

How to get started as a teacher on Kajabi

Sell recordings of talks or seminars

Host a podcast

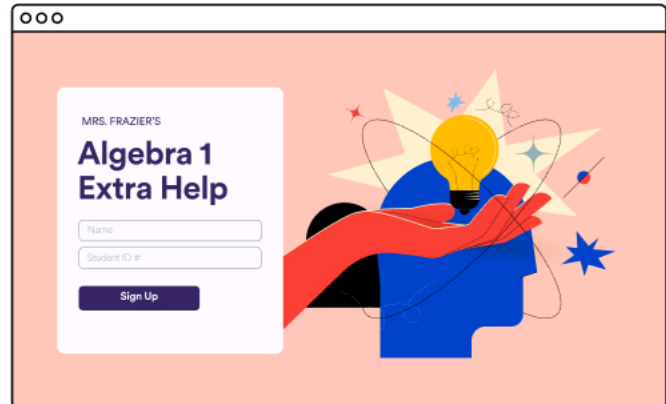
Offer private 1:1 tutoring

Sell teaching resources and materials

Build an online course related to their expertise



Teaching for Teachers
14 April 25th, 2022
Mini-course



Coach other educators

Create a members-only community

Earn beyond the classroom

Albert Einstein once said, “It is the supreme art of the teacher to awaken joy in creative expression and knowledge.” As a teacher, whether you work in a school classroom, teach music lessons, or even coach a sport, you live and breathe sharing your knowledge. But what about going beyond in-person teaching?

It’s no secret that teachers often have side-hustles to earn extra income. Instead of pulling shifts on the weekends, there are various ways to monetize your existing knowledge to create a booming and impactful business. In fact, [teachers are some of the most successful entrepreneurs](#) - both in terms of impact and income. You take care of the teaching part, and Kajabi will help you share your knowledge without spending even more time in the classroom.

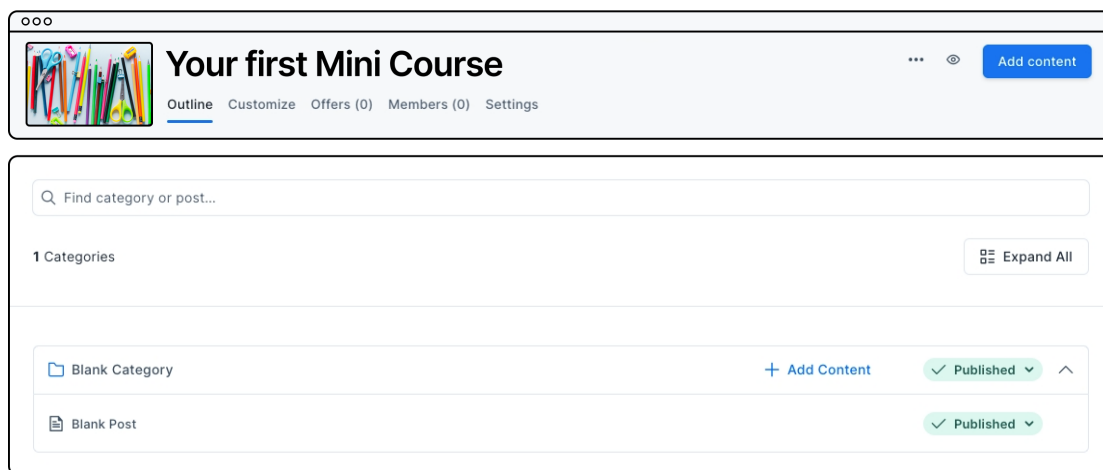
In this guide, we’ll show how you, as a teacher, can enter the creator economy and use your expertise to help others while also creating a thriving business. Plus, we’ll share real-life success stories of other teachers *just like you* to show you the endless possibilities of how you can make money from what you know.



Create online courses

Let's talk about online course creation - don't worry, we're not talking about Zoom lessons. You've probably already had experience teaching online as the world has moved in that direction, and online learning has become an acceptable method for students of all ages and purposes.

If you're already a teacher, creating an online course will be a breeze. That's because you know what you want to teach, you probably already have course materials, and you know what works and what doesn't - a cake-walk, right?



Maybe you want to monetize your knowledge by teaching online algebra tutorials, creating reading courses for kids, educating fellow teachers on classroom management, or even offering guitar lessons. If you teach it in person, you can teach it online - all you need to do is add the material. In Kajabi, you can create mini-courses or full courses from pre-built templates or from scratch. Once you publish your courses, you'll begin to see your audience and income grow.

How a former teacher uses courses

Jamie, a former teacher and founder and CEO of Not So Wimpy Teacher, empowers and helps other elementary school teachers be successful in the classroom. By offering courses, digital downloads, and some free content, Jamie enables teachers to save time and master the art of educating their students.



Hero Highlight
Jamie Sears
[Not So Wimpy Teacher](#)

How Jamie got started:

“I started my business because I wanted some more activities for my kiddos to do in the classroom, but I couldn’t afford it. And so I had this thought - I will make one activity and I’ll sell it to some other teachers. If I make \$20, I could buy \$20 worth of activities every month for my kids.”

Making a difference:

“It’s okay to like making some money, but I realized that my impact would be bigger if I stayed home and created resources and helped classrooms across the country. I loved my impact in the classroom as a teacher, but I only had 25 kids at a time.”

“If I made resources and hundreds, thousands of teachers bought them, then I would have tens of thousands of students using them. That felt like a bigger impact.”

Start a membership site

Memberships are a great way for you to create recurring revenue. Having a subscription means you get guaranteed recurring revenue at scheduled times. In fact, Kajabi customers who offer subscriptions and one-time payments earn nearly three times more than those who offer only one-time transactions. Members will pay a subscription fee and have access to the members-only content - this helps you stay creative and keep your audience engaged.

Think of a membership site like your VIP online classroom - for those who want more than just a course, you can offer exclusive content. For example, you can have extra tutoring videos, webinars, or worksheets that are only for certain membership groups.

How to spread your knowledge as a teacher - membership site



Description

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Learn how to use your knowledge to impact 5x more students

• Published

How a former teacher uses a membership site

Learning at the Primary Pond helps K-2 teachers create engaging literacy lessons, simplify their process, and more. With her membership sites, Alison provides resources and professional development for other teachers to learn and save time preparing their lessons.



Hero Highlight

Alison Ryan

[Learning at the Primary Pond](#)

How Alison got started:

“I got started 10 years ago. At the time I was a classroom teacher, and I really felt like I wanted to help other teachers. I was solving problems and learning by coming up with my materials to use in class. I felt like I wanted to do more with that than just impact the kids in the classroom. I thought “why can’t other people benefit from my work?” So, in the summer of 2012, I got started with a blog and the platform Teachers Pay Teachers. I started sharing and found that other teachers found it helpful as well. ”

Making a difference:

“Elementary teachers have so many materials they have to create or find, and the school doesn’t provide them. So, teachers spend nights and weekends looking for or making the materials.”

“With our Literacy Club memberships, our members know they get a package of resources and we save them a lot of time from going out and searching.”

Become a coach

Hint: we're not just talking about being the next Phil Jackson or Ted Lasso - coaching on Kajabi is another form of teaching. For many teachers, the reward is in building relationships with students or fellow educators and seeing the progress. That's where coaching comes in.

Online courses might not give you the same personal connection that coaching does. With coaching, you can have live one-on-one sessions with your customers, whether it's a student who needs a personalized piano lesson or another teacher looking for a mentor. Interacting with your students can help you tailor your materials and course accordingly depending on what they need.

Title

Teacher's coaching session

Product

6-Session Beginner Package

\$499.99

USD



Coaching allows you to use your valuable soft teaching skills that an online course might not have time for - also, Kajabi's online coaching product makes organization for each student easier. No more stacks of papers on the desk (we see you) and endless paper grading.

Host a podcast

While it might feel like everyone has a podcast these days, teachers are probably the most qualified to actually start one. Why? Because you're an expert in a subject (or two) and already skilled at sharing your knowledge. One of the best and most popular ways to do this is through podcasting.

Podcasts can come in many shapes and sizes. As a teacher, you might not become the next binge-able true-crime podcast (unless that's what you're going for), but you can share what you know and invite other experts to teach your audience - almost like a guest speaker in the classroom. Private podcasts for membership sites are also an excellent option for your exclusive content.

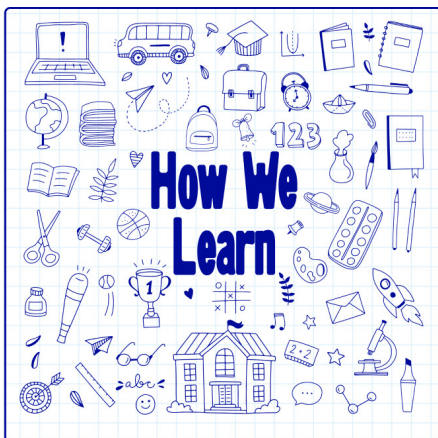


Kajabi customers who launch podcasts [earn 26% more](#) than those without one. Remember, diversifying your revenue by doing what you enjoy will be key to maximizing your profits.

Offer Digital Downloads

Teacher handouts, anyone? You know what that means - worksheets, study papers, or any type of learning materials you can provide to help your customers can be offered as digital downloads in your courses or even on your site. Maybe it's a grammar worksheet other teachers can download for their students, or it's a daily teacher planning checklist - you can easily upload your downloads as pdfs throughout your online course, send them through email, or add them to your website.

You can even go a step further and offer ebooks in your area of expertise so your students and other customers can get a more in-depth reading if they want. A perk of this is that you get to keep what you earn - you won't have to give away royalties or have another platform take a chunk of your profits.



Download now 



Take the next step: develop and launch your content

We know you're dedicated and ready to get started with your knowledge business. With Kajabi, you won't have to worry about technology barriers or where to start - we have you covered with all the resources and tips so you can focus on the best part: teaching your students.

Below are some checklists and questions along with resources to help you get started:

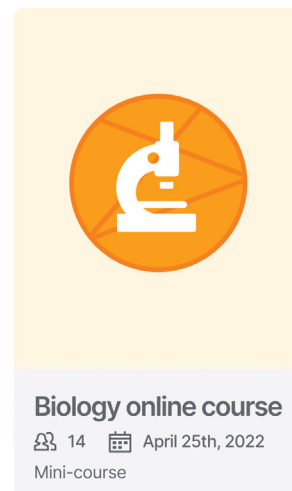
Online Course

Read →

- [How to create an online course](#)
- [Complete guide to making a mini-course](#)
- [6 examples of courses to inspire you](#)

Questions to Ask →

- What do people constantly come to me for help with?
- Who is my main audience (for example, other teachers, math students, etc.)?
- What is a pain point in every teacher's life that I can help solve?



Membership Site

Read →

- [How to plan your membership site](#)
- [How to create a successful membership site](#)
- [5 biggest membership site benefits](#)

Questions to Ask →

- What content will I offer to everyone versus my membership site only?
- How can I enhance the value of existing content for my members?
- What will my cadence be for my membership site?
- Will I be able to post content weekly or monthly?

Coaching Program

Read →

- [Coaching program template: get started fast!](#)
- [When to choose coaching vs. online courses](#)
- [Tutorial: Get started with coaching on Kajabi](#)

Questions to Ask →

- What do I want from a coaching program with my readers or fellow teachers?
- What types of 1:1 coaching will I offer my students?
- How much time can I give to coaching sessions?

Podcast

Read →

- [How to start a successful podcast](#)
- [Why you should offer a paid podcast subscription](#)
- [How to measure podcast performance](#)

Questions to Ask →

- What type of podcast do I want, and what knowledge will I share?
- Will I monetize my podcast with advertising or with a membership site?
- How will my podcast differ from my other content mediums?

Digital Download

Read →

- [Tools to create an ebook](#)
- [How to price an ebook and online worksheets](#)
- [How to use Kajabi + Canva to deliver a PDF report](#)

Questions to Ask →

- Do I have existing resources I can sell on my site? (think worksheets, sheet music, etc.)
- Can I repurpose my existing content (E.g. blogs or downloadable resources) to create an ebook?

Launching Your Product

Read →

- [Digital marketing for your knowledge business](#)
- [5 ways to have a successful product launch](#)
- [What to do after you launch your online course](#)

Questions to Ask →

- What are my goals before launching?
- How will I measure the success of this launch?
- What reusable marketing assets do I have from this launch?



Feeling inspired?

We thought you might be. If you're ready to launch your knowledge business, start your free trial with Kajabi today.

[Start my free trial!](#)