

Voice Over (00:01)

Welcome to the CourseProfs podcast. Whatever you teach online will help you make better courses and deliver more impact. Coming up, Course Creator News - all the latest updates and insider information from the world of online learning - our featured guest bringing you an expert's eye on building a successful course business.

Nathan Knight - MinuteSkill (00:21)

Micro learning has many benefits. I think the number one benefit is that it's just more digestible. You can really retain information faster when it's broken down into steps, rather than learning ten steps at a time. And then having to go back to step three is very difficult, but it also makes the content much more approachable.

Voice Over (00:40)

And today's top tool to make your courses shine.

Simon Dunant - Courseprofs (00:43)

Welcome to the CourseProfs podcast. I'm Simon Dunant, founder of Courseprofs.com, glad to have you with us today. We've got another feature packed episode for all the course creators out there. Later in the show, we'll be bringing you the first interview from the founder of a new mobile learning app that has recently emerged out of beta and is hitting the mobile app stores. But first, let's get a quick round up of the latest online learning news from around the web.

Simon Dunant - Courseprofs (01:15)

We're heavy on the hardware in today's news, starting with a useful little gadget from Focusrite. If you've never heard of Focusrite, I'd not be surprised as for many years their market has been focused on producing hardware for musicians. However, like many music hardware companies, they've shifted into the creator space as there's a ton of similarity between making music and creating content online. Focusrite recently released Vocaster, a recording interface aimed at podcasters and content creators that promises to help you create high quality audio. The Vocaster One has one XLR mic input, and the Vocaster One Studio has a professional XLR microphone included in the package. The Vocaster Two offers two mic inputs if you want to do in person interviews with another guest. You connect the Vocaster to your computer via a USB connection and it acts like an external sound card input in any of your video or audio editing software. So why are the Vocaster products useful to course creators? Firstly, audio quality is absolutely essential with video.

Simon Dunant - Courseprofs (02:27)

No one will watch your video if they can't hear you properly, and many content creators miss focusing on getting really good audio, but it makes a massive difference on how people interact with your video. Having used Focusrite products when I was in the music industry, I can vouch for the fact that their products are really high quality and well designed. So if you're looking to get an external audio interface to make your content sound more professional, definitely take a look at the Vocaster range of audio interfaces when you're using your favourite editing software. Do you get frustrated with having to remember all the shortcut keys to your favourite functions? Do your hands get tired twisting your fingers to hit Control Shift V Command Alt Seven? Seriously though RSI can be a real issue when you are producing a lot of content. The Elgato Stream Deck, a programmable button based content creation controller that lets you assign shortcuts and macros to a single button, has been around for a while now. I've been using it for quite some time, and it has transformed the way I post produce content, especially in tools like Camtasia and Audacity.

Simon Dunant - Courseprofs (03:37)

However, there's a new controller on the block to challenge Elgato StreamDeck, and it's called the LoupeDeck. It looks and operates in a similar way to the StreamDeck. It has the familiar trigger buttons at its core, though it adds rotary controls and a few additional secondary button controls too.

Simon Dunant - Courseprofs (03:58)

Loupedeck is a product that's crowdfunding on Indiegogo at the moment.

Simon Dunant - Courseprofs (04:02)

However, Loopdeck are not a start up. They're a fully fledged company with other hardware products for content creators too, and they've been around for a while, so it's a bit odd that they decided to launch the Loupedeck Live on Indiegogo. They do offer a discount if you order it on Indiegogo though, so I think they probably used it as a marketing platform to bring the product to market.

Simon Dunant - Courseprofs (04:26)

Now, being a StreamDeck user already, I was curious whether the Loupedeck's additional rotary buttons would be useful mapped to various volume functions within your software. The Loupedeck Live does come in at over double the price of Elgato's equivalent StreamDeck offering though. So if you're in the market for a controller like this, and if you value the health of your hands and fingers long term, and you should do, be sure to check out the features of each of those products I mentioned to make sure they'll be helpful for your editing and post production set up.

Simon Dunant - Courseprofs (04:59)

I personally prefer Elgato Stream Deck, but I do think the Loop Deck is worth a look. If you haven't already got one of these types of controllers.

Simon Dunant - Courseprofs (05:07)

Let's leave hardware behind and get back to the software. TechSmith have released Camtasia 2022, and I've recently downloaded and installed it. There's a ton of minor improvements, not too many major release items this time around, but the ones that made it in production are definitely worth a look. Firstly, Camtasia have added input supports for virtual cameras and camera capture cards. This should help bring in new users to Camtasia, which has always been seen in some circles as primarily a tool to capture on screen video.

Simon Dunant - Courseprofs (05:42)

I've always used it for pieces to camera too, and it's always been very capable, but hopefully this will raise it further up the echelons of professional video editing tools.

Simon Dunant - Courseprofs (05:53)

Cursors get a makeover in Camtasia 2022 with vector replacements for mouse pointers making screencast to follow along software demos look sharper, and you now also have the ability to edit cursor paths that have been recorded, or add your own cursor paths to any image, video or group within the cursor path. Creator Effect.

Simon Dunant - Courseprofs (06:14)

Other inclusions in this release are a tighter integration with TechSmith's own audio software, a new home section experience and what I think is the most valuable, a whole bunch of new library assets. These assets are worth the yearly maintenance package cost alone. And I'm really glad to see that. TechSmith have released these library additions, including over 1000 new call outs, animations effects and title assets. There's icons, overlays and much, much more. They are nicely designed and really easy to customise. Colours can be simply and quickly changed to your own brand's palette and I'd love to see more of these released every year. TechSmith.

Simon Dunant - Courseprofs (06:54)

As I always say, Camtasia really is our video and screencast editor of choice and you can get yourself a free 14 day trial and road test it yourself at [go dot courseprofit dot com slash TechSmith](http://go.dot.courseprofit.com/slash/TechSmith).

Simon Dunant - Courseprofs (07:13)

On today's show, we're exploring the future of online learning. Now, many of you watching this may well have created a course in the traditional linear fashion. You plan out a structure for your course, you create the content in bulk, get yourself signed up to a course platform, upload the content and launch your course to the world. Well, that's the way online learning has been for a long time. But now a new app to the online learning scene is ripping up the rulebook and offering a new way for online educators to engage with their learners. The app that I'm talking about is called MinuteSkill, a social learning platform that promises on demand learning in bite sized videos to help you become a better

professional or creative. To tell us more about the app, I'm really excited to talk to entrepreneur and CEO of MinuteSkill, Nathan Knight. Nathan, welcome to the show.

Nathan Knight - MinuteSkill (08:08)

Hi Simon, thank you so much for having me on.

Simon Dunant - Courseprofs (08:10)

You're most welcome. It's very exciting. Really keen to find out more about the MinuteSkill app, but before we do, I want to jump in at the start, what inspired you to actually build a startup around online learning, especially mobile, and tell our audience a bit about the journey you took to come up with the actual idea to build MinuteSkill as a mobile app?

Nathan Knight - MinuteSkill (08:35)

Yeah, so MinuteSkill, the idea itself started from my co founder Camila, and it was really because we saw that online learning was really more so geared towards being a simulated virtual classroom and that we noticed that younger people in particular started dropping off the engagement with these platforms and this type of delivery of the content was really low. And so around 95% of people actually don't finish courses on these online platforms and they end up going to social media instead. And so we started to dive deeper into this and when we asked people about this, we got a lot of feedback saying they hate learning on social media. It's chaotic, it's distracting, it's not safe. They wish there was a more structured but still social learning platform and that's kind of what birthed minute skill really is. Minute Skill is this new way to learn online. It's community driven, it's mobile, it's short, it's a platform where people can learn continuously and how they really want to learn.

Simon Dunant - Courseprofs (09:34)

As you say, many more people are moving to social to answer their questions. I mean, obviously Google owns YouTube, so when people Google a question, they come up with stuff that's on YouTube as well because obviously it's a linked property of Google's. But as you say, how do you have the trust in what you're learning? And also, you're right, it's chaotic. There's tonnes of ads now and people are trying to drive you to websites, et cetera. But the key thing is it's also unguided. So you might find out perhaps the one item you were looking for and to find more, it's pretty difficult to kind of have that in a structured format, necessarily. So you mentioned social learning. I love this idea of social learning since that's the core focus of minute skill. How would you kind of define what social learning means to somebody? And what are some of the concepts that are different with social learning, as opposed to, as you mentioned, what we might think of traditional online learning formats involving more formal guided learning management systems.

Nathan Knight - MinuteSkill (10:45)

So at MinuteSkill we define social learning, I'd say more as community oriented learning, so we know that people learn better when they learn together. That's how it is in real life. And yet this hasn't really been effectively done digitally yet. So traditional learning, of course, it's just you, your laptop and the speaker on the laptop, but MinuteSkill really focuses on the social interaction between peers rather than that top down lecture style format that we're discussing. So, for example, think about like really easily sharing, connecting and learning at the same time collaboratively with your team or maybe in MinuteSkill you're joining a community on a certain topic that you're trying to learn with like minded individuals and you can discuss the goals and improve yourself together, watch content together and get things done together. That's kind of the thesis behind MinuteSkill's social learning aspect.

Simon Dunant - Courseprofs (11:41)

So basically we're talking cohorts and effectively, we're talking taking some inspiration from kind of watch parties on things like Facebook, I'd say, as well, which is amazing. Now, you also talk about microlearning. I mean, this has been a buzzword for a while and certainly traditional kind of learning management systems have tried to push microlearning as a content format. Certainly attention spans are getting shorter, probably because of the rise of things like YouTube and social media and that's obviously moving over into e-learning. Micro learning is what I see as a big part of Minute Skill short sessions of learning as opposed to the longer form content. What do you think some of the benefits of micro learning are for the learner?

Nathan Knight - MinuteSkill (12:33)

Yeah. So we are, of course, huge fans of micro learning coming up in the generation that we did and just the world around us. And micro learning has many benefits. I think the number one benefit is that it's just more digestible. You can really retain information faster when it's broken down into steps rather than learning ten steps at a time and then having to go back to step three. It's very difficult, but it also makes the content much more approachable and easily searchable, which we're finding out now. So, for example, you can find what you need, like exactly what you need much easier and faster than having to stick to a really long video at the same time. Your emotions about this, you don't feel as overwhelmed when you see like an eight hour lecture on a topic that you want to apply right now. You don't feel that defeated feeling of just like oh my gosh, I have to get through 8 hours before I can do something. It's like I have eight minutes and I can learn how to do it and then apply it right away. Building on that, it just makes it more actionable.

Nathan Knight - MinuteSkill (13:35)

So of course you can share a three minute video and actually apply that three minute video in real time rather than having to learn an entire topic at once and then hopefully down the road months later you could apply it. So of course, minute scale, we leverage that micro learning, we call it bite sized learning. We string them together in a series so you can still dive deeper into topics, but it's just step wise. And I can go back, as I said, to step three and so forth and things like that. So it's just more consumable and actionable version of long form lectures.

Simon Dunant - Courseprofs (14:09)

That makes total sense because obviously people learn by doing rather than learning by watching and as you say, it makes it much more accessible. And I love that term bite size. So let's dive into the Minute Skill app itself. Are there any kind of particular topics or niches that you're focusing on? What kind of content can learners expect from the Minute Skill app?

Nathan Knight - MinuteSkill (14:37)

So right now we're focused on founders, business owners, professional type content, so things like cash flow management, financials, how to pitch VCs for example, how to build an MVP, all sorts of professional business type content like that. We have gotten interest from all sorts of different stakeholders and so we will definitely be expanding our content down the road. But for now, right when you enter the app, that's the type of content you'll see.

Simon Dunant - Courseprofs (15:04)

So entrepreneurs, founders and in the current economy that more and more people are looking to be more entrepreneurial, to increase their income. And one of my favourite sayings is teach what you know and change a life and people are making an effort to kind of teach people, as you say, in the community and more and more people are realising that they've got a lot of knowledge to share and apps like Minute Skill a great way for people to dive in and share their experience. Everyone can become a teacher now.

Simon Dunant - Courseprofs (15:42)

So what opportunities do you think there are for course creators in Minute Skill? How would you advise course creators to approach teaching in the app if they wanted to get started kind of as a tutor?

Nathan Knight - MinuteSkill (15:54)

I think the first, most important thing about Minute Skill is that the creators actually retain their IP and we did that purposely because we saw how social media apps usually treat creators on other platforms. Often times creators feel exploited. Those platforms take the IP, they take all the value really, and they give very little back in terms of monetization for the creators. So Minute Skill creators retain the IP. We promote creators to use minute scale for lead generation as well to their other assets and they can also monetize their content. And we're looking to build a pay per view type model just to give the most value back to creators. I think the next most important thing about Minute Skill is that we keep bringing in more organisations and we're looking to connect those organisations to

actually commission work from these creators to get that custom or specific content for their organisations learners. So we're really trying to build out an ecosystem where the creators get value for the work and then they can get connected to this entire ecosystem where they can continue to provide more and more to organisations like that. So yeah, that's what I would suggest.

Simon Dunant - Courseprofs (17:05)

Yeah. And you've touched on kind of the next question that followed on from that was that course creators can find their-self on some course platforms, say relinquishing IP or kind of not getting the greatest value. You mentioned the monetization strategy. Obviously you're in a very early stages at the moment, so just beta, perhaps even in beta. But further down the line, what kind of monetization strategy? Because this is the question a lot of course creators will kind of have. What kind of monetization strategies do you have in mind as you grow? Do you think course creators will be able to kind of effectively build a business on the Minute Skill platform of their own?

Nathan Knight - MinuteSkill (17:52)

Yeah, that's the goal. So for creators, they can monetize their videos, entire series, their entire profile, I think to build a business what we're building in is to be able to monetize an entire cohort, so similar to how you would set up an LMS with a cohort and you get your learners and you're paying for that platform deliver content on Minute Skill, we allow you to monetize that cohort so people would pay to get access into your content and you still get to deliver it in the social and immersive and engaging environment. So we definitely think that down the road there'll be an opportunity for creators to have their entire business on Minute Skill.

Simon Dunant - Courseprofs (18:31)

What about peer to peer learning? This is something we touched on a little bit earlier, but do you think an app like Minute Skill can encourage students to kind of discover that they can become a teacher and share knowledge between other users, effectively becoming a teacher to others?

Nathan Knight - MinuteSkill (18:46)

Oh, absolutely. That's exactly what Minute Skill is intended to do. We have a community feature coming out, so if you go to our community tab, people can really easily ask questions and people can really easily reply to those questions and answer them. You can discuss topics, share resources, put your own tutorials on, or just simple, how did I get through this? So, for example, a founder who just raised, they can put their whole journey in this community and say, hey, guys, you want to hear my story about how I just raised a pre-seed? And they can do this through video, through text, voice, all of that.

Simon Dunant - Courseprofs (19:22)

Amazing. I know we talked about social networks earlier and social networks can have a very influential effect on its users. Now, clearly, Minute Skills mission is wholly a positive one, making learning and growth much more addictive. And that can only be a good thing. But how are you going to approach moderating the Minute Skill platform to make sure that it does remain a safe space for users to learn and interact in?

Nathan Knight - MinuteSkill (19:47)

Yeah, so right now we are meeting with every single creator that we have and really creating that content as we scale. Of course, this is where we are investing heavily into algorithms to ensure that the community guidelines are met. This is because one thing social media really lacks that is necessary to learn is the psychological safety. So knowing the content and the creators are reliable is very important when a user goes to the content to actually learn. So we recognise that we not only need to make Minute Skill this safe, but we also need to show how reliable the creators are. Their credentials make it really clear that someone has experience in this area before you're even looking at their videos. Kind of similar to how LinkedIn shows you someone's work experience so you know they're a real person versus other apps that have anonymous users.

Simon Dunant - Courseprofs (20:39)

That totally makes sense. So tell us about some of the teachers and the courses and content that are

on the Minute Skill platform so far, and what would you like to see more of if there are course creators out there that might want to get involved.

Nathan Knight - MinuteSkill (20:53)

Right now, I'm really happy to announce that we have partnered with the amazing content creator SlideBean, the YouTube channel. They deliver really awesome foundational content for early stage entrepreneurs. We actually use their content to learn, like what a pitch deck was when we first started our entrepreneurial journey. So it's really funny in full circle how they ended up back on our platform. But, yeah, I'd love to see more of these entrepreneurial creators. Anyone who's looking to pay it forward back to young entrepreneurs. I think the entrepreneurship industry is a knowledge industry and so it's really necessary to share what you know, back to other founders and help them get through it. So I'd love to see more of that and really just anyone with this experience who loves to create content and share their expertise, that is all that we're looking for.

Simon Dunant - Courseprofs (21:41)

Yeah, that sounds like a brilliant growth community that you're forging here. Now, I'm going to ask you a little bit more about yourself here and this last question, I ask it to all the guests that appear on the podcast. We know that all our guests have worked really long and hard to get where they are today, and that's a journey and on that journey, they've had highs and lows. I'm sure Minute Skill has taken a long time, certainly longer than people expect to come to fruition.

Nathan Knight - MinuteSkill (22:11)

Absolutely.

Simon Dunant - Courseprofs (22:13)

I can probably guarantee that it's brought you tonnes of valuable learning experiences. Is there kind of one mantra or is there just some words of wisdom that you could share with our audience today that you kind of live by because of the journey you've had so far as an entrepreneur building this?

Nathan Knight - MinuteSkill (22:33)

Yeah, that's a really great question. So I probably say it's not the most experienced person or the best person in the room that succeeds, it's the person that doesn't give up, it's the person that wants to learn rather than throw in the towel, that succeeds. And I can definitely say, coming from my background and being a very young entrepreneur, I'm never the most experienced person in the room, I'm never the best person or the smartest person in the room. But one thing that I have is I won't give up. And I'm very resilient and determined to make this a success. And that has really propelled me. And I think that having that growth mindset is an incredibly valuable skill to have.

Simon Dunant - Courseprofs (23:24)

A great quote there about not being the smartest person in the room. I think whatever age you are, whatever background you come from, I think that is a great mantra, because it puts you in listening mode, it puts you in learning mode, and that's the best place to be. So that's great. Don't be the smartest person in the room. Love that. Okay, well, thanks for coming on the show today. It's been brilliant to hear about the growth of Minute Skill and what it does. If our audiences want to get started on it and find out more about Minute Skill and dive in and perhaps even start teaching on it, where can our listeners connect with you and where can they find Minute Skill if they'd like to get in touch for more information about it?

Nathan Knight - MinuteSkill (24:09)

Yeah, so you could definitely reach out to me over LinkedIn at Nathan Knight. I love talking about this, so please don't hesitate to reach out. To get on the app. You can just download it. It's in the app and Google Play Store just search minutes ago. I think we're the only app named minutes ago, so it should be easy to find other than that minuteskill.com, you can see all the information there and download the app from there as well.

Simon Dunant - Courseprofs (24:35)

Excellent. So good luck with growing the app. Courseprofs wish you every success with Minute Skill

because I think it's very innovative and I think it's really refreshing to see a new direction for learning online and everyone listening to this podcast, go check it out on the app stores. The links will also be in the show notes. So thanks again, Nathan, for coming on and telling us about the app.

Nathan Knight - MinuteSkill (25:02)

Awesome. Yeah. Thank you so much. It's been a lot of fun.

Simon Dunant - Courseprofs (25:10)

Do you wish you could brighten up your Course content with some really good looking graphics? Maybe some animations to engage your students? Well, you don't have to break the budget hiring a graphic designer. Look no further than a great resource called LottieFiles over at [lottiefiles.com](https://lottiefiles.com). You can access thousands of free animations, and unlike stock graphics, you can fully customise these in the LottieFiles site directly with their web based Lottie editor. You can really dig down into the animation and change each component if you wish, or just use them straight out of the box if it fits. If you want to add these animations into your video editor, you can also export them as MP4 and even GIF files too. LottieFiles makes a great addition to your course pages or your course videos. I really love the site, so check it out for yourself at [lottiefiles.com](https://lottiefiles.com).

Simon Dunant - Courseprofs (26:04)

And don't forget, we have over 100 plus tools listed in our free Course Creators Toolbox over at [courseprofs.com](https://courseprofs.com), so sign up for that too at our website. Again, it's totally free to access.

Simon Dunant - Courseprofs (26:17)

That's all from Courseprofs this time around. I hope you've got a tonne of value out of this episode. Keep making progress with your Course business, and we'll see you next time.

Voice Over (26:27)

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