



## **Everyday Experts Embrace the Sharing Economy and Offer Their Skills to the World**

*Over 50 Ordinary People Earn \$50,000 or More Teaching on Udemy*

[Udemy](#), the leading marketplace for sharing knowledge and building skills, today announced that more than 50 of its instructors have earned over \$50,000. Udemy offers everyday experts everything they need to become successful online instructors and “micropreneurs” – from course-creation tools to an audience of over two million students.

Forced to keep pace with changing technology and a global economy, individuals are electing to learn diverse skills directly from proven experts. On Udemy, students from all over the world learn from over 7,000 business professionals, teachers, authors, artists, publishers, and even retired people who love sharing their skills and knowledge.

Teaching online is the natural evolution of the sharing economy: from sharing what you own—like your car or your house—to sharing what you know. Experts on Udemy range from a Montana photojournalist teaching digital photography to a British communications consultant teaching copywriting. Even traditional publishers with extensive catalogues teach courses on Udemy.

“Our lives - from our careers to our interests - are changing too quickly to rely solely on traditional learning to help us master new skills,” said Dennis Yang, president and COO of Udemy. “Udemy taps ordinary people to become instructors and share their knowledge directly with skill seekers. Our instructors are the next generation of micropreneurs, creating value for themselves and students by sharing knowledge that would otherwise be lost.”

### **Vanessa Van Edwards – Udemy instructor and published author**

[Vanessa Van Edwards](#) is a behavior specialist from Portland, Oregon. In her human lie detector and body language courses, she combines academic research and personal case studies to teach over 3,000 Udemy students how to

master human interactions. “Thanks to my online teaching income, my husband and I put a down payment on our first home; and I’m able to spend more time at home with my kids,” says Vanessa. Since launching her first course on Udemy in 2013, Vanessa has earned over \$60,000.

### **Jim Hopkinson – Udemy instructor, New York University professor and author**

[Jim Hopkinson](#) is a New York City writer, teacher, and speaker focused on career development for the new economy. Since joining Udemy in 2012, Jim has taught over 11,000 students salary negotiation tactics based on his acclaimed [Salary Tutor](#) book. “Learning how to negotiate your salary is critical, yet it’s rarely taught. Udemy allows me to reach a worldwide audience, and I love helping people earn what they deserve,” says Hopkinson.

### **A selection of Udemy instructors who have earned over \$50,000**

| <b>Instructor</b>    | <b>Course Title</b>   |
|----------------------|---|
| John Purcell         | Java for Complete Beginners                                 |
| Chris Converse       | Creating Responsive Web Design                              |
| Len Smith            | Copyright Basics: How to Protect Your Work from Piracy      |
| Pablo Farias Navarro | Android App Development                                     |
| Steve Alcorn         | Novel Writing Workshop                                      |
| Sadie Nardini        | 14-Day Yoga Detox and Empowerment Course                    |
| David J. Nightingale | The Art of Black and White Photography                      |
| Justin Mitchel       | Coding for Entrepreneurs                                    |
| Jeremy Shuback       | Photoshop CS6 Crash Course                                  |
| Vanessa Van Edwards  | How to Be A Human Lie Detector                              |
| Gabe Zichermann      | Designing Gamification Level 1                              |
| Philip Ebner         | Photography for Kids: Project-Based Beginner Photography    |
| Susan Weinschenk     | Design for Engagement - How to Design So People Take Action |
| Ian Dunbar           | How to Train a Puppy  |
| Mattan Griffel       | Growth Hacking: Lean Marketing For Startups                 |
| Tommy Griffith       | The ClickMinded Search Engine Optimization Training Course  |

### **About Udemy**

Udemy is a marketplace for experts to share their skills, and people to gain the skills they need to succeed. Udemy brings together 2 million students and 7,000

experts from around the world with top-quality, affordable learning content. UdeMy offers more than 13,000 courses, available online and through its native Android, iPad, and iPhone apps. UdeMy for Organizations (UFO), a corporate online learning platform, provides training solutions to over 2,000 companies.

[www.udemy.com](http://www.udemy.com)

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