

CLASSROOM ESCAPE

NOT SURE YOU CAN TEACH IN A
CLASSROOM UNTIL THE AGE OF 67?

YOU DON'T HAVE TO.



JAMES ANTHONY

INTRODUCTION

Record numbers of teachers are leaving the profession in the U.K. and around the world.

Why?

Take your pick .. workload, pressure, behaviour, paperwork, inspections, salary .. work / life balance.

You are NOT alone.



**"The Opportunities You Have Available Today,
Are Greater Than Ever Before"**

I often used to say this to my students.

It took me a while to realize that this applied to me too.

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INTRODUCTION

My name is James Anthony, and I have something life-changing to share with you.

But before we go any further, I must warn you .. you are about to think I am the Staffroom Grinch!

You've met him or her, I'm sure - they complain about everything from the behavior and attitude of their students, to the food in the canteen .. and they do it every day!

I assure you - I'm not the Grinch .. I am actually a good teacher, and I enjoy my job - I just don't like what it is doing to me.

I have a 3-year-old daughter, who gets 'what's left of me' after work most weekday evenings.

Her daddy is often exhausted, emotionally drained from dealing with disaffected students - and has very little left.

Don't get me wrong, I am a proud dad to her - but I know that in significant ways, she is coming second to my job.

Because to be effective where I teach, I have to give everything. I go in early and stay late, and I bring marking and planning home.

It feels tragically ironic that I spend most days being a caring father figure to my students - but then have so little time or energy left for my own.

I didn't join the profession to feel like this.

In the year 2000 I was employed in a sales job, earning \$80k a year. I was a 'success'.

I got paid better commission if customers spent more on the equipment we sold - and the culture in my office was intensely selfish as a result. Everyone was out for what they could get.

I was successful in the job because my customers realised I wasn't like that – but working with people I had very little respect for, wasn't enjoyable ..

.. it felt like I was slowly becoming one of them.

So I resigned and retrained as a teacher.

It was one of best decisions I have ever made and although I more than halved my salary, my heart immediately knew it was right.

I loved the rough and tumble of being a teacher ..

The daily interaction with students brimming with character and imagination, planning experiences to surprise and

delight them .. and the incredible feeling of achievement when they recognised their own progress.

It was the perfect job for a single 20-something with a love of learning and energy to burn.

So why isn't it perfect now?

It's not just my life that has changed - the job has too.
Because teaching students isn't all we do ..

To get the buzz of teaching a student to love learning, I need to wade through a daily pile of unnecessary paperwork, and adhere to a range of policies I don't agree with.

Management processes seem designed to eat my time, and we spend meetings focusing on government regulations, the requirements of inspectors, and the latest initiative - rather than the students who need our help.

An imaginative curriculum has been stifled by politicians who expect each child to have an experience which would not look out of place in the last century.

And as a result I can't teach many of my students to love learning - or make what I teach them relevant to their lives.

I am held responsible for the books of over 200 students, and I take more care marking their work than many of them do completing it.

And my judgment as an educator of almost 20 years isn't respected either.

I am regularly asked to prove what I know of a child's ability - and I spend more time doing this than planning imaginative lessons - which is the creative bit of the job I love.

This all-consuming focus on assessment, results in many of my students feeling like failures by the time they leave.

But saddest of all, it turns many of them into people who won't succeed in life, because they think they can't learn new things.

These days my 'perfect job' has so many daily compromises, that I'm not sure it even resembles the one I wanted to join, or enjoyed as a younger teacher in the profession.

And the workload and pressure takes its toll on me. My health suffers regularly, I lose my voice, and I get ill during the holidays. I don't get nearly enough sleep.

And I live every day with the nagging feeling that there is no way I can keep this up until I am 67 years old (the current retirement age in the UK).

The demands of the job burn most teachers out well before they reach this age.

I'm not writing this to 'vent'.

I do it because for almost 20 years I have *really* cared, I have run after school clubs on Fridays after everyone else has gone home.

I have taken every opportunity to develop myself and my skills, and I have spent time and money supporting students and their families through situations which I feel very lucky not to have experienced as a child.

It really matters that the reality of working as a teacher turns off a large number of talented people, originally attracted by the chance to make a difference.

The students I care about suffer because of this.

But my number one responsibility is my daughter.

Everything I do is for her.

So a few years ago I started thinking about leaving the profession, because of this tension between my work and family life.

I don't know if any of this reflects your own experience.

If you are reading this with a smile, but you're happy with the job and lifestyle you have, then good luck to you - *and thank you* - my daughter needs teachers like you.

But if you're sitting there feeling that, while the job is wonderful, the lifestyle forced upon you as a result, isn't what you signed up for ..

Or if you can't imagine doing the job you currently do, into your 60s .. then I have an alternative for you.

Because it doesn't need to be this way.

A handwritten signature in black ink that reads "James". The letter 'J' is large and stylized, with a long vertical stroke that curves slightly to the left at the bottom. The name "James" is written in a cursive, flowing style to the right of the 'J'.

DOWNLOAD YOUR FREE ESCAPE KIT

Your Escape Kit Workbook and audio training has been designed to get you fast results.

Download them and create the blueprint for a life you will LOVE as you work through this book.



DOWNLOAD YOUR FREE ESCAPE KIT

I have written this book to help you find an alternative to the classroom 'grind'.

But this isn't something that you should passively read.

It's full to the brim with action you can take NOW, to create a life you will love - using the skills you already have.

To make this super-simple, I created an ESCAPE KIT to accompany this book. It will help you create your own blueprint for a more balanced life .. and make it step-by-step easy to implement the system I am going to share with you.

To get the most from this book, please download it - and work through the activities inside while you read this.

[DOWNLOAD YOUR ESCAPE KIT HERE](#)



I'm excited to share what I know ..

But before I explain how you can use your existing skills to earn more, work under far less pressure - and keep the 'buzz' of teaching you love .. let me first show you just how much the world has changed.

Because today, educators like you and I have a HUGE opportunity.

CHAPTER 1

IN 1991 TECHNOLOGY CHANGED LEARNING .. FOREVER

The paradigm has changed for educators with knowledge to share in today's world.

Find out how this affects you, and the huge opportunities that exist as a result.



IN 1991 TECHNOLOGY CHANGED LEARNING, FOREVER

In 1991 the internet started developing into the all-powerful tool that it is today.

The Information Revolution it spawned is changing lives across our connected world, every single day.

It promises equality of opportunity to knowledge - and the chance for every person alive to learn what they need to change their lives.

It also offers those with knowledge and skills to share, an unprecedented chance to publish this to a worldwide audience - without needing the support of publishing companies, or a single penny of investment from a bank.

These two things have changed the way knowledge and skills can be learned - and shared - in a way which would have been hard to imagine even a few decades ago.

The learning revolution we are currently living in, will be remembered alongside defining moments in history like the invention of writing to pass knowledge down the

generations .. or when ordinary people became widely able to read the worlds knowledge in books.

As educators, we are extremely lucky to live in such an extraordinary age for learning.

And this revolution is changing ordinary people's behaviour and aspirations too.

No longer are we satisfied with doing what we've always done. We aspire to be more than who we are - and have the ability to change our lives in a way which was impossible to imagine before the internet.

Billions of people now feel empowered to have ambition and a desire to better themselves.

And as more and more people realise the power of self development, they are investing in online training to become the people they aspire to be.

Reuters recently reported the value of the market for online learning was worth in excess of \$275 billion in 2017 - and rising.

This is a time of great opportunity for educators with knowledge to share.



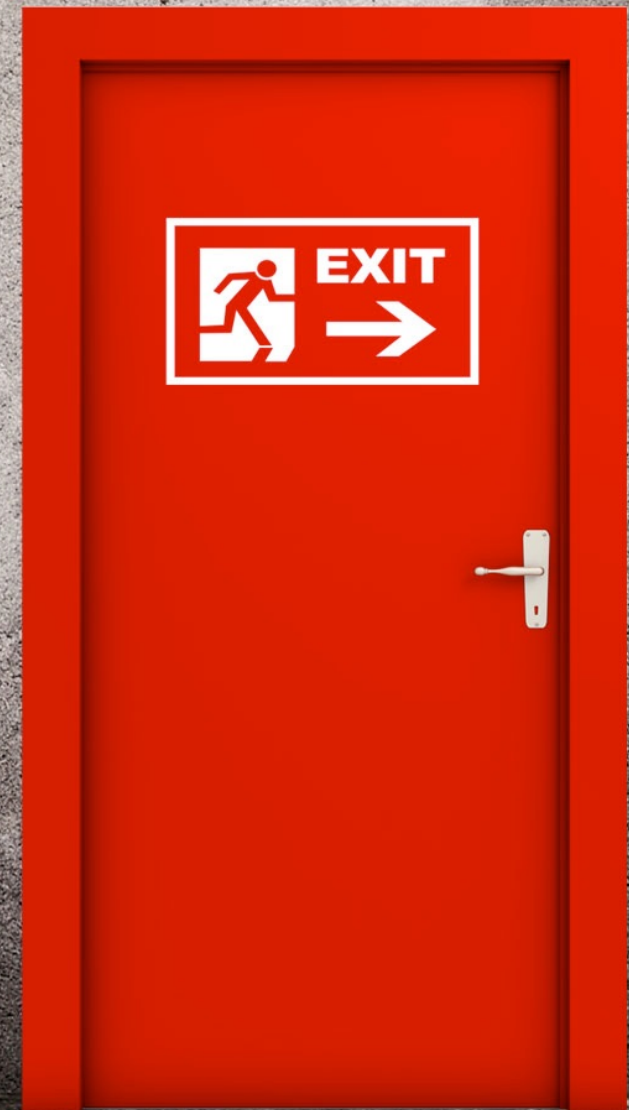
***And you are MUCH better prepared to take
advantage of this situation .. than you realize.***

CHAPTER 3

WHAT YOU DO .. IS AMAZING!

*Knowing how to teach what you know is the
ultimate transferable skill.*

That makes YOU very special indeed.



WHAT YOU DO ... IS AMAZING!

Can I say clearly, that the skill you have as a classroom teacher is massively undervalued by society at large.

Learning helped our species evolve from apes into the modern human beings we are. It is at the very heart of all human development.

Who we want to become, defines us - it drives us to do great things.

In fact, learning is behind every one of humankind's greatest achievements.

And knowing how to teach what you know, *is the ultimate transferable skill.*

Don't underestimate the power you have to change the world - *or your own life* - using the experience you have.

Because most ordinary people don't realize how amazing you are.

But I want you to park your classroom job for a moment, take a deep breath - and imagine using this amazing skill you have - to do things slightly differently:

Imagine teaching a community of highly motivated students who can't wait to learn from you - and who LOVE everything that you're teaching them.

Imagine planning and delivering a lesson once, and then impacting thousands of learners over and over again (even while you sleep).

And imagine having the freedom to live your life focused on your family, your interests and your passions - while earning more than your current salary.

I want to show you how you can create these things in your life, starting with a simple 'passion project' which you can run alongside your job.

And I am going to prove to you that you are ALREADY very well prepared for success, even if you've never published anything on the internet before.

Because your lifestyle (and bank balance) could be a whole lot better if you teach online.

But what does being an Online Teacher, really mean?

WHAT IS AN ONLINE TEACHER?

If you were an Online Teacher ...

What would you be able to do?

And what would you be able to leave behind?



WHAT IS AN ONLINE TEACHER?



An Online Teacher creates and sells learning online.

Online Teachers can choose to teach 'live' - or record their lessons, which are downloaded or streamed to students computers over the internet.

An Online Teacher ..

- *Can choose exactly what they want to teach - and when.*
 - *Can earn an unlimited salary - working as much, or as little as they choose.*
 - *Can start teaching online while still working a classroom job - earning an additional wage to spend on holidays, family, interests or early retirement.*
 - *Can make Online Teaching their only job, if and when they choose to.*
 - *Can create a learning experience, course or lesson once - and then deliver that over and over again to many new students.*
 - *Can respond to the needs of their students - without worrying about requirements dictated by school boards or government.*
 - *DOES NOT need advanced I.T. skills or expensive software. (Most classroom teachers already have the computer skills they need).*
 - *DOES NOT need to be a sales genius to earn a surprising amount of money - working only a few hours a day.*
-

An Online Teacher has the freedom to spend their time as they choose - without being tied to a timetable. And they can work from anywhere - their home, a coffee shop .. or the beach.

Because of this freedom, they have the chance to live a healthier, happier life - and focus on the things they love.

CASE STUDY - Melyssa Griffin



Melyssa Griffin lives in California, USA.

In 2013 she was working teaching English abroad – she was miserable, under-paid, and felt creatively stifled in her job.

She started publishing her thoughts on a simple website and helping people in the area she had a passion for.

This grew, after she discovered that there was a large number of people who needed her help and were willing to pay for it.

Today she runs a business from her home, with sales of over a million dollars a year – after starting out with no existing business experience whatsoever.

She teaches live on webinars, interacts with her community in Facebook Groups, and records online courses too.

This leaves her free to live life focused on traveling the world and seeing the places she has always dreamed of.

Ok, if you are sitting there thinking - “I can’t do that!” .. then humour me for a moment.

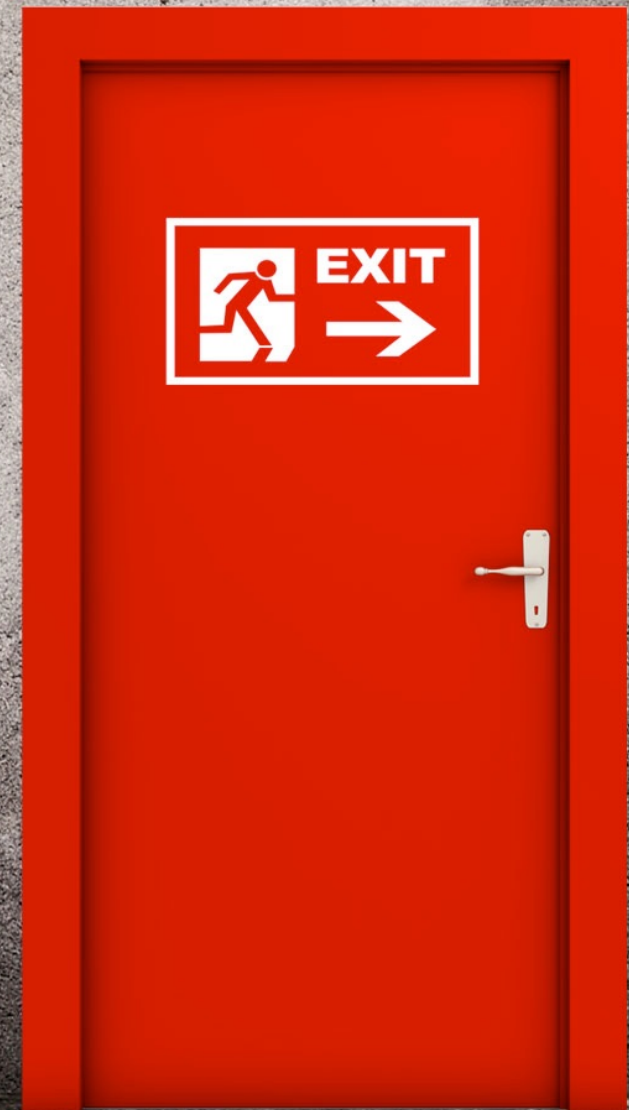
As I have been saying, you are MUCH better prepared than you think.

So hit pause on your doubts, and let me explain why ..

THE PROBLEM WITH ONLINE TEACHING TODAY

It sounds mad, but most people teaching online today don't know how learning works.

They don't know how to teach.



THE BIGGEST PROBLEM WITH ONLINE TEACHING TODAY

Can I share with you the biggest problem with most learning online today?

Most people teaching, don't know how learning works!

They have knowledge to share, and good intentions - but don't understand how to structure or present information so their learners make real progress.

They don't know how to teach.

As a result, the vast majority of online courses have a typical completion rate of less than 5% .. and very few people get real results from their teaching.

Learners either get disaffected part way through and don't complete what they cared enough to pay for - or they struggle to implement what they learn.

As children, we all had a teacher who had incredible subject knowledge but didn't know how to communicate it .. do you remember yours?

It feels like most online courses are produced by THAT TEACHER!

Right now as you sit there, you have a natural advantage over 95% of people currently producing online learning today.

Because as you and I know - people aren't born with the ability to teach.

We learned the skills we have through sometimes painful and frequently embarrassing experience!

This is the point - most online teachers don't have that experience.

They lack the direct contact you've had with learners, and the ability to learn from what works and what doesn't.

Most online teachers use what I know as a 'chalk and talk' strategy - they expect learners to absorb what they say, and get results from listening alone.

You and I know that this doesn't work in a classroom of young people .. but aren't older learners different?

No.

In fact the average online learner is much more like a hyperactive child than they realize!



Like a child, they have A LOT going on in their heads while they are supposed to be learning:

... the fridge is calling them .. the box set they are half way through .. the chores ..

.. their social media friends .. their mobile phone .. the next thing they want to buy ..

Their minds are constantly giving them ideas that are NOTHING to do with what they are learning at all.

And yet, when many online teachers create learning, they make something which is so one dimensional that it becomes a challenge to complete - let alone get real world results from.

Your classroom experience immediately puts you in a very select group of people who can create learning which works.

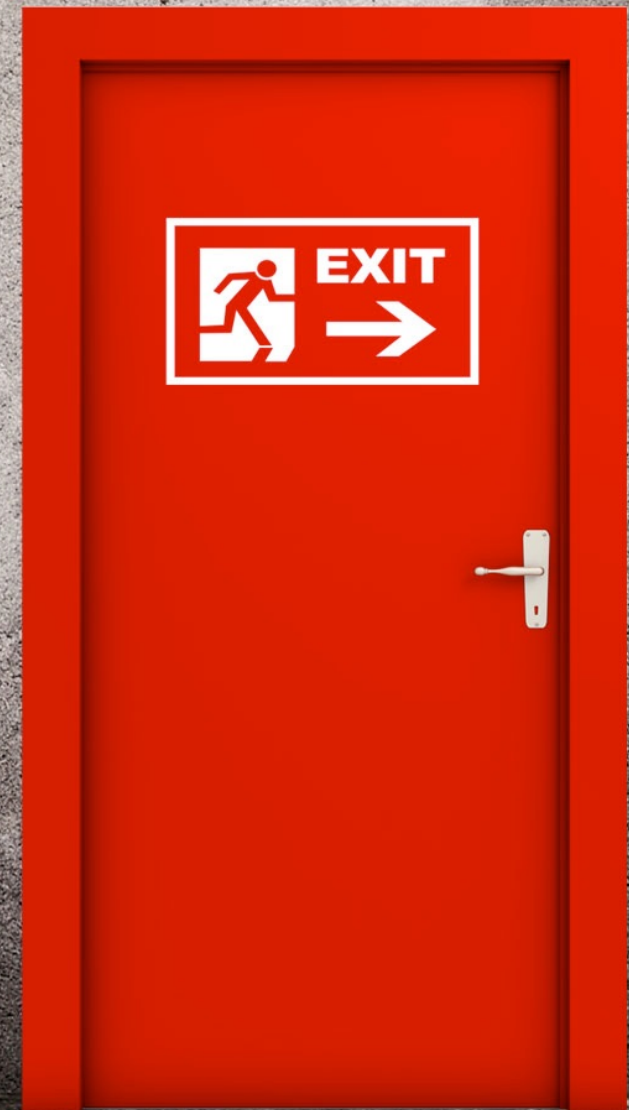
.. let me prove it to you.

CHAPTER 6

THE 5 TRUTHS OF EFFECTIVE ONLINE TEACHING

*You might be surprised to know that you are
ALREADY an online learning expert.*

Let me show you 5 good reasons why ..



THE 5 TRUTHS OF EFFECTIVE ONLINE TEACHING

Let me take you on a whistle-stop tour of the problems with online learning today.

This section has been adapted from a book I am writing to help non-teachers realise the problems with most of the online courses they might have produced.

I do this by asking them to reflect on their own experience as a learner - to help them realize where they have been going wrong.

I want you to notice the basic nature of the advice I am offering to them here - and how you have already learned ALL of these things in your classroom.

Are you ready for the first piece of (rather simple) advice?

Q1. Have you ever started learning something and then quickly felt OVERWHELMED with the amount you have to do?

The effect of providing too much information too quickly in an online course, is that the learner believes the problem they have is bigger than they thought!

In a world where the combined knowledge of millions is a click away, learners don't value more - they actually want LESS!

And yet, most online teachers try and cram 'more' into what they sell.

A learner doesn't want or need more.

In fact, they are confused and discouraged by it.

Truth 1. "Chunk it Down"

Start thinking about learning in smaller chunks than you ever have before.

Sequence these chunks so they make sense, and feed them slowly to your learner – giving them the chance to chew each one until they can digest it

So far so simple, right?

To you and me it's not rocket science - but most people teaching online don't understand learning.

They are making the same mistakes we made as trainees.

Are you ready for question 2? .. I think you'll like this one:

Q2. Have you ever found it difficult to MOTIVATE yourself to finish a course – even though you are desperate for the result it promises?

Often when this happens online learners blame themselves – if they really cared, then WHY can't they finish what they started?

There must be something wrong with them, right? .. Wrong.

In a classroom, teaching has to motivate the learner and keep them going.

Most Online Courses simply don't bother doing this.

Truth 2. “Make learning fun & reward progress”

You can't leave the job of motivation to your learner when teaching online – most won't manage it long enough to complete your course.

You need to keep them interested in what they are doing – and motivate them to make progress.

The BEST way to do this is providing a series of little 'wins' – significant points where they feel they have accomplished something.

I know - it's basic - and yet most online learning experiences don't do this.

I have experienced MANY online courses and live classes, which require learners to sit through endless repetitive instructions - without ANY activity, application, examples or reflective questioning.

It is not surprising that over 95% of online learners switch off and give up.

And the surprising fact is that most people learning online give up REALLY quickly - which brings us to Truth number 3:

Truth 3. “First Impressions Matter”

And the MOST important place to give online learners those little wins?

The first 20 minutes!

We LOVE a learning experience often because we get hooked by something at the start of our journey.

To increase your online course completion rates, you HAVE to nail the 'first bit' and make a good impression on the learner.

Is this reminding you of a class of children at all? .. ;-)

We realize the importance of an unexpected, surprising or interesting start to a lesson ..

And we know (very well!) what happens when we DON'T give students a reason to want to listen and engage! ..

Online learners need that too (although their reaction when bored isn't going to drive you as mad!)

It's time to go into deep water .. with Question 3:

Q3. Have you ever been through a course, understood everything – and then struggled to APPLY the knowledge you have?

For many people learning online there is a gap between what they learn, and applying this to get real world results.

It often feels like you know what to do – but you don't know where to begin, or what to do next.

Truth 4. “Understanding WHY Matters”

Learners need to understand WHY they are doing things - to be able to apply what they learn.

Knowing WHY is essential to use knowledge independently, after an online teacher has let go of their hand – and they're out in the real world.

Too often, in the rush to show someone exactly WHAT to do, the WHY is forgotten or considered not necessary.

As classroom teachers - we are very used to explaining WHY everything matters!

We understand that life doesn't stay the same - variables in our learners lives will change, and they will have to apply what they've have learned in these new situations.

And yet, most online teachers focus solely on helping their learners do something NOW – and don't realise the importance of helping them use their knowledge to improvise in the future.

They don't teach transferable skills.

YOU DO.

Is it dawning on you, the advantage you have over the VAST majority of people currently earning generous incomes selling this stuff?

Ok .. it's time to really test you in Question 4 ..

Q4. Have you ever heard lots of great things about a course – but found it difficult to understand, or ‘get’ it yourself?

You might think you’re not good at something, simply because it hasn’t been explained in a way your brain can easily understand.

Many people carry these perceptions from school all through their life.

It’s often not your fault – and it happens because we are all different.

Too often course designers design their learning experience for only one or two types of learner – and those who need things explaining differently, get left out.

Truth 5. “Learners are NOT all the Same”

This is, of course, a beginners guide to differentiation - I won’t print what I explained here, as it would be so

patronizing you probably wouldn’t survive the experience!

But this has to be the one area where online learning MOST needs to grow up.

It treats everyone the same - with zero differentiation and with no thought for individual learning styles.

As a result, explanations can hit or miss .. and many learners feel like failures because their individual needs aren’t being met.

You and I know there are many ways to provide a varied experience that speaks to a wider variety of different learners.

The vast majority of online learning has yet to realize this.

GRADUATION!

"Well done"

.. he says, in his most patronizing voice ;-)

You have now graduated from 'teach grandma to suck eggs - semester one'



I suspect the only surprise I have managed to spring is the realization that most online teachers have serious problems in the way they deliver learning!

And if you've ever sat through an online learning experience yourself - you will recognize that most (or likely all) of the above, were sadly missing from the experience.

Yes, it really is that bad out there.

So where does that leave YOU?

The purpose of this chapter was to shake the tree, and help you to realize just how AMAZING you are.

You have an understanding most people currently earning a comfortable (and in some cases ridiculous) income teaching online, simply don't have.

You have a HUGE advantage over almost every single one of them, before you even begin!

In truth, if you were to deliver a truly effective learning experience to most online learners - using the experience you have ..

.. they would think you were some kind of magician!

You would immediately stand out a mile.

That's my experience of teaching online, and the reason why so many of my learners come back to buy everything I produce.

What you might not have realized, is that because your learning products will be superior - you have a serious commercial advantage too.

So let's start using these advantages - and plan your escape ..

CHAPTER 7

YOUR ISLAND IN THE SUN

Every escape needs a destination.

What will yours be?



YOUR ISLAND IN THE SUN



I will be honest with you.

Starting right now - you have the chance to design your own perfect life.

If that sounds a bit idealistic - then start getting used to it.

Because as a successful Online Teacher, you could launch a course once a year and earn your current full time wage in a few weeks.

Thousands of people successfully do .. (and most of them don't have your skills).

So if you won back the time you currently spend in school - what would you do with it?

- *Maybe you would spend more time with family or friends?*
- *Perhaps you would like to live elsewhere, or work from the beach?*
- *Maybe you dream of having a worldwide impact, far beyond that possible in your own classroom?*
- *Or perhaps you have a long held passion, which is about to become your life's work?*

It's only our conditioning by society that makes these things feel impossible.

From our earliest years we are asked 'what do you want to be?' - with the assumption that this meant working 5 or more days a week, only having time for ourselves in the evenings, at weekends or on the holidays.

Technology has changed the paradigm for educators today ... and the sooner you catch up to that fact, the better your life can be.

It's time to give your dreams a voice.

So, make **right now** a new start for you.

Let's begin with your escape destination - your 'Island in the Sun'

Mine is a sunny village in Lancashire, UK .. where I create learning which impacts and inspires a community of people around the world.

I am at home when my daughter Josie wakes up to get her ready for school, and there to play with her when she comes back again.

I have the time to show her the creative things that inspire me and share my knowledge of the world with her.

This still inspires me, years after I originally wrote it.

It is something I return back to regularly, it helps me direct my energies each day - and it joins-up the moments when I invest my time to make it a reality.

Your 'Island in the Sun' is a declaration of your independence.

It's a rallying call from your heart to your head.

And it's your protection from the daily treadmill that keeps you thinking "one more day and it's the weekend" or "just 31 more get-ups and I get a holiday".

Whatever your beliefs - you weren't put on this earth to wish your life away.

By some quirk of fate you were put on this planet - with the amazing skill you have - at exactly the time where you don't need to do that any more.

So put your stake in the ground now, and proclaim your independence!

Take a few moments to write down what YOU want from YOUR future - and start to create the lifestyle that will allow you to be the person you really are.

**** ACTIVITY 1: WRITE YOUR ISLAND IN THE SUN DECLARATION**

The best way to write your own declaration is using the audio meditation and workbook I have produced to help you ([download this here](#)).

The questions you need to ask yourself are these ..

- *In a perfect world – what would you be doing right now?*
- *Where do you want to live and work?*
- *And what would you be doing with your time?*
- *What would your work look like?*
- *Which parts of your job and life would you keep?*
- *And which parts would you happily wave goodbye to?*
- *What would you love to teach?*
- *And what impact would you have?*

Write this as if it has already happened, and re-draft until it hits you in the heart.

You want to aim for something which will remain relevant to you for years into the future.

FACT: No one else will do this for you.

And plenty of people put this kind of thinking to the back of their minds – suffering the present day - only to realize later that they have missed out on far too much.

My daughter is only 3 once.

Delaying the time when I can be who I really am, doesn't benefit her.

And delaying the moment when YOU start to live your perfect life, doesn't benefit you either.

So get a pen and paper out right now – and write your 'Island in the Sun' declaration.

Explain what it looks like so your head can clearly visualize it – because doing this is the first stage in making it a reality.

Taking your opportunities in life is the ONLY thing that will change what you experience, and create the future you get to live in.

Either you continue doing the same things – and your future will look very much like the present – or you take a few moments to imagine something different.

This is the first step to making it a reality for you.

So do this now - before something distracts you, or your preconditioned doubts kick in ..



*** Every time you see this image - take a break from reading - and take ACTION! .. Your life won't change itself, you have to create it.*

Thank you for believing in yourself enough, to take this first step.

Your journey has now begun, your escape destination is clear.

The question that needs answering now, is how you will get there. THAT is what this book is all about.

Everything here has been written to help you create the blueprint for a life you will LOVE.

Because a destination without a plan - is just a wish.

CASE STUDY: James Anthony



My name is James Anthony and I live in Manchester, UK.

A few years ago I started offering teacher training courses through the REAL Trust - a charity which trains classroom teachers in North West England.

I supported one of these courses with a free online element, showing primary teachers how to teach the new Computing Curriculum.

This quickly exploded - and I had over 2000 people from all over the world registered for the course online.

I realized that I could earn money from doing this.

So I wrote Profit Map Academy, and then Commission Magic – to teach what I knew about starting a business, and selling affiliate products online.

These took a few weeks to create around the job I was doing at the time, and I made almost everything in software I use in the classroom (Microsoft Word, and Powerpoint).

These products are delivered in book and recorded video form – and since I spent time making them, I have had to do nothing else to make regular sales.

To date I have made 2471 sales to customers who bought these products, totaling \$70,203 in revenue.

"BUT I'M NO ENTREPRENEUR"

I want to help you with the biggest problem most people have with becoming an Online Teacher – because there is a common barrier blocking many people's progress:

They think .. *"I don't feel like an entrepreneur" or "I'm not a salesperson"*

I want to explain that this isn't nearly as complicated as most people make it.

Because you don't need a business degree from Harvard, or the personality of a pushy used-car salesperson, to sell someone something ...

You simply need the right product.

When you have a product which a specific type of person would bite your hands off for – you don't need to 'sell' it, you just let them know it's there.

And when you are successfully selling what you teach .. you are *already* an entrepreneur.

The rest of this book is dedicated to finding the right product for YOU – and the right person to sell it to.

By the end of this book you have a blueprint for your own 'passion project' .. detailing:

- *What you are best suited to teach (your product)*
- *Exactly who you will sell it to (the customer)*
- *And what you will teach them (outcome)*

In short, you will have all the ingredients that you need to become a successful Online Teacher (and entrepreneur).

So what do you WANT to teach?

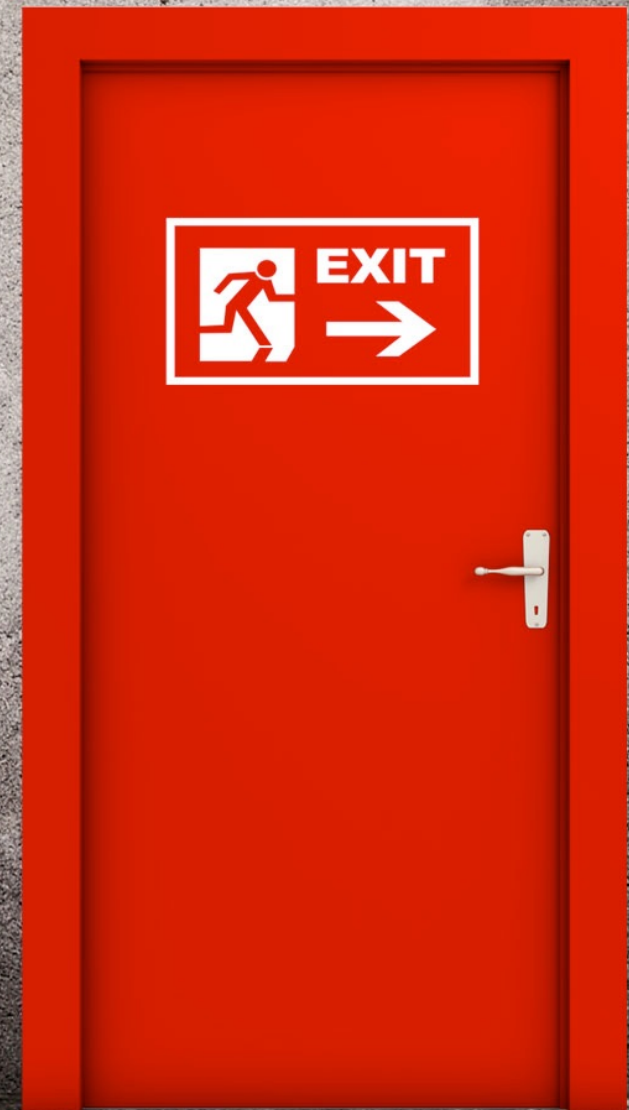
CHAPTER 8

WHAT DO YOU WANT TO TEACH ONLINE?

If you could teach anything .. what would you teach?

What would make you happiest?

*What would allow you to make the **BIGGEST** impact?*



WHAT DO YOU WANT TO TEACH ONLINE?



If you had no-one to report to, no boss or school board to hold you accountable .. and if everything was possible ..

.. what would you love to teach the most?

What God given talent do you have, which you know others would LOVE to learn from you?

Make no mistake about it, this is a completely free decision – as an Online Teacher, it is up to you.

And it's liberating to realize that you can use your amazing skills to teach just about ANYTHING!

So where do you start?

Let's start creating your blueprint for success ..

Over the years I have refined a system for identifying the best Online Teaching opportunities.

I want to share this with you, to help you uncover your best opportunity.

The process we'll be going through is like panning for gold .. you know, when the miner takes a lot of material into their pan and sieves it, discarding some - until they are left with the gold.

What you will have at the end of this process will be your own unique Passion Project blueprint, which will be ready to create and sell.

This might be related to the current material and skills you teach – but it doesn't have to be – your amazing skill can be applied to literally *anything*.

To begin with, we want to generate a variety of possible Online Teaching ideas.

At this stage, don't worry about if they are the 'right product' – that comes later.

And we are going to start with YOU.

Because, do you know the biggest commercial advantage any business can possibly have?

The one thing which customers respond to, better than anything else?

Authenticity.

If you are teaching something uniquely suited to who you are - where you're totally in YOUR zone – it is obvious to those learning from you, and it shows to potential customers too.

So I want you to dig into your skills and experience, your past successes, and the moments when you've felt most alive - to identify *your most effective self* ..

This will uncover the areas of greatest opportunity for your Online Teaching Passion Project. It also identifies the areas

where you are being truest to who you really are – and will create a 'working life' you will love.

**** ACTIVITY 2: YOUR MOST EFFECTIVE SELF**

Find somewhere quiet and take a few moments to answer the questions below.

This is a simple brainstorming activity - don't think about the outcome - just write what you think. I want you to cut through the conditioning society has plastered over your inner voice.

The questions are designed to reveal your most effective self, the place where you are best suited to help others - where your authenticity is strongest.

I have created an audio meditation to help you do this, and a workbook to organize your thoughts – [you can download it in your Escape Kit here.](#)

- 1. If I asked "who are you" .. how would you reply?*
- 2. What do you believe in most strongly?*
- 3. What makes you angry?*
- 4. What comes easy to you?*

5. *What do people come to you for advice about?*
6. *What are you doing when you feel most at peace with yourself - when the 'noise' inside your head disappears completely?*
7. *What great vision do you have for the future - or the future of others?*
8. *What could you talk about, forever?*
9. *When have you been at your most happy?*
10. *Think of a time when you succeeded in influencing others positively in your everyday life - what were you showing them?*
11. *If you had all the time and money in the world - what would you do?*
12. *What would you LOVE to teach?*

It's important to go through these questions a few times, some will speak to you more easily than others.

Go where your mind wants to take you - and leap between them if necessary, they don't need to be done in order.

One idea is likely to spark off another – so let your creative imagination lead you.

When you feel thoughts subside and you're struggling for more answers - take a break and return back to them when you feel at peace again.



Do you have an emerging picture of your most effective self?

If not, have a go – get a paper and pen and write a few things down.

This book will help you refine these seeds into something saleable – but you will only get results from this, if you carry some ideas into the following chapters.

The biggest reason I want you to do this now, is that often in our lives we have a moments of realization .. when things suddenly make sense – or when truth reveals itself to us.

This exercise has been designed to kickstart that process for you.

Because when you start asking yourself the right questions, your subconscious mind will work away in the background to find solutions for you.

I guarantee in the few days after doing this, that you'll think of something to teach which you would not have considered before.

This will only happen if you start asking yourself the right questions, in a quiet and considered way.

So have a go.

What have you got to lose?



YOUR THROUGH-LINE



To finish filling your pan with golden ideas for your Passion Project, I want you to take a few moments to reflect – and identify your through-line.

This is the thread which runs through everything you have done.

It's your **core genius**, which has made you successful over and over again in different situations in your life – and it's

the reason that you are able to over-achieve at certain things you have done.

Knowing what this is, has huge benefits – especially when it comes to deciding what to teach online.

****ACTIVITY 3: DRAW YOUR THROUGH-LINE**

To use this technique, draw a timeline of your life – from the age of 20 or so, to the present day – on paper ([or using the free Escape Kit workbook, available here](#))

1. On that timeline, mark off the following things:

What memorable events have taken place?

What jobs have you done?

What projects have you completed?

What milestones have you achieved?

2. Look at the timeline you have created – and start to consider the following:

When have you been really successful in what you've done?

When have you achieved great things?

When have you genuinely helped people the most?

When have you felt most alive?

When have you been truly happy?

When have you felt like your true self?

3. And now look again - and identify ..

What aspect of these experiences made you feel so happy with your contribution?

What was it inside you, that made you successful at these moments?

What was it about YOU at those moments which made a real difference to other people?



Remember – what you are looking for is your most effective self, reflected back at you.

Often these things are difficult to see in the present.

Doing this exercise takes advantage of the fact that often it is easier to recognize patterns like this looking backwards through our past experiences.

Because it's likely that you've been good at specific jobs, or successful on certain projects, because of common talents, qualities or skills that you have.

And it's likely you have been drawn to experiences, which resonate with who you really are - without knowing it consciously.

So create your timeline now, and see what it reveals about you.

**** ACTIVITY 4: WHO IS YOUR 'MOST EFFECTIVE' SELF?**

Look back at the answers you have given in both exercises. *This is a picture of you.*

The qualities, skills and beliefs that you have, and the genuine value that you can bring to the world.

The best subject, or skill for YOU to teach online – and perhaps the way you might teach it - is in there somewhere.

It is a subject or skill which you are so naturally suited for, that it will be an absolute joy to teach.

Because of this, your teaching will stand out a mile to potential customers – giving you a serious commercial advantage.

So look at the answers you have given, and draw the threads together a little.

What is jumping out at you?

What common themes are appearing?

What patterns do you see?

When are you 'in your element'?

What skills, knowledge or qualities have you identified that make you super-effective in certain situations?

What is it about you, which makes you uniquely suited to help others?

Use a highlighter pen, or create a new list of these common themes or ideas.

The more you do exercises like this, and the more you return back to what you have written .. the closer you get to discovering **your core genius.**



CASE STUDY: Eben Pagan



Eben Pagan started out in retail estate, where he cut his teeth marketing properties to prospective buyers.

After realising that he could teach online, he released a series of successful information products - on a wide range of subjects from dating, to entrepreneurship.

To date he has released over 40 courses, earning himself a small fortune in the process.

A small selection of those he currently has for sale are below:

Wake up Productive (\$997) - Dramatically increase your productivity, decrease your distractions and double what you get done each day.

How to be Creative and Innovative (\$197) - Discover 11 powerful tools for creation and innovation and how to use them.

Clear Communication (\$197) - Master the art of communicating with words and body language so you can get the results you want.

Print Persuasion (\$497) - Learn copywriting secrets from legendary marketers like Frank Kern, Craig Clemens, John Carlton and Dean Jackson.

His 'work' simply teaches people what he knows, and it has enabled him to impact the lives of hundreds of thousands of people across the world.

**** ACTIVITY 5: CREATE YOUR 'HOW TOs'**

If you were to play a little with some of the themes you've developed so far - if you were to teach them - what would that look like?

If you had to turn these into 'How to' statements, what would they say?

How to .. get out of debt?

How to .. save for early retirement?

Online learners are very result focused .. they are looking for solutions to specific problems that they have.

Try creating some 'How to' statements from your ideas .. what do they look like?

Take a few of these - and expand them - as if you were planning a scheme of work ..

.. what topic areas could you visit?

.. what skills or knowledge could you teach?

.. what outcomes could you achieve for your future customers?

.. how could you help them to create a transformation in their lives?

If you want to do this in a workbook designed to grow your ideas into a saleable Online Teaching product - [you can download it here.](#)

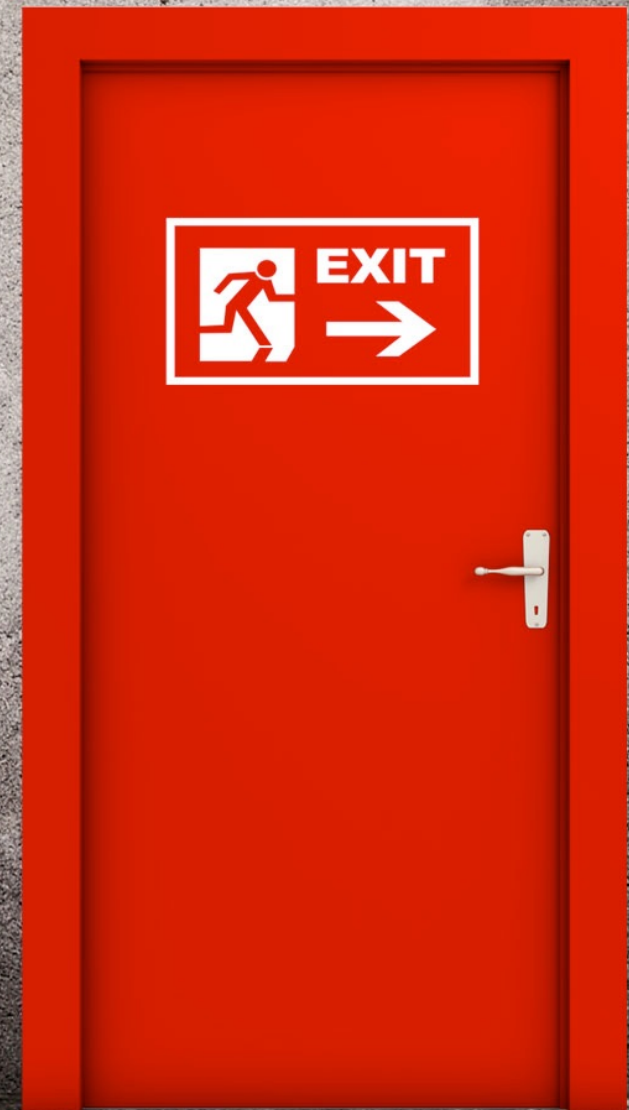


LAND THE PLANE ...

Fluffy ideas are lovely - but they don't sell.

What do you need to do to turn 'fluffy' into a blueprint for success?

Landing the plane is the first step.



LAND THE PLANE ...



We need to get you down from 20,000 feet and get the vague stuff nailed down into something much more specific.

To do this you are going to focus on WHO you are going to help – and the specific kinds of PROBLEMS you are best placed to solve.

Because in many cases, the Online Teaching ‘ideas’ we have are only seeds.

Until you plant them, water them, and let them develop for a while – you can’t see their full potential.

We will do this for your ideas in the next few pages.

What we have done so far is aspirational stuff.

It’s probably created 20,000-feet-type ideas – which are fluffy and possibly vague.

Online Teachers succeed because of a clear focus on the specific customer they want to help, and the specific problem they solve for them.

**** ACTIVITY 6: THINK BACKWARDS ..**

As a classroom teacher it is natural to think of the good you can do.

We do this every lesson when we explain the learning objectives we want our classes to achieve.

Often these are expressed as 'you will be able to .. ' type statements which are all phrased positively.

We do this because it's the best way for a learner to identify if they have passed that marker - and achieved something in the lesson.

This is probably how your list of possibilities looks now – lots of positive changes you could help someone with.

To start developing a commercial edge to your thinking - you need to turn the positives upside down.

Because online training customers are almost always seeking to solve a specific problem.

So, to test if your ideas will sell – it is best to consider the PAIN or PROBLEM you are relieving with the positive solutions you want to offer.

These examples might help you start to think in that direction:

- *How to get out of debt .. **becomes** .. PAIN of Foreclosure / Repossession of property*
- *How to fix your car .. **becomes** .. PAIN of not being able to afford repairs at untrustworthy garages*
- *How to lose weight and feel great .. **becomes** .. PAIN of looking in the mirror and seeing a larger, unhealthy version of yourself staring back at you - or the PAIN of living an unhealthy life and dying before your time.*

Try doing this for your ideas list.

Identify the PAIN or PROBLEM that you would be REMOVING by providing the positive solution.

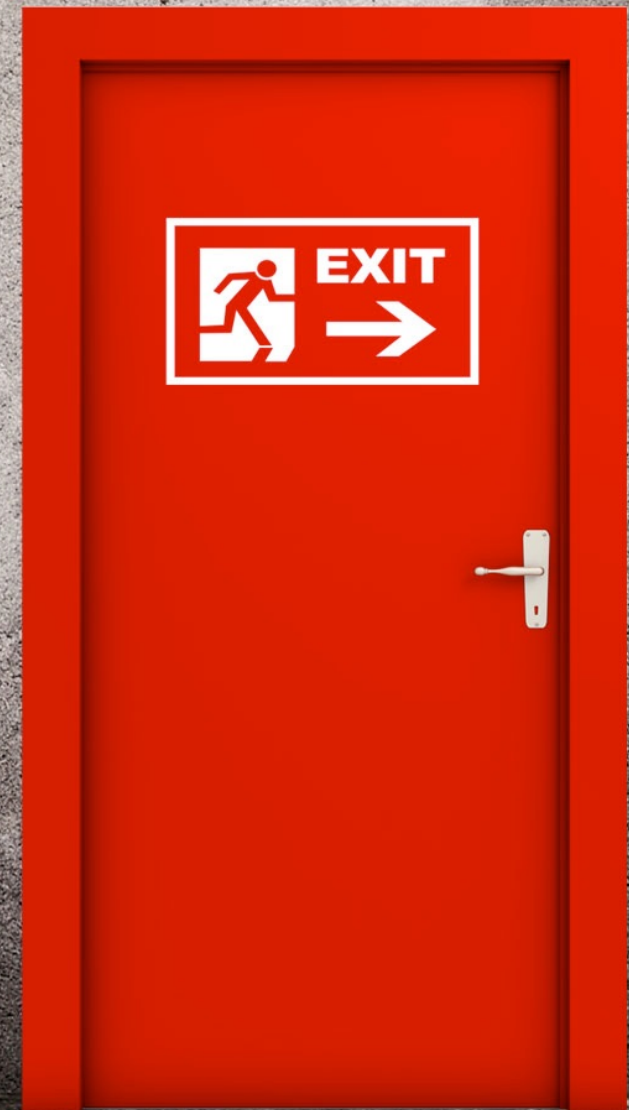
Doing this will make the job you have to do next a lot easier.



HOW TO COMMERCIALY TEST YOUR IDEAS

*What can you do to ensure that you start teaching
in a place where you WILL make sales?*

*Answering 3 simple questions will help you do
this.*



HOW TO COMMERCIALY TEST YOUR IDEAS



The one thing I want to give you MOST in this book is a measure of commercial opportunity to judge your Online Teaching ideas against.

I want to do this so you can choose which one to go forward with in your passion project - knowing that there is money to be made.

The rest of this book teaches you how to take your ideas, test them for their commercial potential - and create your own unique blueprint for a Passion Project which will sell.

The bottom line here is that to make sales – you need to concentrate your efforts somewhere specific.

When I say specific, I mean:

- Specific about the type of **person** you want to help
- Specific about the **problem** you are helping them solve
- And specific about the **outcome** you want to help them achieve.

To do this you are going to answer 3 simple questions, and do some exercises to develop and test your Online Teaching ideas.

This will identify your **best** opportunity.

What are the 3 Questions?

The questions you need to ask to test the saleability of your Online Teaching ideas, measure .. MOTIVATION, TRANSFORMATION and COMPETITION.

Q1. (**MOTIVATION**) - Is this an area where customers are making emotional decisions?

Q2. (**TRANSFORMATION**) - Is your Online Teaching idea going to create a genuine transformation for a customer?

Q3. (**COMPETITION**) - Do customers have few perceived options in solving this problem?

The logic behind these questions goes like this:

If you have an Online Teaching product which solves a problem a group of people REALLY care about ..

If after solving this problem your customer can achieve something valuable to them ..

And if there aren't that many other businesses solving this problem for this specific group of people ..

Then you have a hit.

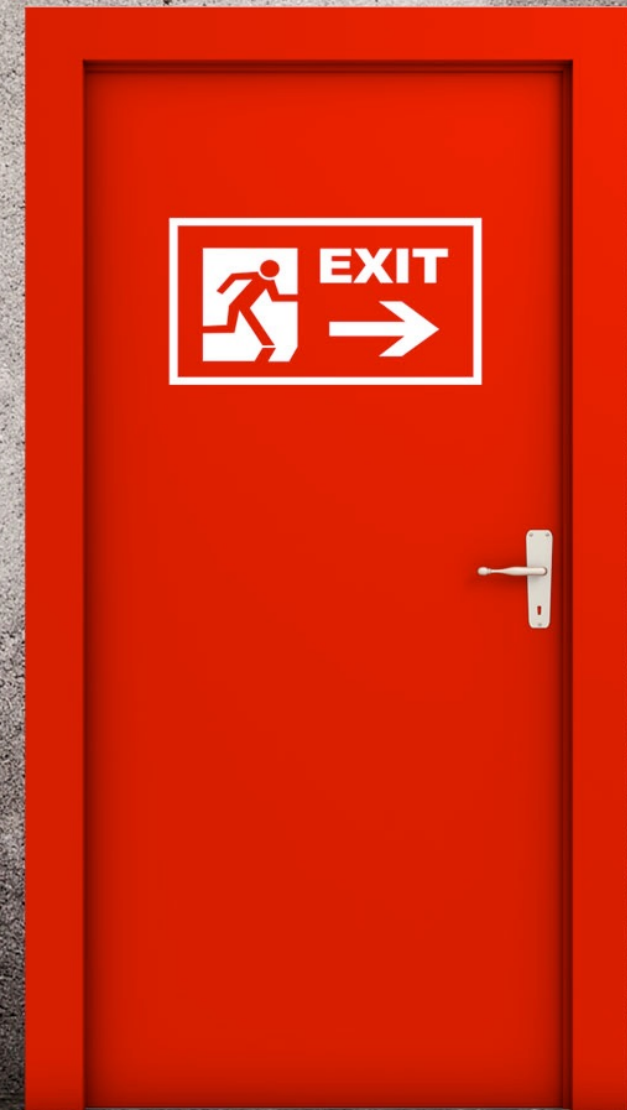
There are a lot of 'ifs' above.

This book will help you to remove them.

QUESTION 1: MOTIVATION

Why are customers more motivated to solve some problems in their lives than others?

Understanding the answer to this question is key to choosing your best opportunity.



Q1: MOTIVATION

Is Your Online Teaching Idea in an Area Where Customers are Making EMOTIONAL Decisions?

Most people like to think of themselves as rational beings, making logical decisions about what they decide to do, and buy.

However, in reality this is simply NOT the case.

Human beings still carry emotional instincts from our evolutionary past, which this chapter will help you to understand and tap into.

This matters to you because customers with an emotional drive to solve a problem will often be actively looking for a solution.

And you will find it much easier to sell something to a customer who has got off their backside and is looking for what you have NOW!

To identify if the Online Teaching ideas you have are areas where people are making emotional decisions (and are therefore much easier to sell to) ..

.. look at the PROBLEMS and PAIN you developed in an earlier exercise ..

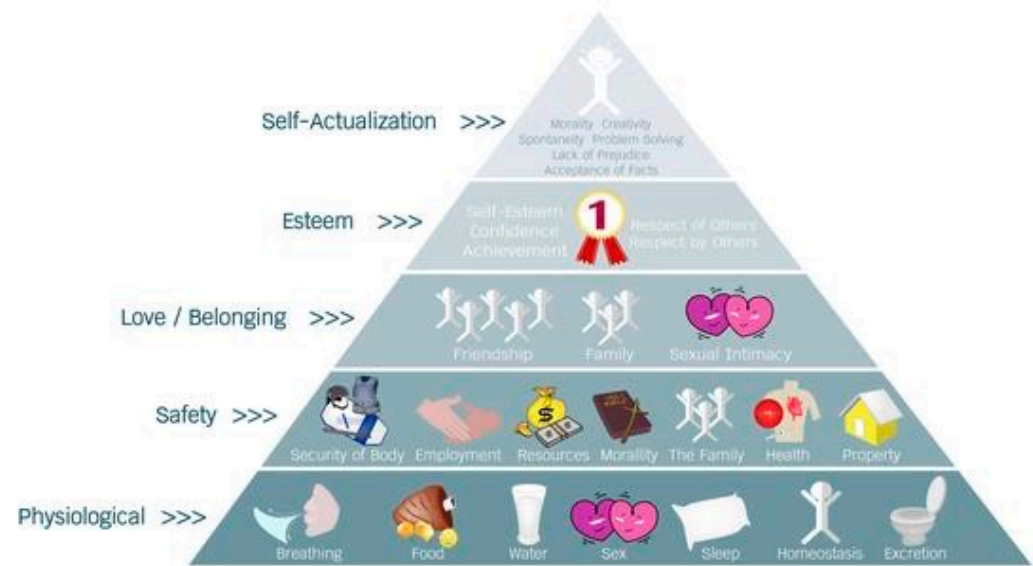
.. and ask - what is motivating your customer to buy?

To test 'the emotional temperature' of your Online Teaching ideas – we are going to use a model of motivation by Abraham Maslow.

So take the PAIN or PROBLEMS you identified and look at Maslow's model below.

At what level do they fit?

Maslow's Hierarchy of Needs



The model is **Maslow's Hierarchy of Human Needs** – a model of motivation, which explains why some things are MUCH easier to sell than others.

The model works like this:

Physiological Needs:

At the lowest level of human need is our motivation to satisfy the Physiological needs we have – to eat, drink, sleep, and stay alive.

PAIN at this level - physical exhaustion, or hunger.

Safety Needs:

Once we have satisfied Physiological needs we start being motivated to solve pain at the level above – to stay safe, be financially secure, or protect those close to us.

PAIN at this level - lacking the money to live the lifestyle you desire, having specific health problems, or fear of losing your home or family.

Love/Belonging Needs:

It's only after satisfying Safety needs in our lives that we place a priority on seeking new friendships, or partnering up with someone.

PAIN at this level - thinking we will never meet someone to share our lives with, never have a family, or be accepted into a group.

Esteem and Self- Actualization:

And only after we are physiologically satisfied, safe, and feel loved or belong, are we motivated to satisfy needs for achievement, respect, creativity – or to satisfy the hobbies and interests we might have.

The top two levels of Esteem and Self-Actualization only become real PRIORITIES in our lives when the needs below them in the pyramid are satisfied.

PAIN in the top two levels - to achieve something meaningful in our life, or the want to be better at a pursuit or pastime like Golf or Photography.

We can learn 3 things from Maslow's Model:

- 1. The further down this pyramid your customers PAIN is – the more emotional they will be about solving their problems – and the greater their instinctive drive to seek out products which solve them.*
- 2. When they have PAIN at a low level in their life – it often becomes an obsession, until they solve it.*
- 3. The emotion involved in making decisions is MUCH stronger at lower levels in the pyramid – a Passion Project which targets these areas, is much easier to sell.*

So if your Online Teaching Ideas target pain at Physiological, Safety or Love/Belonging levels – you are in an emotional area – with high levels of sales potential.

There are 3 GOLDEN areas to be teaching in ..

They are known as the 3 big 'mega-niches'

- Health/Fitness
- Money/Business
- Love/Relationships

.. and *it is no accident that these are 'mega'.*

These 3 big areas – where the majority of Online Teaching products are sold .. relate to Physiological, Safety or Love/Belonging categories In Maslow's model.

This is why they are 3 of the biggest Online Teaching opportunities - because products targeting PAIN here appeal to our basic instincts.

Humans evolved on this planet with inbuilt wiring – default settings – and our instincts take over when we are solving problems associated with our safety, security, physiological, or love/belonging needs.

Tapping into these will guarantee an emotional response from your customer and much higher potential sales. So start to think about how your ideas might solve problems at these lower levels in the model.

So what to do you if your Online Teaching ideas don't target pain at one of the 3 bottom levels of the pyramid?

If your Online Teaching ideas fit into the area of 'interests' or 'entertainment' this doesn't mean that you will fail – it just means you might need to work harder to get your customer to think emotionally and make a buying decision.

One way to solve this problem – and refine your idea into something which targets these basic instincts - is to layer the 'interest' over one of the 3 mega-niches.

Look at these examples of doing that:

- 'How to Take Photographs *That Sell*'
- 'The 10 Healthiest Meals to Cook *Your Partner on a First Date*'
- 'How to Ride a Motorbike *and Avoid Injury to your Knees*'

Often by layering one of the 3 big mega niches over the top of an existing idea, you make it easier to sell – as you appeal to customers motivations at a more emotional level.

**** ACTIVITY 7: THE 'GUT CHECK'**

Look at each of your Online Teaching ideas with this model.

- *If they target one of the 3 mega-niches, or fit nicely into one of the lower categories of Maslow's Hierarchy – then you have potential winners.*
- *If not – see if you can 'crowbar' them in there – by layering them over one of the 3 mega-niches.*
- *If you can't, or don't want to do this – be aware that you may need to work harder to sell the Passion Project idea you have in mind.*

Rank the ideas you have – are there some which are more likely to sell based on the emotional power of the pain you are solving?

This is the first stage in reducing your ideas down a bit.

NB: Just because one thing will be easier to sell – it doesn't mean you can't decide to teach something different.

Part of the reason I teach is for the impact I have, and in my Online Teaching business I often focus on this, rather than the money.

But ultimately my business exists to pay the bills, and give me more time for family – so it's important to recognize your own motivations and the balance necessary to achieve them.



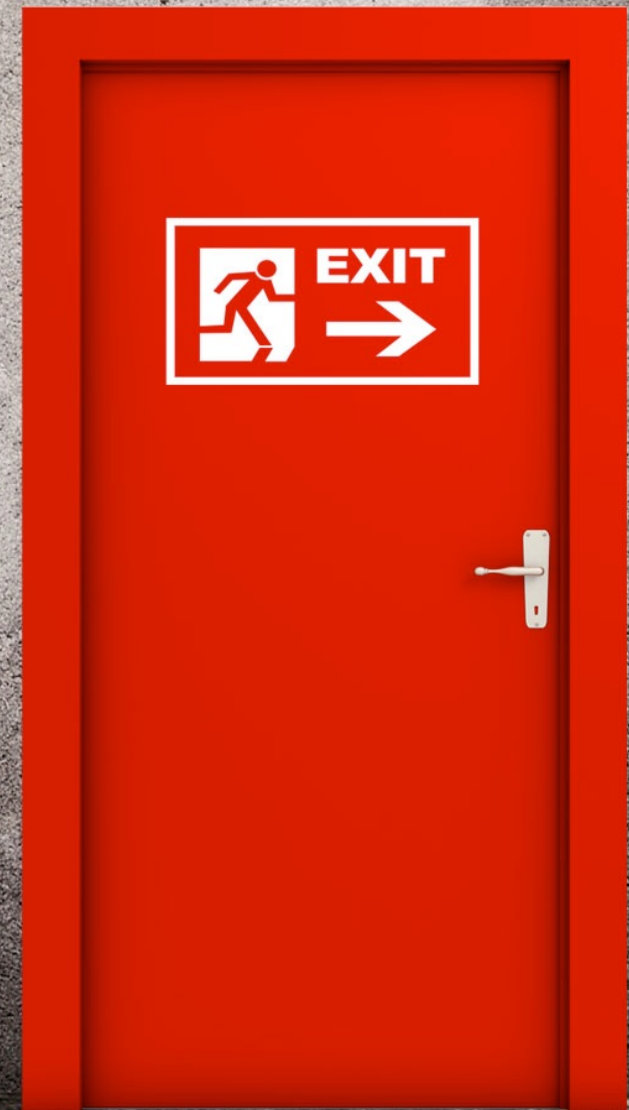
QUESTION 2: TRANSFORMATION

It's time to get SPECIFIC ..

Who?

What?

Why?



Q2: TRANSFORMATION

Is your Online Teaching idea going to create a genuine TRANSFORMATION for your customer?

Much of the time when we have an Online Teaching idea – it isn't nearly specific enough.

You need to know exactly WHO you are going to help .. and exactly WHAT you are going to do for them.

To answer these questions, and move a significant step closer to a Passion Project which sells ..

.. you are going to take your best ideas and write a transformation statement for each of them.

A transformation statement is a sentence, which describes what your Online Teaching product will do for a customer.

We are doing this because 'specific' sells

To KNOW you have a Online Teaching idea which will work ..

.. you need to have a clear picture of a specific customer, in a specific situation - buying a specific outcome.

Until you drill down in these areas – *you don't really have anything to sell.*

Writing transformation statements, and comparing your most promising ideas, will help you do this.

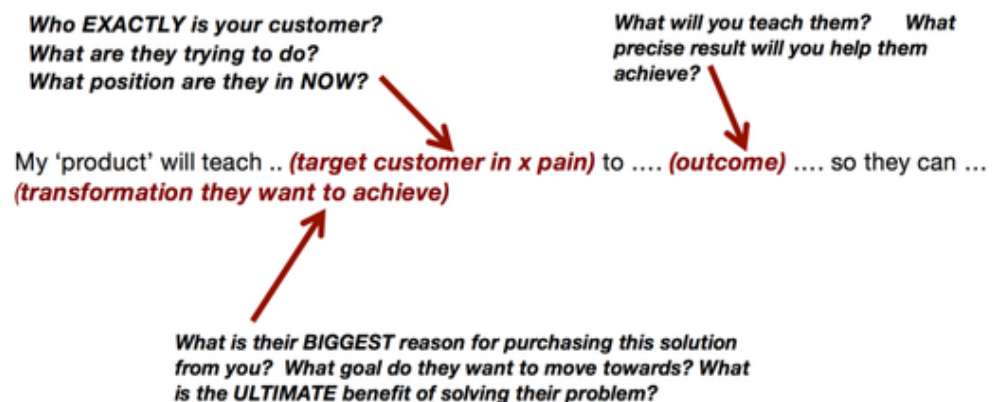
To begin this task, start looking at each of your possible Online Teaching ideas, and thinking about:

- *A specific person*
- *With a specific problem*
- *Buying a specific outcome*
- *With a long term goal in mind*

**** ACTIVITY 8: Write Your 'Transformation Statements'**

Use this template to help you write transformation statements for your best looking Online Teaching opportunities:

My Passion Project will teach *(target customer in x PAIN)* **.. to** *(outcome)* **.. so they can ...** *(transformation they want to achieve)*



Some example transformation statements are below:

“My Passion Project will teach technical newcomers, frustrated with the time it takes to set up their business webpage, to easily create beautiful webpages, which sell their services and increase their sales“

“ My Passion Project will show men over 200lbs who want to lose 20lbs of belly fat, to change their body shape and remove their stomach fat, so they can feel 10 years younger and enjoy an active life with their family“

“ My Passion Project will teach people in over \$30,000 of credit card debt and facing foreclosure or repossession, how to become debt free in 3 years, so they can be free to make their own financial choices again”

Spelling your Online Teaching product idea out in three stages (customer, outcome, transformation) like this, forces you to get specific about each of these areas.

It also focuses your thinking away from what YOU are teaching – and onto the OUTCOME customers receive and will be prepared to pay for.

It's this result which customers will buy – and this is what we need to measure to work out how saleable your product will be.

This process sometimes takes a bit of time - especially if thinking like this is new to you – but it is important to be clear about what you plan to create and sell.

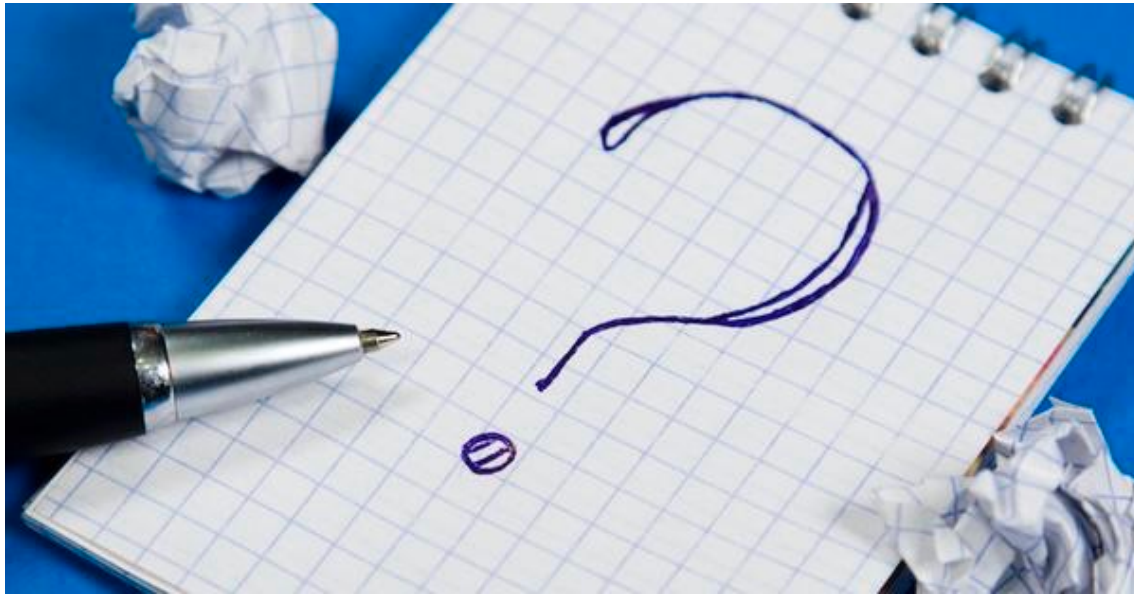
Don't underestimate the value of starting to think about this, even if inspiration doesn't arrive straight away. Your subconscious mind will whirr away in the background once you have set its direction of thought.

If you want more help doing this, please [download the Escape Kit here](#) .. as I have an additional tutorial to help you do this.

It is important to spend time thinking about these 3 things - most Online Teachers don't get nearly specific enough.



WHERE ARE YOUR IDEAS AT NOW?



By now you either have transformation statements for your most promising Passion Project ideas, or you have struggled to write them.

If you have struggled, then I suggest your ideas *as they currently are*, won't sell.

In my experience Passion Projects without a specific focus, fail to make sales.

If you are in this position, think about your ideas again .. and start to get more specific about your customer, and the outcome you want to help them achieve.

The next section of this book should help you to do this.

The worst thing you can do now, is to spend time creating a Passion Project which targets 'everyone' – in the belief that selling to a wide market will give you greater sales possibilities.

What actually happens is the opposite – customers see your offer, aren't sure if it's for them, and instead buy something specific elsewhere.

TOP TIP: If you have several ideas – and have written a few different transformation statements – compare them with each other.

The most attractive and saleable transformation statement is often your best opportunity.

**** ACTIVITY 9: Temperature Check**

If you have transformation statements which are specific about: the customer, their pain, the outcome, and the transformation you will help them achieve ..

And if you're targeting an emotional market - then you have a VERY good chance of selling your Passion Project successfully.

Any weakness in your targeting, outcome or transformation should be much more obvious, now you have spelled them out in transformation statements.

The point of doing this is that now you have something specific to judge the potential success of your products with.

So start doing that ..

If you were your customer, in the PAIN you have identified – would the outcome your Online Teaching idea promises, be something you would be prepared to pay for?

You should be able to take the temperature of your transformation statements in this way – and ask yourself:

- *Are there outcomes my customer would value MORE?*
- *Are there transformations they would want to achieve MORE?*

This is Passion Project base camp.

To reach the summit, now we need to focus on the customer – and your potential competition.

Because to successfully sell your idea, you will need to appeal to customers already buying something else.

To successfully sell to them, you need to persuade them that your product is MORE RELEVANT to their needs.

This is where question 3 comes in ..

QUESTION 3: COMPETITION

How will you stand out in our crowded and noisy online world?

By creating YOUR unique difference.



Q3: COMPETITION

Do Customers have Few Perceived Options in Solving this Problem?

Now let's get SUPER-specific.

Because whatever area you want to sell your Passion Project into – it is likely you will have a lot of competition.

If you want to make significant sales, this is something you want to avoid.

Because if customers perceive that there are MANY places they could go to get a solution to their problem – most of them won't decide to buy from you.

Your Passion Project needs to stand out – and be SO RELEVANT to their situation – that they don't even think of competing products when they make that buying decision.

FACT: This is where most Online Teaching businesses, fail.

They try and sell a 'me too product' which doesn't stand out over the competition – and as a result, doesn't sell.

To attract customers to YOUR Passion Project, *you want to create your own category* - where YOU can be the leading player.

This is happening in many markets: Look at insurance for your car - and the numbers of sub-categories that now exist .. insurance for older drivers, safer drivers, female drivers, larger vehicles .. the list is growing every year.

If you tried selling plain old 'car insurance' now - would you stand out?

No!

Everyone who saw your offer in the wider market, would consider the insurance designed for THEIR SITUATION to be more relevant to their needs and buy that instead.

If they're older - they would consider the over 50s offers. If they were female - they would check out the female only offers first.

Do you see how this works?

You are going to use this strategy to attract customers to buy your Passion Project - instead of something else.

To do this, you are going to create a specialized solution, which appears a level more relevant than anything else - for your specific customer.

If this sounds difficult - I am about to make it much easier for you.

So How Do You Do This for YOUR Passion Project idea?

You can do this by narrowing your focus, and slicing off a segment of the larger market - to provide a specific solution to.

The aim is that when a smaller sub-group of customers see your Passion Project, they think it has been created 'just for them'.

**** ACTIVITY 10: Narrow Your Niche**

Your 'niche' is the wider market which would buy your type of Online Teaching product. But we don't want to sell to the wider market - so what do we do?

Look at your transformation statements – and ask yourself if there are already companies and online training products providing solutions at this level.

Are there products targeting the the same type of customer with a similar pain or problem already?

Spend a little time doing some online research – find competing products and look at their own outcomes, promises, and target customers.

You will be competing against these products, so get to know them.

To be successful in attracting THEIR customers, you simply need to be a level more specific than this competition.

To do this, you are going to carve off a section of NEED from the larger market – and design your Passion Project JUST for them.

For example ..

The business I am building helps people make effective online learning products.

The problem I have is that – even though I totally know what I am doing – the market is currently dominated by super-successful people with huge reputations.

There are a LOT of places someone can go to find out how to create online learning (even if it's not as good as what I provide!)

My solution is to slice off a piece of the larger market – in this case ‘teachers’ who already know how to teach, and want to look into creating Online Learning products.

Everything I do is designed to help those with existing classroom experience create brilliant Online Teaching products.

Do you see how, because I am aiming what I do at a smaller sub-group in the wider market – I appear SUPER relevant to teachers looking for solutions in that area?

Why would my specific type of customer go elsewhere, when my product has been designed especially for them?

Health Warning: Doing this seems counterintuitive at first.

It seems logical to target the wider market, as there are more potential customers there.

If I did that, I would get lost in a sea of people all offering something very similar - and I would have GREAT difficulty standing out (believe me - I tried!).

The smart strategy is to carve off a slice from that larger market - and create your passion product just for them.

When you do this, your specific type of customer thinks .. *"at last, something designed for MY needs!"*

In the wide world of the internet, finding a specific person to sell to isn't nearly as difficult as it used to be.

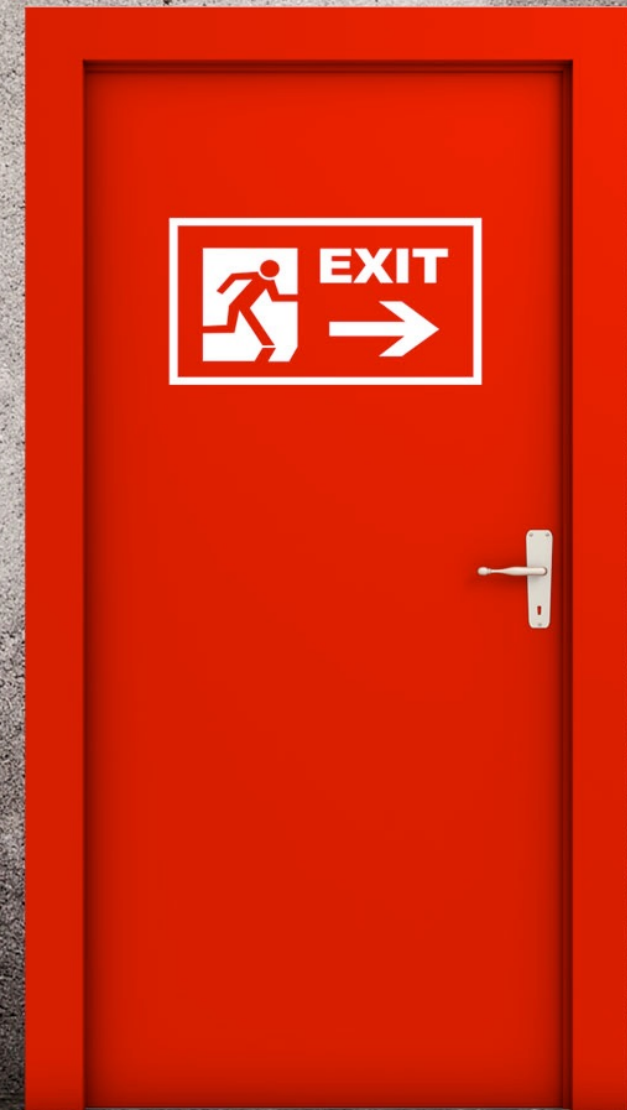
And you actually only need a few hundred people buying from you to make your current full time salary seem rather small.

So to make the final step to a Passion Project which will sell, use the next section to find a sub-group in the wider market - for your most promising ideas:

7 WAYS TO FIND YOUR SUB-GROUP IN A WIDER MARKET ..

Narrowing your focus and being SUPER specific about your future customers, is crucial to your success.

Try using these 7 tools to do this ..



7 WAYS TO FIND YOUR SUB-GROUP IN A WIDER MARKET ..



Use the 7 categories below to start splitting a large market up into smaller sections - for YOUR Passion Project ideas.

The process you need to go through, looks like this:

Split the wider market up in each of the ways below – and for each one ask yourself ..

1. Are there differing levels of need / demand / motivation / pain in any of the groups you have identified?
2. Are these groups being provided for already by the competition?
3. (And if they are already being targeted – is it possible to split this group again to get a level more specific?)

Remember, what you are looking for is to be a *level more specific than your competition* .. ***you are looking for a smaller group in the larger market, which you can create a product especially for.***

Are you ready for the first category to SLICE your current market with?

1. Gender

Men and women often require different solutions or approaches to solving their problems.

They might have different priorities, or different benefits which they value most – but often they have very different problems and PAIN too.

Ask yourself:

- Are men, or women - most likely to want what you are going to offer?
- What PAIN are men and women in - in this area?
- Are there differences in the PAIN being felt?
- If you were to write a transformation statement for each group – how might they be different?

EXAMPLE - *If you were creating your Passion Project in the area of weight loss – you will find that men and women have very different motivations and fears, and also tend to gain weight in different places. This might lead to a ‘sub-group product’.*

2. Age / Stage of Life

Customers at different ages often require different solutions – as do people who are at different stages in their lives.

Customers might have just become parents, or bought their first home, their children may be leaving home – or they might have just lost a job ..

.. these life changes often mean more than their ‘age’.

Start to consider the different stages in life your potential customer is going through – and the differences in demand and motivation in different groups.

Ask Yourself ..

- Is there an age or life stage, which has a higher demand for the solutions you want to offer?
- Are there changes happening in the lives of certain groups, which make them more likely to need what you have?
- If you split the larger market up into age, or stage of life groups – is there one which isn’t currently targeted by your competition?

EXAMPLE - *If your Passion Project idea was helping people save effectively for early retirement, the needs and motivation of younger people with more time to prepare for this – will be very different to that of older people. You might identify 50+ year olds to be a hotter prospect for what you are selling – as they are closer to retirement age and are actively thinking about it.*

3. Geography

With some types of Online Teaching opportunity, targeting people in a specific geographical area results in a sub-group, which responds well to being provided for specifically.

This can be due to laws, or cultural differences, which make one country very different to another. Other times the

usefulness of the advice you offer might be greatly increased with a local focus.

Ask Yourself ..

- Is local knowledge important in the product you intend to create?
- Are you able to create a focused product using where people live as a way to attract them to buy away from the larger market?
- If you split the larger market up by geography – are there some groups which aren't currently provided for by your competition?

EXAMPLE - *If you're providing a solution to help people sell or buy homes for example – specifying that your course contains specific local knowledge, might be a key way to appeal directly to customers in a town or region.*

4. Problem Stage

Customers at different stages in solving a problem will need different things – and often respond well to solutions which target their specific needs.

Beginners are a good example – often their needs, and the products they buy are very different to those with more experience.

This method of splitting up your market often works well because it focuses on the result which specific customers will pay for.

Ask Yourself ..

- Are there milestones in solving the problem you want to solve for your customer? (Moments on the journey when customers will know they have achieved something?)
- Is there an opportunity to take a specific customer to one of these milestones in a sub-group product?
- Is there a difference between the needs, pain and aspirations of beginners compared to those with more experience?
- If you sliced the larger market up by the stages in solving the big problem – are there some groups which aren't currently provided for by your competition?

EXAMPLE – *First-time entrepreneurs have concerns and challenges which are very different to those who have been in business a while and are looking to expand. In terms of an Online Teaching product - you could split the starting of a business up into stages – and produce something for each main component to get super-specific.*

5. Challenge

Sometimes it is possible to identify a sub-group of people who have a particular challenge in making progress.

Most people are problem focused. Basing your product on helping them solve a specific challenge or conquering a barrier between them and where they ultimately want to get to, is often a good way to attract people who are dealing with that specific issue.

Ask Yourself ..

- If you asked everyone in the larger market what their BIGGEST frustration is in solving this problem – would everyone reply the same?
- Are there people in specific circumstances who would respond to a teaching product designed to help them with their specific challenge?
- Are there groups of customers with a specific PAIN or challenge who aren't provided for separately by your competition?

EXAMPLE - *In the larger love/dating market there are several challenges which you might pick to make super-specific learning products about: Getting talking to someone so they give you their number? Getting a first date? What to do to keep a partner who is showing signs of decreasing interest? Or how to win back an ex?*

6. Outcome

Sometimes it is possible split up your market by the specific outcome a customer wants to achieve.

As the result someone gets, is the biggest reason customers will buy your product – it makes sense to consider if some of these outcomes represent opportunities to spin off a separate Online Teaching product.

Being able to provide a more specific result than competing products - will attract customers interested in achieving that specific result.

Ask Yourself ..

- Do people in a wider market all desire the same outcome?
- How might their outcomes be different if you sliced the market up by age/stage of life, problem stage or challenge methods above?
- Is there a specific outcome, which a significant sub-group are looking to achieve which isn't provided for in the larger market?

EXAMPLE - *If you are offering a learning product to help customers save money in their household budget - is there an opportunity to angle your solution to save for a specific thing? Could the advice you offer in that product be explained in these terms?*

If a customer who is saving money for their kids college fund – or a annual holiday or celebration like Christmas – sees a product helping them save for EXACTLY the purpose they want to achieve.. they are likely to believe they have found the product which is going to be MOST relevant to their needs. (Even if the advice you offer in it could be useful in other ways too)

7. Fear

debt. When someone sees a product targeted at THEIR specific fear – they are very likely to respond.

Are a sub-group of customers afraid of something specific?

Often you can attract a sub-group to you, if you talk specifically about their PAIN .. and convince them that your solution is a better fit to help them get rid of it.

You can do that very effectively if your product is made specifically to solve their pain.

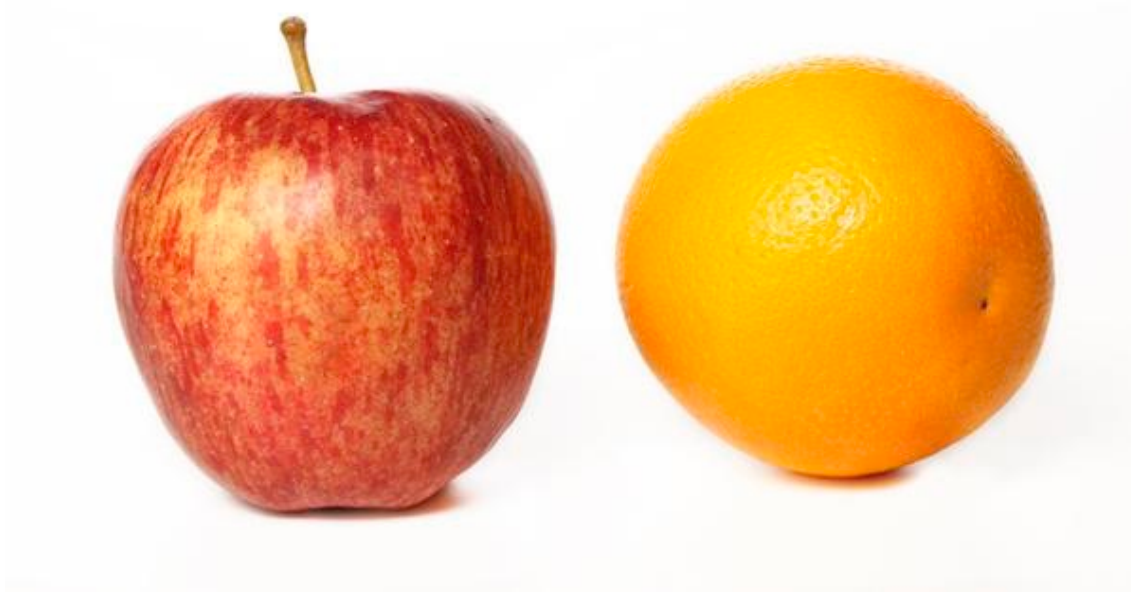
If you overlay different age groups, stages in solving the problem (etc) with the fear they have – you will start to see differences you might be able to create a specific product for.

Ask Yourself ..

- Do customers in your product area have the SAME worries, pain and fear – or are they are different?
- What would the larger market rank as their worst fear? (and what groups can you identify from doing this?)
- Are there some PAIN or fear points that are not specifically targeted by products competing with you?

EXAMPLE - *People in debt have a lot to worry about - if you were planning a debt recovery product you might benefit by targeting people with a specific fear. For example – parents whose homes are at risk, a customer who has a partner with a gambling problem, or someone with over \$30k of credit card or short term loan*

Double up for Better Results



Don't be afraid to double and triple up these sub-groups with each other - as you slice the wider market.

The closer you can get to a sub-group's individual situation – the better you will persuade them that your solution is EXACTLY what they need.

How do you know you have gone too far – and OVER sliced the market into too small a group to work?

Describe your sub-group as if you are talking to someone else – and you will know!

When it sounds ridiculous – it probably is.

But the thing most Online Teachers miss - is that a level less specific than ridiculous - is probably PERFECT.

FACT: Most people don't narrow their niche nearly enough.

So have some fun - try going a step too far when slicing the wider market - and then taking a step or two back. This is more likely to bring you to the sweet spot for your Passion Project.

**** ACTIVITY 11: Narrow your Product Niches**

For each of your most promising Passion Project ideas, use the categories above to zoom in on smaller groups in the wider market.

The goal is to find a sub-group which has significant demand for what you have, who isn't being specifically provided for already by the competition in your niche.

This is the secret sauce of your Passion Project Blueprint - and the thing which will make sure it sells. So take some time to do this, and evolve your ideas over a few days.

Your sub-group will reveal itself.

I have included some additional templates and questions, to help you narrow your niche, in the [**Escape Kit Workbook here.**](#)



Talk to REAL People to Find Sub-Groups in the Wider Market



If you say you are looking to help people with xyz problem (and they have that problem) you will be surprised at how easy these conversations are.

In these interactions, keep on the lookout for sub-groups of the wider market you want to serve, using the categories suggested above ..

.. they will reveal themselves if you keep looking.

Often these sub-groups within a larger market identify themselves when you talk to REAL people.

If you want to provide customers with solutions to their individual problems, then there is no substitute for doing this.

Take some time to visit forums or groups, and have conversations in your product idea areas.

Release surveys to people you meet, and invite them to talk one to one with you.

**** ACTIVITY 12: Write Your 'Transformation Statements' (Version 2)**

You should have started to identify some sub-groups in your wider markets, who would be good targets to create Online Teaching products specifically for.

It is helpful to redraft your transformation statements to reflect this – as a change in the audience you are helping can mean big changes in the outcome and transformation they want to achieve.

Redraft your transformation statements to be more specific about the type of customer you have identified in this section.

Think about your customers SPECIFICALLY..

- What is their INDIVIDUAL situation? (Where are they now?)
- What is their BIGGEST pain right now?
- What do THEY want to achieve long term, from buying your product?
- What specific OUTCOME are they going to be most interested in?

The transformation statement for a specific sub-group - might look very different to one written for another.

The Online Teaching product you create might be very different too.

Your transformation statement will be your guide as you create your Passion Project.

Measuring everything you create against it will help you maintain your sub-group focus - and ensure you don't waste time creating something which won't sell.

**** (Optional) ACTIVITY 12: Develop An Angle**

Your 'angle' is a key way in which you will communicate your Passion Projects' uniqueness and benefits to the customer.

You might have considered 'your angle' earlier when you looked at 'layering' the 3 Mega niches over your product ideas.

Your angle is an important way to help your product stand out.

Starting to work an angle into your planning, will allow you to create something which is targeted at a specific need or person.

So try adding an additional layer – an angle - to your transformation statements – using one of the following tools:

Angle 1 - Focus on your Customer's Situation

Most people are in a specific situation they want help to remove themselves from – or feel at a disadvantage somehow, because of their situation.

Try identifying this into your transformation statements by adding an 'Even If' at the end of them:

My Passion Project will teach *(target customer in x pain)* to *(skill)* so they can ... *(transformation they want to achieve)* .. **EVEN IF .. (Disadvantageous situation)**

Some examples might include:

*.. even if you're an absolute beginner with zero experience.
.. even if you only have 1 hour a week and no money to invest.*

.. even if you have failed before and are just about to give up.

You want to find an 'even if' which makes a customer feel "that's me".

Don't be afraid of doubling up here either .. and using the word OR .. to add another situation which sounds even worse!

The more opportunities your audience has to connect with you, the better – and thinking of several situations here, will help you to develop an understanding of your future customer.

Angle 2 - Focus on their Pain

Your angle can also be a good opportunity to help the customer start connecting their PAIN to your solution.

As you develop your idea, ask yourself:

What is my target customer's BIGGEST frustration?
What is the ONE thing frustrates them most?

If you can remove this – you will have their attention!

Try adding a 'without' to your transformation statement, to do this:

My Passion Project will teach *(target customer in x pain)* to *(skill)* so they can ... *(transformation they want to achieve)* .. **WITHOUT .. (typical PAIN associated with solving this problem)**

Some examples might include:

- .. without spending a penny on advertising*
- .. without needing a year to learn to code*
- .. without the frustration of doing this yourself*

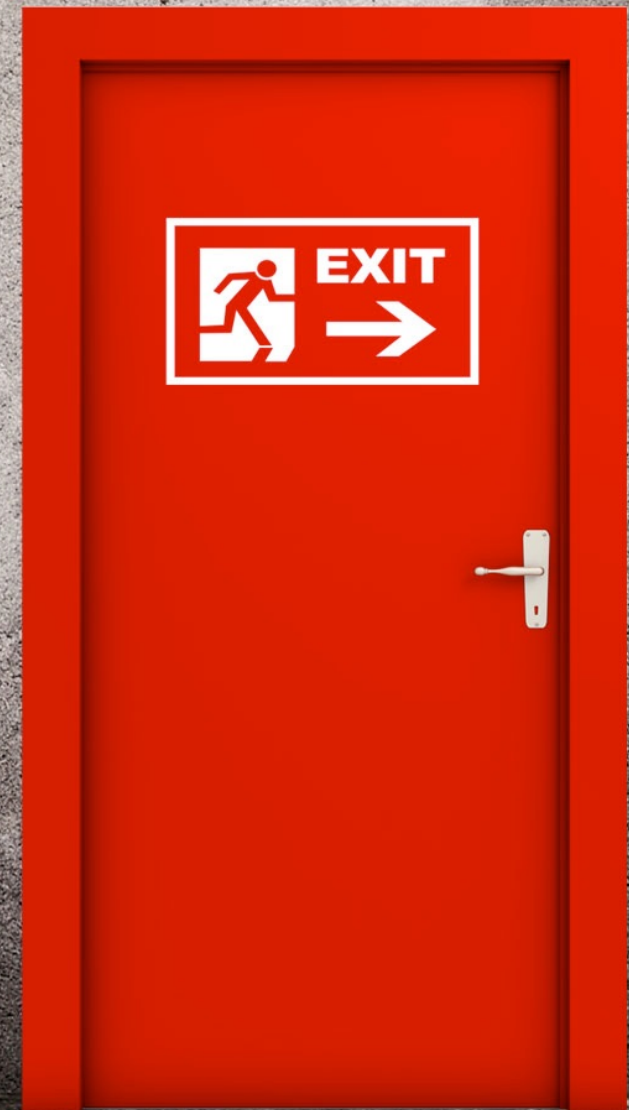
While we might not show this transformation statement to a customer in its raw form – it is the base for your Passion Project – and the way you will sell it.



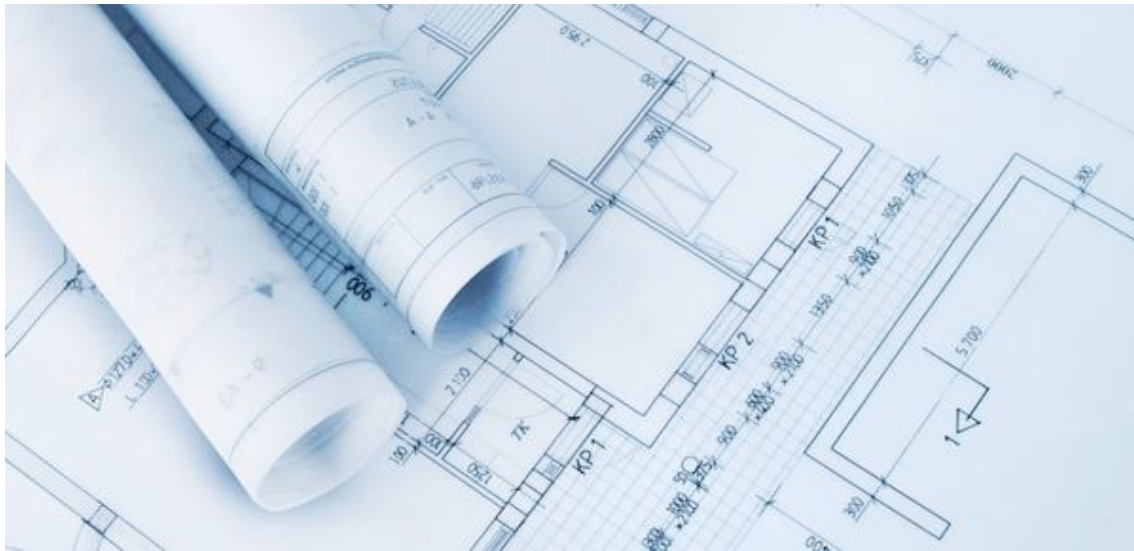
YOUR PASSION PROJECT BLUEPRINT

Your unique blueprint for a Passion Project is the foundation for your success as an Online Teacher.

It's decision time!



YOUR PASSION PROJECT BLUEPRINT



The transformation statement for your most promising idea - is your blueprint for success in your Passion Project.

So look at your most promising ideas .. and consider the transformation statements you have written for them. Which subject is looking the most attractive - given what you have learned so far?

Which one would you LOVE to teach the most?

It's Decision Time ..

1. Which idea has been translated into the most compelling transformation statement?
2. Which one are you clearest about the audience for?
3. Which one is most targeted at a Sub-Group in a wider market?

Choose your best option - and relax!

Helping you start in the right place is what this book has been created for .. the right place for you as an individual, creating a life you will LOVE - and the right place to achieve commercial success.

Don't worry if this takes a little time to settle and become obvious.

The ESCAPE process helps you ask the right questions - trust that you will find an answer - if one isn't jumping out at you right now.

Your transformation statement for the BEST idea you have - is your Passion Project Blueprint.

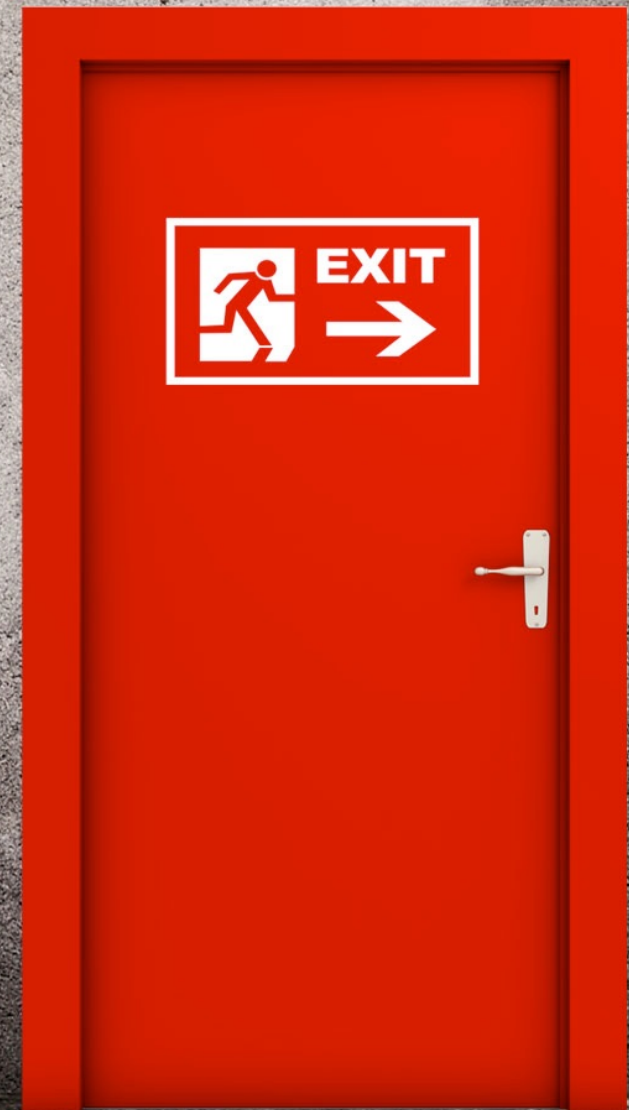
Let this guide you as you create your Passion Project, it will ensure that you maximize your chances of commercial success.

Remember, you know EXACTLY who your customer is and you are designing something especially for them.

LOOK AT HOW FAR YOU'VE COME!

I did tell you that you were amazing ..

.. are you beginning to believe it yet?



LOOK AT HOW FAR YOU'VE COME!



I want you to realise how far you have come.

Your Online Teaching ideas have gone from a “I think I might teach something about xyz” ..

... to a specific **Passion Project Blueprint**, detailing:

- Exactly WHO your 'product' is aimed at.
- A specific OUTCOME or result they will receive.
- A long term TRANSFORMATION customers want to achieve.
- And possibly a number of ANGLES, which will make what you create unique and attractive - to a SPECIFIC audience.

I know from going through this process myself, and helping others do the same, that people often have questions about the process.

I want to answer the biggest questions I have received over the years, to help you if you are in this position.

I also want to show you what my Online Classroom looks like!

I would like to invite you to join me for a session focused on the development of your Passion Project where I will explain:

- ***The best way to START your Passion Project.***
- ***How to write and refine TRANSFORMATION statements, and narrow your niche to ensure it works commercially.***
- ***How to set yourself up TECHNICALLY to teach online, using a few simple tools***

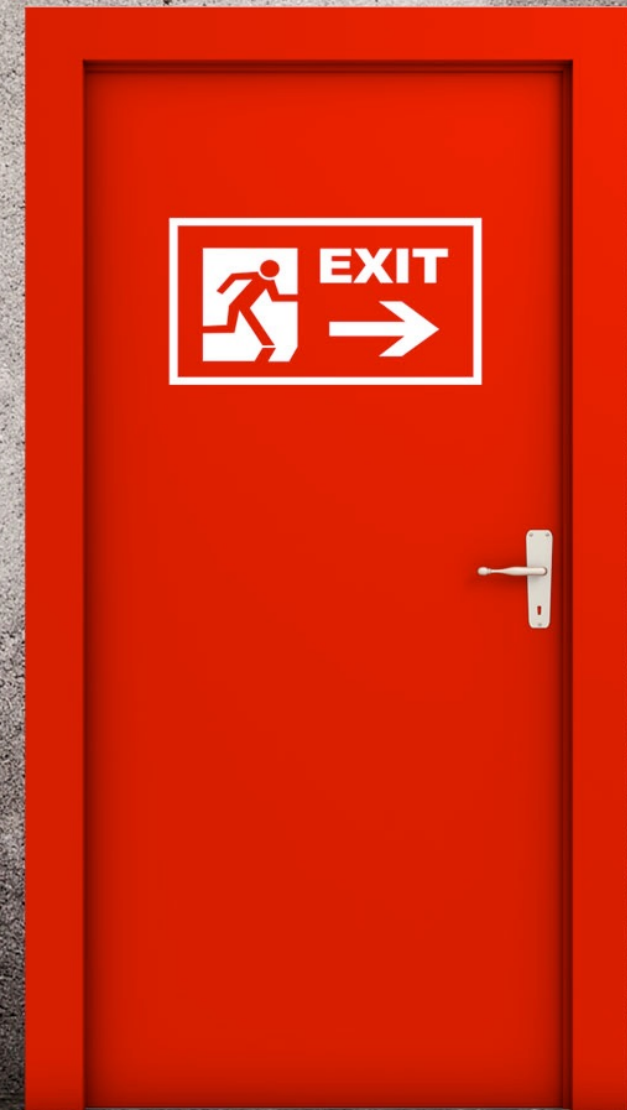
So if you are yet to nail down your own Passion Project idea and want some additional inspiration, or if you want to see the tech I use to Teach Online - please join my by clicking the link below:

[SIGN UP FOR THE LIVE CLASS HERE](#)

THE BIGGEST QUESTIONS I AM ASKED ..

I imagine you have some questions about becoming an Online Teacher - starting out from where you are right now.

Let me answer a few of the biggest ones now.



THE BIGGEST QUESTIONS I AM ASKED, ABOUT BECOMING AN ONLINE TEACHER ..

What Technical Skills do I Need?

The great thing about teaching in a modern classroom, is that you probably have the majority of the tech skills you need to create Online Teaching products, and deliver learning live.

The software I use to teach online isn't much different from what I use in the classroom (mostly Microsoft Word and Powerpoint)

I have also bought Camtasia – a screen recording piece of software .. I occasionally use Audacity to edit audio (which is free) .. and I bought some webinar software, which is super simple.

I could teach you to use all of these in about an hour.

Please don't think you can't teach online because of your technical skill level or the software you might need. I will show you how simple this is - and answer any questions you have - in the [Live Class](#).

How Will I Get People to Buy From Me?

The problem most businesses have, is creating something and THEN trying to sell it.

You don't need to 'sell' anything if your product has been created for a specific person.

By following the ESCAPE process you are doing things the other way around .. we will make something only when we have established exactly what we are going to make – and who we will sell it to.

There is no 'dark art' to sales, and you don't need to be a 'sales person' to achieve significant success.

How Can I Teach Something New, if i'm Not 'an Expert'?

How many times as a classroom teacher have you had to learn something yourself, and then teach it? In my own professional life, I have lost count of the number of times!

Most of the 'experts' in each market online, are only considered experts because they release training in their area.

By doing the same, you become an expert - and when your students get results, your reputation grows very quickly.

How do I Start my Passion Project?

[Join me on the Live Class here](#) .. and stay tuned!

I have a wide range of help available, and run regular live sessions helping teachers like you, to see exactly how their skills transfer to the online world.

I have trodden the path you are on, and helped people who have a similar problems.

At the risk of repeating myself - you are MUCH better prepared for success in this area than you realise!

How Will I Actually Teach Online - what Tools or Software Will I Use?

You will be surprised by the similarities between teaching in a classroom and teaching online.

While the situation is different – the skills of the teacher remain very much the same.

You have a foundation of experience and knowledge which I KNOW from personal experience translates much better online than most people expect.

I usually teach in written form, or by video - either narrating my powerpoint slides, or appearing on camera myself.

Sometimes I choose to teach to an individual learner one-to-one, and sometimes I teach to larger groups where we discuss things together, and learn from each others experience.

I can help you choose which method is right for you, based on what you are teaching - and what you would prefer to do.

How Will I Know What to Charge?

Honestly, you can charge whatever you like.

I will say that most people undervalue themselves massively – and that the sooner you realize the transformation you can help real people achieve – the more you will value yourself.

At the beginning, charge less .. and as you grow in confidence, raise those prices.

But don't let this detail stop you from investigating this opportunity further.

How Will I Find the Time to do This Alongside my Classroom Job?

Your Online Teaching business can start as a simple Passion Project - something you do because you WANT to.

It doesn't take long to put together a few videos, or write a couple of pages .. if you do a little every now and again.

And the single BEST thing about teaching online, is that once you have produced something, it takes ZERO effort to introduce that to 1000s of other new customers.

You make a huge impact, and earn money - for VERY little additional time investment once the course or lessons are made.

NEXT STEPS

*What you do with the knowledge you now have
will determine how successful you are.*

Because only action changes things.



NEXT STEPS

I would love to show you what to do next, and answer any questions you have:

[SIGN UP FOR THE LIVE CLASS HERE](#)

Thank you for being YOU.

The world needs more great teachers.

James



The next steps you take on this journey are up to you.

If what you have read in ESCAPE has made you interested in investigating Teaching Online, join me for a session where I can show you more:

- ***The best way to START your Passion Project.***
- ***How to write and refine TRANSFORMATION statements, and then use them when creating your product.***
- ***How to set yourself up TECHNICALLY to teach online, using a few simple tools***