

# **Let Your Knowledge Makes Money To You**

**The Secrets To Be A Successful Entrepreneur  
To Generate Income Online By Teaching Your  
Own Skills And Know-How**

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## Foreword

For an instructor, entrepreneur or students, ForteMall (<http://www.fortemall.com>) is the perfect place to introduce the online learning and training market. Start-up investment is minimal and there is virtually no risk involved. Everyone with their own unique skills and know-how can make money through ForteMall platform easily. It is better than the business activities that sells goods on normal auction sites, you don't have to prepare money and time to buy the inventory, all you sell is **your knowledge, your brain. You can create the courses once, and sell forever!** Without extra cost to do that.

If you want, you can start by opening a course to teach your native language to foreigner. Online learning market is also wide open to experimentation. You don't need to be an expert when you begin. What could be easier or better?

So pursue your passion and discover your own special niche, in any category you want. It's **your** choice. **Let Your Knowledge Makes Money to You!**

This book provides everything you need to build a profitable online learning/training business, the business of your dreams. This book shares the extensive knowledge, experience and expertise in this excellent resource book, reducing your learning curve to almost a flat line.

# 1. Introduction

ForteMall (<http://www.fortemall.com>) is the best place you can trade the skills, knowledge, special know-how with anyone all over the world.

As a lecturer, you can easily earn money from your special skills, knowledge, and know-how by opening courses on ForteMall platform. The audience can be anyone and resides anywhere on the earth. ForteMall brings you a new way to enroll students in world scope. ForteMall built-in rich tools you can use them to design the course content and teach your audience easily. ForteMall also includes a rich direct payment system which cooperates with well-known payment companies. You and your audience both can finish the transaction in security way.

As a student, it is not necessary to go abroad to learn skills/knowledge from now on. By using ForteMall, you can learn anytime and anywhere, there is no distance and time limitation. You can learn from the courses provide by other members all over the world via ForteMall. You can sit down in front of your PC at home or anywhere, grab a cup of coffee, login to ForteMall, and start to enjoy the learning. Through ForteMall, you also can find the best learning resources in world scope; it provides you the best way to choose the courses and lecturers.

It is exciting, isn't it? But I want to cold you down here. Like anything in life, you must **master** the basics and **understand** what you are doing. No successful business, online or offline, happens by accident.

This book will provide you with usable and do-able information and ideas. You get everything you need to know to carry out successful online teaching and money making, **how to...**

- create attractive course listings
- define your price
- master record keeping
- accept payment
- build traffic

**You also get information regarding:**

- money-making ideas
- how to avoid mistakes
- studies of successful lecturers that are making huge sums of money

I can promise you that you have the information to do whatever you want with online teaching. Keep in mind that **this is an art, not a science**. And isn't that for the best? By developing our own online teaching skills and abilities, we become the kind of wealthy and successful people we all want to be.

Knowledge is only **potential** power -- without action, it is useless. So if you want to become a master of the online teaching, get in there and **experiment**. You will learn, make new friends, earn some money, create some messes, waste some time, learn value, have a great time playing the game, make ever-larger sums of money and increase your freedom.

Even better news. An online teaching business is easy compared to other kinds of businesses. I can tell you definitely, positively, that Internet online teaching are easier than any of those, you can do it even at home.

This doesn't mean that money just falls into your hands because it doesn't. But it does mean that **you** make the decisions.

And you don't have to go looking for your customers(students) because they're already waiting for you. What could be better?

What is it like to play the online teaching game? It is exciting, challenging, frustrating, fascinating, nerve-wracking, rewarding, and on and on. But it is never boring. I love this business and I hope that you will, too.

It's also a kind of e-commerce party, a celebration, **a happening...** and you're invited to join the rest of us on the **road to online success!**

## 2. The Entrepreneur's Paradise!

Online teaching on ForteMall (<http://www.fortemall.com>) is the simplest way on this planet for the “little guy” to make money. There are several reasons for that :

1. **No inventory, just your brain** – It is not necessary to prepare money to buy inventory of goods, all you need is your brain. You can make real money buy your experience, knowledge, and know-how by opening courses on ForteMall. **The course can be reused unlimited, created once, sell forever.** There is no inventory cost, no COGS.
2. **Targeted students are at your doorstep** – With online teaching, your students are already there and they come to you! The students can be anyone from all over the world. We don't have to look for students because the ForteMall continue to attract millions of students. But more importantly, they are **targeted** students. Students seeking their own needs, and com to you automatically. And isn't that the way you want it? Why waste time on students who will never enroll your courses?
3. **No Shipping handling** – The course content can be delivered directly to the students through ForteMall in real-time. Lecturers and students can even interact with each other on ForteMall. There is no shipping handling effort and no time limitation.
4. **There are no start-up costs** -- Can you name any other business that has no start up costs? For example, if you want to build up an adult English education school, how much cost you need to pay? Employees, rent, government regulations, incredible paperwork, the constant threat of lawsuits, grinding responsibility and twelve hour days... phew! With an online teaching business, you have none of those expenses. All you have to do is register a ForteMall account for free and you are now the proud owner of an online teaching business. What a contrast!
5. **There is no financial risk** -- On ForteMall, there is no charge at all (except you enable your own school with certain level).

6. **You can start-up in 5 minutes** -- Just fill out a **registration form** at the ForteMall and register a payment account (for example, PayPal, this is here you receive the money), and you can begin selling your knowledge.
7. **All you need is an Internet connection** -- With other kinds of small or home business, you must spend money on advertising. And ads are not cheap. If we think about advertising a course or service on TV or radio, costs escalate dramatically. Contrast that scenario with this one -- the price of an Internet connection of \$15 – \$25 a month whether you are dealing with 5,000 or 5,000,000 students!
8. **You are open for business 24/7** -- The Internet is the only place in the world where a small business can be open 24 hours a day, seven days a week. There are large numbers of people who learning your course when the rest of the world is sleeping. If we are available to these folks, your sales will be much higher.
9. **You can sell your courses to the entire planet** -- If you are teaching in your home town, your students are limited to those people in your geographical area. With the Internet, the **world** is your customer.
10. **You, (lecturers) can live wherever you please** -- In common with many other internet businesses, geography has become irrelevant. For centuries, humans have had to live in cities if they wanted to engage in education businesses at an expanded level. With online teaching, you can live anywhere you please, as long as you have electricity. In fact, with laptops we don't even need to be home. You can follow your teaching business any time, anywhere.
11. **You can make money without leaving home and anytime** -- We never have to leave our homes and at the work time to make as much money as we want. This has to improve family life in a significant way... want to go to the kids' Little League games? Have lunch with your spouse several times a week? Work at 3:00 A.M. because you are a total night owl? Or perhaps you are a shut-in, disabled or taking care of aging parents. Doesn't matter. You can participate in online teaching without any restrictions.
12. **Your computer is the only employee you need** -- The computer gives



you tremendous power and freedom. Unlike the giant companies, our employee doesn't need a vacation. It takes no sick leave, and has no family emergencies. In other words, you have a 24 hour, seven-days-a-week loyal servant at your beck and call.

**13. You can choose to be part time or full time** -- Starting an offline teaching business and getting it going is a full-time job, and then some, unless you choose to be an online teaching player. Because the Internet will carry on your teaching business without you, you can keep your full-time job until you are ready to quit -- if ever. Some folks choose to remain at a part-time level. This removes the terrifying risk of having to give up the economic security of a job until you are well-established.

**14. You can do your market research in advance** -- Forget about guessing, hoping, praying, lying awake at night, staring at the ceiling and wondering if you are doing the right thing. With this business, it is possible to do your market research in advance and have a very clear picture of how well your courses will sell before you even teach it.

**15. Online teaching is simple to learn** – Online teaching have a mercifully short learning curve. Notice that I didn't say “**no**” learning curve. But rest assured that it doesn't take long to begin playing like a champion. Online teaching are not like brain surgery, law school or quantum physics. To become a superior online teaching lecturer, it just takes some **observation, attention and time**. Note : If you are first time to ForteMall, you can view their tutorial videos, they are great materials to help you do the first step.

**16. There are no feelings of rejection** -- Some people would rather be boiled in oil than try to sell anything because they are afraid of rejection. That will never happen on an Internet online teaching. The worst result is disappointment that your course didn't sell. With online teaching on ForteMall, the transaction is impersonal and no one will see you. The element of fear is totally absent.

**17. You will make lots of new friends** -- It's very satisfying to talk with people who share common interests with and learn from you. With Internet online teaching, you will get to meet many kindred spirits.

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**18. You can automatically become an expert** -- Once you learn the field, it's easy to become known as an expert. This is knowledge which may pay off in other ways.

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