

Frequently Asked Questions

What is the History of SiteSell Education?

SiteSell Education began in 2007 as a way to bring the process taught in the Action Guide in the physical classroom. Over the years the course has been taught in many locations around the world. SiteSell Education was started by two SBIs, Don Coggan and David Edey. David Edey is still teaching courses in a Montreal area college.

How is the Action Guide converted to classroom instruction?

The *Building a Successful Business Using the Internet* course has traditionally been offered as a 10 week course. One week for each part of the Action Guide. Instructors are provided a Power Point presentation for each week of the course. These slides are customizable.

How many hours is the course in total and for each class?

The course comprises 10 weekly classes of three hours each. Students work an additional 8- 12 hours a week on their own. Some instructors extend the class one or two weeks in order to give students more in-class time (optional).

What is the activity breakdown for each three hours of class time?

The class is part presentation and part hands-on. Typically, in a three-hour class, there's about 90 minutes of presentation and 90 minutes of work by students with direct hands-on coaching by instructors. There is a break halfway through but most students, by choice, stay glued to their computers.

How many students are in a class typically?

10 students is considered a full class. Some classes have had fewer and others have had more than ten. The important thing, overall, is to stay within the ratio of 10 students per instructor to ensure that each student gets the hands-on attention expected. This is especially important when teaching your first class. Remember that students come in with varying levels of technical skill, so some students will need more help than others.

How are instructors paid?

Instructors are compensated via two sources. 1) Instructors receive commissions through the bulk sale of SBI! subscriptions as a part of the SiteSell Affiliate program. 2) Instructors also receive payment as an adjunct instructor from their particular college or university. The amounts paid by a college or university will vary based on the cost of the course and the overall institution policy.

How important is an instructor's personal success with SBI?

Instructors have more credibility when they can use examples of success with their own web sites. That being said, it's better to use a variety of examples to show that anyone can achieve success with SBI! with the proper application of brain and motivation.

Is the SBI! course a credit or non-credit course?

The SiteSell course is a non-credit course. It is typically a part of a school's Continuing Education or Community Education program. Courses of this kind are designed for individuals who want to learn and attain new skills.

Do you need accredited teaching papers to run this course?

No, because the course is a non-credit course, accreditation has never been a problem.

What kind of support does SiteSell offer their instructors?

Instructors are given access to a password-protected resource area where they will find training materials available. Among the materials are manuals for approaching a college and getting a new course added to the curriculum, a manual to promote the course, and one for managing the classroom. Ten weekly PowerPoint presentations are also available to use when teaching the course. There are also monthly training calls and a private instructor discussion forum available. The

SiteSell Education manager is also available to provide training, advice and general support.

What is SiteSell's Grassroots program?

The Grassroots program, formalized in the spring of 2014, is the same course, but is taught outside the college classroom. Why outside the college classroom? Sometimes an instructor lives quite some distance from the nearest college. For this and other circumstances, sometimes the instructor will choose this option. In the past the course has been taught at local small business development centers, libraries, empty space at a local business, and even an instructor's garage.

The college classroom brings many advantages to the instructor and should be considered one's first choice. The primary advantages to teaching your class in the college settings are: 1) Your course takes on additional creditability by being associated with the college. 2) All of the course marketing won't be left to you. The college usually will assist in the promotion of your course. 3) A room and computers are made available to you.

Grassroots instructors need to be mindful of the costs to acquire space for their course. This, obviously, needs to be calculated into the total cost that you charge for the course.

Hit **BACK** to return to the TeachSBI! Page.