

Designing Products

for the Educational Market



Educational Product *Design*

In This Webinar...

- The Reality of the Education Market.
- Subject Categories for the Masses.
- This Isn't Just for Children!
- Types of Educational Products.
- What About the Content?
- And Much More!

A decorative banner at the bottom of the slide. On the left, there is a small image of a desk with a clock, a pen, and a book. The background of the banner is a textured, light brown surface. The text "Educational Product" is written in a large, bold, brown serif font. The word "Design" is written in a smaller, brown, cursive script font to the right of "Product".

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The Reality of the Education Market...

- The education market was valued at around \$1.350 trillion in the year 2017 and it is expected to reach approximately \$2.040 trillion (and over \$8 trillion globally) by 2026!
- E-Learning predicted to hit \$325 billion by 2025.
- Educational Toy Market to hit \$34.2 billion by 2024.
- Can you understand WHY we need to talk?



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Education Defined...

- We often carry the idea that education means the Three R's: Reading, Writing and Arithmetic.
- **Wikipedia:** Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits.
- Educational methods include storytelling, discussion, teaching, training, and directed research.
- Also: Street smarts, discovery, curiosity, imagination.



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General Education Subject Categories...

- The Arts.
- Foreign Languages.
- History.
- Language & Literature.
- Writing.
- Math.
- PE & Health.
- Science.
- Social Sciences.
- Media & Technology.
- Business.
- Entrepreneurship.
- Critical Thinking.
- Personal Growth.



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Drilling Deeper...

Nature: Weather, Geology, Natural Forces, Climate, Forestry, Oceans, Botany, etc.

Math: Elementary Math, Algebra, Geometry, Household Expenses and Budgeting, Advanced Math, etc.

Basic Learning: Opposites, Colors, Shapes, Objects, Alphabet, Activities, Puzzles, etc.

Reading/Writing: Vocabulary, Spelling, Essays, Literature, Word Problems, Comprehension, Writing, etc..

Science: Chemistry, Astronomy, Physics, Electronics, Sounds, Light, Vibration, etc.

People: Biographies, Inventions, History, Vocations, Language, Culture, Biology, Social Interaction, Pirates, Healthy Living, etc.

Creatures: Mammals, Reptiles, Birds, Insects, Aquatic Life, Dinosaurs, Cellular, etc.

Creative: Art of all types, Game Creation, Music, Dance, Maker, DIY, Crafts, etc.

Discovery: Fossil Hunting, Hiking, Landmarks, Mysteries and Myths, Archaeology, Farming, Collecting, Cycle of Life, etc.

Technology: Electricity, Wind Power, Combustion, Steam, Pulleys and Levers, etc.



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Drilling Deeper...

Personal Development: Positive Attitude, Personal Hygiene, Spirituality and Faith, Self-Worth, Habits, Achievement, Entrepreneurship, etc.

Government: Laws, Rights, Branches of Government, History, Congress, Our Leaders, Current Issues, etc.

Social Studies: Other Countries, Cultural Diversity, Languages, Customs, etc.

Business: Money Management, Interpersonal Relationships, Product Sales, Marketing, Product Development, etc.



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It's Not Just for Children...

- We often equate education with pre-school through college, but it's much more than that.
- YOU are learning RIGHT NOW!
- And THAT is the beauty of this massive market!
- Here are a couple questions to consider:
 - What topics are you passionate about?
 - What information could you share about those topics?
 - What forms could that information take on?



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An Example...

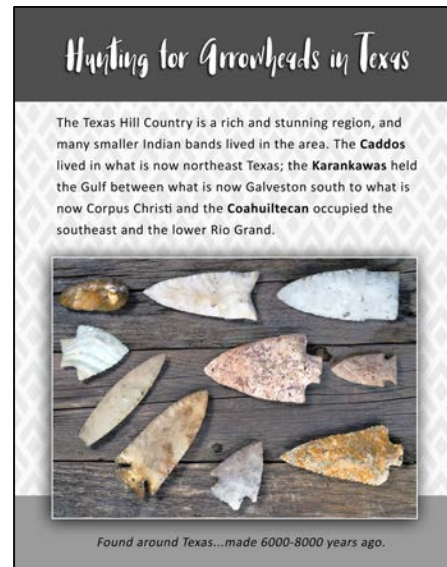
- I love finding and collecting arrowheads and artifacts.
- From an “Education” perspective, products I could create:
 - Where to search and find artifacts.
 - How to identify and date artifacts.
 - How the tools were created and used.
 - Daily life for the cultures and people who created them.
 - Make your own artifacts using old and new methods.
 - How to clean and care for artifacts.



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An Example...

- There are also MANY types of products I could create:
 - Field Guides for adults or children.
 - Discovery Kits.
 - Identification Worksheets.
 - Hunting Maps.
 - Artifact journals and checklists.
 - Artifact hunting tours.
 - Flintknapping Kits for children or adults.



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Endless Opportunity...

- Educational products can be on almost ANY subject.
- For example, my interests include:
 - Dinosaurs, cryptozoology, archaeology, unexplained phenomenon, history, maps, genealogy, puzzles, games, brain teasers, astronomy, rock collecting, fossils, artifacts, metal detecting, antiques, coin collecting and more.
 - But ALSO, book publishing, design, photography, teaching, illustration, POD product design, sales and marketing, toys and collectibles, writing, video creation, music and more!



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Types of Educational Products...

- Topical Books: Science / Animals / History / Famous People / Occupations
- Workbooks / Worksheets
- Activity / Puzzle / Doodle / Maze / Journal Books
- Brain Teasers / Problem-Solving
- Flash Cards: Matching / Informational / Topical
- Online Digital / Video Training Courses
- Readers: All Ages

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Types of Educational Products...

- Toys.
- Games.
- Arts / Crafts / Projects.
- Music of All Types.
- Creative Writing.
- Maps / Posters.
- Buttons / Patches / Stickers / Magnets.
- Apparel / Related POD Products.



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What About the Content?

- There is a LOT of content in the Public Domain, but that isn't the ONLY source.
 - Your OWN knowledge and expertise.
 - Hands-on and field experience.
 - Partnering with experts.
 - Good, old-fashioned research!
- Creating products requires effort, but the payoff can be very rewarding!



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What About the Content?

Great sources for online content!

- <http://www.oldfashionededucation.com>
- <https://www.loc.gov/rr/rarebook/digitalcoll/digitalcoll-children.html>
- <http://en.childrenslibrary.org>
- <https://www.oercommons.org>
- <http://www.collegeopentextbooks.org>
- <http://google.com/books>



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What About the Content?

- Niche “KEYWORD” + Educational “KEYWORD” = GOLD
 - Encyclopedia
 - Dictionary
 - Textbook
 - Manual
 - Course
 - Study
 - Curriculum
 - Guide
 - Handbook
 - Instruction
 - College
 - Institute
 - Series
 - Volume
 - Glossary
 - Index
 - Syllabus
 - Module
 - Primer
 - Intermediate
 - Exercises
 - Arithmetic
 - Composition
 - History
 - Science
 - Spelling
 - Grammar
 - Geography
 - Social Studies
 - Art
 - Biography
 - Literature



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You Need to Do This!

- Chances are you are ALREADY creating educational products in one form or another!
- How can you add to or ramp up what you're already doing?
- My challenge to you is to re-think how you view educational products.
- The best part? You do NOT have to be a “teacher” or college graduate!



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Introducing...

“Educational Product Design”

A Brand-New, 6-Module Training!

- **Module 1:** Zeroing in on the Best Subjects.
- **Module 2:** Book-Based Products, Part 1.
- **Module 3:** Game and Toy-Based Products.
- **Module 4:** Learning Aide-Based Products.
- **Module 5:** Curriculum-Based Products.
- **Module 6:** How and Where to Sell Your Products.



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Also Includes These Bonuses:

- **BONUS 1: Public Domain Reboot, Books Module 1** – Shares the best Public Domain book research on the planet...including educational materials!
- **BONUS 2: Creative Teaching Strategies** – In this video, I reveal exactly how I research and create trainings on ANY topic, including those I know nothing about!



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A Brand-New, 6-Module Training!

- Access to the LIVE Trainings
- Ongoing Access to ALL 6 Video Replays and Materials
- Presentation Slides PDF from All Modules
- Transcripts of ALL Modules
- BONUS: Public Domain Reboot, Books Module 1
- BONUS: Creative Teaching Strategies

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Just ~~\$297~~

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+
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