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Creating an Online Academic Presence

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How To Create An Online Academic Presence

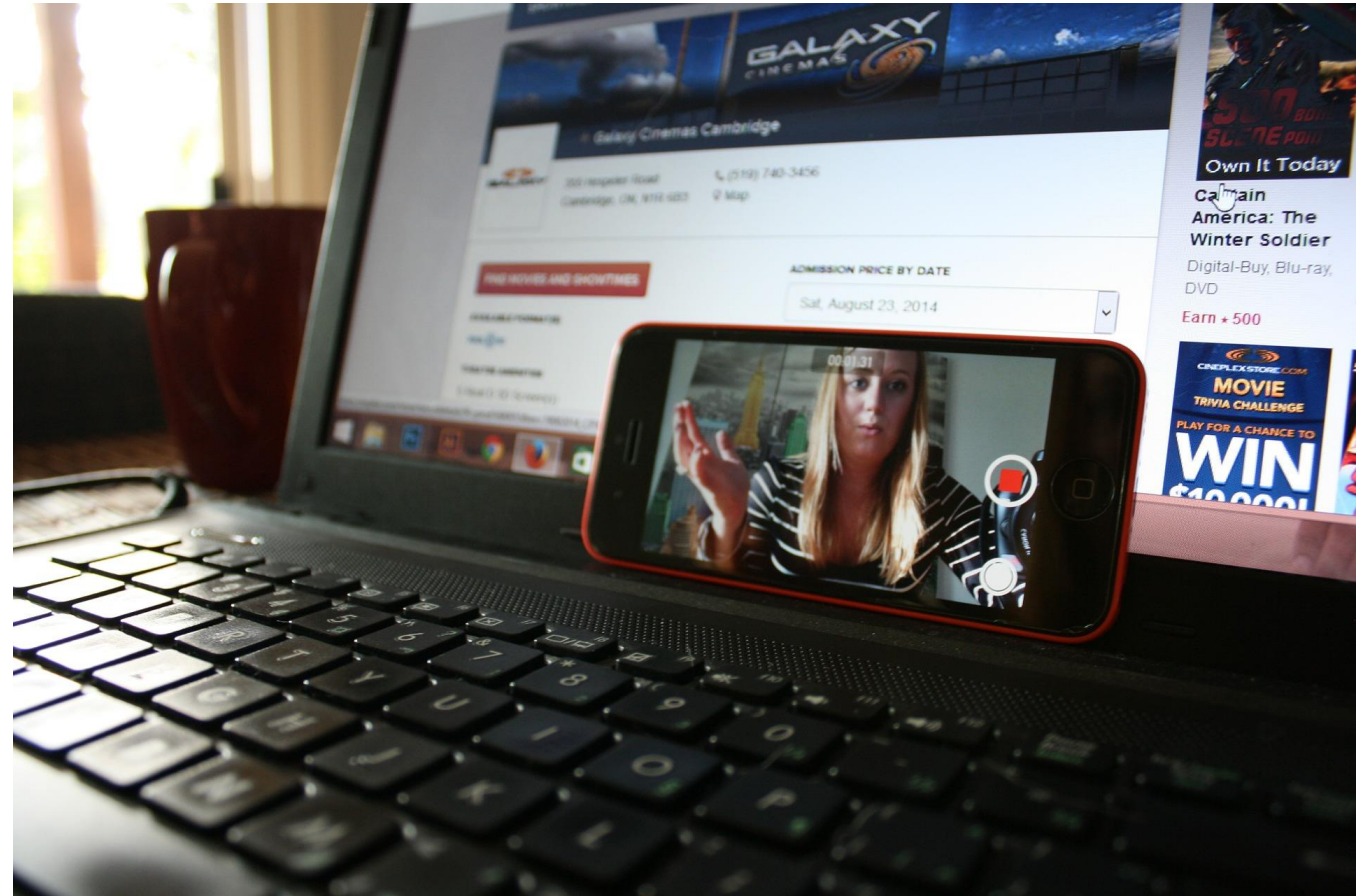
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**Why Have
An Online
Academic
Presence?**

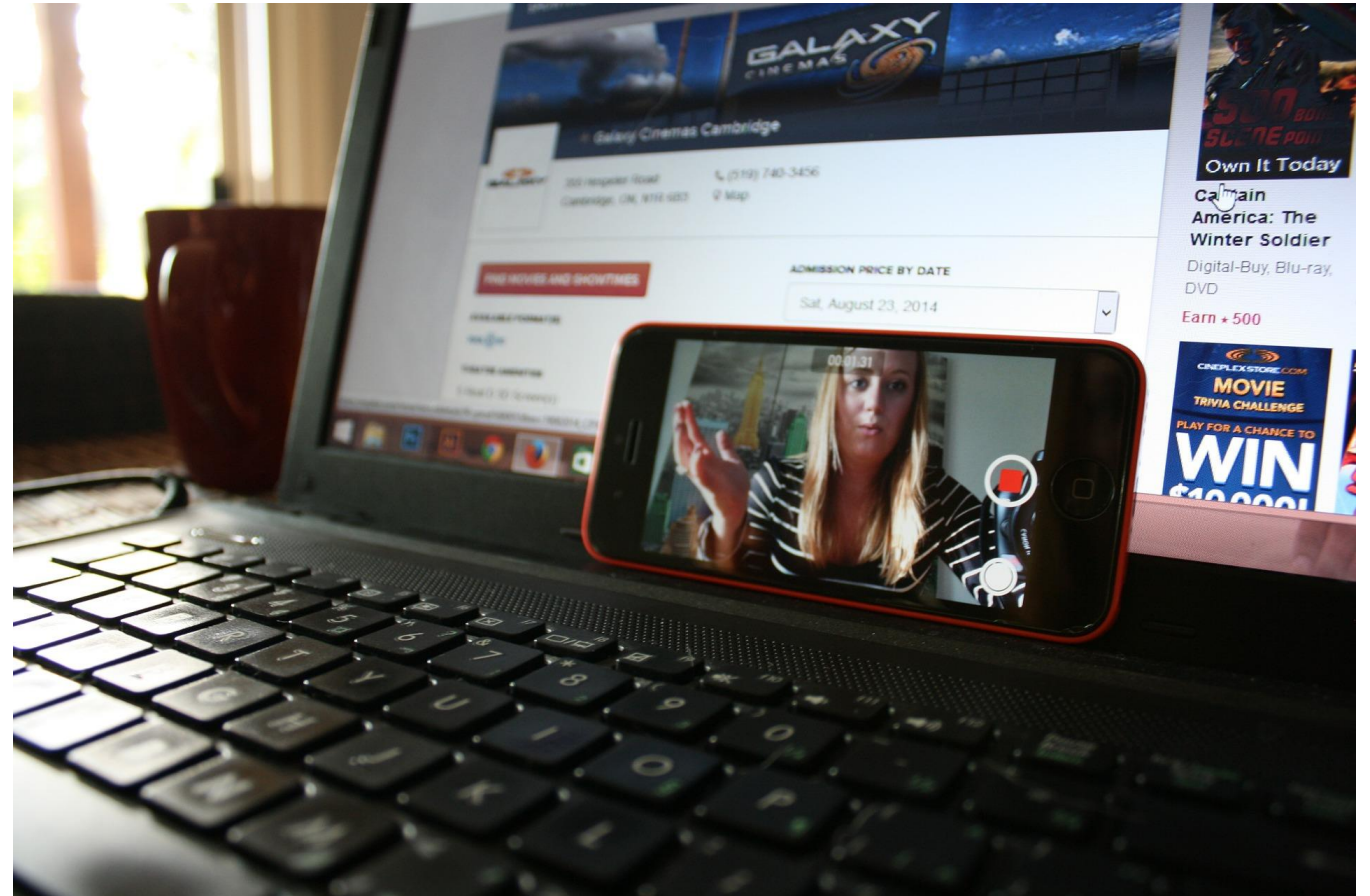
Online Platforms: Webinars

- ▶ Virtual seminars you can hold live or make evergreen online
- ▶ Can be up to 30 minutes, or an hour
- ▶ Any topic you're educating people on
- ▶ Can sell webinars or give them for free




Online Platforms: Masterclasses

- ▶ One-hour classes taught on specific topics
- ▶ Can be used to introduce a live face-to-face workshop
- ▶ Masterclass to supplement income.



Online Platforms: YouTube

- ▶ Create your own channel
- ▶ Post videos and shows
- ▶ Talk about various topics in your niche.




The screenshot shows a YouTube video player interface. At the top, there is a browser address bar with the URL <https://www.youtube.com/watch?v=APX9RzEYOe0&t=123s>. Below the address bar is the YouTube Premium logo and a search bar. The video player itself shows a split-screen video with two women. The woman on the left is wearing a patterned top and has dark hair. The woman on the right is wearing glasses and a light-colored top. Below the video player is a progress bar showing 27:28 / 41:21. Underneath the video player, the title "Understanding Branding For Your Business with Stacy A. Barnes" is displayed, along with "36 views". To the right of the title are icons for LIKE, DISLIKE, SHARE, SAVE, and a menu icon. Below the title is the channel name "Aasiyah TV" with a profile picture and the text "Published on Jan 9, 2018". At the bottom right, there are two blue buttons: "ANALYTICS" and "EDIT VIDEO".

Understanding Branding For Your Business with Stacy A. Barnes

36 views

LIKE DISLIKE SHARE SAVE ...

 **Aasiyah TV**
Published on Jan 9, 2018

ANALYTICS EDIT VIDEO

Online Platforms: Podcasts/Online Radio

- ▶ Host your own show through online radio or podcast platform
- ▶ Feature guests who are experts in the field
- ▶ Helps with dissertation research
- ▶ Great way for your message to be heard
- ▶ IHeartRadio.com
- ▶ BlogTalkRadio.com
- ▶ iTunes Podcast

The screenshot shows the FIRE NATION website with a navigation bar at the top containing 'ABOUT', 'SUBSCRIBE', 'RESOURCES', 'PODCASTS', and 'CONTACT'. The main content area features two podcast episodes. The first episode, '2054: Using Speaking to Build your Business in 3 Steps with Pete Vargas', includes a 'Keep Reading »' link and a social sharing sidebar on the left with 402 shares, 379 Facebook shares, 8 Pinterest shares, and a Twitter icon. The second episode, '2053: How to Stand Out In a Crowded Market and Build a Business with SOUL with Ryan Lee', includes a 'Keep Reading »' link and a social sharing sidebar on the left with 402 shares, 379 Facebook shares, 8 Pinterest shares, and a Twitter icon. The URL at the bottom is <https://www.themasteryjournal.com>.

FIRE NATION Keep Reading » ABOUT SUBSCRIBE RESOURCES PODCASTS CONTACT

JLD chats with Pete Vargas

2054: Using Speaking to Build your Business in 3 Steps with Pete Vargas

Pete is the leading authority on Using Stages to Build your Business. With over 25,000 stages booked, many call him the *Stage Whisperer*.

[Keep Reading »](#)

402 Shares

f 379

p 8

t

G+

e

JLD chats with Ryan Lee

2053: How to Stand Out In a Crowded Market and Build a Business with SOUL with Ryan Lee

Even is the founder of BEWIND, home of the world's first nutrition "Superbar".

<https://www.themasteryjournal.com>

Online Platforms: Livestreaming on Social Media

- ▶ Facebook Live
- ▶ Instagram's new IGTV
- ▶ Livestreaming is the new way of connecting with others in real time



Create Your Own Online Academic Course!

- ▶ Online platforms allow you to host your own online classes
 - ▶ Udemy.com
 - ▶ Teachable.com
 - ▶ Choose the topic you can teach and go!
 - ▶ You can make income
 - ▶ You can be the thought leader in your field of academia

Unlock free Masterclass Series OFFER ENDS IN 00 21 16 52 DAYS HOURS MINS SECS [Get it now!](#)

teachable [Features](#) [Pricing](#) [Examples](#) [Blog](#) [Resources](#) [Log in](#) [Create a course](#)

Create and sell beautiful online courses

Your skills and experiences are unique and valuable. Easily build a beautiful course website, share your knowledge, and be rewarded for it

Email address [Get started](#)

Host an Online Summit

- ▶ It is a bit time consuming, but hosting summits are fun!
- ▶ Find 20 experts in your field, and interview them
- ▶ Find a date to host summit online - it can be done in a period of 5-7 days
- ▶ Build your presence as the expert featuring other experts

The screenshot shows the website for WEOnline2016. The browser address bar displays <https://www.weonlinesummit.com>. The page features a navigation bar with the WEOnline2016 logo and a button labeled "Get Your Free All Access Pass". Below the navigation bar, there is a section titled "Watch Day 1" with a link ">> Save My Spot!". The main content area lists six speakers and their topics:

- IDENTIFY YOUR COMPETITIVE EDGE AND USE IT TO GROW YOUR BUSINESS**
10AM PT/ 1PM ET
SALLY HOGSHEAD
CEO, Author & Speaker, How to Fascinate
- HOW TO CREATE VISUAL CONTENT THAT GETS SHARED LIKE CRAZY**
4PM PT/ 7PM ET
DONNA MORITZ
Founder, Socially Sorted
- 3 TIPS TO SET YOUR SALES FUNNEL ON FIRE**
12PM PT/ 3PM ET
STEPHANIE NICKOLICH
Founder & Sales Funnel Success Strategist, Success Society
- PUBLIC SPEAKING: 50 WAYS TO WOW YOUR AUDIENCE**
6PM PT/ 9PM ET
AMY PORT
Co-Founder & Director of Training, Heroic Public Speaking
- HOW COURSE COMPLETION RATES ARE HURTING YOUR BUSINESS & WHAT TO DO**
2PM PT/ 5PM ET
CARRIE ROSE
Course Creation Expert, Dr. Carrie Rose



Thank you!

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