

Q&A from webinar on 23<sup>rd</sup> March 2020

# The Workforce is Now Home Based: 7 Steps to Creating Online Training

The CPD Standards Office



Certification Mark



**Q1.** Kathy McKenna - [If training is usually 4 hours and 4 CPD points - how does this transfer to a shorter course?](#)

**A.1** The CPD points do not only consider live delivery time but also the time the delegate has to spend on completing the content - this could be time spent reading provided content and watching on demand videos answering multiple questions.

Online CPD points are given both for the live interaction time and the allotted time the delegate spends on your content.

I hope this answers your question, if not please contact us on 0203 734 6463

**Q2.** Narinder - [Can CPD points be applicable for online courses?](#)

**A2.** Yes 100%, we actually are the only CPD accreditation company that offers a dedicated Online activity CPD accreditation.

**Q3.** Joanna Gutmann - [As a freelancer, I'd be really keen to know the mechanics of how to charge \(the mechanics\) - can't afford to give all away for free.](#)

**A3.** As a freelancer it is even more important that you see an immediate ROI. The best way to approach this is by looking at the value of the content you will be creating. Please consider the following:

- The resources needed (time, effort, money)
- Format of training
- Engagement level
- Income needs of your business
- Tech requirements to create and host

With the above in mind look at the DTD providers in your niche analyse and benchmark your idea against competing products –after looking at what your competitors are charging and what for (is it more or less comprehensive than what you had in mind?), then find out how yours can be different and better. When you've made yours better, then price yours slightly higher.

Never price yours as the lowest option on the market because that will just make yours look like it has less value than your competitors. Plus, your content is CPDSO accredited which is an added value.

Please get in contact with membership for a [consultation](#).



**Q4.** Nazareth Tufenkjiab - [Could you please guide us on which private platform we can connect with our clients along with payment channels. Because sometimes free open access can make other people take our innovative ideas without paying for it](#)

**A4.** It really depends on the training format and the engagement level that you want to offer to your delegates.

Please get in contact with membership for a [consultation](#).

**Q5.** Grainne Toher - [For those of us who have online training programs already published, will this call cover marketing them? Clients slow to purchase due to their own financial uncertainty.](#)

**A5.** The best way to approach this is by creating a funnel with a lead magnet. This can be some free content or an aspect of your content that you offer free access to so delegates can see the value they will be getting from the full DTD

**Q6.** Jozefa - [Concerned about being seen as taking advantage of the situation and marketing online training while so much else out there is free? Not great for people's reputation and brand to be viewed this way](#)

**A6.** We definitely understand that. In fact, it was a question we asked ourselves many times before creating this webinar and future content that we have planned to address the current times that we are in.

We hope it has been helpful to you, and if you are happy we went ahead and addressed the issue and we are confident that your delegates will be also. One thing that I would like to add is just be careful with the copy that you write to promote your offering. It is this that will be perceived as fear mongering or caring.

Finally, if you are going to create a free piece please keep in mind its position as a pre-sales piece of content and use it as a lead generating piece of content. This means you must ensure that people who are receiving are joining your funnel e.g. email list or a social media mastermind group...

**Q7.** NARINDER - [How do decide on pricing and length of access for these resources?](#)

**A7.** Use the Needs, Resources, Need formula  
Keep in mind that the resources (time investment, money and effort) often = the same numbers reached regardless of the price of training.

So, with this in mind it is best to price you course at the end to maximise the income.



Pricing lower may increase the conversion rate but if the cost of reaching the delegate is that same, that also increases the pressure and demand for higher conversions to reach the same income.

Low pricing	Good pricing
unit cost £100	unit cost £300
Resources investment (time, money and effort) often = the same	
Converts 3 from every 100	converts 1 form every 100
3% conversion rate (200% more conversions)	1% conversion rate
depending on more conversions is risky, especially when the main reason you expect more to convert is due to a low price	Less resources need to be put in for the same reach. Conversion may be lower but if it is priced sensibly it will beat low pricing hands down

To price sensibly look at the market and never place your product at the lower end. Especially if you have created an engagement rich training program (e.g. two- or three-way DTD) and it was created to generate a revenue immediately

**Q8.** Jozefa - [Is webinar still a good name to use, people are getting used to using this term and assume it is free?](#)

**A8.** Just put paid webinar rather than just webinar. People often use free webinars to promote paid webinars. The free webinar could also be pre-recorded.

The tech stack needs to achieve this could be:

- Pre-recorded - Zoom webinar - free
- Eventbrite - register and pay
- Zoom webinar (receive event link to paid webinar)

Please get in contact with membership for a [consultation](#).

**Q9.** Sylvia Milton – [Thank you so much who would the 30-minute consultation be with Sylvia Milton - thankyou and is that to be purchased](#)

**A9.** It could be with myself (Daniel or Amanda) and it is free.



**Q10.** Jan - [So the online CPD certification badge is different?](#)

**A10.** If you are solely offering online training you can request a dedicated online accreditation badge.

**Q11.** Katy - [I got a call saying all the logos were changing.... is this the case and when will we get these new logos?](#)

**A11.** Yes, for coaches this is true. Communications will be going out regarding this prior to any changes.

**Q12.** Wallis Balog - [Could you speak to time limits? We are trying to convert a full day training to online. That is very long to be on line in one go. How does one break it up without sacrificing quality and with the increased likelihood that some people will not attend all parts?](#)

Wallis Balog - [I am concerned about loss of control over our content by putting it into readings. Ours is a very competitive market.](#)

**A12.** It would be necessary for you to review your F2F training content and identify suitable delivery engagement levels to carry over the same level of rigor while ensuring engagement levels are maintained. This can be achieved through blending the options below.

One way - Pieces of content that are best suited to working alone, examples include: Pieces that can simply be watched, read or worksheets that can be read and answered alone while still adding value. This is best utilised for more generic content that is building up towards your more sensitive content (intellectual property).

Two way - Pieces that require training provider to delegate interactions , examples include:

- Live webinar - answer questions
- Evergreen videos with course tasks and feedback or one on one calls

Three way -Pieces that would benefit from peer to peer interaction as well as training provider to delegate interactions, examples include:

- Live webinars with breakouts

Another option is to consider modularising the content, if it is proving hard to consolidate. You can break it down into live webinars that run the course of a working week instead of one day.

**Q13.** Joanna Gutmann - [In my case the client pays, not the delegates... how can manage this - number of people accessing it in relation to number who've paid](#)



**A13.** It looks that this was asked off the back of a previous question. Please get in contact with membership for a [consultation](#).

**Q14.** Jan – I'm a planning person, when do you think it's the right time to contact people about business development ideas?

**A14.** Business development aspects of the webinar are below for you to hone into.

**Slide 14 to 19**

This slide looks into how you should approach the breaking down your content to reassemble it to an online format.

Please read the answers above. There are more specific answers to more concise questions that may be of help.

If you need more detail, please get in contact with membership for a [consultation](#).