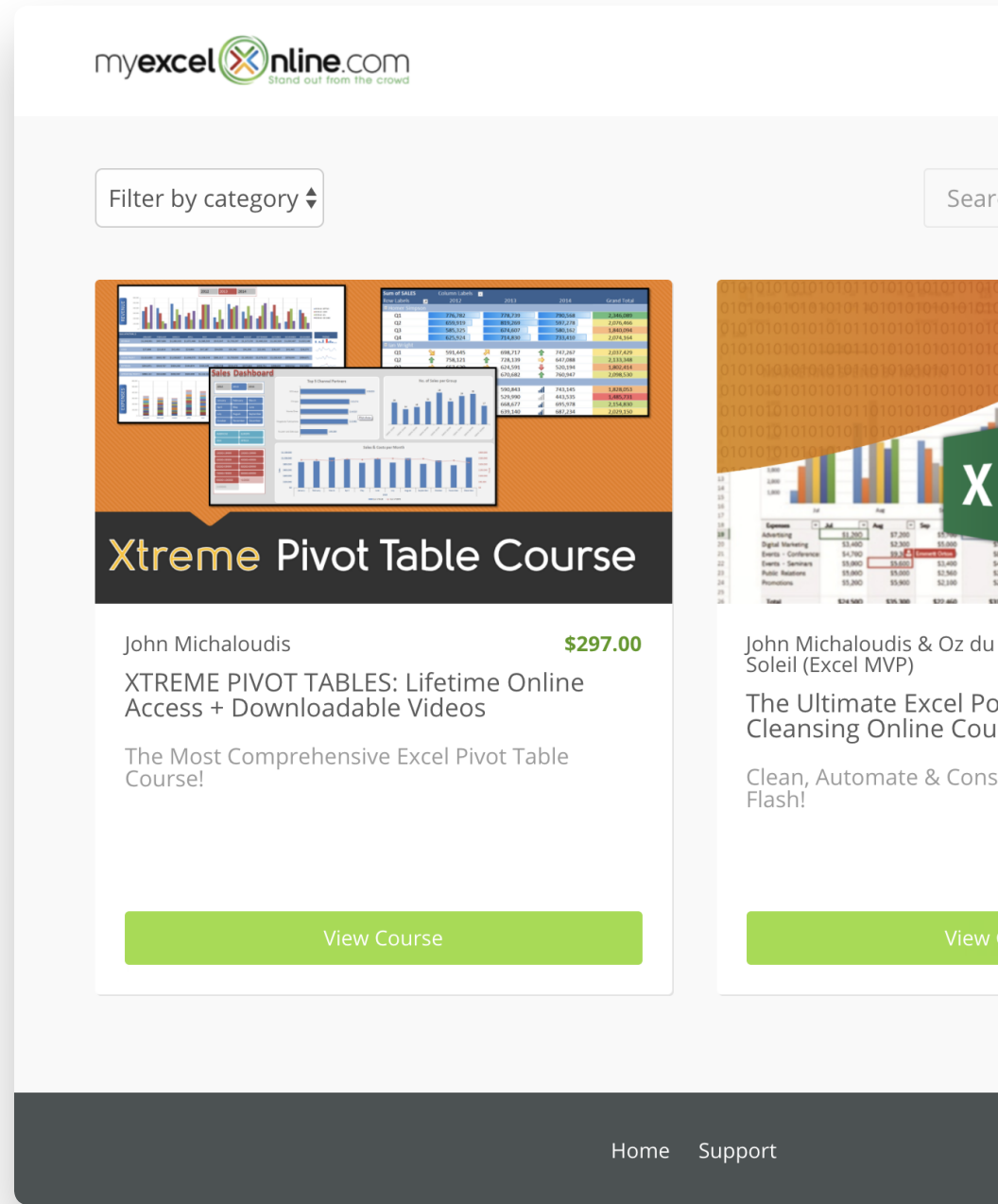


Thinkific Case Study

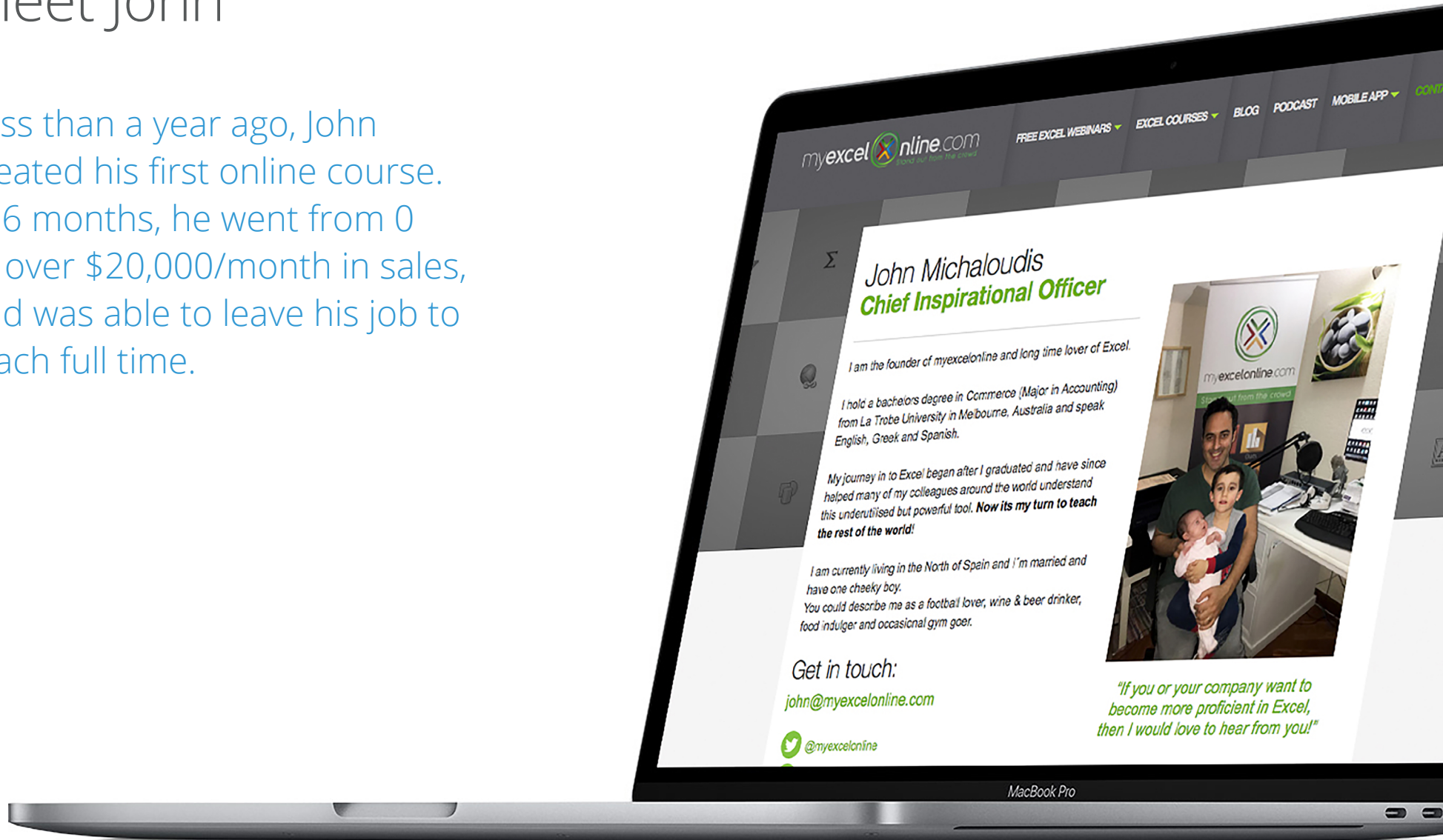
Turning your expertise into full-time revenue:

How John Michaloudis' online course on Microsoft Excel went from 0 to \$20,000/month in sales.



Meet John

Less than a year ago, John created his first online course. In 6 months, he went from 0 to over \$20,000/month in sales, and was able to leave his job to teach full time.



John is the creator of myexcelonline. Teaching online is his full time gig.

John holds a bachelor's degree with a major in accounting, and used Excel extensively at work for over a decade. He turned his attention to building his first course after he found himself answering the same Excel questions again and again from colleagues.

John combined years of experience, extensive research, and real-world case studies to make his first course. His program is comprised of over 200 videos, hands-on workbooks, and some bonus materials. His entire program is hosted on Thinkific.

The key, according to John, is to first build a clear outline, then build out your draft, and to do all of this before getting in front of a video camera. He also suggests watching and reading everything you can get your hands on regarding your subject, to get ideas about possible topics you can cover in the course.

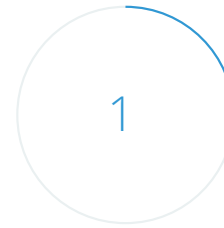
Doing extensive research online first is helpful to both fill the gaps in your current knowledge, as well as to ensure you're versed in the best practices for teaching to help your own teaching style.



[John Michaloudis](#)
Chief Inspirational Officer
[myexcelonline](#)

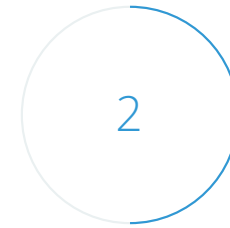
Course creation best practices

John was already an expert in his topic and had been teaching it--even informally--so he knew that there was an audience interested in his Excel knowledge. However, it's good practice to validate your topic along the way. Putting together a mini course, testing it out, and asking for feedback before committing to a larger course is a great way to accomplish this.



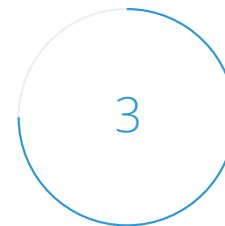
Build a solid foundation

John suggests that reading books on your subject helps with curriculum building. After your research is complete, make sure to first develop an outline to ensure a solid foundation.



Learn everything you can

Watch YouTube videos and online tutorials to round out your teaching material and inform your delivery style.



Create a draft

Don't go in blind - always know what you're going to say. Create a draft, even in bullet points, before getting in front of the camera.



Dive in and start!

It's easy to get caught up in the planning stage, but the key is execution. Just do it!

The move to Thinkific

John credits two key factors for his initial success: His move to Thinkific as a delivery platform, and offering free webinars as his primary customer acquisition channel.

Before his move to Thinkific, John spent thousands of dollars hiring designers to create his website and make landing pages for his courses. He also decided to list his course on the online course marketplace Udemy.

John soon discovered that Udemy wasn't working for what he wanted to do. He wasn't able to receive his students' contact details, so couldn't email them directly with upsells. The Udemy platform also took a large percentage of his revenue, and would place his course on sale without him knowing it.

As a result of this, even when students began enrolling, John realized that he was only making a fraction of the money he should be.

When John made the move to put his course on the Thinkific platform, he loved that he got 100% of control over his students and his data. He decided on his course price, he directly received payment, and he could easily manage all of his student data.

John also saw that by driving traffic to his Thinkific landing pages rather than his own custom site, he could directly make any changes rather than paying a web designer.

John Michaloudis & Oz Oz (Excel MVP) **\$297.00**

Ultimate Excel Power Query & Cleansing Online Course

Automate & Consolidate Your Data in a Flash!

[View Course](#)

Xtreme Pivot Table Course

John Michaloudis **\$297.00**

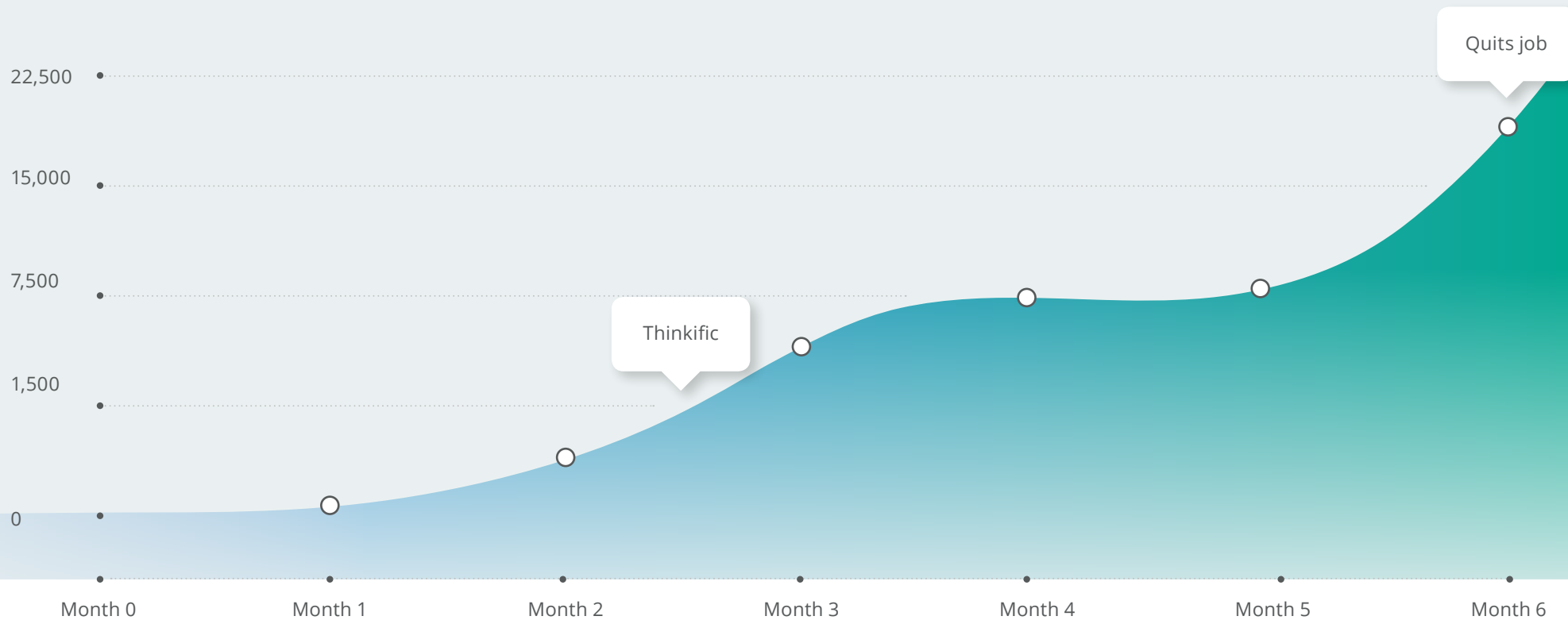
XTREME PIVOT TABLES: Lifetime Online Access + Downloadable Videos

The Most Comprehensive Excel Pivot Table Course!

[View Course](#)

Earning over \$20,000/month, 6 months after launching

John started selling his course in July 2014, and brought in around \$700 in his first full month. His course sales escalated over the next few months as he implemented new tactics for growing and marketing his course, and a little over 6 months from launch day he was making over \$20,000/month.



Introducing: Webinars

John created a webinar which he could offer learners for free, with some of his best material. Once students saw what they could accomplish with his training, the up-sales were easy.

“With the webinar, things are going fantastic. They’ve been a huge hit. Before that I was just making a couple sales from referrals or affiliates. But, ever since I did the one hour free webinar, I’ve been getting heaps of sales. The free webinar covers a bit of everything, including one of my best secrets at the end. People love it because they didn’t realize it was possible to achieve what I showed them, because they’ve never been taught before.”

When asked how he specifically upsells during his webinars, John said, “At the end of the webinar, I give my audience an offer to purchase my Thinkific course at a discount, as well as 12 months of support and an extra mini course. After that, people just buy it. Now, I just need to get it out to more people. If I can get it out to more people, I know it’s going to sell.”

Tips for Hosting Webinars:

1. Include a 30 minute summary of the entire course, and make sure to include lots of value for students.
2. Explicitly show students what they can do in your full course, and what they are going to learn
3. Make sure you’re not only sharing the curriculum of your course, but also explaining the value and benefit your students will get at the end of the day. How will their lives be better? How can they use their newfound skills in work, or their everyday lives?

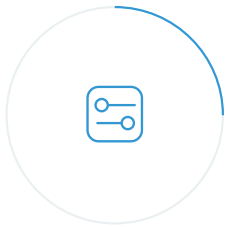
John's winning webinar funnel

John uses advertising focused on his niche to drive people to enroll in his free webinar. He's experimented with ads on Facebook, LinkedIn, as well as creating campaigns within specific industries.

John has found that certain keywords perform better in certain countries.

He monitors which specific ads give him the highest number of webinar enrollments, and then focus his dollars there to make his budget stretch.

Here are some tips John gave for building out a successful webinar funnel:



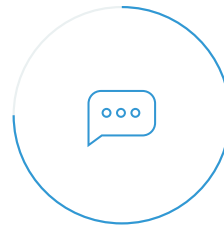
Targeted ads

Ads prompt leads to sign up for the free webinar. Monitor ads carefully to maximize ROI.



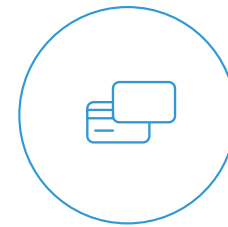
EasyWebinar

EasyWebinar is John's platform of choice. He likes that pre-recorded video is available 3 times per day.



Reminders

John sends two automated emails to participants before the event to increase attendance.



Upsell followup

After the webinar is over, John makes sure to send a webinar replay link along with an exclusive upsell offer (at a great discount for registrants).

What's next for John?

Now that John is a pro at marketing his Thinkific course, he's turning to creating additional courses for his audience.

John tells us the best way to grow your business and increase both your income and amount of new enrollments is to upsell to your existing students. That way, you don't have to spend a bunch more advertising dollars to acquire new customers. He's also experimenting with adding new channels to his marketing engine.

He's starting with a YouTube channel, as well as an Excel podcast to further establish himself as the go-to source of Excel training.

The key, again, is to produce valuable content that makes an impact in the lives of his students. If they really feel the benefit of what they've learned, and see the results in their everyday lives, students are happy to refer your course, as well as buy again when the next course is available.



Reviews

“This course made a difference to my job after only a few modules. Even though I was self taught I still thought I was pretty good. It didn’t take me long into this course to realise how many functions within excel I was not aware off. Reports I had previously spent 4 hours creating now take me minutes (seriously). I would recommend this course to anyone who works in Excel.”

- Olwyn B

“Great course! Learned a lot and had fun doing it. Skills I’ve learned will be invaluable to current and future roles!”

- Stephanie S

“Very well written, easy to follow. Learned a ton of new stuff about pivot tables and how powerful of a tool they are.”

- Tracy P

Ready to start growing
your business with
online courses?
Contact us for more info!

www.thinkific.com