

Online Classes for Authors (mostly FREE)

Stan C. Smith – WoW Meeting

Authors, by nature I think, tend to be lifelong learners. Every book, short story, poem, memoir, or essay we write is a learning experience. But sometimes it helps to take a more formal approach to developing our knowledge and skills, so that we are exposed to the teachings from another author. This way we are exposed to new things outside our own experience. Of course, there are countless terrific books we can read, but taking an online course provides more structure than reading a book (plus, videos are always nice).

The following online resources include courses that are free as well as courses that cost. Some of these courses I have used personally, others I haven't. This is definitely NOT a comprehensive list of all available courses for authors. Also, they are not in any particular order. Some are on writing craft, others are on marketing skills.

Self-Publishing Formula (SPF) by Mark Dawson

<https://selfpublishingformula.com/courses/>

This set of courses is usually considered the gold standard to which all other online marketing classes are compared. (I have used portions of the *SPF 101* and *Ads for Authors*... very good courses).

Expensive (about \$600 for SPF 101... this is for writers who want to make writing a career).

SPF Courses on Craft

- How to Write a Bestseller
- How to Revise Your Book
- Cover Design for Authors

SPF Courses on Production

- Master Scrivener
- Format with Vellum

SPF Courses on Marketing

- Advertising for Authors
- Self Publishing 101
- List Building for Authors (**FREE!**) (<https://selfpublishingformula.com/courses/marketing>)
- Improve Your Launches

Your First 10,000 Readers by Nick Stephenson

<https://training.yourfirst10kreaders.com/10k-enrollment-page-evg-vids>

Another comprehensive self-publishing course (I haven't used this one, but authors often mention it).

Expensive (about \$600... for writers who are building a career).

Amazon Ads Course from Kindlepreneur (Dave Chesson) (FREE!**)**

<https://kindlepreneur.com/free-amazon-ads-course/>

This is a terrific overview to get you started in the world of Amazon Ads. It is a complex topic, but Dave does a great job of breaking it all down.

Mailerlite Course For Authors (Dave Chesson) (FREE!**)**

<https://kindlepreneur.com/free-mailerlite-for-authors-course/>

MailerLite is the email provider for many (if not most) authors. Remember, your email newsletter subscriber list is extremely important for marketing your books.

Udemy (185,000 online courses)

<https://www.udemy.com/>

The courses are often on sale for as little as **\$9.99 each**. If the one you want is not on sale, check back in a few days.

A mind-boggling array of online courses, with countless courses on writing craft and book marketing. According to Dave Chesson, here are a few of the best courses for writers on Udemy (but be sure to search through the courses... there are soooo many to choose from!):

Develop Blockbuster Story Ideas That Sell!

<https://www.udemy.com/course/writing-mastery-creating-high-concept-ideas-that-sell>

30 Creative Writing Exercises To Inspire Creativity & Ideas

<https://www.udemy.com/course/creative-writing-workshop-exercises-to-boost-creativity>

Reverse Engineer Riveting Fiction & Write Best Selling Books

<https://www.udemy.com/course/reverse-engineer-riveting-fiction-write-best-selling-books>

Writing Fiction That Sings: Write Novels With Great Voice

<https://www.udemy.com/course/narrative-voice-for-novelists>

Punctuation Mastery

<https://www.udemy.com/course/punctuation-mastery>

Kindle Launch Plan: Publish And Market An Amazon Bestseller

<https://www.udemy.com/course/kindle-launch>

Productivity Hacks For Writers (Writing Mastery)

<https://www.udemy.com/course/writing-mastery-productivity-hacks-for-writers>

Tip for using Udemy: Before selecting a course, check the date for when it was last updated. Especially if the course content needs to be recent (such as a course on using Scrivener).

MasterClass

<https://www.masterclass.com/categories#writing>

Learn your craft from famous authors, including David Sedaris, Margaret Atwood, Neal Gaiman, R.L. Stine, Joyce Carol Oates, James Patterson, Judy Blume, and many more.

MasterClass is **\$15/month** for access to ALL the classes.

Children's Book University

<https://eevijones.kartra.com/page/childrensbookuniversitynowopen>

Dave Chesson recommends this as the best course for children's book authors.

Expensive (\$497... this is for writers who are making writing a career)

Writers of the Future Science Fiction Online Workshop (**FREE!**)

<https://www.writersofthefuture.com/register/online-workshop/>

This free intermediate level writing course includes essays, practicals, and 13 video presentations featuring Writers of the Future judges: David Farland, Tim Powers, and Orson Scott Card.

Reedsy - Free Online Writing Courses (**FREE!**)

<https://blog.reedsy.com/learning>

These are great! I have taken many, if not most, of them myself. Each course is ten days, and you get a lesson emailed to you every day for ten days. Lessons are fairly short (10 minutes, but longer if you read the supplementary materials).

Many to choose from. Here are a few of my favorites:

[How to Master the 'Show, Don't Tell' Rule](#)

[How to Find Your Target Readers](#)

[The Mechanics of Writing Dialogue](#)

[How to Write YA That Sells](#)

[Understanding Point of View](#)

[How to Self-Edit Your Manuscript Like a Pro](#)

[How to Create the Ultimate Book Marketing Plan](#)

[Writing Dialogue That Develops Plot and Character](#)

And there are many more!

[2022] 175+ Free Online Writing Courses to Improve Your Skills (FREE!)

<https://www.classcentral.com/report/writing-free-online-courses>

This is a directory of free online courses, compiled by ClassCentral. The classes themselves are on the Coursera site. An impressive collection, worth exploring!

DIY MFA (FREE!)

<https://diymfa.com/>

Do It Yourself (DIY) MFA (created by Gabriela Pereira) is an impressive site designed to do exactly what it promises—help you learn the skills taught in a formal MFA program at home on your own! This program comes with a free starter kit to help you get started in this program.

The overall course walks you through the three major areas that big-name master's programs focus on:

- Writing
- Reading
- Building a community of fellow authors, mentors, and devoted readers.

Definitely worth checking this out to see if it is something that fits your needs and learning style.