





LAST WEEK'S TRAINING RECAP



E-LEARNING DEVELOPMENT & MARKETING BOOT CAMP



3 GENERAL SEGMENTS OF THE BOOTCAMP



DEVELOPMENT



MARKETING



MANAGEMENT



Some Benefits & Applications

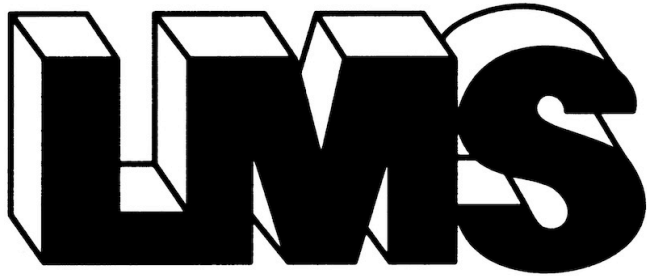


**PERSONAL
BRANDING**

Affirm your authority



E-learning Technologies and Systems



LEARNING MANAGEMENT SYSTEM



E-LEARNING COURSE BUILDER





LESSON #2
E-Learning Business Models



YOU WILL CREATE AN E-LEARNING PLATFORM
AND TRAINING PROGRAM FOR?





THE 7 E-LEARNING BUSINESS MODELS



CONSULTANT E-LEARNING BIZ MODEL



CONSULTANT E-LEARNING BIZ MODEL



Helpouts
by Google



CONSULTANT E-LEARNING BIZ MODEL



LEAD GENERATION E-LEARNING BIZ MODEL



LEAD GENERATION E-LEARNING BIZ MODEL



**Online Jobs
Career
Orientation**



LEAD GENERATION E-LEARNING BIZ MODEL



**Online Jobs
Career
Orientation**



HubSpot



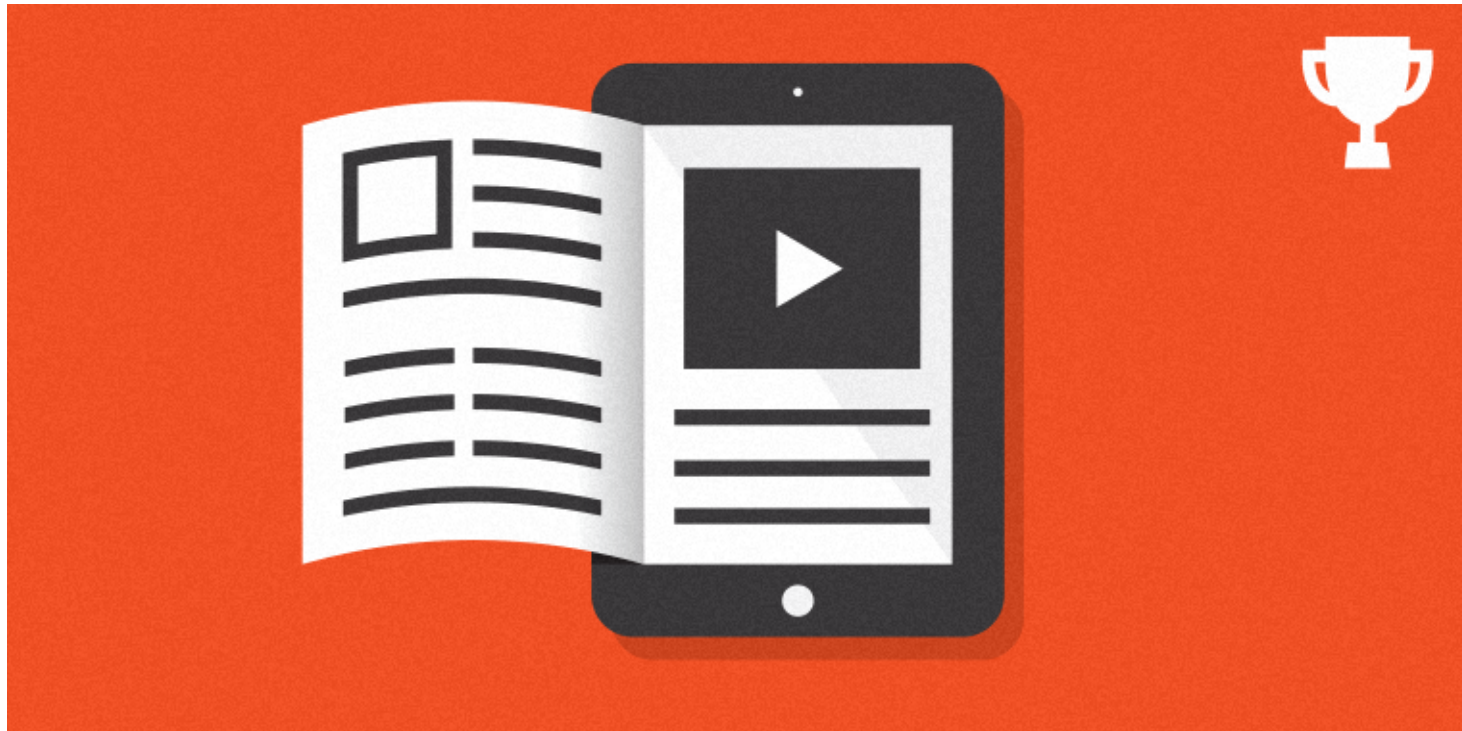
WORKSHOP/BOOTCAMP E-LEARNING BIZ MODEL



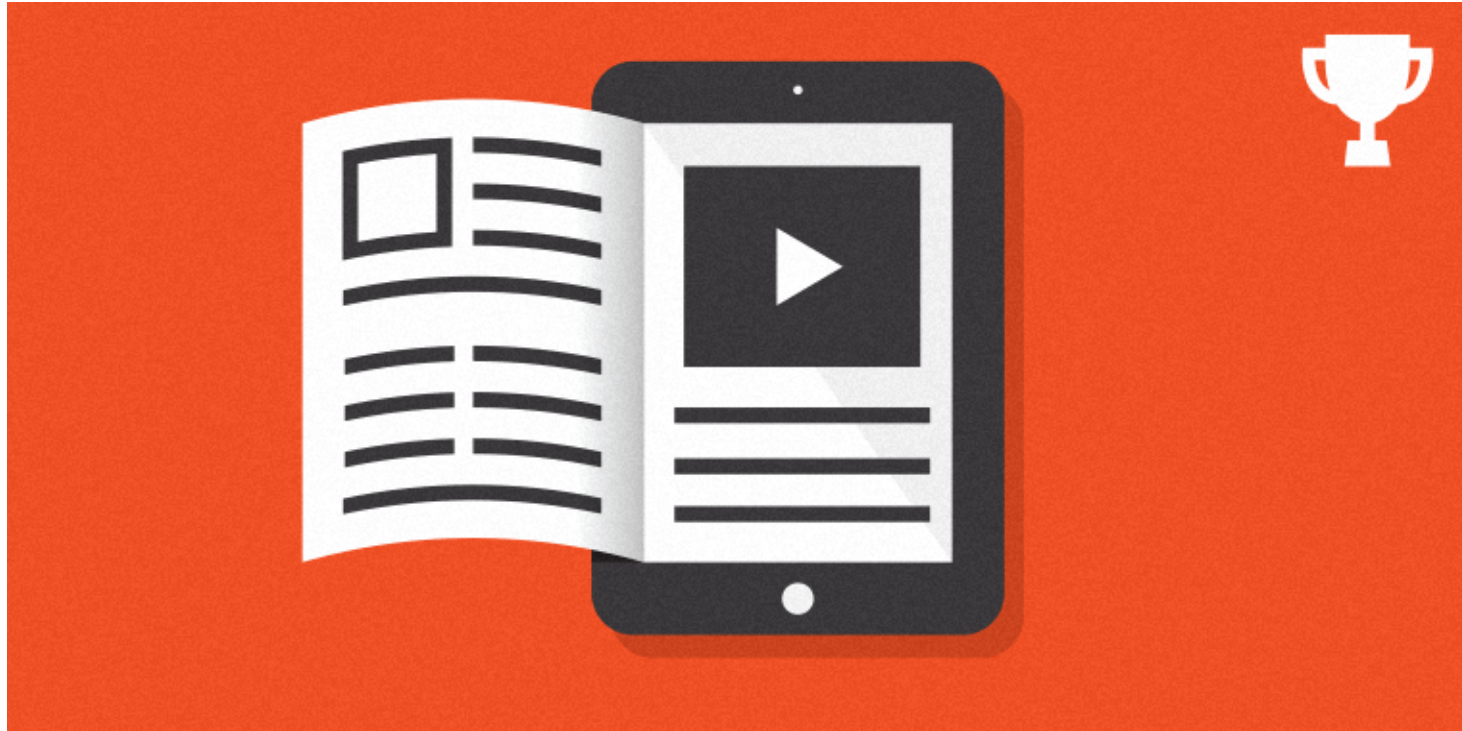
WORKSHOP/BOOTCAMP E-LEARNING BIZ MODEL



FLAGSHIP E-LEARNING BIZ MODEL



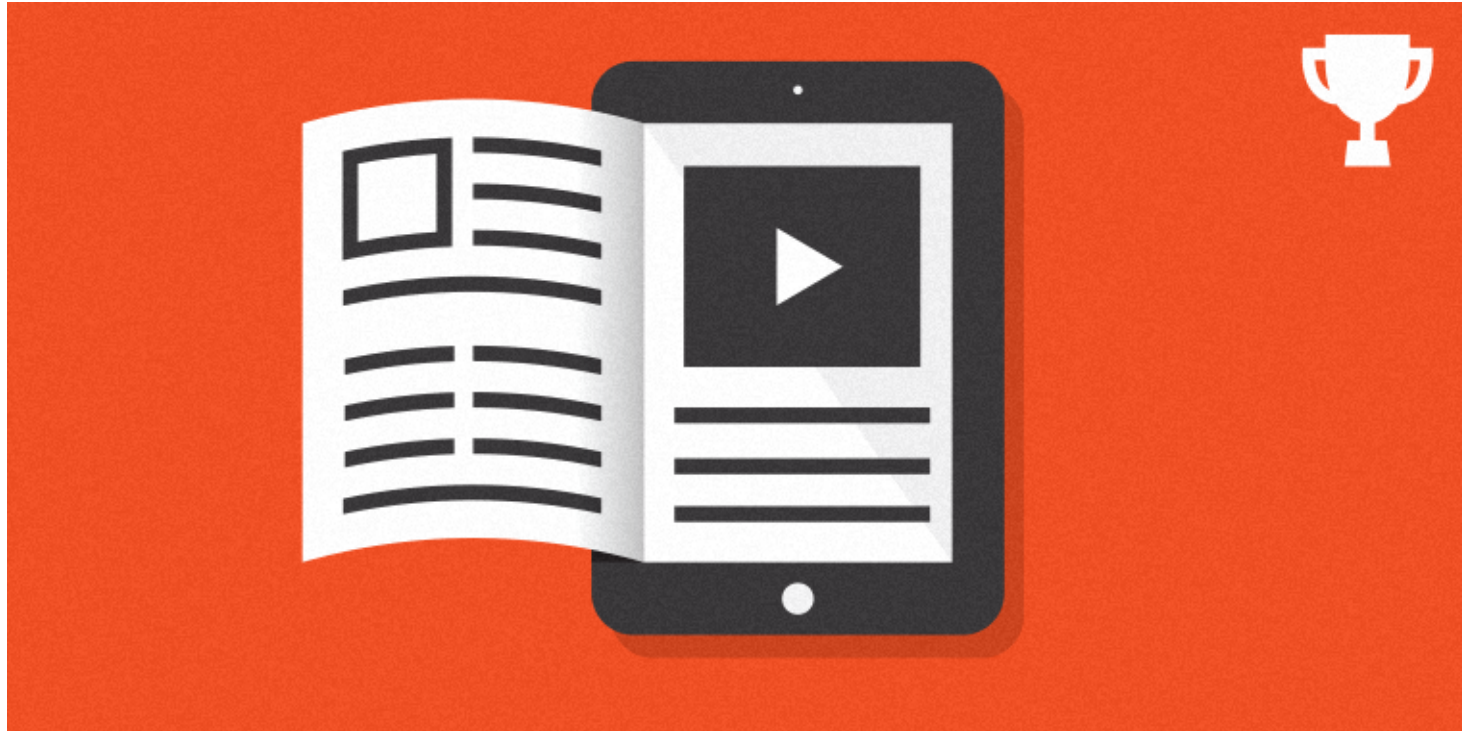
FLAGSHIP E-LEARNING BIZ MODEL



MARIE Forleo's
B-SCHOOL
Make Money, Change The World.



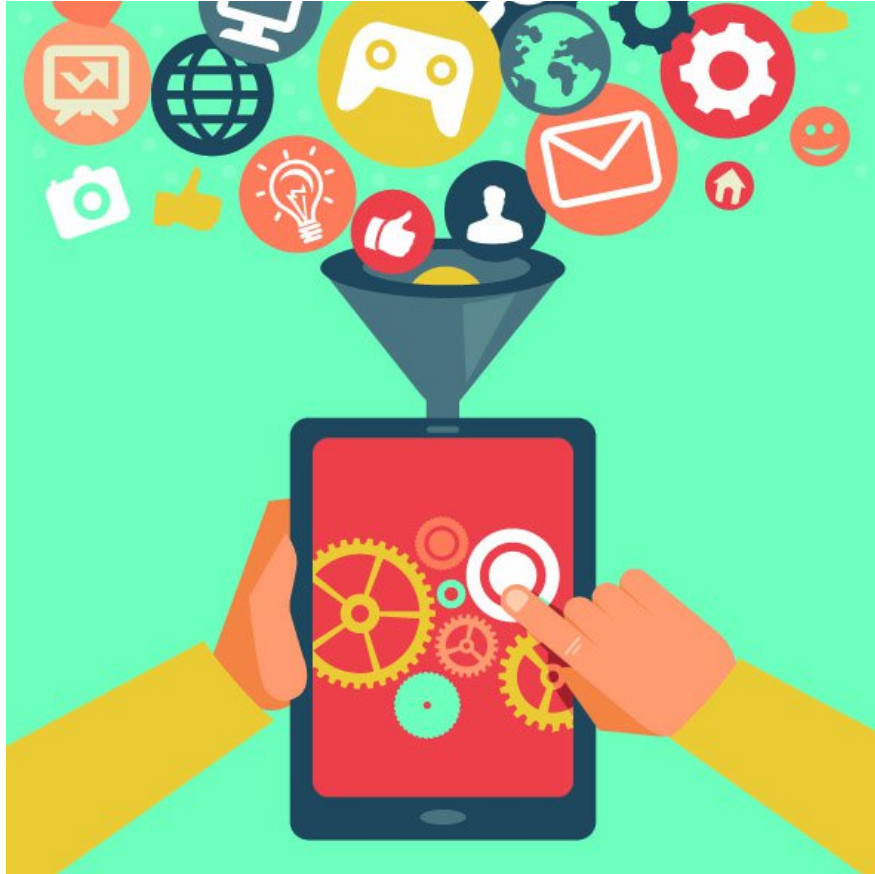
FLAGSHIP E-LEARNING BIZ MODEL



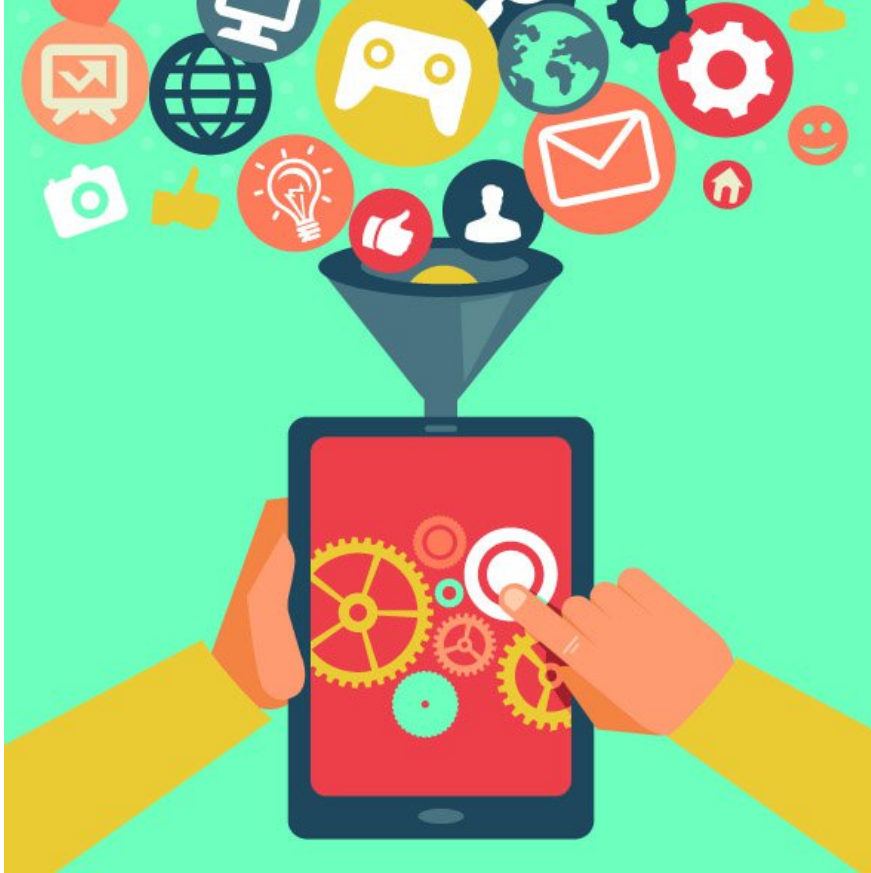
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UNIVERSITY E-LEARNING BIZ MODEL



UNIVERSITY E-LEARNING BIZ MODEL



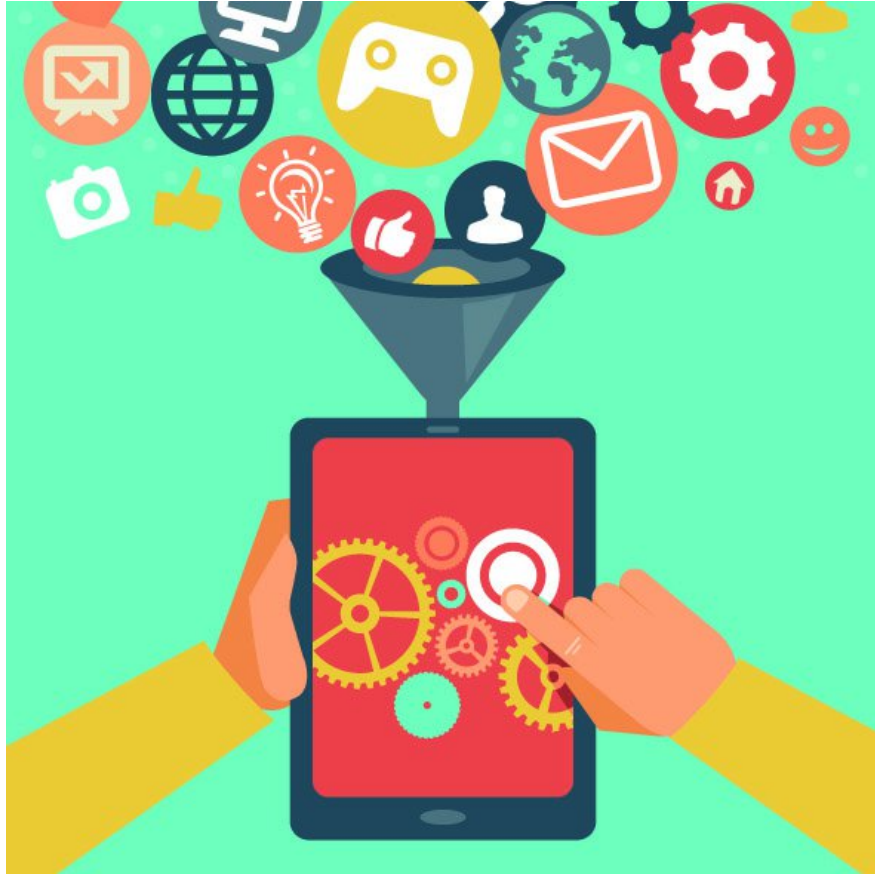
DIGITAL INFLUENCER BOOTCAMP

Learn Digital Marketing Online!

Learn various digital marketing techniques to market your products and services. Build your online identity and establish yourself as a digital influencer. Build an online community of advocates. We have more than 20 lessons that you can access for FREE.

[Get Started](#)

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Online Jobs
UNIVERSITY.com

YOUR ONLINE CAREER STARTS HERE



MARKETPLACE E-LEARNING BIZ MODEL

The screenshot displays the Udemy website interface. At the top, there is a navigation bar with 'Signup / Login', the 'udemy' logo, 'Discover Courses', and a search bar. Below this is a 'Discover Courses' section with a 'Popular' filter and a search box. The main content area features a grid of course cards, each with a cover image, title, instructor name, student count, rating, and price.

Course Title	Instructor	Students	Rating	Price
Karl Taylor's FREE Photography Course	Karl Taylor	16518	4.5 (224)	Free
Learn Python GUI programming using Qt framework	PythonBo Bogdan Milanovich	682	4.5 (7)	\$19
Microsoft Excel 2010 Course Beginners/ Intermediate Training	Infinite Skills	19149	4.5 (184)	\$99
Advanced Excel Training - Online Excel Course	Infinite Skills	18297	4.5 (53)	\$99
Java for Complete Beginners	John Purcell	2148	4.5 (31)	Free
Photoshop Training & Tutorials "FREE"	Photographer Retoucher Manfr...	11570	4.5 (62)	Free
Everyday Mind Mastery	Tom Cassidy	6749	4.5 (63)	Free
Build. Measure. Learn. Lean Startup SXSW 2012.	Eric Ries	17093	4.5 (178)	Free



VIRTUAL CONFERENCES E-LEARNING BIZ MODEL



VIDEO SUPERHERO SUMMIT™ *10 DAYS, 10 VALUABLE TRAININGS ALL FREE!*

STEVEN WASHER **JAMES WEDMORE** **JASON FLADLIEN** **MARISA MURGATROYD** **DON CROWTHER** **ANDY JENKINS** **MARSHAL WAYNE** **PETE WILLIAMS** **JODY JELAS** **MATTHEW PETERS**



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STEVEN WASHER JAMES WEDMORE JASON FLADLIEN MARISA MURGATROYD DON CROWTHER ANDY JENKINS MARSHAL WAYNE PETE WILLIAMS JODY JELAS MATTHEW PETERS

A promotional banner for the Video Superhero Summit. The title is in large, stylized red and white letters. To the right, it says '10 DAYS, 10 VALUABLE TRAININGS ALL FREE!' in red and white. Below the title is a row of ten superhero-style portraits of speakers, each with their name written below them in white text on a black background.



Attend Largest Social Media Marketing Conference—in San Diego

SOCIAL MEDIA MARKETING WORLD

A promotional banner for the Social Media Marketing World conference. At the top, a brown ribbon contains the text 'Attend Largest Social Media Marketing Conference—in San Diego'. Below this is a row of ten small portraits of speakers. The background features a beach scene with a sailboat, palm trees, and buildings under a blue sky with clouds. The event title 'SOCIAL MEDIA MARKETING WORLD' is written in a large, stylized font in the center.



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STEVEN WASHER, JAMES WEDMORE, JASON FLADLIEN, MARISA MURGATROYD, DON CROWTHER, ANDY JENKINS, MARSHAL WAYNE, PETE WILLIAMS, JODY JELAS, MATTHEW PETERS

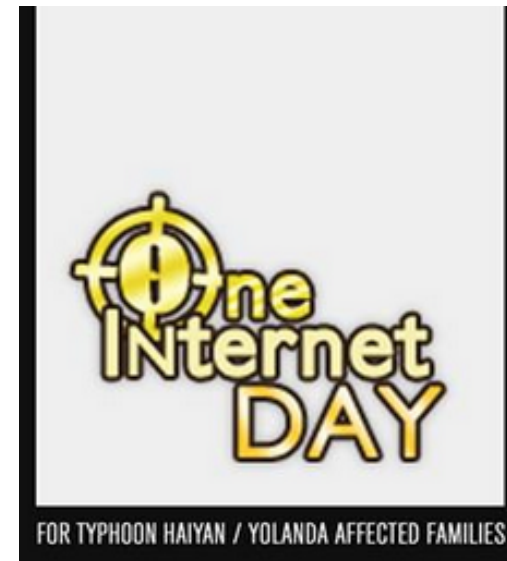
A promotional banner for the Video Superhero Summit. The title 'VIDEO SUPERHERO SUMMIT' is in large, bold, red and white letters. To the right, it says '10 DAYS, 10 VALUABLE TRAININGS ALL FREE!' in red and white. Below the title is a row of ten stylized superhero portraits, each with a name underneath: Steven Washer (a man in a black hat), James Wedmore (a man in a suit), Jason Fladlien (a man in a Superman costume), Marisa Murgatroyd (a woman in a black dress), Don Crowther (a green-skinned man), Andy Jenkins (a man in a yellow and green costume), Marshal Wayne (a man in a suit), Pete Williams (a man in a brown hat), Jody Jelas (a woman with blonde hair), and Matthew Peters (a man in a suit).



Attend Largest Social Media Marketing Conference—in San Diego

SOCIAL MEDIA MARKETING WORLD

A promotional banner for Social Media Marketing World. At the top, a brown ribbon contains the text 'Attend Largest Social Media Marketing Conference—in San Diego'. Below the ribbon is a row of ten small portraits of people. The background features a beach scene with a sailboat, palm trees, and buildings under a blue sky with clouds. The text 'SOCIAL MEDIA MARKETING WORLD' is written in a large, stylized, red and white font.



One Internet Day

FOR TYPHOON HAIYAN / YOLANDA AFFECTED FAMILIES

A promotional banner for One Internet Day. The text 'One Internet Day' is written in a large, yellow, stylized font. Below it, in a smaller black box, is the text 'FOR TYPHOON HAIYAN / YOLANDA AFFECTED FAMILIES'.





MANY DIFFERENT OPTIONS, COMBINATION
AND VARIATIONS YOU CAN CHOOSE FROM

Lesson #2: e-Learning Business Models





THE 7 E-LEARNING BUSINESS MODELS



NEXT WEEK'S LESSON...

“Developing Your Student Market Persona”

Persona Name

GOALS:

- Persona's primary goal
- Persona's secondary goal

CHALLENGES:

- Primary challenge to persona's success
- Secondary challenge to persona's success

HOW WE HELP:

- How you solve your persona's challenges
- How you help your persona achieve goals



