

Co-instructor partnership with Tim Buchalka

Thanks for enquiring about a possible course collaboration on Udemy.

As you have probably seen, I have been selling courses under my own name, on Udemy. Here is my profile.

<https://www.udemy.com/user/timbuchalka/>

Recently, Udemy, via my account manager, and her boss contacted me about creating a new channel on Udemy, and selling my courses and also **courses created by other instructors on it**. In the past I've only created courses on Udemy that I created the videos for myself.

The massive opportunity is what I highlighted above. In the past, when working with co-instructors on Udemy, all instructors had to be involved in the creation of the course.

But this has changed for me, with the special program Udemy have asked me to participate in.

As a result, this opportunity gives you access to my student base. I can promote courses you create, under this new brand, direct to my existing students, with the full blessing of Udemy.

I've already identified you create great content. The only thing missing in the equation is students, wanting to sign up for a course you create, and that's what you will get with this opportunity. The ability for me to send promotional announcements about your course to me existing 141,000+ students.

To be clear, Udemy would like me to choose topics that are likely to be of interest to my existing student base, and to be involved with the curriculum (what will actually be in the course), but the rest is then up to you.

The new channel name is Learn Programming Academy, and I will be transferring all my existing courses to it, and explaining the change to my students, so they are fully aware of what is going on.

The reality is, even without my promotional announcements that I will be sending through to my students, you will students will browse this new channel and buy the courses there as well.

For example, in my current channel, this is a relatively common occurrence.

Jul 12 '17	Akash Agarwal	Complete Java Masterclass
Jul 12 '17	Akash Agarwal	Java Spring Framework Masterclass
Jul 12 '17	Akash Agarwal	Android Nougat App Masterclass - with Free Android O update

The same student buying two or three courses at a time.

And this opportunity is fully backed by Udemy, who are not only aware I am doing this, but approached me to do so! You can bet that if Udemy want this to work, they will be doing their best in promoting the courses we create together (assuming they are on topic, and of a high quality).

From my point of view, I get to work with great new instructors, creating new courses, and being able to publish them on my channel. From your point of view, you get your courses on a channel with 141,000 students, and have me promoting your course to all my students.

So it's very much a win-win for the both of us.

Here is a set of common questions and answers about how things would work.

Who owns the courses?

I do.

Can you sell the course content you create elsewhere?

No, you won't be able to sell/use the videos anywhere else. However, there is a signed agreement we would both sign before starting which ensures you get a share of revenue in the course, both on Udemy **and anywhere else I decide to publish it**. Contrary to popular opinion, uploading to tons of websites does not necessarily increase sales. It's all about uploading to the right websites to ensure the course is not diluted in any way.

What is the revenue split?

It's a straight 50/50 split between you and me.

This applies to both Udemy and other websites. The only exception to this is in the case where I use paid advertising (in the future) to promote the courses on the Learn Programming Academy website.

This is covered in more detail in the agreement I will send you if you decide to create a course with me.

What happens to my existing courses?

Any courses you currently have on Udemy, are yours, and you keep 100% of the revenue. This working relationship is for any new courses we create together only.

Can I promote my existing courses to students who sign up for the new course?

Yes. You will be able to promote your existing courses to these students, and keep 100% of any profits.

Full details of how that would work is covered in the agreement document.

Do I need to support the course?

Yes, you are expected to answer student questions, and update the course from time to time as needed. Again, this is discussed in detail in the agreement.

Do I get promoted as the instructor in the course?

Yes. Every video in the course will have your name, photo, and optionally a twitter handle.

Here is an example of how it would look.



Do I need to do all the video editing?

No! We handle most of the video editing for you. All you need to do is the first “cut” of video editing. Things like do-overs (where you started a section and made a mistake, or things like coughs, editing out telephones ringing, and so on).

You would do that first level of editing, and then send through the video files, and my team will do the rest of the editing, including the introduction and closing slides, and so on.

If your course uses slides, all you need to do is provide us with a rough version of the slide, and we will pretty it up and add it to the video when editing and ensure it looks professional.

Here is an example of a video from an upcoming course that has been fully edited, so you can see what it looks like.

https://www.youtube.com/watch?v=K_yJBOLqvIU

Typically, source video files like Camtasia, Screenflow, etc are large, won't it take ages to upload?

No! I'll send through details of a program that typically compresses these files by 80-90%. E.g. A 1GB file compressed to 100Mb or less, in some cases.

That ensures, that even if you have a slow Internet connection, it won't be a painful process uploading the files to us.

What about subtitles.

My team creates subtitles for all videos at our expense, and uploads them direct to Udemy.

Will I be visible for students in the course? In addition to opening and closing slides in the videos?

Yes.

You would get full recognition with your name and photo visible on all videos as the instructor, as previously mentioned, and you would also show as a visible instructor in the course on Udemy.

While the course will be published in my channel, the way Udemy works is that the course appears as a new course in your profile as well, so students will be able to see the course under your profile.

This is how it works (see this example from one of my co-instructors).
<https://www.udemy.com/user/jeanpaulroberts/>

And if you go through to one of the courses we have done together.
<https://www.udemy.com/master-android-7-nougat-java-app-development-step-by-step/>

You will see this on the main page.

About the Instructor



- ★ 4.6 Average rating
- 💬 27,872 Reviews
- 👤 141,166 Students
- 🎓 4 Courses

Tim Buchalka

Java, Android & Python Professional Developer & Teacher

Tim's mission is simple: to make a difference in your life by helping you to become a software developer. Tim does that through his Android, Python, Java and Spring Framework courses.

When Tim started programming over thirty years ago, there was no online video training.

There was no "easy" way to learn. The Internet, in its current form, didn't exist, and as a result, Tim couldn't "Google" for help, or watch videos on Youtube.

After learning the hard way, Tim was determined to become the best
[+ View More](#)



- ★ 4.6 Average rating
- 💬 6,821 Reviews
- 👤 48,857 Students
- 🎓 2 Courses

Jean-Paul Roberts

Computer programmer, analyst and teacher

I am a programmer with over 30 years' experience gained in a range of industries, the last 16 with IBM.

I am now self employed developing apps for Android; programming in a range of languages including Java, Javascript and Python; and helping the next generation of programmers gain the skills that I have acquired over the years.

The first program I sold controlled stock movement in a warehouse, and ran on a CP/M computer - both the program and operating system lived in the 64 kb (yes, kilobytes) that was all CP/M systems
[+ View More](#)

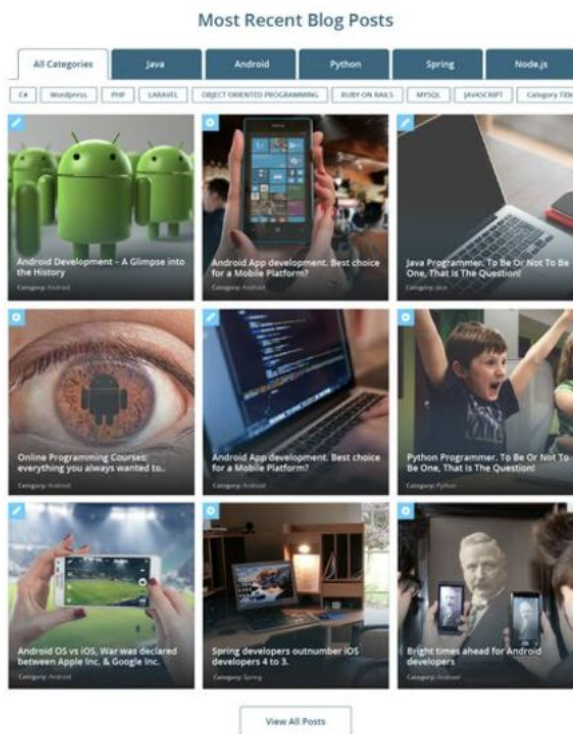
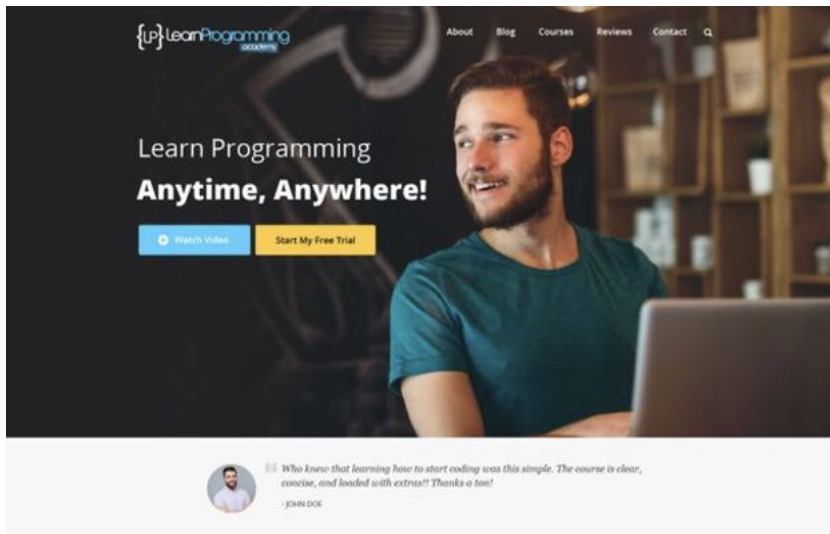
As you can see, you will be clearly visible as a co-instructor, and frankly, you will find a number of my students will click through and buy other courses you have published yourself, if they are happy with the new course we create together.

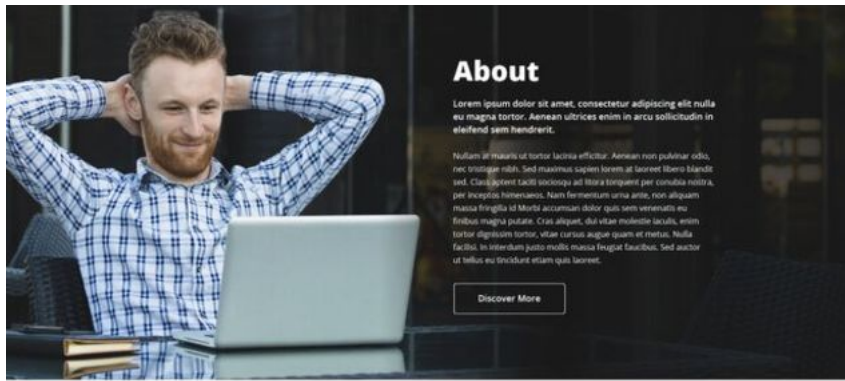
What are the sales page text, course image, and promotional video?

We will create all promotional text for the course, and the course image. We will work with you to help with the promotional video to ensure it has the maximum appeal for students to stimulate sales.

Will the course be promoted elsewhere?

Yes, I have a new Learn Programming Academy website being built, which I envisage will be online within a month.





Our Courses

<p>Complete Java Masterclass</p> <p>★★★★★ (1,000)</p>	<p>Complete Java Masterclass</p> <p>BEST SELLING Programming Languages</p> <p>318 lectures • 92 hours</p> <p>Last Updated: 07/2019</p> <p>Learn to master Java 8 core development step-by-step and make your first unique, advanced program.</p> <ul style="list-style-type: none"> How to build a mobile, fully functional Java 8 program with comprehensive testing tools How to program the right way, solving out the complex, full and file How to easily write advanced programs for all computing platforms at once <p>Free Trial Buy Now</p>	<p>Complete Python Masterclass</p> <p>★★★★★ (3,300)</p>
<p>Java Spring Framework Masterclass</p> <p>★★★★★ (1,000)</p>	<p>The Complete Node.js Developer Course (2nd Edition)</p> <p>★★★★★ (3,800)</p>	<p>Learn C# From Scratch with Real Applications</p> <p>★★★★★ (1,000)</p>
<p>Ruby Metaprogramming - Complete Course</p> <p>★★★★★ (1,000)</p>	<p>The Complete Android Developer Course - Build 14 Apps</p> <p>★★★★★ (1,000)</p>	<p>PHP for Beginners - Become a PHP Master - Project Included</p> <p>★★★★★ (1,000)</p>

[View All Courses](#)

The design of the website will drive additional sales to Udemy, and in addition we will be promoting courses we create together on Twitter, and Youtube, as well as a Facebook page.

Summary.

Our goal is to handle the promotion and management side of course creation, and leave you to focus on creating the course, and then support it and the students when it's live.

I have a document that I will share that goes into the technical side of things, like resolutions to record in, and all that stuff.

The bottom line is I want to work with you and produce a great course.

Again, this is a Udemy directive (they approached me about this opportunity). I think we can be confident Udemy will be doing the best they can to promote courses we produce together. It's in their financial interests to do so.