

Online course creator

Teach a skill you really have through paid courses, coaching or digital products. Selling it is the hard part.

TYPICAL INCOME

\$0

a year, varies widely

INCOME RANGE

\$0 to \$100k

most to the successful few

TIME TO QUALIFY

1 to 5 years

after high school

DEMAND

Limited

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

Home office, a small filming setup, online communities and live calls

How you get there

- 1 Get really good at something people pay to learn** Years
A trade, software, a language, fitness, design, cooking. Years of doing it, with results you can show.
- 2 Teach it for free, in public** 6 months to 2 years
Videos, posts, a newsletter or answering questions in forums. You learn what people struggle with and who trusts you.
- 3 Sell something small first** 1 to 3 months
A live workshop, a guide or a cheap first version. Proof people pay before you film 40 lessons.
- 4 Build the full course from what students asked** 2 to 6 months
Clear outcome, short lessons, exercises, and a way to ask questions. A French version can open Quebec.
- 5 Keep marketing and updating** Ongoing
Sales stop when posting stops. Old material drives refunds.

Pros and cons

- + Almost free to start if you already have the skill
- + Each sale costs you little once the course exists
- + You can do it alongside a job
- It is a marketing job more than a teaching job
- "Passive income" is a myth: sales need constant promotion
- Most platform fees are in US dollars

Good to know

One of the big course platforms is Canadian

Thinkific, a course platform based in Vancouver, processed about US\$71.5 million in payments for its creators in just the second quarter of 2026.

Your own link pays almost 3 times more

On Udemy you keep 97% of a sale made through your own coupon, but 37% when Udemy's marketplace brings the student. Building your own audience pays.

Optional boosts

Building an audience. Copywriting. Teaching in French and English. Instructional design.

Where these numbers come from

Competition Bureau Canada: deceptive marketing practices
Canada Revenue Agency: when to register for and start charging the GST/HST
Government of Ontario: your rights under the Consumer Protection Act
Udemy: instructor revenue share

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/online-course-creator>



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