



# Making Change: In Your Industry and Your Wallet

Jon Haws, registered nurse, created a test-prep course that helps students become better professionals while earning him 16K

teachable



Image Credit: [COD Newsroom](#)

## EXECUTIVE SUMMARY

Frustrated with nationwide NCLEX (the licensing exam for nurses) preparation, Jon Haws decided that he wanted to make a change and solve the problems he experienced while becoming a registered nurse. After looking at various course creation platforms, Haws decided to use Teachable to host content from his popular podcast, newsletter and recently created videos. With few implementation issues, a smart marketing strategy and just 5-8 hours of time, Haws launched a course that has made over 16K in just 6 weeks.

- 11K in first month, 16K in first 6 weeks
- 950+ students
- 5-6 hour additional time investment

## AN INDUSTRY PROBLEM

Jon Haws is an ICU nurse in a Level I Trauma hospital in Dallas, TX. While going through nursing school, Haws was frustrated with many of the teaching methods. Professors of nursing are chosen for their technical skills, not teaching abilities, and this was reflected in the classroom.

Haws suffered from the disconnect between what was being taught in class and the information that appears on the NCLEX. Agitated with the systems, Haws thought the issue was singular to his school and took a year off, but upon entering another college's nursing program realized that the issue was widespread.


Motivated by his own frustration and desire to change this failing process for upcoming students, Haws looked at creating nursing books and videos, but eventually decided that he wanted to create an online course--something high end that he could sell to his email subscriber list while providing real value.

Jon researched the available options. Recognizing that building his own website would take time and money, Haws considered hosting his course on Teachable and Udemy. Upon further research, Udemy took considerably longer to upload content. The platform also clipped Haws content at certain timestamp.

"I did a side-by-side comparison with [Teachable and] Udemy myself and one thing that bothered me with Udemy is that they take control of your content and tell you how long your videos can be. I'm glad that Teachable doesn't do that because [good content] varies by industry and students."

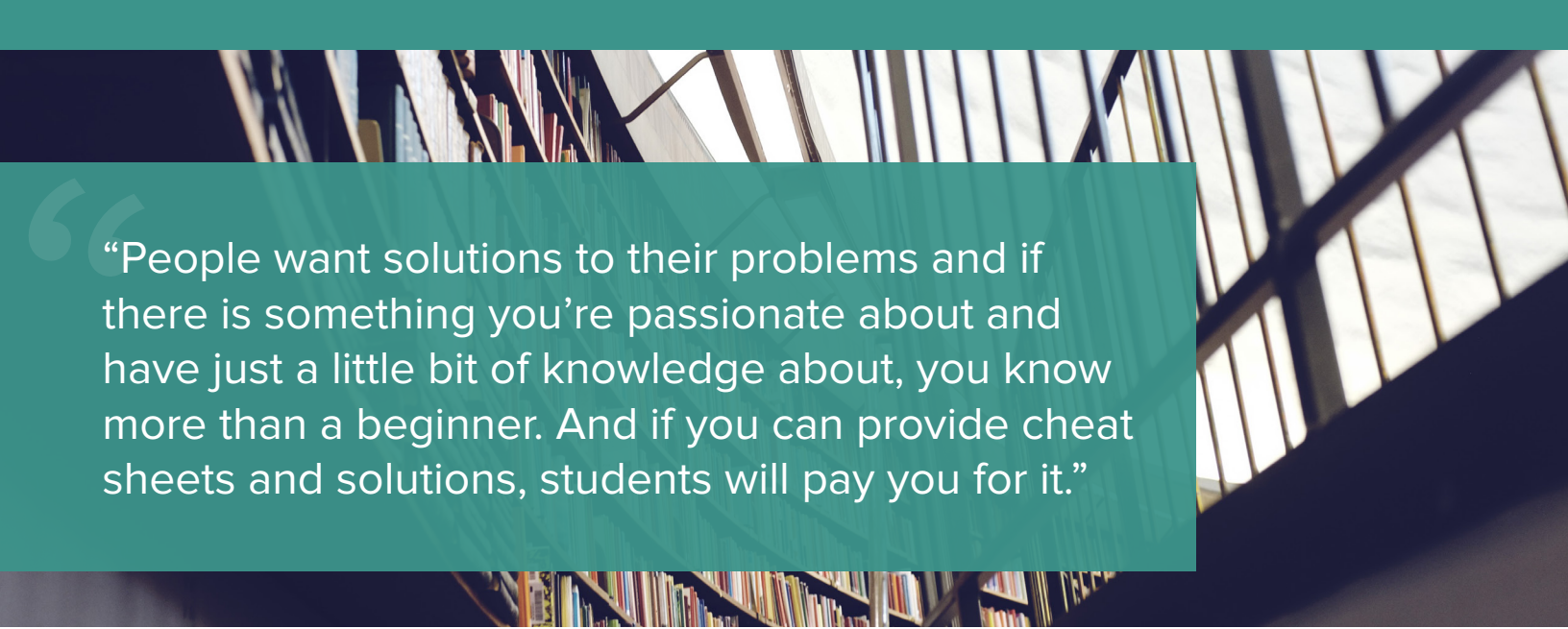
With this in mind, Haws turned to Teachable. He set up his course while listening to a Teachable sponsored podcast with Teachable's CEO, Ankur Nagpal, and noticing how quick and easy it was, decided to commit to the platform.

Check out this [infographic](#) comparing Teachable & Udemy



“The mission of Teachable - to make it simple to make courses - kind of resonated with me. I checked it out while I was listening to the podcast and it was so easy to set up that I figured it was worth putting a course out there to see what it does.”





“People want solutions to their problems and if there is something you’re passionate about and have just a little bit of knowledge about, you know more than a beginner. And if you can provide cheat sheets and solutions, students will pay you for it.”

## HOW TEACHABLE HELPED PROVIDE A SOLUTION

Settled on Teachable as his hosting platform, Haws quickly repurposed his existing podcast into online content. In his own words, it took a 5-6 hour additional time investment to upload the content, create PowerPoint slides and add on finishing touches. With help from a friend who created the course videos and support from his wife who handles social media, Jon was up and running.

Haws mentioned that the platform was user friendly and that if he got stuck on a problem there was a database of tutorial videos to walk him through his issues. In fact, “There’s probably an intro video” he said, “but I learned it intuitively.”

On a larger scale, Haws believes his program is making the desired impact on the nursing industry. Haws’ course emphasizes critical thinking, a skill he believes is hard to teach and therefore avoided in most nursing schools. Through Facebook Ads, LeadPages and an [intelligent marketing strategy](#), Haws targeted not only nursing students, but struggling nursing students and has been able to build his email subscriber list to 950 strong.

## RESULTS, RETURN ON INVESTMENT AND FUTURE PLANS

In the first weekend of launching his course, Haws made around \$5,000 to \$6,000 dollars, and by the end of the month, he earned around \$11,000. As he said, “It was great, this was just an experiment - Should I use Teachable? Will it be easy? Can I sell a course?”

Six weeks out, Haws is at \$16,000 and plans to continuing teaching online. He has goals to build out a bigger school with multiple courses and believes Teachable provides an easy way to do this. Not to mention, he’s received nothing but positive feedback and hasn’t had a single person ask for a refund.

Yet, Haws uploaded his course to Udemy to see what would happen. He gets a few sales here and there, but they’re mostly for \$10 dollars, an odd number considering Haws prices his course at \$34.

“I don’t know where those [coupon] codes are coming from; at Teachable I can set my own codes,” Haws said.

If you’re interested in checking out Teachable, it’s free. Try it out here:

[teachable.com](https://teachable.com)

Create & Sell Online Courses