





LAST WEEK'S TRAINING RECAP

(Lesson #2)



THE 7 E-LEARNING BUSINESS MODELS



- CONSULTANT E-LEARNING BIZ MODEL
- LEAD GENERATION E-LEARNING BIZ MODEL
- WORKSHOP/BOOTCAMP E-LEARNING BIZ MODEL
- FLAGSHIP E-LEARNING BIZ MODEL
- UNIVERSITY E-LEARNING BIZ MODEL
- MARKETPLACE E-LEARNING BIZ MODEL
- VIRTUAL CONFERENCES E-LEARNING BIZ MODEL





LESSON #3

Developing your Student Market Persona



WHY IS HAVING A CLEAR STUDENT MARKET PERSONA IMPORTANT?



Having a Clear Student Market Persona Helps Achieve 2 Important Objectives



USEFUL, RELEVANT & EFFECTIVE
E-LEARNING PROGRAMS



GENERATE SIGN-UPS,
SALES & REVENUE



There are Many Different Approaches in Persona Development



Luxr's Persona Development Framework



Luxr's Persona Development Framework

“GIVE IT A FACE”

4 COMPONENTS

THE FACE

THE NAME

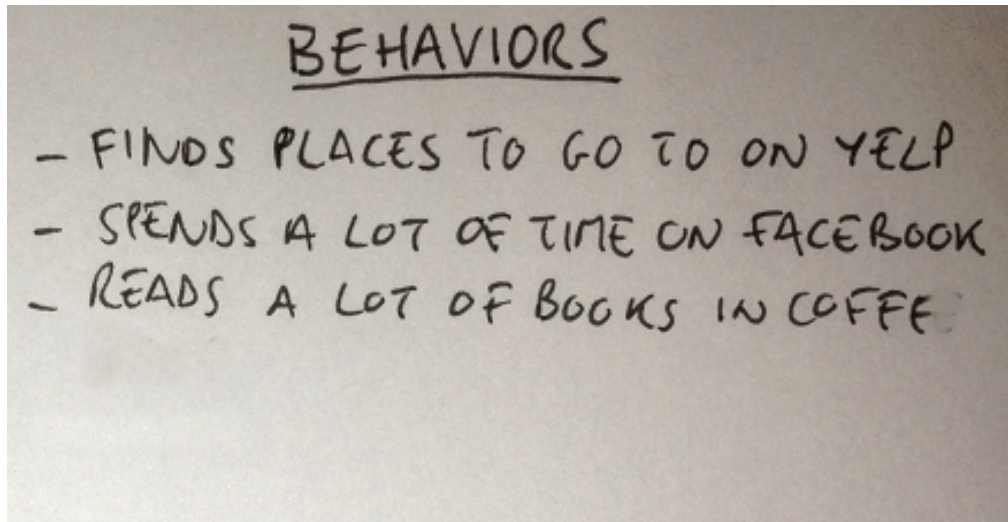
THE PLACE

THE BUBBLE SPEECH



Luxr's Persona Development Framework

“BEHAVIORS”



All about behaviors your persona engages with

Will often map to channels you can use to reach your customers



Luxr's Persona Development Framework

“BEHAVIORS”



All about behaviors your persona engages with

Will often map to channels you can use to reach your customers

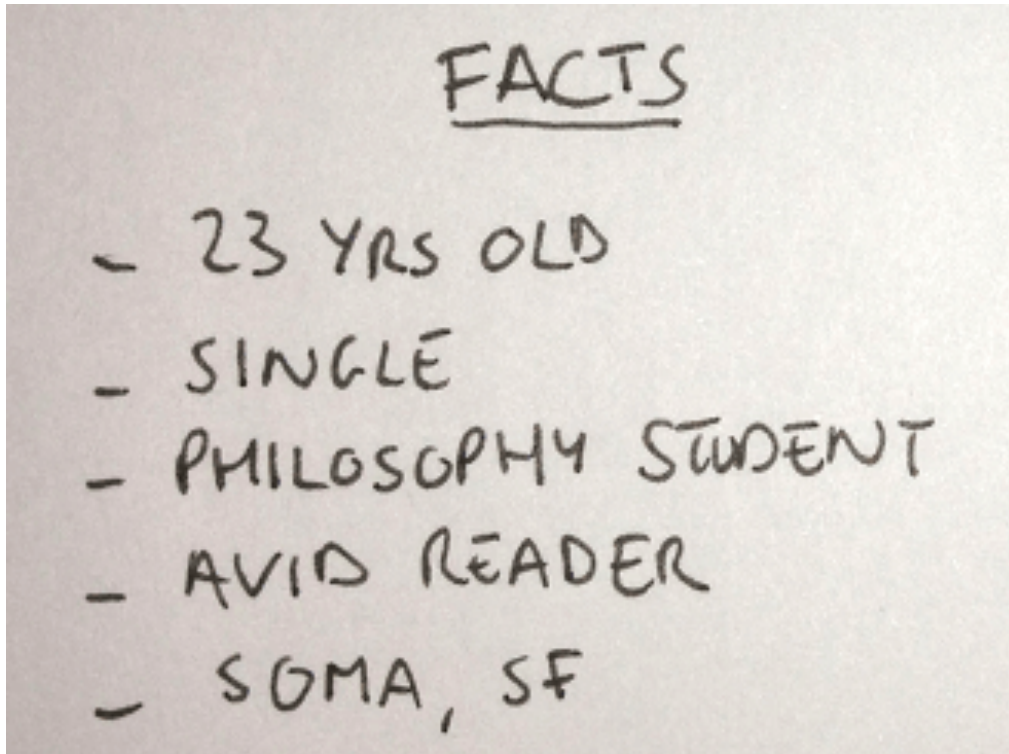
“She Loves to read books” (*INACURATE*)

“She reads a book while sitting at the park on sundays”



Luxr's Persona Development Framework

“FACTS”



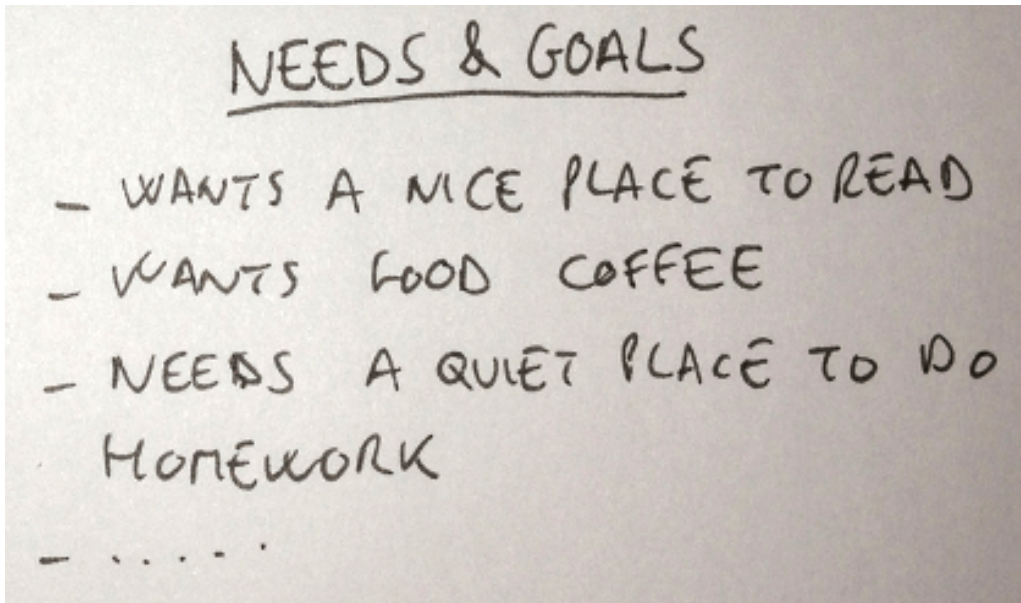
Think of facts as added information to identify your customer.

- Hobbies
- Computer literacy
- Blogs they read
- Other Interest



Luxr's Persona Development Framework

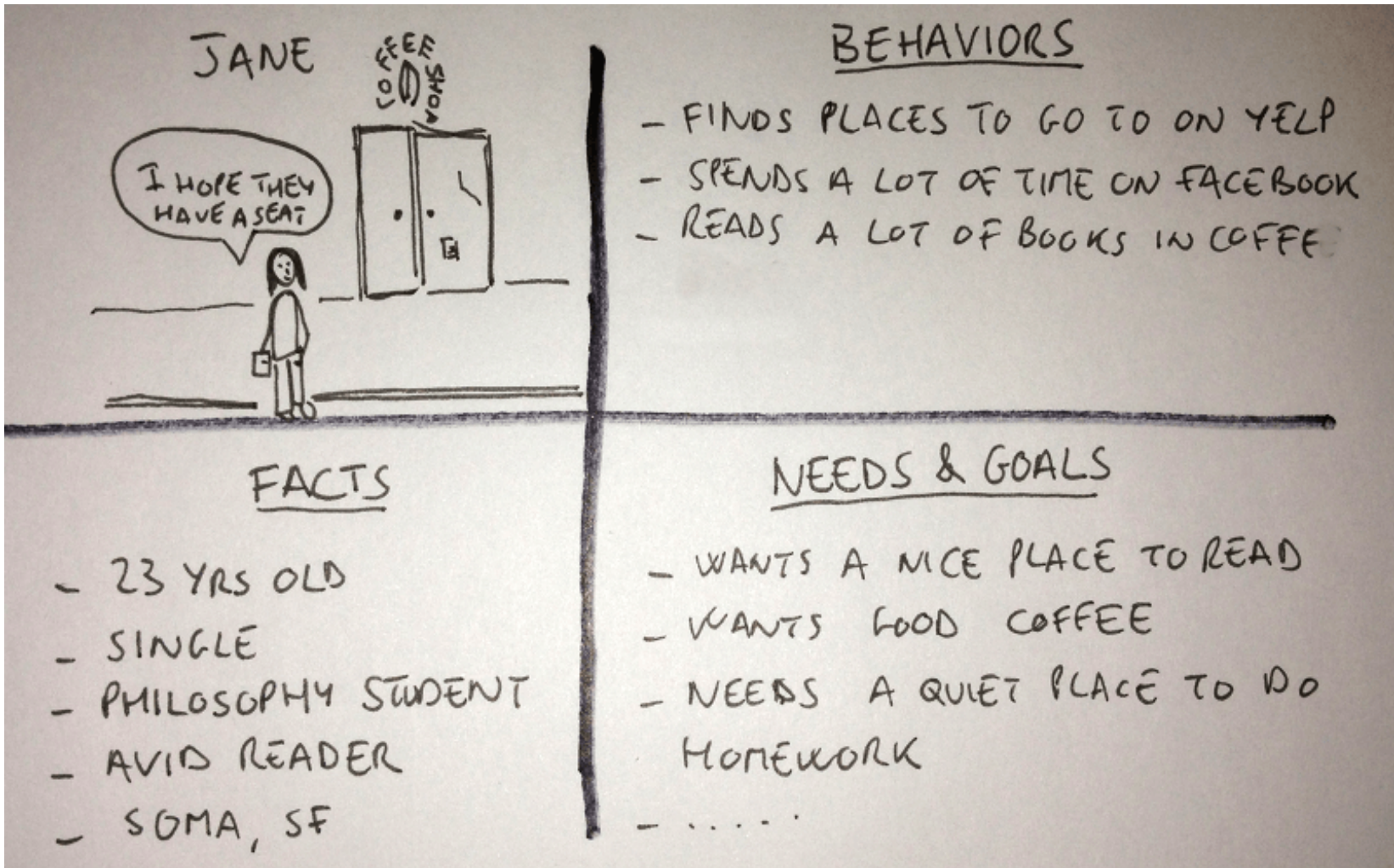
“NEEDS & GOALS”



Avoid to be too generic and put things in here that anybody would want and a lot of products would provide like more money or more time.

PUTTING IT ALL TOGETHER...

Luxr's Persona Development Framework



SOME FINAL TIPS!



You can create more than one persona for your elearning program.



Best to do it with a Group of people.

VIRTUAL CONFERENCES E-LEARNING BIZ MODEL



NEXT WEEK'S LESSON...

“e-Learning Pricing and Revenue Models”



