

LOQUY BONUS

The Marketplace **Domination** Playbook

Where to actually sell your course, how each platform decides who wins — and how to run the same course on three platforms at once without cannibalizing yourself.

Three lanes. Three completely different games.

MARKETPLACES

Udemy

They bring the buyers, they set the (discounted) price, they keep most of the sale. You win by playing the ranking algorithm.

Game: visibility

WATCH-TIME

Skillshare

Subscription pool, paid out by minutes watched. No price to set at all. You win by structuring classes people finish.

Game: retention

OWN STORE

Teachable · Podia · Gumroad

You bring the buyers, you set the price, you keep roughly 90%+ after fees — and you own the email list.

Game: audience

The playbook: use all three lanes deliberately — different versions, different prices, different jobs.

LANE 1 • MARKETPLACE

UDEMY

The biggest course marketplace on earth. Brutal on price, generous with traffic — **if the algorithm likes you.**

Four signals decide whether Udemy shows you to anyone

1

Enrollment velocity

Not total students — **rate** of new enrollments. A burst of sign-ups in the first 2–4 weeks tells Udemy "this course converts," and it starts testing you in search and category pages.

2

Rating quality + recency

Fresh 4.5+ reviews outweigh old ones. Ask for a review inside the course at the moment of a win — right after the student completes their first tangible result, not at the end.

3

Wishlist adds + CTR

Wishlisting is intent Udemy retargets with its own sale emails. Your thumbnail and title exist to win the click against 12 lookalike courses in the grid.

4

Engagement + refunds

Minutes watched per student and a low refund rate keep you ranked. Front-load your best material — students who quit in lecture 2 quietly bury your course.

Manufacture enrollment velocity with coupons

- ✓ **Days 1–5 — free coupon blast.** Issue a free or near-free coupon code and push it to your email list, communities, and coupon-aggregator sites. Goal: 200–500 enrollments fast. These students are your velocity signal and your first reviews.
- ✓ **Days 6–14 — step the price up.** Retire the free code, issue a low-price code (\$9.99–\$12.99 territory, matching Udemy's own sale pricing). Scarcity works: Udemy coupon codes carry real expiry dates — use them in your promo copy.
- ✓ **Week 2+ — harvest reviews.** A mid-course bonus lecture that says "if this helped, a rating helps other students find it" converts far better than Udemy's automatic prompt.
- ✓ **Know the two revenue splits.** Udemy's published share: roughly **37%** to you when Udemy brings the buyer — but about **97%** when the student arrives through *your* coupon link. Every buyer you send yourself is nearly a direct sale.

Rule: never send your own audience to Udemy at full margin loss. Your links use YOUR coupon codes — you keep ~97% and the algorithm still counts the velocity.

Category selection is a ranking decision

- ✓ **Search before you publish.** Search your topic on Udemy. Count courses above 4.5★ with 1,000+ reviews. More than ~10? Niche down one level ("Excel for real estate analysts", not "Excel").
- ✓ **Pick the subcategory where you can crack the top 10** — a top-10 spot in a small subcategory beats page 4 of a giant one, because category browse pages drive real enrollments.
- ✓ **Title = keyword + outcome.** Lead with the term people type, follow with the transformation. Udemy search matches titles and subtitles heavily.
- ✓ **Fill every metadata field** — subtitle, learning objectives, target-student list. They're all indexed.

WEAK TITLE

"Master Public Speaking — The Complete Course"

STRONG TITLE

"Public Speaking for Engineers: Present Technical Work with Confidence"

Specific titles convert a smaller audience at a much higher rate — and conversion rate is what the algorithm rewards.

LANE 2 • WATCH-TIME

SKILLSHARE

No prices, no carts. Subscribers pay one fee, and the royalty pool is split by **minutes of your classes watched.**

You're not selling a course. You're programming a channel.

How the money moves

A share of Skillshare's subscription revenue goes into a monthly royalty pool. Your cut = your share of total premium watch-minutes that month, plus referral bonuses for members you bring. More minutes watched → bigger share. That's the whole equation.

- ✓ **Volume beats length.** Five 30-minute classes out-earn one 150-minute monster — each class is a new discovery surface in search and categories.
- ✓ **Publish on a cadence.** A new class every 4–6 weeks keeps you in "new & trending" rows, where most free discovery happens.
- ✓ **The class project is a retention device.** Classes with active project galleries rank better and get watched to the end — design the project first, then the lessons that get students there.
- ✓ **Repurpose, don't rebuild.** Your Udemy course's modules become 4–6 standalone Skillshare classes with new intros. Same footage, new packaging.

The class blueprint that keeps minutes running

1

Intro under 2 min

Promise the project outcome, show the finished result on screen, state who it's for. Skillshare's intro video doubles as your ad in browse rows.

2

Lessons 3–7 min each

Short lessons create completion momentum — a checked-off lesson every few minutes. Total class: 25–45 minutes. Every lesson title names its payoff.

3

One skill, one project

Scope each class to a single deliverable the student can post to the gallery. "Design your podcast cover" — not "Learn graphic design."

4

Open loops between lessons

End each lesson with the first 10 seconds of the next idea ("next, the step most people get wrong"). Autoplay does the rest.

5

Series-chain your classes

Make Class 2 the natural sequel to Class 1 and say so in the outro. A student binging your series compounds your minutes.

6

Engage the gallery weekly

Comment on every student project for the first month. Engagement feeds the ranking loop and drives follows — followers get notified of your next class.

LANE 3 • OWN STOREFRONT

YOUR STORE. YOUR LIST. **YOUR MARGINS.**

Marketplaces rent you customers. A storefront makes them yours — name, email, and the right to sell to them again.

The keep-nearly-everything tier, compared

Platform	Published fees*	Best for	Watch out for
GUMROAD	Flat ~10% + processing, no monthly fee	First sale this week. Fastest zero-to-checkout on the internet.	Thin course features — it's a file/checkout tool, not an LMS.
PODIA	Monthly plan; 0% transaction fee on paid plans	Courses + digital downloads + email in one clean tool.	Lighter marketing automation than dedicated email tools.
TEACHABLE	Monthly plan; ~0–5% transaction fee by tier	The "real course platform" feel — quizzes, certificates, coupons, affiliates.	Fee structure varies by tier — check before you pick a plan.

After payment processing, all three land you roughly 90%+ of each sale — versus ~37% on a Udemy marketplace sale. Same course, wildly different economics.

*Published pricing at time of writing — always verify current rates before committing.

THE ONE ASSET THAT COMPOUNDS

**“Udemy students belong to Udemy.
Storefront students belong to you —
and a buyer’s email address is worth
more than the first sale.”**

Every storefront sale adds a proven buyer to **your** list. That list launches your next course, fills your next cohort, and costs nothing to reach. Marketplaces hide student emails on purpose — it's their moat. Make the list yours and it becomes your moat.

When you outgrow the starter storefronts

KAJABI

The all-in-one business OS. Courses, funnels, email sequences, landing pages, communities, podcasts — one login, 0% transaction fees, premium monthly price.

Move here when you're running launches and funnels and paying for 3–4 separate tools that Kajabi would replace. The consolidation is the value.

THINKIFIC

The serious-LMS play. Deep course features — advanced quizzes, certificates, cohorts, communities, app store — with 0% transaction fees on paid plans.

Move here when the learning experience is your differentiator: certifications, corporate training, structured cohort programs.

Don't start here. Start on the cheap tier, prove the course sells, then graduate when a specific missing feature — not ambition — forces the move.

Which version goes where

Platform	Version you publish	Price position	Its job
Skillshare	Sampler — 3–5 short classes cut from your modules	Free to subscribers	Top of funnel: discovery + authority
Udemy	Core course — the full curriculum, standard edition	Marketplace-priced (sale culture)	Volume, reviews, social proof
Your storefront	Premium edition — core + templates, workbooks, bonus module, community or Q&A access	Your full price — 3–10× the Udemy sale price	Margin + list building

The versions form a ladder: Skillshare viewers hear about the full course. Udemy students hear about the premium edition. Premium buyers hear about what you build next.

Name them differently. "Podcast Editing Crash Course" (Skillshare) vs "The Complete Podcast Editing Course" (Udemy) vs "Podcast Editing Pro System" (storefront). No side-by-side price shopping.

Why wouldn't everyone just buy the cheap one?

- ✓ **Different buyers shop in different places.** Udemy buyers browse Udemy; your email subscribers buy from you. Overlap is far smaller than you fear — the versions mostly reach people the other channels never would.
- ✓ **Reserve the transformation extras for your storefront.** Video lessons are the commodity; templates, worked files, feedback, and community are the premium. Marketplace versions get lessons only.
- ✓ **Platform-exclusive bonuses give each version a reason to exist.** Skillshare: exclusive project files in the class resources. Udemy: a bonus lecture updated quarterly. Storefront: the live Q&A replay vault only buyers get.
- ✓ **Stagger updates upward.** New material lands on your storefront first, reaches Udemy a quarter later, and gets sampled on Skillshare last. Your own buyers always hold the newest edition.
- ✓ **Mind marketplace promo rules.** Udemy limits off-platform links and self-promotion in course content — use your bonus lecture and resource PDFs (where permitted) rather than spamming links, and keep current with each platform's policy.

Your first month, week by week

W1

Storefront first

Publish the premium edition on Gumroad, Podia, or Teachable. Wire up the email capture. This is home base — everything else points here eventually.

W2

Udemy launch

Publish the core edition. Run the free-coupon velocity play (slide 5). Target: 300+ enrollments and your first 10 reviews before the coupon expires.

W3

Skillshare cut-down

Re-edit two modules into two short classes with fresh intros and a class project each. Publish both; comment on every student project.

W4

Connect the ladder

Add the next-step mentions: Skillshare outro → full course; Udemy bonus lecture → premium edition; storefront thank-you page → join the list for what's next.

One production effort, three distribution engines. From week 5 on, your job is reviews, watch-minutes, and list growth — the flywheel is built.

YOUR NEXT STEP

The platforms are waiting. The course is the bottleneck.

Everything in this playbook assumes one thing: a finished course. That's the part Loquy compresses — open Loquy, generate your course from what you already know, and come back to this playbook with something to publish.

OPEN LOQUY → GENERATE YOUR COURSE