SAMPLE

The Online Teacher

Share What You Know and Get Paid for It

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Free sample: Introduction & Chapter 1

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This free sample contains the Introduction and Chapter 1. The complete book contains the full contents above.

Introduction

You know something that other people want to learn. Maybe it's a professional skill — coding, marketing, design, accounting. Maybe it's a creative skill — photography, music, writing, painting. Maybe it's a life skill — cooking, fitness, languages, personal finance.

Whatever it is, there are people who will pay to learn it from you. The internet has made it possible to teach anyone, anywhere, and earn income from your knowledge — without a classroom, a school, or a degree in education.

This book is about building income by teaching what you know online. Not as a hobby, not as a side project — as a business.

The online education market is enormous and growing. It was valued at $200+ billion in 2025 and continues to expand. People are spending real money to learn online — through courses, tutoring, workshops, and memberships.

The demand is simple: people want to learn new skills, advance their careers, start businesses, improve their lives. And they increasingly prefer learning online — on their schedule, at their pace, from experts they trust.

If you have expertise in something people want to learn, the opportunity to earn from teaching it has never been better.

- Subject experts who want to monetize their knowledge through teaching.

- Traditional teachers who want to teach online for more income and freedom.

- Professionals who want to add teaching income alongside their career.

- Creators who want to teach their craft to followers.

- Anyone who knows something well and wants to share it for income.

- How to choose your teaching format (course, tutoring, workshop, membership).

- How to select the right teaching platform.

- How to structure a course that sells.

- How to price your teaching appropriately.

- How to market your course or lessons.

- How to handle student enrollment and support.

- How to scale from one-on-one to one-to-many.

- A practical project: outline and plan one online course or tutoring package.

Here's the principle: teaching is not about credentials — it's about results.

Traditional education says: "I have a degree, so I can teach." Online education says: "I can help you achieve a result, so I can teach." The market doesn't care about your credentials — it cares about whether you can help them get from where they are to where they want to be.

A self-taught developer who can help a beginner build their first app in 30 days will outsell a PhD computer science professor who teaches theory. The result matters more than the resume.

This book teaches you how to turn your expertise into a teaching business — one that delivers results for students and generates income for you. Let's start with the teaching income model.

The Teaching Income Model

Read the first three chapters with a pen — they end in three linked decisions: your income stream, your format, and your platform. Everything after that is execution, meant to be done at chapter pace rather than read in one sitting: the structure chapter builds your outline, the pricing chapter sets your numbers, the marketing chapter starts your list, and the planning project runs the whole build in fourteen days.

If you are already tutoring, start with chapter five (pricing — most tutors undercharge their current students before anything else) and then jump to the scaling chapters; the early material will confirm what you already suspect. If you are starting from zero audience and zero students, resist the urge to jump ahead to course recording: the sequence in chapter one — teach live first, record second — is the book's most load-bearing advice, and the teachers who skip it build courses nobody buys.

However you enter, finish with the case studies and the deep dive; they are the material returning to when the first launch disappoints, because it will, and the difference between teachers who build a portfolio and teachers who build one course is what they do in the month after.

Chapter 1: The Teaching Income Model

Teaching online isn't one thing — it's a portfolio of formats, each with different income characteristics, time requirements, and scalability. This chapter covers the 4 teaching income streams and how they work together.

One-on-one teaching sessions. The most traditional format, adapted for the online world.

Income model: Per-session ($30-$200/hour) or per-package ($300- $1,500 for a series of sessions).

Time requirement: High — every session requires your active time.

Scalability: Low — limited by your available hours.

Best for: Building expertise, generating immediate income, establishing your reputation.

Pre-recorded video courses that students buy and complete at their own pace.

The most scalable teaching format.

Income model: Per-course ($47-$997). Sell on your own site or platforms like Udemy, Skillshare.

Time requirement: Medium to create, low to maintain.

Scalability: Very high — sell to unlimited students.

Best for: Leveraging your expertise into a product that sells while you sleep.

Live, group-based teaching. Multiple students learn together in real time. Higher per-student price than recorded courses.

Income model: Per-seat ($97-$1,997 per cohort). Limited to a specific number of students per cohort.

Time requirement: High during the cohort (4-8 weeks), low between cohorts.

Scalability: Medium — limited by cohort size and number of cohorts per year.

Best for: Premium pricing, building community, combining the best of tutoring (live interaction) and courses (scalability).

Students pay a monthly fee for ongoing access to content, community, and support.

Income model: Per-member ($10-$100/month). Recurring revenue.

Time requirement: Ongoing content creation and community management.

Scalability: High — income grows with member count.

Best for: Building recurring, predictable income and a loyal community.

| Stream | Per-Student Income | Time Type | Scalability | Income Stability | | - —·ᓚ| - —·ᓚ| - —·ᓚ| - —·ᓚ| | Tutoring | $30-$200/hr | Active | Low | Medium |

| Recorded courses | $47-$997 | Passive | Very high | Variable | | Live cohorts | $97-$1,997 | Active (bounded) | Medium | High (per cohort) | | Membership | $10-$100/mo | Ongoing | High | High (recurring) |

A diversified teaching business combines multiple streams:

| Stream | Students/Month | Revenue | Time | | - —·ᓚ| - —·ᓚ| - —·ᓚ| - —·ᓚ| | Tutoring | 10 sessions | $1,000-$2,000 | 10 hrs/week | | Recorded course | 20 sales | $1,000-$4,000 | 2 hrs/month | | Live cohort | 15 students (quarterly) | $2,000-$15,000 | 10 hrs/week during cohort | | Membership | 50 members | $1,500-$3,000 | 5 hrs/week | | Total | | $5,500-$24,000/month | Variable |

The portfolio generates income from active (tutoring), passive (courses), bounded (cohorts), and recurring (membership) sources — diversifying risk and stabilizing income.

- Start with one-on-one tutoring.

- Build your teaching skills, student results, and testimonials.

- Generate immediate income while developing your curriculum.

- Timeline: Start immediately.

- Turn your most common tutoring topics into a recorded course.

- Create once, sell repeatedly.

- Timeline: 2-4 weeks to create and launch.

- Run your first cohort program (live group teaching).

- Charge premium pricing for the live experience.

- Timeline: 2-4 weeks to plan, 4-8 weeks to run.

- Start a membership for ongoing students who want continued access.

- Build recurring revenue.

- Timeline: 2-4 weeks to set up and launch.

- What can you teach? (List 3-5 topics you know well enough to teach.)

- Which of the 4 streams fits your teaching style?

- For each stream you want to build, what's the first product/service?

- Set 6-month and 12-month income targets for each stream.

- Calculate your combined income potential.

Your teaching income model is the framework for building a diversified education business. Multiple streams mean your income isn't capped by your hours — and your expertise generates income in multiple formats simultaneously.

Choosing Your Teaching Format

The four income streams each carry a trade-off the enthusiastic version of this chapter glosses over, and choosing blind is how new online teachers end up exhausted or broke. Tutoring pays this month but sells your calendar; courses pay later but demand weeks of unpaid building; membership pays steadily but asks you to show up forever; materials sell while you sleep but only after an audience exists. There is no stream that pays early, scales infinitely, and runs itself — the streams that feel free are the ones you paid for with upfront work.

The honest version of the teaching income model is an ordering, not a selection: most successful online teachers run the same sequence — tutor first for cash and for proof, record the course while the tutoring pays the bills, launch the course to the students they already taught, and only then consider membership and materials. Each stage funds the next and, more importantly, produces the assets the next stage requires: testimonials, an audience, recorded material.

Read the model as a pipeline and the two classic failure modes disappear: the teacher who builds a course for a year with no audience and no income (they skipped stage one), and the teacher still tutoring forty hours a week three years in, wonderful at the work and owned by it (they never left stage one). The model is not four options on a menu; it is a staircase, and the skill is climbing.

End of free sample. The full book is available at putrabooks.github.io