SPI 218

Starting an Online Course? Best Practices and Getting People to Follow Through with Ankur from Teachable.com

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Pat Flynn: This is the Smart Passive Income podcast with Pat Flynn, session number 218. Let's do this thing.

Announcer: Welcome to the Smart Passive Income podcast where it's all about working hard now so you can sit back and reap the benefits later. Now your host, he once met the cast of Silicon Valley at a burger place. Pat Flynn.

Pat Flynn: Hey, what's up everybody? Pat Flynn here. Thank you so much for joining me again on another episode of the Smart Passive Income podcast. I'm really excited because today I'm talking to the founder and CEO of Teachable.com, a platform that you can use to create online courses that is not a WordPress plugin, but we're going to talk all about what it is and how it can help you. I'm actually using it myself for a number of different things, including the free course that you can get when you pick up my book, Will it Fly?, and future courses that are coming out on the site.

We're going to be going over some of the awesome features, but not only that, I really wanted to dive into what makes a course great. What are some of the best practices that you can incorporate into your online course no matter what platform your use to serve it, as well as, and more importantly, how do you get people in that course to take action, to follow through? Because I know, especially in the space in the space that I'm in, that not everybody who takes courses actually follows through. One of the best things you can do is have people who get results from your courses. When that happens, obviously you have happy customers, but happy customers share your worth. They evangelize your business, and they help grow your customer base even more. It just becomes this amazing loop where your business just continues to grow exponentially.

The best thing you can do is get results for your students, but how do you do that? We talked to Teachable founder. His name is Ankur Nagpal today, and he and I met at FinCon a couple years ago in St. Louis, and he and I just had a chat and he showed me the platform. That was my first introduction to it. Back then it was called Fedora

and we talk about the history of the change in branding and what that meant and what all that entailed and the impact that that had on its business too, which was actually a really insightful bit of conversation in this interview.

Why don't I just stop talking and we'll get right into the interview. Here we go. This is Ankur Nagpal from Teachable.com. Here we go.

What's everybody? Super stoked to bring on Ankur Nagpal from Teachable. He is the founder and CEO of Teachable and you might have heard me say Teachable several times in the recent past, because it is a course software that I'm actually using right now to provide a free course for those who end up purchasing Will It Fly?, which has been working out really great. We'll talk about that, too. I will be using it also for some of the future courses I'll be coming out with. Ankur, welcome to the podcast. Thanks for being here.

Ankur: Thanks, Pat. Excited to be here, man.

Pat Flynn: Yeah, I'm excited too. Talk about the origin story of Teachable, actually. It wasn't actually called Teachable before. Can you take us through that journey really quick?

Ankur: Yeah, absolutely. I started Teachable, and at the time it was called Fedora. It's funny, it's not one of those thing where you have this vision and you know I wanted to build this company. It was entirely organic. I had some free time. I was teaching courses on Udemy at the time. I didn't really know what I want to do with my life. I put up a couple of courses on Udemy, which for those of you that don't know it's a marketplace. Anyone can create course, list it out there. I saw some potential. I started making $1,000, on a good month, $2,000. Like any entrepreneur I thought to myself, how can I take this $2,000 a month and 10X it or 5X it? It turns out when you're on a marketplace where you don't have someone's email address you can't really drive traffic. The price points are really low. There was no way that I could find to scale up that business.

What I then did was, I know how to code a little bit. I'm not a great

programmer. I built a really simply website to see my course and the course of my partner at the time. That's all it was. It was just one single website to sell our own course and it did a lot better. We launched the first week, made a couple thousand dollars, except now we kept 100% of it. That's when I started thinking okay, if we like this, if we want to use this, there's probably more people out there. We started recruiting and soliciting people one at a time to start using this new experimental product. That's what then became Fedora. We raised money and then became Teachable.

Pat Flynn: Went through the whole startup process with rounds and stuff like that. Talk us through that. I think a lot of people don't understand what's involved with that. Was that a stressful time? Was that a fun, exciting time for you?

Ankur: I will preface this with I had a bit of an unfair advantage in the fact that, one, I went to school in California and in the Bay area, but at the time I also built Facebook applications that made revenue. In the process I had connections in Silicon Valley that I could leverage. It wasn't quite the same as someone starting from scratch. At the same time, personally to me, the most important thing about funding was it's when this idea became real in my mind because until then when I was messing around with this platform, I didn't feel comfortable committing to it 100%. The reason we didn't raise money for a long time was because what that indirectly signaled is I will not get distracted by the next shiny thing. I will not decide I want to do another side hustle. For me the funding was most important, because it was signified to my friends and people I raised money from that this is what I want to spend the next 5, 7, 10 years of my life.

That was the hardest part. Once I did that, the actual fundraising was not super difficult, because one, I knew people. Secondly, what we did was we had some kind of traction. We were processing about $50,000 in course sales every month, which is not a ton but for a brand new company with one person, that was enough to get noticed and enough for people to be like, "Okay, clearly I'm investing in some kind of a business and not a pretty PowerPoint

deck about the next mobile app."

Pat Flynn: 50,000 course sales from the people who were using this software, how many people were using it at the time?

Ankur: At the time there were about 10s of people making money every month. I want to say about 30 to 40.

Pat Flynn: 10s of people.

Ankur: Yeah, 10s of people making money every month. We had a few hundred signups, but even from those people, we had got about half of the people at Udemy. Half of Udemy's top 20 instructors were using us, which was that first flame that ignited the business and made people think, okay there was something over here.

Pat Flynn: How did you reach out to those people?

Ankur: Oh man, there was so much rejection early on. First I'd look at the list of people doing well and then it was just cold outreach like, "Hey, we started using this. This is interesting." It was really interesting. At first people ignored those emails, because they're like, "What is this? I get solicited all the time." Very early on into while we were doing this, Udemy decided to change their revenue share from 70/30 to 50/50. That was a huge betrayal of trust to a lot of instructors and legitimately the day that happened and the following days, that just turned our business around because we went from 3 instructors to 20, because everyone's like, "Okay, I feel unsafe putting my entire business on Udemy. Now I see why I might need an alternative."

For us, at the time it was a startup, but that was huge and that was just incredibly fortunate because we didn't plan it. It just, one of those things that happened.

Pat Flynn: That's awesome. Then in terms of your first round, how much did you guys raise if you don't mind me asking?

Ankur: Yeah, our first round was a million dollars.

Pat Flynn: Nice.

Ankur: Yeah, we raised a million dollars in July of 2014. Then we raised another million in December of 2014. We just raised another two and a half million.

Pat Flynn: Nice, congrats. When you raise a bunch of capital like that, so you get a million bucks, what's the first thing you do besides jump for joy? How do you start using that money, or should you even?

Ankur: The first thing is like okay, we need to hire people because at the time this was a company of one. Our technology was terrible at the time. It was something I'd built. I can build stuff, but I'm not a good programmer. Legitimately the first thing we did was the people I'd been talking to about, because I already started. When fundraising you play this weird game where you try and hire employees saying, "Look, I have the money coming." You tell your investors, "Look, I have the employees coming." You try and make both these parts work together. As soon as we had the money we immediately hired two amazing developers, both of whom are still here with the company today. One of them is now our CTO. We spent legitimately all of the money just on building the product. We didn't have it … Early on, the product is the only thing that matters. We didn't spend money on ads. We didn't spend money on parties. We didn't spend money on anything that was not paying people to build a product.

Pat Flynn: Great. From there you grow. You're at Fedora, right? Where did that name come from?

Ankur: I've been burnt in startup projects in the past where I spent so long agonizing over the perfect name that this time we picked a name and …

Pat Flynn: Just picked a name.

Ankur: Just picked a name. It's a terrible reason to pick a name, but it still

beats stressing over a name when you don't even have a business.

Pat Flynn: Right, and not actually making progress in what it is your solution is. Then you changed recently to Teachable, which is a great name. What was that brand shift like? First of all, how many people did you have on Fedora and what was it like switching over? Was there any angst or negative consequences of switching over?

Ankur: Absolutely none, which makes me realize we should have done this so much before. It was a painful process in terms of there's so many little things that need to be updated. There's a lot of small tasks entailed, but bigger picture, our conversion rates went up with just that, which makes me think wow, we should have done this earlier. It's the easiest bump in conversion rate we've ever gotten, just because we went from ... Remember our URL was UseFedora.com, which is not Fedora.com. Went from UseFedora.com to Teachable. com. Our conversion rates went up. Pretty much 95% of people thought it was very positive change, which whenever you make a big change is about as good as it works out. There really weren't any significant downsides.

The only downside I would say is it cost us too much time internally to pick a name. I cry when I think about the company hours we've wasted in a meeting where everyone has ideas. One of the big mistakes I made as a leader was making it at first like, "Hey guys, let's 15 of us sit down and think of a name," which is stupid. It's such a waste of company resources. We made those kinds of mistakes, but the actual re-brand was as smooth as possible.

Pat Flynn: That's great. We'll get into courses and content people can take away from this to incorporate into their own courses no matter what platforms they use. One of the big things I definitely want to cover and will probably be the primary aspect of this show is how do we get people who take the courses to actually succeed with them, because one of the things that has made me successful overtime is always thinking about, okay so then what? That's my number one thing, so then what. You get traffic to your website, so then what? You get people signing up to your email list, so then what? It always

makes me think of that next step, and a lot of people feel like the sale, or that course, getting courses into people's hands is the final thing but then it's really important to focus on what happens after people go in and how you guys actually push people toward the end of that course to find that success. That only will drive up sales and marketing down the road.

Why don't we get into that right now because I think that's what people want to hear. Teachable, how many of you guys are there now working in the company?

Ankur: We're 19 right now.

Pat Flynn: 19 right now. When we first met back in FinCon a couple years ago in St. Louis when you took me out to lunch, which was awesome, to introduce this platform to me. That's one of the things I think you've done very well. Like you said, you're making these one on one connections and you're really smart with it. You weren't forceful. The long term game is in play here. Now I'm working with you guys now, which is really cool. When we first met I remember you saying that you have specifically thought really, really intentionally about how people go through courses. You've done a lot of research on that. Can you speak on that and how can people who are listening to this, no matter what platform they use, make sure that their people who are in their courses that they sell actually follow through?

Ankur: Yeah, absolutely. To start at the very beginning, if you remember people in digital marketing, people who have sold products online, three or four years ago it was the worst experience ever. You had all these complicated sales funnels. You used Infusionsoft. You did so much to get people to a sale, and then you have a really, really ugly members area. Or even worse, you just had them download a whole bunch of files and go figure out whatever the hell people want to do with them. That's not my problem. I've made the sale. That's what we started wanting to fix.

One of the things at first that we thought Udemy did a pretty good job in being lightweight, yet creating an environment for people to

engage with the content. What we started by doing, it's like okay, how can we give a really good experience to the student? How can we make this friendly? How can we make this look like a website that was designed in 2016 and not something that was a legacy. A lot of these websites look like they were built in '95. We started from a design perspective, what can we do to completely simplify the interface and put students through a learning pattern that has small reinforcement steps, small steps of reinforcement at every step. Right from how can we break lectures into smaller digestible chunks so that people get a sense of accomplishment watching five or six minute videos on the go? How can we put a progress bar there so they can see the progress bar keep moving forward? How can we add discussion and engagement and community so that the students feel like they're a part of something that's not just information being thrown at them?

The whole power of online courses that we have and the reason it's so exciting is it can do what books can't do. It can do what traditional mediums could not do. That's the big challenge ahead of us. As much as I think we do a good job, simplifying the interface, giving people the positive sense of reinforcement, we're still so early. I think we have so much more work to do as an industry, as a space. We're still in the dark ages of what this format, what this platform is going to evolve into.

Pat Flynn: What are some of the challenges that course takers have sometimes that stops them from moving forward?

Ankur: The biggest one and we all, I face this too, is very often taking a course is a little bit like a gym membership. It's something you want to do. It's something you know you should do. Yet, you don't do it. That's something that I think, yeah, there's a lot of parallels actually with the fitness industry, because even when you think about when people buy courses, what we found is people aren't really buying the course. What they're buying is the after picture. Say the course is how to build an iPhone app. They're not buying that knowledge. They're buying the vision of them building iPhone apps.

With that said, that's the first thing I would tell people to focus on while designing an engaging course is have a very strong transformation. Have an after picture. Make it incredibly clear to a student what they get at the end of the course. It's got to be stronger than a requirement to finish a course the way it is in a university. It's got to be something compelling, either some kind of change that can effect in their life, or something that leads to a better outcome professionally. Identifying and nailing down that transformation, that outcome, I think is the first step in order to have students actually want to go through the course.

Pat Flynn:
Yeah, absolutely. For me the most successful courses that I've taken, the ones that have helped me the most are the ones that take specifically because I know it's going to help me accomplish something exact. Cliff Ravenscraft for example has a very high end course called Podcasting A to Z, but you know that when you take that by the end of it, at Z, you're going to have a podcast. It's very clear. If you don't, then something's up. That's great as a content producer, because that's the thing that you want to focus on. For me, I've tried and I've failed with the membership model continuity, just pumping content every single month type of thing. Not to say that that's bad, a lot of people do very well with that. Chris Ducker from Youpreneur. The guys over at Fizzel.co, internet business mastery. That's where I got my start. When I tried it myself it just, first of all people weren't sure if they were getting results because it was good information but where was I taking them.

Then secondly, as a content producer I felt like I was forcing content into them just to keep up with it, but whether there's two videos or 100 videos, as long as I know what that final end result is, it's better for everybody.

Ankur:
You touched on three very interesting points. I'm going to try and remember them all. The first interesting thing that you said is you completed the high end course. That's something we notice every time. All of this, what I'm saying right now is based on real data. It's not based on just guesses, real data. Every time we run the math, however we run it. The more people pay for a course, even if it's the

same course, the more they take it, the higher their satisfaction the less likely sometimes to ask for a refund, when you charge more money, which is such an interesting thing psychologically.

Pat Flynn: It is.

Ankur: One of the big challenges that we have with a lot of course creators is drilling down your course is worth more than you think it is, especially when you're a first time course creator where you're like oh, I don't know. People are always so down on themselves that we have to push people up. I'll be like, "Don't sell your course at 20 bucks, because when you do that not only are you not going to make that much money, no one's going to watch your course." Most of our data confirms that the same course, when you price it higher, more people watch it. That's the first interesting thing we pointed out.

The second thing was the membership model stuff, and that's fascinating to me because when we've run the data we've seen most membership type models to average only a three month long subscription. I know there's exceptions. There's a lot of exceptions but we have a good amount of data and most of that shows that unless it's a legitimate coaching program and not just content, content levels off after three months on average. If you're earning better than that, you're very good. For most people I would recommend selling individual products versus membership sites just based on our data. It's possible that our data is biased or that we don't have enough people that are good at membership sites, but from our data, it's just so much harder, so much harder.

Pat Flynn: That's two things, the price which I do have some questions on. The membership model you said there was three things that I mentioned.

Ankur: Oh man, I'm trying to think of the--

Pat Flynn: Sorry. Let me continue asking you about price though. How would you suggest one determine what their price is? Yes, you shouldn't

price it too low of course. There's perceived value there that is lost if you do that. How do you determine what that price is?

Ankur: Oh yes, now I remember. This is actually interesting. This question ties into the third thing you said where you're like yeah, it doesn't matter if there's two videos or a hundred videos. That's the same thing. With pricing, the focus should be on the outcome. Too many people for instance want a price on hours of video content. I think that's a terrible idea, because we think of courses as being a shortcut to an outcome. Say you want to have a successful podcast. That's your outcome. The reason people pay for a course is they want to get there faster. If you can take someone there in four hours, putting 40 hours of content just to make it seem meatier is, you're not doing the job. You're not doing what you're designed to do. As a course, take people to the outcome faster. I don't think you should price based on hours of content.

I think you should price based on what the ... At least whenever you're justifying your price, justify your price based on the outcome for the student. In terms of specific tangible metrics for pricing, I recommend people very rarely go under $100. I think $99 is probably a good start point and as you get comfortable and learn your audience, start moving further up. That's not to say you can't have a lower priced course if your goal is to have that feed into something else, but if your most expensive course is $19, that's not a great business model. You're just playing life on hard mode for no reason.

Pat Flynn: It's funny, on sales pages a lot of times, especially for courses I see 40 plus videos, 27 hours of content. It's because it takes a lot of hard work to make those things so you want to make sure as somebody who's creating these, you show how much work you put into it, but you're absolutely right. I found, for example, Michael Hyatt's course on 5 Days to a Better Year. It's a goal setting course. It's the shortest course I've ever taken, but it doesn't need to be any longer and I wouldn't want it to be any longer.

Ankur: Yeah, if people want to make it longer, my only recommendation

would be clearly separate out bonus content. You can have 15 hours, or 12 hours of interviews or whatever, but just make that separate from the actual course. This creates a visual separation that this is bonus stuff. It's not as valuable as the first three hours or whatever.

Pat Flynn: What can somebody do if they see somebody who's struggling with a course? I believe Teachable can do this. You can determine where people are at in the progress of the course, which is fantastic. What can one do to reignite somebody to come back in after they've dropped off?

Ankur: There's people that go a long way setting up auto responders and trying to move people on based on lecture progress. I think there's a lot of things you can do in terms of messaging people, connecting with them, but taking one step back I think that's something that we as an industry are still trying to figure out. One of the things that I've started to see people do more and more to solve a little bit of this is community. Have a cohort of people going to the class at the time can be one of the strategies you can use that's effective where you drip out content over a certain cadence and you have a weekly coaching call or some thing that happens on a weekly interval where there's a forcing factor for someone to do it. They know that. There's three consultation on module one on Friday. I should try and finish module one on Friday. That's one strategy that you can do.

Just having a community of people going through the course at the same time and even something as simple as … I've gone back and forth on this because I used to be very anti drip content. I just felt like you should allow people to access a course all at he same time. I have seen the data. When you schedule stuff to be released out and pre-write out all the emails, just the fact that you're sending six different emails to remind them of the course when each module is released does help engagement.

The happy medium I believe in now is you drip out your course, but if anyone wants to get the content up front, you give it to them.

Pat Flynn: Yeah, I see that. That's actually what my next question was going to be, which you answered already, which was what's better, drip content versus all at once. I think at least giving people the option to see everything if they wanted to is the best of both worlds.

Ankur: Yeah, and we recently, only recently built out drip Teachable for the same reason. We didn't do it for long this time, because we weren't sure how much sense it made. Then we tested it and we're just like, "Okay, there's a noticeable difference in engagement levels.' As soon as build drip, two, three days we built an override if you want to give one person instant access, because we also got a ton of people saying, "Look, I'm not a baby. I don't need to be spoon fed stuff. I want to binge watch this entire thing and then be done with it."

Pat Flynn: Yeah, we live in the age of Netflix binge watching. You're catering to them too, which is cool. One of the things I liked about Udemy when I was exploring that as an option way back in the day was the fact that you could have multiple courses on there and your courses would cross promote each other, which I think is really cool. That's awesome that Teachable can help do that. It's essentially creating your own Udemy on your own site. You can have a la carte, all these different courses that cross promote each other. What's the best way to sell somebody a secondary course that you might have?

Ankur: To your earlier point, Udemy is great because you can cross promote your courses, but the reason I moved off Udemy, or moved a lot of my business of it, is not only was I cross promoting my courses, I was cross promoting my competitors courses. The best way I've seen to get people to buy another product is to give them great experience. Of course there's tactical things you can do. We say credit cards and there's one click purchases. There's a lot of sales funnel type things you can do. The real answer, the real truth is if they've had a good experience with your course, they will buy more from you. It's that simple.

In general the easiest way, and that's one of the ways courses can compound on themselves as businesses, if you deliver good

content, every subsequent course launch of yours will do better. Yeah, there's no real hack to have people buy more stuff. Just deliver good content, and as a secondary thing, the fact that you put it all in the same place does reduce the friction. If they've already taken a course on your account or your school and they have the other one right there, because I don't know, for whatever reason a lot of the marketing communities started creating different sites for different products, which doesn't make a ton of sense to me. Reducing the purchasing experience just to be on the same place they already are. If they have one of Pat's courses they can just take the other one right there, credit card already saved, reducing purchasing friction and if they like the first course they will buy the second one.

Pat Flynn: Yeah, that makes sense to me. That's one of the most common questions I get is should I put my product on a separate page from my own website. There are exceptions to that. If you have your own book, for example, it could live on its own landing page but it should obviously be on a website too. If you have multiple books, it might make sense to have some marketplace where they're all being sold and people can see what else you have to offer and click on the one and buy the one that makes sense for them the most.

Ankur: Yeah, absolutely. At the very least, even if say you want a branded page in a different domain or whatever, having people create two different logins to access the inside of it is probably still overkill.

Pat Flynn: Yeah, and that's what I love about Teachable. Even the people who have access to my free Will It Fly? course, their username and login is already in the system. When I come out with new courses that will already be there and ready for them, which is great. Man, Ankur, this has been great. It's a lot of high quality information here I think a lot of people can take home with them no matter what platform they use. Obviously I'm a big fan of Teachable. I'm using it and I recommend it for those people who are listening out there if you want to give it a shot. Where can people go to get more information about Teachable?

Ankur: Just Teachable.com/Pat.

Pat Flynn: Awesome. I like it. Is there any questions that you feel I missed? There's a lot to this online course creation stuff. We covered a lot of great things, but what am I missing?

Ankur: The biggest thing that I always want to stress is at this point we have about two years of data on what's worked, what doesn't work. The biggest reason things don't work and the biggest reason people don't achieve results is they don't take action. I'm sure you've heard this before. I'm sure this is not a new concept to people listening to this, but every single time we … We've done workshops, webinars, whatever to get people motivated, get people excited. The biggest reason people don't make progress is they worry about the wrong things. They hold themselves back thinking maybe my slides aren't pretty enough. I said um or ah too many times in the video. Who am I to teach? There's a lot of limiting beliefs.

                What I found that separates the people that succeed from the people that don't is the people that succeed put themselves out there. What I would recommend to anyone listening is if you are serious about this, you know you want to build an online course, you're doing this for the first time, I would recommend setting a deadline and doing the best you can by that date and getting it out there because when you get it out there, when you start talking to people engaging with your content that's when you become hooked. That's when you start getting and making your content better, after seeing what they like, what they didn't like.

                There's so many people, literally thousands of people who's courses are in limbo still, where they started doing it but they just kept tinkering with it, adding stuff to it, removing stuff to it, re-recording, starting from scratch. Never ultimately putting themselves out there, launching it, and selling it. No matter how bad your first course is, just by launching something you're at the starting point of the journey, because the journey only starts when you first hit the publish button and you start trying to get people

inside it. I've just seen too many people fall off before that step that I would urge everyone to just be hard on themselves, set a very, very strict timeline and do the best you can by then, because that's all that matters.

Pat Flynn: I love it, love it. That brings up another question. I apologize for keeping going here, but I just want to make sure I cover everything for everybody who's listening. Launching. What's the best way to launch a Teachable course?

Ankur: The best way to launch a Teachable course, this is probably true for most courses, is you want to have a launch window. You do not want to leave your course open forever. There are exceptions but I'm not going to get into exceptions because for most people you want to have a specific timeline of anywhere from 4 to 10 days where your course is open for enrollment. After that temporarily just close enrollment, collect email leads and open it up again. That's the best way of launching.

The most successful Teachable teachers, or instructors, most of their sales come from their own email list. What most instructors do is they distribute some piece of content for an exchange for any email address, keep that email list warm and engaged, and then end up launching over a 4 to 10 day period to their email list. What you'll notice is about 50% of the revenue you'll make from your launch will happen in the last day, sometimes, which reinforces why having a launch window is so important because otherwise a lot of these people would be on the fence forever. Yeah, we can go into more detail in terms of which emails to send and stuff, but that's the general template of what has made successful launches.

Pat Flynn: Awesome. Love it. Thank you, man. I appreciate it. Again, Teachable.com/Pat. If you want to check that out. Man, you rock, man. Looking forward to everything else you guys have going on and you and I obviously will continue to talk behind the scenes as we work on my course and all great stuff.

Ankur: Yes, sir. It's been a blast.

Pat Flynn: All right, take care.

Ankur: Take care.

Pat Flynn: Awesome. Everybody I hope you enjoy that interview with Ankur from Teachable.com. If you want to check out Teachable you can check it out through my affiliate link, which is Teachable.com/Pat. Again, that's Teachable.com/Pat. I'm using this software. I love it. It made it really easy to set up the Will It Fly course and I'm just really excited about how these future courses are coming together on the platform, too. Thank you, Ankur. I appreciate you. Again Teachable.com/Pat. You can also get the show notes and the links and the resources mentioned in this show as always as SmartPassiveIncome.com/session218. Again that's SmartPassiveIncome.com/session218.

I also want to thank today's sponsor, which is 99Designs.com. If you're building an online course or you're building a brand new business, or whatever you need done, typically you're going to have images and designs that you're going to need done. If you can't yet afford that one designer for you and your own business that you can hire full-time, one of the best things you can do is go to 99Designs.com/SPI and hook up with many designers there who will compete for your favorite design on your next design project. You put in a description and they styling of what it is that you're looking for, and what it is that you want, and what you want it look like. Different designers from around the world will actually design it for you and you get to pick and choose your favorite one, and if you don't like what you see you get your money back. Turn around time is typically really fast, 7 days, and very affordable too. Very economical.

I've used this myself for several things from just simple logos to a team emblem to entire landing page designs as well. You can check this out and get 99 dollars towards your next design project if you go through this link, which is 99Designs.com/SPI. Again, that's 99Designs.com/SPI.

Thank you so much. I appreciate you guys listening in. I look forward to serving you next week. Until then, keep pushing forward. Keep working on those online courses. It's one of those things that it's amazing to think about having your own online course. I know because I'm working on one right now, but it's a lot of work, but you've got to put it in. You got to put in the work and it really helps to have a great platform.

Again, if you want to check out Teachable, if you want to end up going with that platform go to Teachable.com/Pat. Again, that's Teachable.com/Pat and keep chugging away at it. There's people out there who need your help. They need you to create a course and don't let the technology stop you. Just create those videos. Get in front of people, and you got this. Cheers. Take care and I'll see you next week. Bye.

Announcer: Thanks for listening to the Smart Passive Income podcast at www. SmartPassiveIncome.com.

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