



Jeff Karl



posted a discussion · 14 days ago

SuperLearner 2.0

Is support for this course going to be shut down? It seems like your 2.0 course is essentially the same course -- except there's now a paywall between students of 1.0 and any future updates.

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● **Dr. Lev Goldentouch** · 14 days ago ·

I will continue to answer questions in both courses.



● **Carlos De Leon** · 14 days ago ·

So, the course was improved based on feedback from students, but your old students now must pay for the improved version. Did I understand it correctly? I don't think that is what students expect from Udemy courses.

I know, there is a discount, and I know you will continue answering questions. It just doesn't feel right to me.



● **Dr. Lev Goldentouch** · 14 days ago ·

You do not have to upgrade the course version, like you do not have to upgrade your iPhone or Windows version. If you choose to continue with the current course version, we understand your choice and will provide all relevant support.



• **Carlos De Leon** · 14 days ago ·

Yeah, but this is not an iPhone or a PC. This is a Udemy course, and that is not how things have worked for Udemy courses so far.

I know that probably only a very small percentage of your current 50K~ students will dislike this commercial move, so you probably don't care too much about comments like these, and that is understandable.

Well, I'm done with this discussion.



• **Jeff Karl** · 13 days ago ·

I think you might find a lot of people feel as Carlos does. I have no major complaints, as I was fortunate enough to purchase this course with a coupon. But incorporating planned obsolescence into an e-learning course somehow seems a little dishonest. Part of what we purchased was a lifetime membership in the course. My understanding was that part of this membership included updates to the existing course.

SuperLearner 2.0 seems less like a separate course (such as the Branding You course, which I've also purchased and enjoy very much), and more like a way of getting your existing crop of students to cough up money a second time for something they've already paid for.

Like I said, I caught this course on the heaviest of discounts (a Digital Monday sale, I believe) - so this doesn't bother me all that much, personally. But I could understand why some other students who paid more money might be a little irked by being asked to purchase an "upgrade."



• **Jonathan Levi** · 13 days ago ·

Jeff, Carlos, We definitely understand how you feel.

Here's where we're coming from.

We have worked extremely hard for the last 2 years to provide an endless stream of updates to the course. We've re-done lectures on 3 different occasions. We've added dozens of resources. We've fixed

and updated points of confusion - and much, much more. These are "updates" and "fixes" and we're happy to provide them - although, I want to point out, that Udemy's policy is "lifetime access" - NOT "lifetime updates and free upgrades." Nowhere during the purchase process were you ever told the course would be updated or improved. Rather, we continued to update and improve it for **two years** because it's the right thing to do, and because we value the experience of our students. No qualms there, and no regrets.

But a complete course overhaul, with 100% re-recording, rewriting, and 2x as much material, **including ~15 lectures and a ton of worksheets on topics that were NOT part of the 1.0 course description when you clicked "buy?"** You're looking at 1,000+ man-hours of work (not including 2 years of research) and literally thousands upon thousands of dollars in studio time, labor, editing, equipment rental... the list goes on. But all that neglects the fact that *this new course includes features we never even offered in 1.0, and features past students simply didn't pay for.* There's a reason that the new course is \$199 instead of \$149.

So let me be absolutely transparent (and vulnerable, and pretty blunt) with you: We cannot justify giving away all this new stuff as part of a \$10-29 purchase (yes, 99.7% of our purchases are below \$29 - and I think 80% of those are below \$20). If folks on Udemy were paying the \$249 price point of our Master Class... sure - any future versions are definitely in the realm of possibility. But for \$15, it just doesn't make financial sense for us. In fact, I have to be even more honest with you and admit that *it actually pains me very, very much to be selling this course for less than \$199 retail price to anyone.* It's that good. It's the best work I've ever done in my life.

I also really resent the comment that "maybe you don't care too much about comments like these." **Of course I care!** My students are my life and my livelihood. And though for about 15 seconds, **I thought about not releasing a new version on Udemy at all, and offering only the MasterClass** (\$249 and rising), to eliminate any of these "wait, I should get the upgrade for free!" feelings or confusions between the two different versions. But, because our students mean the world to me, and because we would never be where we are today without them, we made the decision to put their experience (and the needs of our many students who are in developing countries, currently unemployed college students, etc) over our hard feelings that we're giving away too much, and offer this \$15 upgrade path. And still, there is backlash. Honestly, I'm hurt that you guys don't value our hard work enough to shell out *a measly \$15* so that we can continue to improve and develop our products. Some new students are spending \$349 on our website for our MasterClass bundle, and yet others are up in arms about \$15 for a "light" version that is easily worth the \$199 retail price.

You can think of the changes we made in the last 2 years as a software update on your iPhone or on your sports car. It's free, it's the right thing to do for the customer, and it provides tons of tweaks that improve your experience with the product. If there are fixes to be made, we will make them to SuperLearner 1.0 so that it remains a fully workable product, just like the iPhone 4S is still a fully workable product. That's just good customer service.

But DOUBLING the content, adding completely *new lectures that were never offered to you as part of your original purchase*, offering it to you for \$15 instead of forcing you to purchase the \$249 MasterClass if you want an improved product? That's a hardware upgrade. That's the difference between an iPhone 4S and an iPhone 6 (with the MasterClass being an iPhone 6S+ 128GB). That's the difference between a 2013 BMW and a 2016 BMW. And frankly, I don't see any other companies offering a 95% discount to upgrade to their new product that does the same thing. Even if it's not a hardware company. I used to have the entire Adobe CS5 suite (I still remember that it cost \$1,568, because at the time, that was more money than I spent on my entire computer) - and yet did I get any discount towards PhotoshopCC or Premiere CC? Nope. I didn't. I had to purchase full-price subscriptions to BOTH in order to deliver this 2.0 version to you guys.

So, I'm sorry for the rant. You guys are direct and honest with me, I've been direct and honest with you. I'm hurt. I'm offended. I feel taken for granted.

But maybe I'm just sensitive.

Do you guys understand our point of view now, or are we more or less on the same page?

Thanks for reading my very long rant. I'm sorry if I've offended any of you or come off as anything less than grateful. You guys always have been, and will continue to be, the reason I do what I do, and the only reason I've gotten to where I am today. I certainly haven't forgotten that.

JL



• **Todd Reed** · 13 days ago ·

Hi Jonathan,

Thanks for your reply. I am getting value out of all proportion to my financial contribution. I am looking forward to taking 2.0 and potentially joining the Master class at some point in the future. You are doing great work, keep it up. Being able to advance your learning mechanism is life changing.



• **Vinodh Tharma** · 13 days ago ·

Hi Jonathan Levi, thanks for being transparent. I already purchased V2 but had same question as Carlos in my mind. May be many have same question. After reading your reply I am clear and make sense to me. Thanks for your hard work to create V2.



Carlos De Leon · 13 days ago ·

Hi Jonathan,

In my case it is really not about the money (I know, this doesn't make much sense since the main point was about having to pay for the upgrade), because \$15.00 is really cheap for a course like that. My feelings were originated by the kind of "move" itself.

But your response is very different from Dr. Lev's. When I said "you" probably didn't care about the way your students were feeling, it was totally in reaction to the way Dr. Lev replied to my initial comments.

I don't think you have any reason to be offended and you might think I don't have any reason to dislike the situation, but we are humans, and feelings and emotions are not always rational.

Your long reply shows that you care. I appreciate that.

Take care,

-Carlos



Jeff Karl · 12 days ago ·

At no point did I suggest that we ought to get anything for free. "SuperLearner 2.0" sounds like a refined version of 1.0 -- not a course that has double the content.

So long as the existing course isn't being phased out and the existing course content of 1.0 continues to be treated with the same degree of care and attention as 2.0, I can't see why anyone would have a problem.

These comments were motivated by a lack of understanding -- not of appreciation.



Dr. Lev Goldentouch · 11 days ago ·

Thank you, Jeff. That's a very good point. You will not feel any degradation of service quality.



Jeff Torres · 8 days ago ·

Thank you for giving us a very good deal. I was worried that my SuperLearner 1.0 course would have been a waste, since I'm only part way through, and I knew I want to upgrade to the 2.0. But I learned of

the discount and it's fair, even more than fair, considering how much you, the instructors put into the upgrade. Many thanks from the heart. Merry Christmas.



● **Jonathan Levi** · 7 days ago ·

Thanks so much for all of your replies and kind words. I'm glad we are on the same page now, and after hearing that some of you also feel that you're getting disproportionately large value from a \$15 course and might therefore upgrade to the MasterClass one day, I no longer feel like it was a mistake to offer a 2.0 version on Udemy!



● **Andrew Vietri** · 6 days ago ·

Hi Dr. Lev and John,

I started the other thread because I didn't see this one. I understand where you are coming. and I thought I would offer clarification on why I wrote my other thread:

1. Course Confusion: The course has virtually the same name and a decent amount of repeat content. This leads to user confusion and has the *appearance* of attempting to generate additional revenue for the same content. This *appears* to be have been done, in large part, to further clarify content or re-shoot performances that users have commented on 'as poor'. Please note: I understand there are additional costs involve and this was not intentional.
2. Expectation of a smaller 'optional' supplemental course: I understand there is a lot more content to this course. As a user, I have no way to verify this statement. As a suggestion, you could place everything new in a separate supplement course, if it is not a direct re-shoot or re-write of content. This would allow you maintain the current user base, while introducing new areas or concepts. this could be done in a episodic or "levels" way.
3. Expectation of it being free due to the due to "lifetime" access and name of "2.0": There is a large expectation that this was going to be free due to udemy's structure of content and lifetime access. There is also a denotation of a "2.0." In general, there is an expectations of "free" updates to "software" in a subscription environment within the software industry. This includes content, software, and new features. In addition, this is not a hardware update such as an iPhone or a car which has "hard" costs such as hardware components, shipping, etc. iPhone software updates are free to the OS that your phone supports. The reason you need to buy a new phone is to support new feature the hardware supports, which has a non-labor cost associated with it (otherwise known as a soft cost). in the cases where the they due charge, such as a MacOS update, it is very small. Again, I understand you are doing this but that is not the impression due to point 1.

Lastly, I completely understand where your are coming from. I work in the software industry and this kinda of thing happens all the time with our customers. I believe the largest issue here was miscommunication, not giving your current customers a smaller supplemental course as a purchase option, and gives the impression of abandonment.

Please feel free to reach out to me with for any additional feedback and I will see you in 2.0.

Andy



• **Dr. Lev Goldentouch** · 6 days ago ·

Dear Andy,

Your argumentation is very well built and I agree we could have done a better job branding and communicating our moves. Everything we did was intended to help our students and provide better resources for them. We will be happy to help you in the 2.0 course, and will provide continuous support for the 1.0 course. You should not feel abandoned: we are here to help in all of our courses.

Lev.



• **Jeff Karl** · 6 days ago ·

Hi guys,

Seems like this has all resulted from confusion about the naming of the course. Not sure what the Udemey rules are about renaming courses, but maybe something like **THIS** would work a little better?

"Pro" just rhymed with "2.0" -- so I went with that. But I suppose "PLUS" or some other modifier could work just as well.

- Jeff



• **Dr. Lev Goldentouch** · 5 days ago ·

You can rediscuss the second course's name on Facebook:

<https://www.facebook.com/groups/superlearner/>

We will accept the group verdict.



• **Klaus** · 4 days ago ·

I did not understand, why the course is offered so expensive at udemy and 99,7 % can buy it below \$29.

How much money did you make with 99,7% of the customers and how much money with 0,3% ?

How many participant have started and finished the Course?

An update from version 1 would in my opinion also a possibility rather than a new course.

(I can not write better or more fully my comment, because my English is not so good.)



Jonathan Levi · 4 days ago ·

The "pro" rebrand is an interesting suggestion, which we'll consider.