This is the reason why it's so difficult to choose.

Which is the best online TEFL course? Which one should you take?

It's difficult because there are so many look alike courses. Many courses that claim to be "accredited", a 120 hours, "internationally recognized" yada, yada, yada.

This is what happens in a saturated market place.

Consider toothpaste for a moment.

Ever been to the toothpaste aisle to get some toothpaste and just felt overwhelmed?

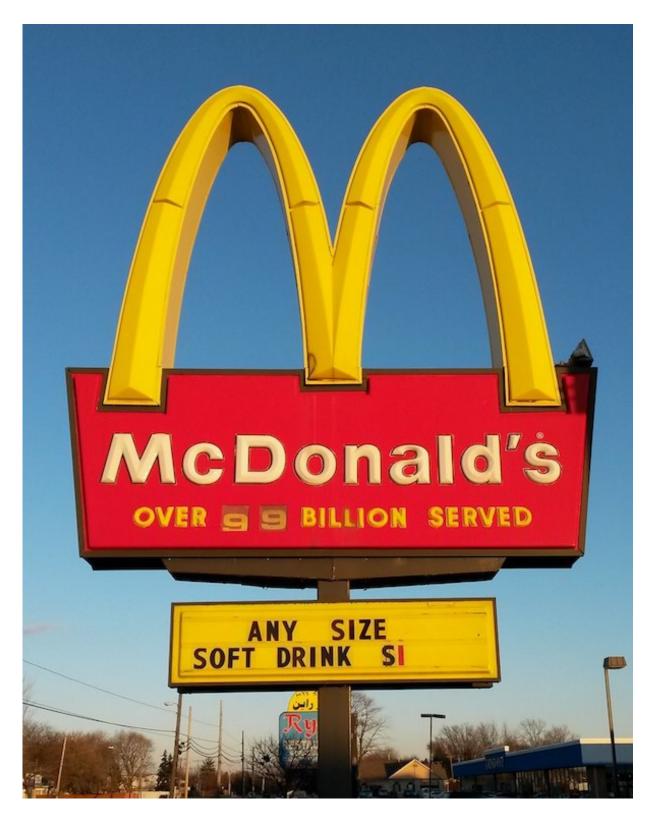# "Best" and "Best practices" are for stupid people

"Bests" are for people who are pretty much clueless and new to the game. I was too at one time and even remember doing a search not so long ago for "best zombie contact lenses".

Duhhh.

I thought to myself.

It was true. I had no idea.

When you search for the "best" of anything you are likely to find what is popular, but not best and they are two different things.

Think about it.

What's your favorite restaurant?

Now compare that to McDonald's which is popular because it's served BILLIONS.

If you said that depends then the true 'best' online TEFL course is no different. It depends how you measure it. Take it from a famous marketer and teacher Seth Godin.

"Regardless of how you measure 'best' (elegance, deluxeness, impact, profitability, ROI, meaningfulness, memorability), it's almost never present in the thing that is the most popular."

"Best" practices are stupid.

Conventional thinking in TEFL will say take a course that is:

- Accredited
- At least 100-120 hours

This is popular thinking and it's all over the web. But let's

stop and look at these things a little closer.

Accreditation???

Accreditation was originally implemented in college to insure financial aid and trust in the consumer.

But there is <u>no financial aid in TEFL</u> and you are not in college anymore. 99% of all TEFL courses out there have ZERO affiliation with colleges.

There is no one accreditation organization in TEFL. It's not a requirement. 99% of all accreditors out there are *private* middlemen <u>businesses</u>.

GOACTA a non-profit for universities states in their PDF called Why accreditation doesn't work:

1. Accreditation does not guarantee educational quality.
2. Accreditation contributes to overpriced education.
3. Accreditation undermines institutional autonomy.
4. Accreditation involves an exchange of money.
5. Accreditation is mostly a secret process.

And that's for colleges but it's not very different for TEFL.

Accreditation in TEFL is far less organized there are some fake ones out there and "accredited" TEFL courses are a dime a dozen. Again despite what it may look or sound like

the majority of TEFL courses out there have zero affiliation with colleges.

Although most of them model a course out there that is affiliated with a college (at least on the surface). More on that later.

Also did your accredited degree make a difference? Wasn't going to college partly about getting a job? Was TEFL what you studied in college?

Studies show that 40%+ of degree holders work in jobs that they could do without a degree and another 40% of them are not doing anything related to their field.

Learn more about TEFL accreditation.

Those "**hours**" online are fake.

There are no "hours" or scheduled classes these courses are all work at your own pace. I completed a "120 hour" online tefl course in 8 hours! And I am not alone.

Learn more about TEFL course hours.

COPYCATS

The most reputable course out there is called CELTA and it's the course that everyone tries to copy (at least on the surface). And I am not saying it's the best thing since sliced bread.

The 120 hour online TEFL course lie

There's a lot of hype around, well, TEFL courses in general, but those "hours". And you should really keep track of who you are getting your info from because in the case of accreditation it is often said that the accreditors are often made up of people working in the companies that they accredit!

60, 100, 120, 168, 171.26...

Online (and even sometimes in-class) those "hours" are fake.

Unfortunately people copy.

They can't think for themselves and they want to play it safe so they copy what works because they don't want to

fail.

It's like the zebra.

I was watching an interesting video with Jordan Peterson (about creativity) talking about zebras and that it's not that their black and white striped coat camouflages them, but rather when they are together in a herd a lion can't pick one out, but as soon as you mark one with a different color paint a lion can get them.

So in other words it's easier and safer to look like and do what everyone else does.

But is it better?

The best course

I would think beyond getting a job (the short term) because that's just the beginning of a year long experience. The thrill of traveling won't last long. It will be replaced with a 9-5, 2-9 etc.

Do you want to have a good experience teaching abroad?

Do you think teaching English is easy?

It's not.

All the things that you are likely focused on now: the excitement of moving to a new country, traveling and getting a job will soon be replaced with a new set of problems.

Don't assume that any course will adequately prepare you to do your job because it probably won't. I've taken 2 different courses online and one partially in a class and they weren't very helpful for different reasons.

1. No visuals
2. Too much theory
3. No feedback

Why most online tefl courses are not any good

Do you know who you will teach? Kids or adults? It's up to you but chances are if you teach in Asia you will teach children. Most courses model CELTA and the A in CELTA is for adults.

Roughly 80% of the jobs there are for teaching children.

The best course is going to prepare you to teach who you teach. It's also going to *show you what to do*. And online that's a little more tricky and that's why I created this course.

Ian Leahy
http://www.eslinsider.com/about