

1. Udemy Organic Sales should be first priority.
 - a. Hot general topic. <https://www.udemy.com/teach/updates/h...>
 - b. Thousands of free students.
 - c. 10 – 20 five star ratings.
 - d. 50+ minutes viewed per student.
 - e. 10+ course discussions.
2. One exceptional course is better than several average courses.
 - a. Start with what you know best.
 - b. Base your work on your student feedback.
 - c. Giving your course away free generously to begin.
3. Most of your sales are likely to be \$10 to \$20.
 - a. 5% of sales likely to come from a few full price buyers.
 - b. A high priced discounted course is more desirable than a low priced course.
 - c. Take whatever sales you can get!