

MODULE 1 • LESSON 3

TELOHUB vs Other Nigerian Course Platforms

Full Comparison Workbook

A student reference guide by The Profit Plug Keep this. Refer to it. Share it with anyone who asks which platform to use.

STUDENT WORKBOOK • TELOHUB COURSE 2025

Your Complete Platform Reference Guide

This workbook accompanies Lesson 3 of Module 1 in the TELOHUB course by The Profit Plug. It is designed to give you a clear, honest, and practical comparison of the major course platforms available to Nigerian and African instructors in 2025.

Use this workbook as your permanent reference. Every time someone asks you which platform to use — open this document.

You do not need to memorise anything. The answers are all here.

What This Workbook Covers

- A full profile of 5 major platforms — TELOHUB, Selar, Expertnaire, Udemy and Teachable
- Side-by-side comparison tables across 10 different features
- Real naira earnings calculations at the same sales volume on each platform
- Honest pros and cons for every platform — including TELOHUB
- A final verdict and recommendation based on your situation
- Note-taking spaces for your personal observations

AT A GLANCE

Master Comparison Table – All 5 Platforms

This table gives you the full picture in one view. Every number is based on publicly available platform information as of 2025.

Feature	TELOHUB	Selar	Expertnai re	Udemy	Teachabl e
Your earnings %	80%	85-95%	70-80%*	25-97%**	70-95%***
Monthly platform fee	FREE	FREE	FREE	FREE	\$39+/mo
Upfront cost	NONE	NONE	NONE	NONE	\$39+/mo
Payment timing	Instant	Instant	7-14 days	Monthly	Varies
Min withdrawal	₦5,000	₦5,000	₦5,000	\$100	\$100+
NGN bank withdrawal	YES	YES	YES	NO	NO
Africa-focused	YES	Partial	YES	NO	NO
Built-in affiliates	YES	YES	YES	NO	Paid plan
Free to join	YES	YES	YES	YES	NO
Course certificates	YES	NO	NO	YES	YES

*Expertnaire: 70-80% depends on the product and arrangement with the course creator.

**Udemy: 97% if YOU bring the student. 25-37% if Udemy finds the student through their own marketing.

***Teachable: 95% on Pro plan (\$119/month). 70% on Basic (\$39/month).

Same Course. Same Students. Different Earnings.

This is the most important table in this workbook. Imagine you create a course priced at ₦10,000 and sell 50 copies in one month. Here is exactly what you walk away with on each platform:

Platform	Student Pays	Your % Cut	Your Earnings	Platform Keeps	Monthly Fee Deducted	Final in Pocket
TELOHUB	₦10,000	80%	₦8,000	₦2,000	NONE	₦400,000
Selar	₦10,000	90%	₦9,000	₦1,000	NONE	₦450,000
Expertnaire	₦10,000	75%	₦7,500	₦2,500	NONE	₦375,000
Udemy*	₦10,000	37%	₦3,700	₦6,300	NONE	₦185,000
Teachable	₦10,000	80%	₦8,000	₦2,000	₦58,500	₦341,500

**Udemy rate shown is when Udemy finds the student (most common). 50 students x ₦10,000 = ₦500,000 total.*

At 50 sales of a ₦10,000 course: Selar earns you the most (₦450,000). TELOHUB is second (₦400,000). But TELOHUB has one advantage Selar does not — course-specific features, certificates, a curriculum builder, and a dedicated course marketplace for African students.

For pure digital products (PDFs, templates), Selar is excellent. For COURSES specifically, TELOHUB is built for that purpose.

Detailed Look at Each Platform

Here is an honest, in-depth profile of each platform. Read these carefully and decide which one fits your specific situation.

TELOHUB — telohub.com		RECOMMENDED FOR COURSES	
<i>"Africa's online course marketplace built specifically for African instructors and learners."</i>			
Earnings Per Sale	Monthly Fee	Payment	Min Withdrawal
80%	FREE	Instant	₦5,000
PROS		CONS	
✓ Free to join — no card required			
✓ Instant payment to your wallet after every sale			
✓ Direct NGN bank withdrawal from ₦5,000			
✓ Full course builder (Topics, Lessons, Videos, PDFs)			
✓ Completion certificates for every student		✗ Smaller student base than Udemy (growing fast)	
✓ Africa-wide student reach		✗ Less international recognition than Udemy	
✓ Built-in Q&A; and student engagement tools		✗ 80% is slightly lower than Selar's 90%+	
✓ No tech experience needed to set up			
<p>VERDICT: Best platform for Nigerian instructors creating structured online courses. The combination of instant payment, free access, NGN withdrawal, and course-specific tools makes it the most complete solution for African course creators.</p>			

"Nigeria's most popular digital product marketplace — excellent for ebooks, templates, and simple courses."

Earnings Per Sale	Monthly Fee	Payment	Min Withdrawal
85-95%	FREE	Instant	₦5,000

PROS	CONS
✓ Highest earnings percentage (up to 95%)	<ul style="list-style-type: none"> ✗ Limited course structure (no curriculum builder) ✗ No completion certificates for students ✗ Not a dedicated course marketplace ✗ Less suitable for multi-module video courses ✗ Students cannot track progress through a curriculum
✓ Free to join and use	
✓ Instant payment to wallet	
✓ Nigerian bank withdrawal supported	
✓ Large existing Nigerian buyer audience	
✓ Excellent for ebooks, PDFs, templates and audio	
✓ Built-in affiliate marketing system	
✓ Very easy product upload process	

VERDICT: Excellent for selling digital products like ebooks, templates, and standalone video recordings. However, it lacks the structured course experience — no curriculum builder, no certificates, no lesson progression — making TELOHUB a better fit for proper online courses.

"Nigeria's leading affiliate marketing platform where others promote your course for a commission."

Earnings Per Sale	Monthly Fee	Payment	Affiliate Network
70-80%	FREE	7-14 days	Strong
PROS		CONS	
✓ Powerful affiliate network — others promote your course		✗ Payment takes 7-14 days (not instant)	
✓ Large Nigerian audience already on the platform		✗ Platform approval process required	
✓ Free to list your course		✗ You share 20-30% with affiliates on top of platform cut	
✓ Strong for high-ticket courses (₦20,000+)		✗ More complex setup process	
✓ Good brand recognition in Nigeria		✗ Less control over your course presentation	
✓ Affiliates handle much of the marketing for you		✗ Not a structured course platform (more of a marketplace)	

VERDICT: Strong option for high-ticket products where you want affiliates to drive sales. However, the delayed payment and more complex setup make it better suited for experienced instructors with proven courses. For first-time instructors, TELOHUB is a faster, simpler, and more accessible start.

"The world's largest online learning platform — powerful reach, but complicated earnings and heavy competition."

Earnings (own traffic)	Earnings (Udemy traffic)	Monthly Fee	Payment
97%	25-37%	FREE	Monthly
PROS		CONS	
<ul style="list-style-type: none"> ✓ Largest student base in the world ✓ International reach — students from 190+ countries ✓ Free to create and list courses ✓ Strong SEO — courses rank on Google ✓ If you bring your own students — 97% earnings ✓ Well-known brand that students trust 		<ul style="list-style-type: none"> ✗ Udemy controls your pricing — they discount freely ✗ Only 25-37% when Udemy finds the student (most cases) ✗ Payment is monthly (not instant) ✗ Minimum \$100 payout — no NGN bank withdrawal ✗ Extreme competition — millions of courses ✗ Udemy can change rules anytime ✗ No naira pricing — your Nigerian audience sees dollar prices ✗ Race to the bottom pricing (₦1,000 courses) 	

VERDICT: Strong if you have an existing international audience who you can direct to your course. Weak if you rely on Udemy to find students for you — they will take 63-75% of your earnings. For Nigerian instructors starting out, the payment structure and dollar pricing make Udemy a difficult starting point.

"Premium course hosting with full customisation — but you pay a monthly fee before making your first sale."

Earnings Per Sale	Monthly Fee	Payment	NGN Withdrawal
80-95%	\$39-\$119	Varies	NO

PROS	CONS
✓ Fully customisable school and course pages	✗ Costs \$39-\$119 per month BEFORE you make any sales
✓ Strong course builder and student experience	✗ No Nigerian naira bank withdrawal
✓ Email marketing tools built in	✗ Dollar pricing can confuse Nigerian students
✓ Good completion certificates	✗ Not Africa-focused — support and features built for Western market
✓ High earnings percentage on higher plans	✗ Expensive for beginners with no existing audience
✓ Professional looking storefront	✗ Payment delays — not instant

VERDICT: Excellent platform for established creators with a large existing audience who can cover the monthly fee easily. Wrong choice for a Nigerian instructor who is just starting out — you will be paying ₦58,000+ per month with no guarantee of sales before your course picks up momentum.

YOUR SITUATION

Which Platform is Right For You?

The best platform depends on your specific goal. Use this guide to match your situation to the right choice:

Your Situation	Best Platform	Why
First-time instructor — never listed a course before	TELOHUB	Free, easy setup, instant payment, NGN withdrawal. No risk.
Selling ebooks, PDFs or templates (not video courses)	Selar	Higher earnings %, large existing audience, perfect for digital downloads.
High-ticket course (₦30,000+) with affiliate promotion plan	Expertnaire	Strong affiliate network will drive sales for you.
Have international audience outside Africa	Udemy	Best global reach. Send your own students to keep 97%.
Established creator with 10,000+ followers and steady sales	Teachable	Full customisation and branding. Worth the monthly fee at scale.
Want to sell courses AND have affiliates promote them across Africa	TELOHUB + Selar	Use TELOHUB for structured courses, Selar for supporting digital products.

Write Down Your Thoughts

Use these spaces to note your observations, questions, and decisions as you go through this workbook. Writing things down increases retention by up to 40%.

Which platform will I use and why?

What is my course topic and price point?

Questions I have after reading this workbook

My goal: I want to earn _____ per month from my TELOHUB course by _____ (date)

**"The platform will not make you rich. Your course will.
Choose the platform that removes every barrier between
your knowledge and your income."**

— The Profit Plug

WHAT TO DO NEXT

Your Action After This Workbook

- Step 1: Go to telohub.com and create your free instructor account (Module 2, Lesson 1 shows you exactly how)
- Step 2: Decide on your course topic and price point (write it in the notes section above)
- Step 3: Record your first lesson video on your phone and upload to YouTube as Unlisted
- Step 4: Come back to the TELOHUB course builder and start listing — Module 4 walks you through every screen

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