



Episode 17: Bye Udemy! Hello MemberMouse!

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Hey ladies and gents, what's up? Welcome to episode number 17 of my podcast. I am going to be talking about my change from going to Udemy, to selling courses on my own site using MemberMouse.

If you're a Udemy instructor, you probably heard the news earlier this month that Udemy is making some big, big changes to their pricing structure and honestly I think it's much needed. I don't necessarily agree with all the details, but something needed to be done.

The reason I want to do this podcast is I know a lot of you have started selling on Udemy since I have, and some of you also have been thinking about selling on Udemy because honestly, it's a great way to make money online even if you don't have a following. But with these changes, some of you guys might think twice about it.

So this is what's going to happen. Starting April 4th of 2016, you will no longer be able to charge under \$20 for a course or over \$50 for a course and your coupons cannot be more than 50% off. The reason Udemy is doing this is several reasons.

Number 1, 90% of Udemy purchases happen through a coupon and the average price for a course is under \$50. So what's the point of listing your courses at \$300, even if they may be worth \$300, when you're going to sell it for \$25? You have people randomly setting their prices at all these different price points and it got so crazy that the prices really meant nothing, because the Udemy customers got used to all the discounts so they would never buy a course at full price. They would just wait for the discount. Essentially, every course ends up being worth about the same amount no matter what the list price is.

I think in the short term it's going to take some time for the existing Udemy customers to get used to this new pricing platform because everybody is so used to getting the deep, deep discounts, but I think in the long run this is going to benefit the instructors because let's keep it real. There's a lot of quality content out there on Udemy right now at bargain basement prices. There's a lot of people on Udemy that should be making a lot more than they are, but because the culture has always been huge discounts, people are used to paying a certain price and they will never pay more. Now of course, people are still going to wait for the discounts and the coupons, but the coupons are not going to be as generous.

Right after this announcement launched with the new pricing structure, I went on to the Facebook private Udemy group and it was amazing to see the reaction. People were going nuts. I think a big concern people had is that students were not going to buy courses at a higher price. In the short term, that might be true but long term, I think it's better because now students are going to have to compete on quality and not price. The other thing you have to consider if you're going to sell on Udemy is that Udemy gets about 30% new students every month.

I actually got a call from a staff member at Udemy. Apparently they began notifying various instructors after this announcement launched. We spoke for about 15 minutes and she informed me that they get so many new students every month, a lot of these people aren't even going to be aware of the old pricing structure, so it's

not that big of a deal. A year from now, nobody is going to be talking about this. It's not going to be a huge deal. The average price per sale is going to go up for the instructors, and that's a good thing.

My biggest issue with this is just somebody telling me the minimum and maximum I can charge for my course. I want to be able to control what my prices are, and I don't like that at all. I just had a sale today where someone bought my Photoshop course at full price, \$99 which in my opinion is worth every penny of that. Now that's not the reason that I'm leaving, I was leaving anyway. I was talking about this back in December, but after reading this announcement I'm like, "I really do think I'm making the right decision." Unlike a lot of people on Udemy, I already have a following and I understand why people use Udemy, because it's a great way to make money online if you don't have a following because they have such a large customer base.

I'm reading stories all the time in the Udemy Facebook page where people are making a full time living, and they don't even have a website or a following online. All their income is coming from Udemy. Well, that's good and bad. We all know how that is when you rely on one source for all your income, especially when a change like this happens. I know a lot of people who are doing Udemy full-time are like, "Oh man, how is this going to affect my income?" Of course that's the downside of relying on a site you have no control over.

For me, I have no regrets about starting with Udemy because I was really, really nervous about selling my own courses, the technical piece of choosing the plug-in, payments and all the stuff that could go wrong. I learned a lot about creating videos for courses and things of that nature, so I have no regrets. I'm just ready to grow up now and host them on my own site.

What am I going to do with the courses that are on Udemy now? Well, I'm not going to be selling the same courses on 2 different sites, that's just not going to happen. I'm either going to keep those initial courses on Udemy and let them earn through the

Udemy promotions, and then if I do bring those Udemy courses over to my site, I'll delist them on Udemy so only the people who purchase them will have access to them. I'm certainly not going to have the same course on 2 different sites. I think that's really, really messy unless I can find a way to sell on both platforms and the pricing can remain consistent. Because Udemy will be running their own promotions and I'll be running my own promotions. And so that can get a little confusing. So if you're going to sell on both platforms, you've got to keep that in mind.

You know what, I would create a course for Udemy again, but it would be for a topic that may not be as useful to this audience. For example, if I were going to do a course about how to create a 5 star course on Udemy, something that's more beneficial to the Udemy community but maybe less beneficial to my audience, then I'll publish it. My Photoshop course is a great example. There aren't a lot of people in my audience who want to learn Photoshop, so most of the sales for that course have come from the Udemy marketplace. If I want to put out a course on something that maybe is not as relevant to my audience, then maybe I'll use Udemy just to make a little bit of passive income. I wouldn't say I would never use Udemy again, but for courses that are relevant to my audience, I'm hosting them on my site.

Let's talk about MemberMouse. Why did I choose MemberMouse to host my courses? I've already said I was nervous as I don't know what about selling my own courses. The one thing that really made me anxious was the payment portion of it. What I like about MemberMouse is they have really, really good support. When you do a search for them, nothing but great reviews and that says a lot, because they're one of the more expensive membership plug-ins out there. The fact that they're one of the more expensive ones and have the good reviews is a good sign.

When you're doing something for the first time like this, you want to have support. I was looking at WishList Member. Even though they seem pretty straightforward, one thing I didn't like about WishList Member is that there were complaints about support. I also didn't like that every time I wanted to add a new feature, it

seemed I had to add a plug-in. For example, if I want to give out coupons which of course I'll be doing with my courses, I don't want to have to install another plug-in just to have coupons. I want that to be already integrated in the plug-in I use. With MemberMouse, it already has all the features that I want to use for my course.

The pricing for MemberMouse is a little steep compared to some of the other plug-ins. It's \$20 a month for up to 1000 members, but again I think that will pay for itself. For me, it's worth it to have that added support. So I'm using a membership plug-in, does that mean I'm going to have a membership site? Not right away.

I want to give a shout out to Rob Cubbin who's been my course mentor. One thing he regretted was with his membership site, he didn't plan accordingly. When you have a membership site, you need to really, really make sure that you have a plan for what you're going to offer to your members. Even though I'm using a membership plug-in, I'm only going to be charging a one-time fee for the courses. The membership module is an option if I do want to have a membership site down the line, but that's not something I'm going to do right away. I'm just going to sell courses for a one-time fee, see how that goes but if I start getting a lot of questions and if I feel like people need added support, then I can create a membership section of the site; maybe a forum for people to have more ongoing support.

I haven't decided how I'm going to do the actual membership part of the site yet. My initial focus in the beginning is just selling the courses. The great thing about MemberMouse is that you don't have to have a membership site, you can charge a one-time fee and that's what I'm going to be doing in the beginning.

So I really didn't want this podcast to be about MemberMouse or what I'm doing. I really wanted to do this podcast because I know that there are some of you who are thinking of using Udemy. You're kinda split, you don't know if you should use an external site or if you should host it on your own site. I wanted to talk about the pros and cons of Udemy which I've done before, but I wanted to

definitely reiterate that especially now that they are changing their pricing structure.

As I said in the beginning, I think for the long term it's going to be good. It's going to probably take some adjusting in the short term, but for me, I just don't like it when somebody tells me this is what you have to charge for your content. The best way to eliminate that is to host the courses on your own site, probably something I should have done in the beginning. But as I said, I don't regret it because it got me warmed up, gave me the confidence, I got some great feedback. I've learned to polish up my videos, my audio is much better than when I started doing courses, so I've learned a lot in that time. I've even learned how to do animated intros with Camtasia, [Hint Hint] which is going to be one of my early courses. If you watch my visual composer video, that intro was actually done in Camtasia. A lot of people don't even know you can do a lot with Camtasia. It's not just screen recording software, so yeah it's going to be good. I'm looking forward to it.

If you are a Udemy instructor and you absolutely hate this new pricing structure, maybe you're one of the few people who have actually been selling your courses at full price most of the time, you can actually go to other platforms. For example, there's Teachable. The downside to something like Teachable is they don't have the marketing push behind the courses the way that Udemy does. So you don't get that passive income stream that you get with Udemy as easily, but if you want more control over the pricing of your own course, then that's a better platform. Or you can sell it on your own site, but then again I realize not everybody wants to do that.

The good thing about the internet is that there are options, you just have to figure out what's best for you. I also want to emphasize, I am not an affiliate for MemberMouse, the reason being is I'm not really using it yet. When my courses are out and if I really like it, then I will become an affiliate. I want to make it clear that I am not endorsing MemberMouse at this point.

Okay, let's wrap this up. You've probably noticed that a lot of bloggers that you've been following for a while are transitioning. A

lot of people are moving to consulting or selling their own courses, because people are realizing that affiliate marketing, AdSense, all those kinds of monetization models are great but if you want to have a real business, you have to have your own products and that's what people are moving toward, and it's a good move. Hopefully you're thinking of making that same move, if all you're doing is AdSense and Affiliate marketing. It's a lot of work yes, but it's going to pay off in the long run.

If you guys have any questions, don't forget you can go to 2createawebsite.com/podcast17, to leave me a comment about this podcast. I'll be more than happy to answer any questions and I'll chat with you later!