

Essential Elements of a Class Listing

- Class Description:
 - Have you included:
 - Who (this class is for)?
 - What (this class is about)?
 - How (this class will be taught)?
 - Why (students should take this class)?
 - Are there requirements for the class and are these clearly relayed?
 - Is grammar correct?
- Title:
 - Is your title 65 characters or fewer?
 - Is it clear what this class is about?
 - Does it stand out against the other classes? Is it unique?
 - Is capitalization uniform?
 - Is grammar correct?
- Teacher Credentials
 - Is it clear why you're qualified to teach this class?
 - Are full sentences used?
 - Is grammar correct?
 - Do you link to your personal blog and/or business site/s?
 - Does your "About the Teacher" have some personality?
- Teacher Photo
 - Do you have one?
 - Is it of you (not a cartoon, landscape, etc.)?
 - Is your picture high-resolution/clear?

Using Your Networks to Fill the Seats of Your Class

- Have someone (friend, family member, colleague) buy your first ticket
- Create a retweet-able tweet (120 characters) with your live link and an @Skillshare mention
- Tweet out
- Ask friends/family members to share your tweet
- Email your family, friends, and colleagues
 - Invite them to attend
 - Ask them to spread the word
- Contact organizations you're involved in (alumni groups, professional groups) with word of your class
- Contact relevant, local Meetup groups re: your class
- Create a discount code via your Class Manager page to share with all contacts