



# Protecting Your Online Course & Online Membership Business Models

THE REMOTE EXPERT

# Where to start

This resource is a collection of topics that cover the key concepts of running an online business that involves online courses, online memberships or subscriptions.



When you are busy creating the content, structure and resources for your online course or membership it is easy to overlook the common areas of risk.

It is always wise to be aware of risks ahead of time which is why I have put together a compilation of topics that will help you mitigate any potential risk and let you get on with growing your online business.

These topics explore all you need to know about how to protect your business when you offer online courses or online memberships.

In this resource, you will find articles that discuss:

- Which will be a better revenue generator - an online course or a membership?
- How to avoid common risks experienced by online course owners
- What to include in an online membership and subscription
- If you already have your online course or membership or subscription in play, what is next?

## Is an online course or online membership better suited to your offering?

This article discusses if you should take the path of offering online courses or online memberships depending on your business and target audience. I examine both options so you can narrow down which one is the most beneficial for you and your business.

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## Online Courses - The Top 5 things you need to consider to protect your business

Business owners often face problems down the road because they either don't have terms and conditions when they launched their online courses, or they had it set up improperly. This article collates the top five things you need in your online course terms and conditions to avoid the common issues that online course providers experience.

[Click to access the article here](#)

## Online Memberships and Subscriptions - setting yourself up for ongoing success

Without solid membership terms and conditions in place, you are open to risks especially if you are sharing resources with your community. In this article, I share the top 5 things that you must include in your membership or subscription terms and conditions so you can create enforceable rules about the use of your resources.

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## The Next Step - Have you considered licensing your method?

One of the most important steps in your online business journey is trademarking and licensing your business methods. This article takes you through the three stages of the licensing process and answers the most common question of when you should start licensing your methods.

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# Next steps

Equipping yourself with the right information is key to make your online course and membership business both successful and profitable.

It's great that you've taken the time to educate yourself about how to protect yourself, your business and your community.



Now that you have read these topics, use this checklist below and tick the items that you know you need to get in place to protect yourself.

- I need Terms & Conditions for my course/membership
- I need Facebook Group Rules
- I need a Disclaimer
- I need a Privacy Policy
- I need to consider Licensing my IP

I trust that you have found this resource helpful. You are welcome to download it and save it for future reference or forward it on to someone you know would benefit from reading it.

If you are ready to take action you are welcome to take up a one-time FREE, no obligation chat, you can [select a time that suits you here](#).

I look forward to learning about your business and helping you protect your online revenue streams.

A handwritten signature in black ink, appearing to read 'Emma Heuston'.

Emma Heuston  
[The Remote Expert](#)

