



Section 1: Introduction

Slide 1: Welcome to Teaching English Online...from Anywhere!

If you've been thinking about making a bit of money on the side, or being your own boss, or doing something less stressful and more interesting, or perhaps even gallivanting around the world, then teaching English online could be just what you're looking for!

Slide 2: Who I am and how I got started teaching online

Hi there. My name is John Clites. I'm a US citizen, but I went expat in 2008. Since then I've lived in Brazil, though I've also traveled around a bit. In fact, I'm currently traveling in Colombia, recording this in lovely Medellin.

And that's a point worth noting: You may just want to teach online from wherever you live now – and that's fine. But you might instead want to go live in another country – but to do that, you'd need a way to support yourself. Or you may want to travel the world as a “serial expat.” That in fact is what I am working toward. Some of my students now call me “Gypsy John.”

Teaching English online allows you to do all these things.

Let me give you a quick recap of how I began teaching English, and teaching online. I left the US in 2008. I'd taken some hits during the financial crisis, and I decided that what I needed was a do-over. I loved Brazil, so I decided to try a stint there. I relocated to Rio de Janeiro and began teaching English.

I did very well. But I became a victim of my own success. I was teaching almost 30 hours per week. Adding in prep time, plus traveling to give classes in my students' homes and offices, sitting around waiting to start the next class – and I was working a lot of hours each week. It just wasn't the life I had envisioned.

So I decided to get out Rio and moved to a small town a few hours south of Rio called Paraty. It's a lovely colonial town. Tourism is big there, so I figured I'd find lots of work teaching English.

But I'd miscalculated. I found little teaching work. What was I going to do?

I contacted some former students in Rio about taking classes online. Around the same time, I met a couple of folks from São Paulo, and started giving them classes by Skype.

This was right at the beginning of 2012. At that time, the idea of taking classes online was still pretty new in Brazil. But gradually I added students through



word of mouth, and now I don't have any face-to-face classes. You can certainly do both, but I've found that I prefer teaching online.

I just wanted to share a little about myself with you so that **you** know that *I* know what I'm taking about. I've been there and done it, and I'm still doing it as I travel around. I've learned how to teach effectively and also efficiently, and I have very loyal students, some of whom I've been teaching for years.

I know how to teach online, and I'm going to teach you how to do it, too.

Slide 3: Who teaches online? (And can I do it?)

So, obviously you bought this program – or you're considering buying it – with the intention of teaching English online. But you may have some lingering doubts. You may be asking yourself, Can I really do this?

The answer is almost certainly Yes.

If you are a native speaker of English, or near native, then you've already jumped the first hurdle. You may never have thought of your ability to speak English as a valuable skill, but believe me, it definitely is. You have a skill that literally hundreds of millions of people around the world want and are willing to pay for.

Slide 4: Who teaches online? (And can I do it?) RETURN

Teaching English online is a great job for many types of people. Here are just some which come immediately to mind:

For retirees, it's a great way to pick up some extra money while sharing your career knowledge and life experience. Pretty frequently I'm asked: Am I too old to teach English? And I reply that No, there are many people out there who would value your experience. With many students, you would actually have more credibility than would younger teachers – although there is room for them as well.

For stay-at-home moms and dads: If you have a window during the day when the kids are at school or napping, then teaching English online is a great way to make some additional money and have some contact with other adults. Keep your skills sharp in case you decide to re-enter the job market one day.

Teaching English online can be a great alternative if you are currently unemployed. I know that good jobs aren't just dangling from trees, and maybe you haven't found that perfect job yet. You may never have thought about



teaching English online, but it might be a great way to make some money, and to stay busy and sane while looking for something long-term. Frankly, when I began teaching English, I didn't expect to be doing it for long. But I found that I like it, I'm good at it, and by teaching online, I have a lot more freedom than most people do.

Recent grads: Not sure what you want to do for the next 40 or 45 years? Would you like to enjoy a year off before jumping into your career, and joining the 9 to 5, getting married, buying a house, raising kids, and joining the PTA? Teaching English online can be a great way to fund some adventurous exploration, allowing you to earn while you travel around.

Current students: Teaching English online is a great way to pick up some cash, and will likely fit into your schedule better than would most other part-time jobs. It's also going to be a lot more enjoyable than most part-time jobs, too, I can promise you! When I was a student, I had several different jobs, and most of them weren't very much fun. Teaching English online, by contrast, is enjoyable.

Gypsies: If you suffer from incurable wanderlust, as I do, teaching English online could be just the ticket. It's as portable a career as you'll find. You can travel and still work, to support your travels. When you move from one place to another, you don't lose your client base. There's no need to start over. You can become a serial expat if you wish. I'm doing it, and you can, too!

The fact is, if you speak English well, you can probably teach it online. Even if you've never taught anything before, this course will teach you what you need to know to go out and deliver great classes.

Slide 5: Why teach online?

In fact, there are many advantages to teaching online, compared to traditional jobs – and even compared to teaching English face to face.

Decent Pay: You aren't going to get rich teaching English online, it's true. Teaching in general isn't going to make you rich. But the pay is generally decent, and I'll give you tips to help you maximize your earnings, for example, by playing internet arbitrage.

You work from home: You don't have to go out in crappy weather. There is no commute, and no morning traffic to fight. Imagine not arriving to work angry because some idiot cut you off. Imagine the time and money you'd save. Also, not having to travel to classes means that you can have classes in a relaxed environment – your home. And when class is done, you can quickly turn to another activity, with no commute home.



Work at a time which suits you: No matter which hours you have available to teach, there are people out there somewhere who want to have classes with you. If you are an early bird, or a night owl, the students are there, whether in Latin America, Europe, or Asia. I now have classes later than I did when I taught face-to-face classes, because when I'm done, I just turn off Skype and open Netflix.

You can be the boss: If you go out on your own, finding your own students, then you become your own boss. You teach the students you want, turn away the ones you don't want, and work the schedule you choose. You set your rates and your policies. This is my life now, and it's not a bad existence.

It's not that hard: More than that, teaching English online is generally enjoyable work. Is your current job enjoyable? Was your last job? I truly enjoy teaching. I compare it to some of the other jobs I've had, and believe me, teaching English online looks pretty good. Sure, it *is* a job. I have to prepare, I have to show up. But compared to some of the jobs you see advertised in the Sunday want ads, teaching English online looks pretty darned good.

Slide 6: Damon's quote.

As my friend Damon says, "I've worked for a living, and I've taught English. Teaching English is better."

Slide 7: Why teach online? continued

It's interesting: Teaching English is *not* all about teaching grammar. With my students I have read about healthy eating, and various countries we would like to travel to, and ancient archaeological sites, even about gene therapy. I reread Lost Horizon with a student. My students and I discuss world affairs. I learn while my students learn.

It's inexpensive and easy to get started: In the next section I'll talk about the equipment that you need to get started, but it isn't that much. You likely already have most of what you need. Also, there's really no need to invest years and thousands of dollars. So if you compare teaching English online to most traditional brick-and-mortar businesses, or to most careers, it's without question cheaper and faster to get started. Without question.

You build relationships: This is an intangible I know, and it may sound all trite and gooey, but I count many of my students as friends.

Slide 8: Me with some of my students



In fact, in March this year I took time off to travel and to develop this course, and during my travels I met a group of my students in Rio, and another group in São Paulo. Some I'd met face-to-face before, but for others it was our first actual face-to-face meeting. And it is a very cool feeling, to have a group of people gathered around you, people who view you as someone special in their lives.

Slide 9: Why teach online? continued

It beats face-to-face teaching: For those of you who currently teach English face to face, I think that teaching online is better. Yes, it's true that there are some drawbacks. Sometimes the connection might be poor, and some activities are more difficult to do online than in person.

But there are also many advantages. As noted already, it's more convenient. No more dealing with going to class in the rain, for example. You'll also save on transportation costs and – even more important – time lost to traveling to classes, which can be very significant. When you travel to students' homes and offices to give classes, it's difficult to schedule back-to-back classes. But working online, it's easy. Also, folks who are introverted may find that teaching online is more comfortable for them than would be face-to-face classes.

It's worth noting that the advantages aren't all for the teacher, either. My students often remark that they enjoy being able to have classes at home. All are busy professionals, and they enjoy being able to come home and have class in a relaxed environment. And relaxed students learn better.

Finally, teaching English online can fund and enable travel: I've already talked a bit about this. You could, if you chose, use teaching English online as a way to finance an extended vacation in another country, or even fund travel around the world. The trick, they say, to travel is that you need both time and money to do it. If you have the time, you aren't making money. If you are making money, you don't have the time. Teaching English online allows you to set up shop wherever there is a decent internet connection. You can hop around the world. And your income continues. I am doing that now.

All you have to do is lay some minimal tech groundwork, find those first few students, get a few classes under your belt so you feel more relaxed – and you will be on your way!

And I'm going to help you with all of that.

Slide 10: Scope



So what are you going to learn exactly? I've tried to make this course truly comprehensive, in contrast to other teach English online courses out there. Here's what is included:

Technical setup: Some of you just went all tense, I can feel it, but relax. There's a very good chance that you already have most or even all of the tech equipment and software that you need. But we'll go through it. And unlike some other courses about how to teach English online, I don't think it's necessary to have your own website, certainly not Day 1. We're going to follow the KISS principle and keep things simple. So again, don't let the words "technical setup" cause you any worries!

Getting yourself prepared: You speak English, but may not feel ready to teach it. I'll help you get ready. We'll discuss whether you need a teaching certificate, some common mistakes that even native speakers make (so you won't), deciding on a niche, we'll discuss why your attitude and teaching style are so important, and more.

Working with Online Schools: I'm going to focus in this course principally on working independently, tutoring students one-on-one. However, some of you may prefer to work for a school, at least initially. And these days there are many – and I mean, A LOT – of schools which match English teachers with students in virtual classrooms, and we will talk a bit about those. If you have never done any kind of teaching before, or perhaps feel at a loss regarding how to market yourself, then a school can be a good place to start.

Going out on your own, working without a school: In my experience, EFL (English as a foreign language) teachers, whether they teach face-to-face or online, tend naturally to migrate from teaching for a school to teaching on their own. Even if they stay with a school for the benefits it provides, they often begin to pick up private students. So we'll talk about what this entails, with a heavy focus on marketing yourself and finding those all-important first students.

Now, this is about the extent of other courses which promise to teach you **HOW TO TEACH ENGLISH ONLINE!** And this is all very valuable information, trust me. But, you may have noticed, there's nothing mentioned so far about how to actually conduct a class, or do class planning, or what materials to use, or tips and techniques to use in class to keep students engaged.

But in this course, we're going to go in depth – and I mean, really in-depth – about how to actually plan and conduct classes. So I've included sections on:

Common issues that students have: While different students of course will have different deficiencies and different needs, there are patterns. I'll discuss



some of the common issues you are likely to see, so that you can prepare to teach these topics to students.

Conducting an Assessment Chat: Before accepting a prospective student, I conduct what I call an Assessment Chat. Done properly, the Assessment Chat closes deals, gets you and your student off on the right foot – and also helps you avoid signing up students when you shouldn't.

Scheduling: When you first start teaching, scheduling is not a problem. You just want to fill those open slots in your calendar! But with time, scheduling becomes more and more important. Let's take a look at how to do it right.

Lesson planning: It's tough to give consistently good lessons without good lesson plans. I'll show you exactly how I do it, including some of my favorite materials, high-level planning, and my exact procedure for creating great lesson plans, without spending a lot of time on the task.

Delivering classes: As a new teacher, how to actually conduct a class is probably foremost in your mind. Yet amazingly, other courses about teaching English online completely sidestep this topic! But I've created a lengthy section – the longest section in the course – loaded with tips from years of teaching English. What I do just before a class, how I open a class, and close one. Tips about teaching grammar, pronunciation, vocabulary, even literature. I'll talk about the importance of soft skills. And a lot more. I hold nothing back in this section.

Administration: Teaching English may just be a sideline for you, or you may make it your career. Either way, you'll want to stay organized. This brief section discusses the things to know if you want to operate like a professional.

In short, I've tried to include in this course everything I could think of that someone new to teaching English online would need to know. Even if you are experienced teaching English face-to-face, you'll benefit from the first sections about getting set up to teach online, and almost certainly also pick up a few tips for actually teaching as well. And even if you plan to teach entirely or mainly face to face, you'll find lots of great tips in the later sections. And I will continue to add to this course and improve it based on student feedback.

I can say with confidence that if you complete this course, and apply what I show you, you are going to be prepared to go out and become an excellent English teacher. Sure, there is no substitute for experience, but I'll send you out there ready to hit the ground running.



Believe me, there are lots of folks making a living as English teachers who frankly aren't qualified, or just plain aren't good teachers. And they still find work, because the demand is so high!

But you, with what you will learn from this course, can really stand out, really shine. You will be able to earn more, and you will have faithful students who will stay with you and who will keep sending referrals to you even after you've told them repeatedly that your schedule is full!

That's my situation today. And it can be yours, too.

Slide 11: Let's dive in!

So are you ready, Freddy? Shall we dive in? Then let's move forward and take a look at the Technical Setup required to teach online.