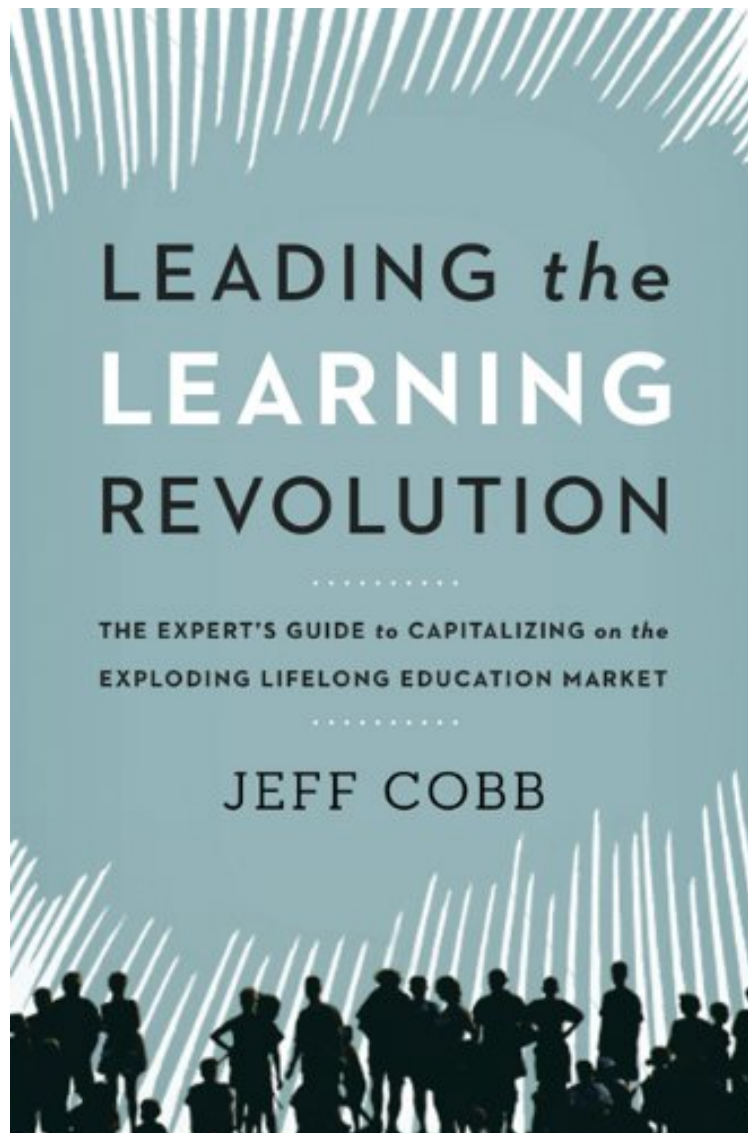


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Leading the Learning Revolution: The Expert's Guide to Capitalizing on the Exploding Lifelong Education Market

Jeff Cobb

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Jeff Cobb : Leading the Learning Revolution: The Expert's Guide to Capitalizing on the Exploding Lifelong Education Market before purchasing it in order to gage whether or not it would be worth my time, and all praised Leading the Learning Revolution: The Expert's Guide to Capitalizing on the Exploding Lifelong Education Market:

2 of 2 people found the following review helpful. Cobb's Thorough Research Keeps You Engaged The Whole Way ThroughBy Josh RaceThis book is an amazing resource for anyone who is selling online courses and straddling the

line into traditional education. And if you have been inspired by Teach and Grow Rich (The Audience Revolution) (Volume 2), then this book is the main course after that appetizer. Cobb is not trying to convince you of anything. He presents solid research at such depth that I continue to be inspired chapter after chapter. Here are some of my key take-aways:

- The industry for online education is large and broad and has changed dramatically in the past 5 years. So there are lots of platforms to use, but not many people know how to use them well.
- There isn't one way to deliver online courses, and what you create will depend on your business.

Cobb describes how creating a "Passion and Purpose" community can be beneficial for effective learning.

There are a lot of important keywords that I found to be pertinent, especially, "lifelong learning," "self-directedness," "blended and collaborative learning." The most interesting part of the book was a small section called "mind matters," which addresses how we learn. It's important to remind ourselves and those we teach how we are going to remember what we are learning. Cobb writes, "We construct knowledge based on interaction with others in ways that we may be unable to do on our own." Since I'm a big advocate for collaborative learning, this struck a chord with me.

1 of 1 people found the following review helpful. The author has done a great job capturing relevant trends in online learning and web-based ...

By Jim Stone I'm a seasoned hi tech entrepreneur with a M.Ed in Instructional Design, so my enthusiasm for this book should be taken seriously. The author has done a great job capturing relevant trends in online learning and web-based marketing to create a "handbook" for anyone planning to use thought leadership, publishing, or course development in their business. His recommendations are based on experience (check out his website to see that he practices what he preaches) and he offers very specific tools and methods with reviews. This is probably the only weakness of the book: when you mention specific software and services by name, they can disappear or be trumped by a new player in a very short time, thus making the book seem dated. However, any non-fiction business book these days probably has a half-life of six months, so he's not alone with this problem. The book is well-organized, well-written, and well worth the time to read it, which is more than I can say about most business books these days!

0 of 0 people found the following review helpful. Outstanding advice for brokers of expertise

By John Gibbs Nearly anyone with a decent computer, a high-speed Internet connection, and expertise or access to expertise in a topic or skill set can reach a global audience in very sophisticated ways, according to Jeff Cobb in this book. Although the book refers particularly to lifelong learning, its contents are relevant to any type of education organization including trade and professional associations and businesses which play a role as brokers of expertise.

After discussing the social and technological changes which affect the learning industry, the author goes on to consider a number of interesting issues, including:

- * How to identify opportunities for providing learning services by listening to potential learners and comparing their needs with your expertise
- * The importance of standing out from generic education providers, and ways in which you can make your offerings unique, memorable and remarkable
- * Ways of creating high-value learning experiences which fulfil the advertised learning objectives
- * How to understand the value which customers put on their learning needs, and price your offerings accordingly
- * Software and hardware tools available for creating learning experiences, including learning management systems, and tools for creating and editing video and audio recordings, image editing, and hosting webinars
- * The importance of continually creating and curating valuable content so that you remain a visible source of value to current and potential customers; and
- * How to promote your offerings on the Internet

Although the book refers mostly to the opportunities for providing educational services, there are significant risks as well. Undifferentiated service providers are finding it increasingly difficult to attract paying customers, and the greater variety of available learning experiences is driving down prices. Considerable planning and effort is required to create a highly successful educational business.

I was extremely impressed by this book. The author has provided a comprehensive overview of the components and activities which are required to establish and run an education organization. There is significant value in every chapter, and the book ends with tools for creating an action plan.

Lifelong learning has become a multibillion-dollar business, with more than 60 million adults currently engaged in webinars, webcasts, in-house training, continuing education classes, and more. But it is also an industry in flux, as newcomers topple old-guard organizations that can't keep pace with the need for instant access to materials and flexible delivery methods, as well as demands for community and connection.

Leading the Learning Revolution is the first book to explain in detail how to build a thriving, long-term business selling online courses and other educational products and experiences. Filled with insights from the author's vast experience, field-tested strategies, interviews, and anecdotes, the book explains how to: use technology to create high-impact learning opportunities; develop content that is faster and better than the competition's; convert prospects to customers by building connection; and, focus on the bottom-line results of lifelong learning.

Companies and organizations already in the education business will learn how to up their game dramatically and lead their markets. Individual speakers, trainers, entrepreneurs, and other subject matter experts will find in Leading the Learning Revolution a complete guide to starting an online education business that puts them in the forefront of their field.

From the Author For anyone considering purchasing Leading the Learning Revolution, it is important to understand two

points. First, this is a businessbook, not a book about learning theory or educational reform. Second, its focus is on the market for adult lifelong learning, professional development, and continuing education. It has nothing to do with K-12 education or higher education at the undergraduate and graduate levels. I wrote the book with two major audiences in mind. The first is subject matter entrepreneurs - i.e., speakers, consultants, and authors who want to capitalize on the opportunity for selling online courses and other education products. The second is entrepreneurial thinkers and leaders at organizations that have traditionally served the market for adult lifelong learning - i.e., trade and professional associations, continuing education departments, publishers, and training firms. For both of these audiences, *Leading the Learning Revolution* goes into significant detail about how the landscape for lifelong learning has shifted, how to develop an effective strategy and business model, how to leverage what we now know about how people learn to create high quality offerings, and how to use effectively the myriad tools now available for building and marketing to a community of followers. It is somewhat unfortunate that the publisher decided to use "learning revolution" (not my first choice) in the title, given how that term is used in other places (mostly in the K-12 and higher education world). Nonetheless, I do believe we are in the midst of a revolution in the lifelong learning market. It is a market that has traditionally been under served or poorly served. Technology has now made it possible to change that fact radically. For entrepreneurial thinkers, this represents a significant opportunity. (I go into this idea in much more detail in the book.) I also take the word "leading" in the title very seriously. To a certain extent, the book is a direct response to the many "get rich quick" info product gurus who seem to be preying on the dreams of individual experts. It is also a comment on what I see as a significant lack of leadership from most of the traditional providers in the market. The lifelong learning market is one where forward-thinking entrepreneurs with high standards can have tremendous impact on individuals as well as on society in general. I see it as a place where leaders can step up and create real, positive change. And yes, there is money to be made in the process. As a long-time entrepreneur myself, I have no qualms about that. But there are no pat "formulas." To borrow the words of Steven Pressfield, you have to be willing to do the work if you want to create value and reap the rewards. *Leading the Learning Revolution* lays out the details of the work in a methodical, practical way. For those dedicated to doing the work, this is your book. From the Inside Flap With more than half of working adults taking webinars, webcasts, in-house training, continuing education classes, and more, the lifelong education market has exploded—and competition among learning providers is fierce. Small entrepreneurial companies are grabbing huge chunks of this multibillion-dollar business away from traditional players such as trade associations, training firms, and departments of continuing education. *Leading the Learning Revolution* shows you how to get in the game by building a successful lifelong education business—or how to stay in the game crowded with agile newcomers. Written by a respected consultant, entrepreneur, speaker, and author on the topic of lifelong learning, the book explains essential principles and approaches as well as practical strategies needed to bring them to life, including:

- The critical role that lifelong learning plays in a flat, global economy
- New business models for the evolving learning landscape, including the P2 Community Model and the Virtual Conference Model
- The "value continuum" concept of providing a range of options, at varying price points and value levels
- Seven rules for creating high-quality experiences and rising far above the "junk" learning that floods the market
- Hands-on tools for managing a "home based" learning site, creating digital video and audio, leveraging webinars, and using learning management systems
- Research and writing techniques that help you create an ongoing body of compelling, original content
- How free content, email, search terms, social media, and effective landing pages can convert prospects into customers
- Why a "beta mentality" works well for educational entrepreneurs, whereas a technology-over-value approach can spell trouble

The web is littered with content from innumerable competitors, but few have the solid foundation required for building a sustainable business. *Leading the Learning Revolution* helps you weave together nimble technology, educational best practices, subject matter expertise, and a consistent focus on value to create unique, irreplaceable learning experiences that build strong connections with users—for a lifetime. Jeff Cobb has nearly two decades of experience in the world of learning technology and innovation. He is the founder of Tagoras, a research and consulting firm focused on continuing education, and was co-founder and CEO of the e-learning organization Isoph, senior vice president of Quisic, and vice president of LearnSomething. He currently serves on the advisory board of Future Learning and is a frequent speaker and vocal advocate of lifelong learning. His books include *10 Ways to Be a Better Learner* and *Shift Ed*. He lives in Carrboro, North Carolina, and can be reached at www.jeffthomascobb.com. From the Back Cover Lifelong learning has grown into a multibillion-dollar business, with more than 60 million adults currently engaged in webinars, webcasts, in-house training, continuing education classes, and more. But it is also an industry in flux, as newcomers topple old-guard organizations that can't keep pace with the need for instant access to materials and flexible delivery methods as well as demands for community and connection. *Leading the Learning Revolution* is the first book to explain how to tap into this lucrative market, which rewards the most forward-thinking training firms, professional associations, continuing education programs, entrepreneurial speakers, consultants, and others. Filled with insights from the author's vast experience, field-tested strategies, interviews, and anecdotes, the book explains how to:

- Use technology to create high-impact learning opportunities
- Develop content that is faster and better than the

competition's bull; Convert prospects to customers by building connection bull; Focus on the bottom-line results of lifelong learning Successful people and organizations never stop learning, and the people and organizations that lead that learning will never stop growing!