



How To: Be a Lesson aLIVE Instructor

Welcome to Lesson aLIVE! If you're looking for Expert FAQs, you found them!!

Students and Educators need your expertise to bring their curriculum to life!

By now you've watched our Expert introductory video and understand the basics. This *How To* is intended to provide answers to the most frequently asked questions in support of our Expert community. If you haven't watched the video, start there! You can access it by Selecting the **Experts start here** button found on both the *Home* page and the *How it works* page of www.lessonalive.com. If you still need help, don't be afraid to *Contact us* from the site.

What technology do I need?

The site has been developed with technological simplicity as required by our Educator community! With that principle in mind, all you need is a desktop or laptop with a camera and microphone. All site functions are optimized for use with a Google Chrome web browser so it is highly recommended that you download Chrome for FREE at <https://www.google.com/chrome/> if you don't already have it (unlikely 😊). All virtual events should take place using a Google Chrome browser to ensure a successful event.

How do I get paid?

Experts set their fee for each lecture or assembly offered (aka Service). Each Event successfully completed provides the Expert with a Net Revenue of 80% of the Event fee. Experts receive payment through PayPal. If an Expert doesn't have a PayPal account, an email will prompt the Expert to open a PayPal account to claim the money. This process is simple and free. Payments must be claimed via PayPal within 30 days. Expert payments are delivered within 7 business days of the completed Event. If an Educator cancels an Event 10 calendar days or less prior to the Event, the Educator still pays 50% of the Event fee & the Expert is compensated based on this modified Event fee. This is intended to protect Experts who incur expenses in preparing for an Event and discourage Event cancellations.

What if I want to offer a pro bono Service?

Many Experts offer their Services pro bono and Lesson aLIVE is proud to support this! Since the minimum Service fee is \$10, any request to offer a Service for less than \$10 is routed to the Lesson aLIVE team for approval. This is to ensure the spirit of the site is upheld and users aren't misusing the platform. Turnaround time for this approval is usually less than 2 business days.



How do I get my lecture or assembly (aka Services) listed on Lesson aLIVE?

After registering for a free User account, prepare your Expert profile & build a listing of lectures or assemblies (aka Services) that you would like to offer to Educators and Learners. There is no cost to be a registered User or Expert. Look for this symbol to direct you through the required fields and to provide helpful hints:

Experts create one or more than one Service in *My Expert profile* via the **Add Service** button. Each Service has a specific fee, duration and objective. Additionally, each Service is accompanied by a calendar of availability as dictated by the Expert. Important to note, your Service won't be publicly available until you establish your calendar of availability. Also, notable, Experts are unable to establish a calendar of availability if a payment method isn't recorded in the Expert's *My user profile*. It is free to establish a User account and an Expert profile, and your payment method will only be charged if you cancel a booked Event after it is confirmed and are subject to a Cancellation Fee (see Table 1 below for these scenarios).

How do I know if my lecture or assembly (aka Service) is publicly available for booking?

Please note the **Active** indicator on your Service (visible from your Services dashboard found within your Expert profile) as provided in *Figure 1* below. You must always have a least one date available in the future for your Service to appear **Active**.

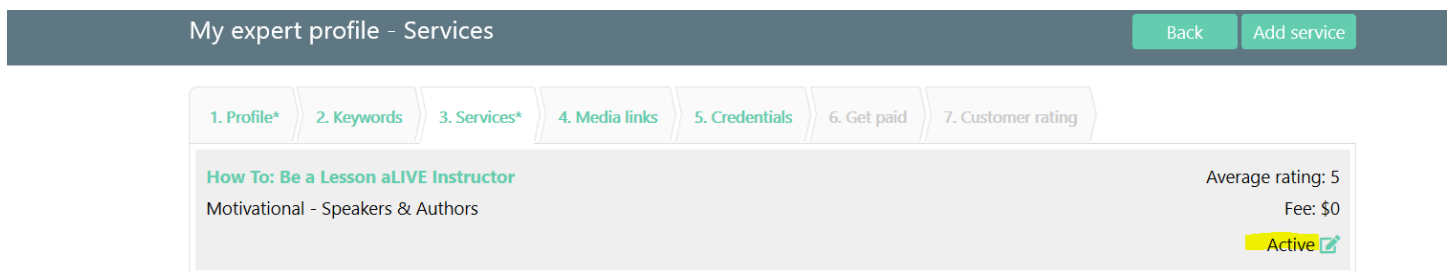


Figure 1

What should I charge for my lectures or assemblies?

There is no simple answer for this popular question. Consider the audience and the market as you would for any freelance Service that you provide as an Expert. Adjust as needed.



What is a cancellation & why would I incur a fee?

A cancellation is the termination of a booked Event. In every circumstance Experts should work with Educators to attempt rescheduling instead of cancellation as most cancellations are due to a change in the availability by either party. If an Event isn't free, neither is the cancellation. This is because when an Event is booked, the booking party pays for the Event as their confirmation of commitment. At that point both the Expert and Lesson aLIVE start to incur expenses. We protect our Experts and the effort put in to prepare for Events by ensuring Experts receive compensation for any Events that are cancelled by the Educator 10 calendar days or less prior to the Event (see [How do I get paid](#) above). In all cases, if there is a cancellation fee, it is paid by the initiator of the cancellation. Cancellation Processing functions as follows:

- After cancellations are triggered, refunds are provided to Educators and Net Revenue is paid to Experts as dictated in Table 1.
- The Cancellation Fee is 5% of the total Event fee with a minimum fee of \$5. The originator of the Cancellation pays the Cancellation Fee. If the Event is a special Event with a fee of less than \$5, the Cancellation Fee is the equivalent of the Event fee.

Cancellation Originator	Transaction Type	If the Event is Cancelled 11 calendar days or more prior to the Event	If the Event is Cancelled 10 calendar days or less prior to the Event
If the Event is Cancelled by the Educator	Expert Payment:	\$0	Based on a 50% Modified Event Fee
	Educator Refund:	100% of Event Fee less Cancellation Fee	50% of Event Fee (less Cancellation Fee for Events less than \$100)
If the Event is Cancelled by the Expert	Expert Payment:	\$0 less Cancellation Fee	
	Educator Refund:	100% of Event Fee	

Table 1

What types of lectures and assemblies are Educators and Learners interested in?

Be **creative** when establishing your listing of Services! Lesson aLIVE will be available to all levels of learning from Pre-K through post-secondary and your Services can support all levels or just a targeted group. There is no limit to the options you can offer so there is no harm in offering multiple Services and adjusting as you get feedback. If you are struggling to get started, consider sharing your career journey via a Career Exploration Lecture. See our [How To: Create a Career Exploration Lecture](#) for guidance on being a part of this series that requires low set-up since the lecture outline is established for you. Also, if you offer flexibility in your content, note that in your Service description and work with interested Educators to customize content.



How do I edit the features of a lecture or assembly after it is made available?

You can edit or even inactivate a Service at any time by selecting the Service from your Services dashboard that exists within *My expert profile*. You can also add new Services at any time.

How is an Event time determined & how will I know my Service is requested?

First, your Service can't be booked without your ACTIVE acceptance of a booking request. When making a request to book your Service, the Educator will select a date and time for the Event. The Educator can only select dates that are available per your Service availability calendar, however, they can request any time on an available date. When an Educator has made a booking request, you will receive an Event request which will be 1. sent to your email as a notice and 2. posted on your *My Events* dashboard (per *Figure 2* below) for action. You will need to ACTIVELY accept, decline, or suggest an alternate option for the Event. You do this simply by selecting one of the 3 buttons highlighted in *Figure 2*. If you do nothing, the request will not be booked but please don't leave the requestor hanging! If you accept, the Event is considered confirmed (booked) and will appear on your *My Events* dashboard.

The screenshot shows a 'My events' dashboard with a dark header and a light body. In the top right corner, there is a green 'Add event' button. Below the header, there are four tabs: 'Current' (highlighted in green), 'Completed', 'Open', and 'Cancelled'. The main content area displays an event request card. The card includes the date and time 'Dec 06th 2019 10:30 AM (PDT)', the amount '\$20', and the user 'User: Valerie Cerra'. The event title is '8th grade class meeting w/ tech lead' with a sub-title 'App Dev Talk Tech (Technology - Computer Programming)'. To the right of the card, there are three icons: a thumbs up, a thumbs down, and a chat bubble. The chat bubble icon is highlighted with a yellow circle and labeled 'Chat' in blue handwritten text.

Figure 2

It is usually best to use the **chat function** to connect with an Educator for discussion on Event time alternatives or any other alternatives before offering. This will help to get both parties aligned before committing through the system. The Chat button is noted in the example above. If you are proposing an alternative date, you are not restricted by your current availability calendar.

How do I prepare for and conduct a virtual Event?

Glad you asked! We've created a *How to Prepare for and Conduct a Virtual Event* to ensure your Events are awesome! You will find this and our library of other *How To* support on our *How it works* page at www.lessonalive.com.



How can I find new and past messages?

You can find new messages as well as your messaging history by clicking on the red circle that appears next to *My user profile* and *My expert profile* as shown in *Figure 3* below. If you have an unread message you will see that your message notifier has a number in the circle. You will also receive an email notification when a new message is received.

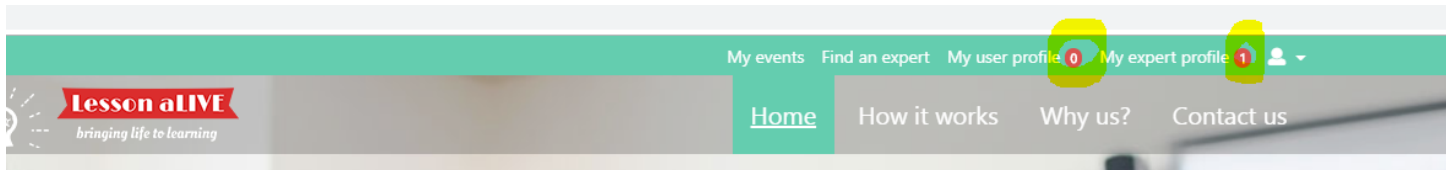


Figure 3

How do I change an event fee during the booking process? Hint: you must change it before accepting the request!

If during the booking request stage, it is determined that the fee will be different than that published for the service, instead of accepting the booking request, select Alternate Option for User (highlighted button in *Figure 4* below) and you will have the opportunity to modify the event fee. The fee can't be modified once accepted as the event will then be considered confirmed.



Figure 4

What if I need to request a change to the date or time of the event or the Educator requests a change?

If you are initiating the change, you will start by working with the educator to find another suitable date and/or time. You can send a message via the messaging function which you will find on your *My Events* dashboard. See the "chat" highlight above in *Figure 2*. Only the Educator can process the change in the system, so whether you or the Educator initiated the change, the Educator will use their *My Events* dashboard to find the event and process the change. Once a date and/or time change is processed by the Educator (regardless of which party is requesting the change), you will receive an Event update which will be 1. sent to your email as a notice and 2. posted on your *My Events* dashboard (per *Figure 2*) for action. You will need to ACTIVELY accept, decline, or suggest an alternate option for the rescheduled Event. You do this simply by selecting one of the 3 buttons highlighted in *Figure 2*. If you do nothing, the request will not be booked and will ultimately be handled as a cancellation. See the Terms and Conditions for cancellation processing rules.



What is an appropriate background for my live camera view?

A professional background is important! If this is the first time you are appearing live on camera take some time to think about the visual message your surroundings will deliver. A blank wall, bookcase, or a curtain make good options. Be wary of mirrors and windows and displaying anything that you wouldn't want to share with the audience.