Episode 45

How to Build Credibility in Your Niche Fast with Scott Paton

We're promising people really fast results. I'm assuming that you are an author, a speaker, or a coach (or that you have some level of expertise) and that you want to share that expertise with the world. When you get right into it, it's quite easy to go to your local college, put a class together and teach it. But, you know, there are 10 people there and nine of them are totally uninterested in what you have to say. That's not really fair or true, but you know, what we want to do is to impact the world. **So, how can we have really fast results in terms of building our credibility?** That's what I want to talk about today.

Benefits of Building Credibility

I've been teaching people how to podcast since 2005. I think the first time was May of 2005. That was 11 years ago. For eight or nine of those years, it was like, "Yeah, Scott teaches podcasting, and he's got a lot of podcasts. I never really felt like, to be quite honest, anyone paid any attention to me. It was kind of like the guy in the woods, banging on the drum, trying to, "Come on! Podcasting!" There have been times all throughout these 11 years when podcasting became hot, but most people don't remember them because it was only one group or another that heard about it.

When I did what I'm going to share with you today, all of the sudden I had people calling me up saying, "Scott, we want you to talk on our stage today about podcasting," or "Scott, I want you to be at our event because I want you to coach the people coming to our event on how to podcast." I had people calling me that had known me for 12

years. They knew that I was teaching about podcasting, and they had no interest in me talking about it with them or anything else, and yet, all of the sudden, BANG BANG BANG, they're knocking down my door, and I thought, **"What changed?" What changed was my credibility.**

It's not good enough for you to say that you are the world's best at whatever it is that you do. That's because everybody says that and no one believes it. But, what happens when some giant organization that has 12 million students says, "This guy is a really, really good podcast trainer. In fact, he's trained more people on podcasting than anyone else in the worlds, and he's got 873 five-star reviews and over 33,000 students taking his course,"? All of the sudden, people notice. People are always watching, but it's like, "You're not making any noise, dude. We want to be with the people that are making it. We want to be with the party guys." Right?

All of the sudden things change, and I really want to share this really simple system. **You can be done in about three hours, in fact, and you can have those real fast results, probably, in a week or two.** Enough of a real fast result that it begins changing the credibility. In order to be positioned as an expert, you need to have people talking about you in your field.

Building Your Credibility Through Udemy

There aren't a lot of elements to this. **I want to give you a little bit of the background.** About 18 months ago, the people who made the Starbucks app, the company that had the programmers, called me up and said, "Scott, we would like you to come down and talk to our marketing department about podcasts." I knew the people, but it was really out of the blue. So, I spent two hours with them, and the chief marketing officer is a fellow who bounces off the wall when he's sitting down, before he has his cup of coffee. I mean, he is such a high-energy person that it's unbelievable, and so when we were done, he grabbed me by my shirt and said, **"Scott, you've got to do a video course on podcasting."** I now know how Moses felt on Mount Sinai when he was told to make the tablets. There was no question. It was like, "Yes, sir!"

Of course, it wouldn't be hard for me to do the videos, and it wouldn't be hard for me to do the screencasts, or any of those things. I just had never really been motivated or bothered. Shortly after, I went on a plane to Peru, to Machu Picchu. Throughout my whole trip, I'm planning out my course, and then I thought, "Let's have some fun. For 10 years, I've been teaching this, and I know how to introduce each part of my topic, and I'm going to do it with Machu Picchu in the background because I think that would be really cool." That's what I did.

When I got back, a few weeks later, I put together the course. Then, it was like, "Where do I want to host it?" I didn't want to make my own website because I didn't want to bother with bandwidth, and bigger files, and all of those headaches. I just wanted to

make my course. **So, I found a site called [Udemy](#), and it was great because they would just take a split.** I didn't have to pay any money. I don't mind trying something, but if you're going to ask me to pay $300 a month to host my videos, I don't want to have anything to do with it. I found that this was a good experience, meaning putting the course up and everything else. It was a really good experience, and I had no expectations of becoming a guru of online video courses at that point in time, if I could put it that way. I just wanted to get my course out.

I started looking at [Udemy](#), and I looked at the numbers that they were showing on the sales pages. I guess it was the course summary pages, maybe I should put it that way. I thought, "Wow, there's some money that can be made here," and I told three of my clients who I thought had great information that could be shared. They jumped on it, and then some more people jumped on it, and more people jumped on it. I got totally overwhelmed, and I realized that if I was going to be doing all of the "work" it would never be done. So, I needed to outsource the video editing and other things. Another thing was that I didn't want to spend a lot of time on the courses. I wanted them to be quick and easy to do.

Picture someone who is a yoga teacher. They tend to be kind of "out there", and you don't really expect them to be computer geeks. You don't expect them to be able to edit their video and get the course to [Udemy's](#) standards. Then, I realized that this was my niche. I thought, "You know what? I can produce and co-produce courses with people, and if all I have to do is be the expert, wouldn't that be great?" Well, it took me five years to be halfway decent as a video editor, and get the writing right, and all those sorts of things. **How you speak, and how you look at the camera, and I mean, there's a lot that goes into it.**

I found that one of my strengths was to be able to talk people through the actual recording process, which in the beginning I thought was simple. You just put a light up, and you do this, and you do that, but when I started working with people, it's like, they have no clue what they are supposed to be doing. So, it became a learning experience for me and a learning experience for them. The whole idea was, "We're going to get the course up real fast." That's what I ended up doing, and as a result, I ended up growing **my student base and get lots of five-star reviews.**

Whatever your expertise is, you're going to create a very short course that you can put up on Udemy. And, it's quite possible that you can put a lot of students in that course very quickly. Also, if it's good, you can easily get lots of five-star reviews for that course. This will help you to become known as an authority in the area of your expertise, whatever that happens to be. You're drawing upon the third-party validation that comes by and through Udemy and students in reviewed process.

How Do I Know This Will Work for Me?

Here's the thing. I'm studying it. **We're really talking about education.** There are a number of instructor Facebook groups, and every time I find one, I join it because I want to know what everyone is talking about, and what they are thinking, and if they've got a great idea for doing courses, and all of those sorts of things. Every four or five months some poor guy posts in one of these groups, "I just spent the last six months working 12 hour days making my 8-hour course, and now it has been live for a month, and I have one student. I'm so sad." To me, that is tragic. **Nobody knows what the result is going to be. If we did, we'd just buy a lottery ticket and be done with it.**

Every time we do something, like this podcast, we could have three people listening to us, we could have 3,000 people listening to us, we could have 30,000 people listening to us. **If you have a well-established podcast, you might have kind of an idea if you know what your stats are, but the point is that you don't know what the results will be, and you don't know, out of those that listen, who will grab what you have to offer and go with it.** You may never know. For instance, there may be some guy or lady, who never heard of Udemy before and becomes super-successful at it, but never says that it's because he or she listens to this broadcast.

It's the same with the courses. You don't know.

Setting up your Udemy course:

- The way that I look at it, it you will spend 20 minutes to basically outline your course, and two hours to record your course.
- My advice is to let someone else edit it, upload it, and make it look all nice and pretty for you.
- Then, you review it, which would be another hour and a half, but it's fun to spend the time doing it because you're watching yourself and your course.
- You may find a mistake here and there, but you'll get it all fixed.
- If you were to just really compress your time, between a week or two, the course could go live.
- When you've been around Udemy for a while, you'll learn some tricks for getting a lot of students in quickly, and by a lot, I mean 1,000 – 2,000 students.

You'll need to get some reviews. S,o you call your mom up, you call your dad up, you call your cousin, and you call your friends that are interested, and you say, "Here's a free coupon. Go in and leave a nice review please." You may get five or six that way, and at that point, you can say, "Hey, I have 2,000 people taking my course on Excel. I got seven, five-star reviews. I'm looking pretty good."

[Udemy](#) is a website. The people that are coming in are coming cold. They're looking for courses, but they don't know what your course is like. If your course has two students and one three-star review, it's going to be next, but if it has got 1,000 students, or like 1,134 students and 4.9 stars out of 5, and it's something they're interested in, they'll pay $10, or $20, or $30, or $40, or $50 for it. And, away you go.

If it works, that's great. If it doesn't, then you only spent three hours on it. So, big deal. Then you go and do another one. **You have to realize that if you want to hit a home run, you've got to step up to the plate and swing the bat a lot.** Now, over time, you learn what's more probable to do well. You begin to know your audience and how to go about putting these things together. Things go a little easier, and you can predict whether something is going to do well or not, with some degree of precision. You don't know how well it's going to do, but once you have the tracks laid, you'll at least have an idea of whether a project is worth doing or not. In the beginning, you really don't know what's going to work and what's not.

This is a crucial point.   I work with a gal; she's a therapist who teaches EFT (Emotional Freedom Technique), which is the tapping thing. She's a therapist for trichotillomania, which I had never heard of before. It's when you compulsively pull up your hair. So, she's an EFT expert, and she's a trichotilliomania expert. What's her first course? Trichotilliomania. What's possibly the worst topic ever? Trichotilliomania. But, she knew it, she felt comfortable with it, and it was two hours of our time, so we did the course. **What happens when you do that is you learn the process.** You learn how to be a better speaker, and you learn how to have a better presentation on camera. You learn how to work with me better.

Now we've done 10 or 11 EFT-related courses, and the last one was EFT for negotiations. Right? So, people go into negotiations and they're all stressed out, and this helps you to relax and make sure that you're at the top of your game. And, she sent me a message the other day, in which she said, "This course has gotten the best response of all the courses we've done." It's only about three weeks old, and she was just delighted. **I don't want anyone thinking that the first time you do a course, it's going to be a home run.** We're just hoping for little base hits, and some of my courses are total strikeouts. For whatever reason, people did not like them. I thought they were good courses. I thought the instructor was good, but I'm in the minority.

So the market will kind of tell you, right? Then, if you want to grow and you want to say, "You know what? I'm taking this feedback. I'm working on these issues that people are talking about," which could be, "I'm not very passionate in my speaking," or "I'm not very enthusiastic in my speaking," or "I'm not very clear." Like, a lot of times, and this is one of the benefits of working with me because I'm [good at clarifying or making things clear]. People will stay stuff, and because they're in it so much, they think they're speaking English, but they're not. So, part of my job, as the coproducer and director, is to say, "You know, what you said was really interesting, but you have to explain it in another way, or tell a story about it, or something else because no one is going to understand what you said."

You have this process that you're going through to become a better teacher, and what I really like is, as I watch the people that I work with on multiple courses, the improvement in their self-esteem, the improvement in their confidence, the improvement in their ability to be on camera. Fear of speaking is what? The 100th on the list of fears in the world? No, it's #1. You may not realize that you have that fear until you actually get in there and do it.

Collaborating on Courses

When you do something collaboratively, the results are real fast. There are two types of people in the world. There are the people that can work together on their own and be very, very productive, and then there's the rest of us. I always thought this was a failure of mine until I was talking to a motivational speaker who told me that accountability is huge. I have two podcast courses that I want to do on my own that I have been planning for at least eight months, and I am no further ahead than I was eight months ago. The reason is that I've not accountable to anyone, and I'm certainly not accountable to myself.

If we weren't doing this right now, it's a beautiful day, the sun is shining in Vancouver, it's not raining, so I'd be walking along the river. I made a commitment to do this podcast though, so I'm not going to not do something that I agreed to. **One of the big advantages of working with someone in a collaborative manner on your course is the fact that you will show up because you're not going to want to disappoint them.** You're not going to want to hear them say, "Where were you?" So, when you work with other people, you get things done and start seeing fast results. If you try and do it by yourself... First of all, if you have never done something like this before, there is a ton of stuff you'll need to learn. Secondly, the motivation and the ability to keep going through all of that stuff is really, really difficult.

The easiest thing in the world is to get a partner. **This is why masterminds are so powerful.** You say, "I'm going to do this because I said I'm going to do this. I'm going to do it with you," and the work gets done. It has been so important in my life that I have realized this because I can use this to figure out how to get stuff done, which is, of course, to work with someone. Now, you don't have to have a partner to use this system. **The key to this system is to have a course up and have people taking it. It's just a suggestion that you work with someone else because you might be able to do it a little faster if you have some accountability.**

Decide on a Topic - Now Make the Content

After you decide on a topic, from there, you might use Google Hangouts to make the initial content for your course, and you can basically get on and go through your material. **Outline it and teach it.** One cool thing about Udemy is that a course doesn't have to be very long. **It only has to be about 30 minutes of material, which we've already done in this recording.** We've already done 30 minutes. This podcast could be broken up to a Udemy course. I would say that for your first course, you should try not to make it a behemoth. You can't do that. That would be super-frustrating.

Choose something that you can cover in a half an hour to an hour. Then, simply outline it and teach it. I have a PDF, and the reason that I have it, is because when I was talking to people, I realized that there's a little bit of work that they need to do and some things that they have to think about. They could go into Udemy because I took everything from Udemy, but they would never know where to go. That was just frustrating everyone, so I just compiled the information that I needed to set up the course and put it into a PDF and sent it to the person I was helping. Then, I asked people to copy it into Word, fill it out, and send it back to me.

If you spend more than 20 minutes on this part of the project, you've spent too much time. You're over-thinking it. I don't want all of the details. I just want the 10,000 foot view. I did this with a voice coach in New York, and she sent it back to me, and I said, "There's three courses here. There's three very distinct topics." She put all of this information together because she doesn't make a lot of courses, or she is very enthusiastic (one of the two). So, I emailed her back and asked her if she wanted to make three separate courses. She said yes, and each one ended up being about 90 minutes.

My sweet spot is 60-90 minutes. That makes it feel like there's enough meat, and the beauty of it is that when you get a student asking a question about your course, you can do a video reply. The lectures in your course, you want them to be 3-5 minutes long. Someone might say, "Okay, I took your course. I'm not sure about this." I let them know that they've made a great point and tell them I'm sorry because I should have been clearer, and then I go and do a five minute video, two months after the course has gone live, and I upload it. All of the sudden, I've added five minutes to my course, and I could be talking for 10 minutes or 15 minutes. This is every few months, and before you know it, you have a three-hour course.

You can grow the course over time, which is great, and then it becomes substantial. My "[Podcasts Made Easy](#)" course is 10 hours long. I don't know how that happened. Actually, I do know. Someone asked me about Google Adwords or marketing your podcasts. So, I got a hold of a friend of mine in England who is a marketer and asked him to talk on the subject for me. He talked about it with me for 20 minutes or so, and I took that 20 minute video and put it up. Then, someone else asked something else, and I did the same thing again. Over time, this adds to the course. That's great, but you're better off adding new courses because each one will have a different hook, and you're hooking new people. It's like fishing with a fishing rod versus fishing with a net. You want to fish with the net.

I get the PDF back, I go into Udemy, and I set up the whole course. Then, we set up a time, and I call them, usually on Skype or Google Hangouts. At that point, we record the whole thing, and I send it to my video editor, who has now done, probably, 50 courses for me. She's magnificent. After editing the video, she uploads it to the site. That's when I reach out to the person I'm working with and ask him or her to take a look at it. There will probably be some mistakes, and here's the thing. When you're writing something, your mind says that it's perfect and it cannot see any errors. This is why an

editor isn't usually the writer. So, someone else who is not writing it, when they look at it, every mistake is like neon lights.

That's what you want. **You want someone who isn't too close to it to go through it.** You know, I've developed some friends in the community where we help each other out by going through each other's courses. They love it because I'll point stuff out like, "You misspelled this, and you said this twice and should have edited it out." It's just people helping people. "Many hands make light work," as my dad used to say.

That's my whole process. It's very simple, and if you follow it then it works. Where I have run into problems is where people have said, "You know, you don't need to watch me do this." They say, "I can do video," and then they send me a bunch of content that doesn't follow their outline, and the problems just go on and on. Things take forever that way, which is really frustrating. I have one that has taken three months, and I've done ten courses in that time with other people. It's just like, "Man, you're just making this hard."

Course Marketing Tips

There's two things that I want to quickly mention. **One is that Udemy has high sales periods and low sales periods, just like any business. Black Friday and the beginning of the new year are two of the high sales periods.** So, everything I do is aimed at getting a lot done by Black Friday, for instance. It would be interesting to do a follow-up in January or February because it would be like, "Wow! We got all of these sales." Yes, because when people are buying, at 2,100 students and 4.9, 5-star reviews, people will look at that course and they will buy it. If it had 4, 3-star reviews and 20 students, they wouldn't buy it. We've positioned ourselves now perfectly for Black Friday. I'm really excited to see what happens.

The second thing is that Amazon is getting into the video world big-time. With Amazon Video Direct, you can make your own documentary and put it up there. You can make your own video and put it up there, and they have an educational end of it. So, this is going to really blow our whole... Just imagine, for example, that someone searches for Kindle, and all these Kindle books come up, and down at the bottom where it says, "People that bought this book looked at these books," or however they word it, but underneath this is another column that says something like, "People that looked at these books also looked at these courses." The cross-referencing is going to be huge.

I think that we are at the beginning of a massive tidal wave. The world of online video courses is blowing up and growing like crazy. Amazon is getting into the game, and we've positioned ourselves to be able to take advantage of that.

Connecting with Scott

You can start by taking our "Podcasting to Kindle and Print on Demand Books" Real Fast course. If you were to ask, "What's the plan," I would say, "Take my course because you need to understand everything from the student's perspective." We had a lot of fun making this course, and we did a real good job. When you're in the course, there's a profile for Daniel and a profile for me. In my profile, there's my Facebook link, my Twitter link, and my YouTube channel link. I'm pretty sure that my email address is there too, as well as my website address. So, you can click on any of those.

My email is Scott@PatonMail.com. So, if you don't want to do all of that, you can just email me. If you do email me, tell me a little bit about your expertise, the topic that you want, and what you want to do, and your goals so that it doesn't just become this cold, "Hi Scott, Contact me. I want to know about Udemy," or something like that. Give me something to work with.

Resources

Udemy

Scott and Daniel's Course:
Podcasting to Kindle and Print on Demand Books

Scott Course:
Podcasts Made Easy

Real Fast Results Community

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