



# STRATOS GLOBAL COURSE GUIDELINES

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Stratos Global is focused on empowering entrepreneurs by giving them access to quality education and mentorship. We focus on sharing content that applies to the world we live in today. Stratos Global courses should be informative, engaging and instructional. Our goal is to help our members pursue their passions by learning from our contributors who teach

## ALL STRATOS GLOBAL COURSES SHOULD DO THE FOLLOWING:

- Stratos Global encourages micro learning throughout its courses. Instead recording a 20-60 minute video on a specific subject, we encourage you to break up a subject into 2-7 minute lessons. Each lesson covers a small piece of the overall subject your course is focused on. That allows our busy the students the ability to learn at their pace and pick up directly where they left off the next time they log back on.
- Each course should share authenticity from the author and encourage the students to flex their creative muscles. Educate the members by sharing examples and stories in addition to facts and numbers. Integrate images and graphs to help the students fully engage into the content you are sharing with them.
- It is important that you adhere to our **Stratos Course Guidelines** and only share content where you are the primary content creator behind your course.

## COURSE & LESSON GUIDELINES:

- Courses should be a minimum of 15 minutes in length. (20-60 minutes per course is the recommended average).
- Courses should be filmed in 1080p quality video or better. Make sure the video is mounted
- A nice white backdrop or office or living room setup is recommended when recording the course. Make sure you remove distractions from the video background wherever you record.
- Each lesson within a course should be 2-7 minutes each. (Remember to focus on micro learning and help share smaller bursts of information that allow a student to comprehend the material more).
- The intention of Stratos Global contributors and students should be an exchange of knowledge, rather than a monetary or other static reward (ex: rank on a platform, number of views, increasing student follows).
- Courses may not reference monetary compensation in their title or description.
- Courses must contain an introduction that is a minimum of 2 minutes but not longer than 5 minutes in length.
- We recommend including handouts, quizzes or visual aids that help the student retain the information you are sharing in your course.



- Courses must have good audio and visual quality that does not detract from the course content. Click here for a list of inexpensive lapel microphones we recommend that are under \$100.
- Courses should not guarantee or promise a specific outcome for students (for example: weight loss, income, rank or follower count on a platform or website).
- Courses should be made for Stratos Global, and not branded for any other online teaching platforms. Teachers should not direct students to competing educational platforms and communities.
- Courses must be based upon a lesson plan or course outline. Courses may not consist simply of a walkthrough, review or demo of a certain website or tool without any added knowledge-based value from the teacher. Demonstrations must be instructionally narrated by the teacher and focus on the skills required to complete the course project with specific tips, insights and best practices included.
- Courses may not draw from external materials that did not originate with the teacher for a significant portion of the course.
- Each course or video section should only be uploaded once. Repetitive content may be removed.

## COURSE RESTRICTIONS:

- Marketing or self-promotion (including business or website logos) of the teacher within the course should be limited to the intro and outro portions of the video only.
- You are fully responsible for the ownership of the content you share on Stratos Global, and we have a zero-tolerance policy for violations of intellectual property rights or impersonation. Even if you own the content that you are publishing to Stratos Global, you may not publish courses that you are not directly teaching yourself. This includes, but is not limited to, content that is copyrighted or trademarked by another party and PLR (Private Label Rights) content.
- If you are teaching as a company or as part of a collective of multiple teachers working together as a single entity, the owner of the account (the individual associated with the email account on file) remains responsible for any account strikes pertaining to policy violations. Please note that Stratos Global can not split royalties or referral bonuses between multiple parties. In the event of a disagreement over content ownership between parties, Stratos Global will comply with DMCA regulation.
- You must have the proper authorization for any supplemental material that you've included (such as images or music tracks).
- Exclude income claims or guarantees from your course. All courses should be educational without guaranteeing or eluding to a specific outcome or result. (for example: most people that follow this system make "X" amount of money in their first month or year, I would be surprised if you aren't making "X" amount of money within this period of time, By following these principles or steps there is no way you can fail, if you listen to this outline and implement this information you will be able to quit your job in "X" period of time, etc).